

Your Place

Is your place a small place? Tend it with care; He set you there.

Is your place a large place? Guard it with care; He set you there.

Whate'er your place,

It is not yours alone, but His Who set you there.

John Oxenham

"Transients only"

Guests who stay longest at a hotel are naturally the most profitable.

But YOUR "guests"—the goods on the shelves—bring you the biggest profits when they are "transients." The sooner they leave you and move into the homes of your customers, the better you're pleased.

The "transient" characteristic of every package of Procter & Gamble goods makes these widely known products especially profitable to handle. Naturally, then, you welcome them into your store in ever-increasing numbers because you know they need little urging to leave.

. . . .

You can make these Procter & Gamble products even more cager to move by using the carefully designed display material which we gladly furnish without charge. Your salesman will supply it.

> PROCTER & GAMBLE Cincinnati, Ohio

IVORY SOAPCHIPSOCAMAYIVORY FLAKESLAVA SOAPGUEST IVORYOXYDOLCRISCOP AND G THE WHITE NAPTHA SOAPSTAR NAPHTHA WASHING POWDER

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"The better it's known, the easier it sells"



GRAND RAPIDS. WEDNESDAY, NOVEMBER 7, 1928

MICHIGAN TRADESMAN E. A. Stowe, Editor

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HIGHER STANDARDS.

It is quite safe to say that, with few exceptions, the distributors, of the country while rating themselves as agents for the consumer have continued to pass along pretty much what manufacturers believed the consumers desired. The choice has been made of manufacturing wares and not what study determined were the consumer's wants. No doubt many of these selections were happy ones and fully in accord with what the consumer would design for himself. On the other hand, there has been a host of articles, great quantities of merchandise, which have been purchased for the lack of something better.

In the recent past, the improvement in product has been especially marked in many lines. Not a little of this betterment can be traced to closer contact with consumers and a study of consuming demand by manufacturers. Advertising brought this about in large measure in numerous instances, and the pressure of competition has forced it in others. It is not too soon, then, for the retailer to take steps toward fortifying himself in his prime function.

What may be done through the study of consumer taste and its attraction to still higher standards of living is almost beyond imagination. New wants are discovered at every turn and by prompt recognition and skillful guidance of these desires, the merchant has ample opportunity to make his study of consumer demand profitable to both himself and his customers.

KIPLING ON TRAVEL.

Rudyard Kipling has broken a long silence to express his amazement at and his somewhat qualified admiration for twentieth century cruising de luxe. He finds in this phenomenon of modern travel an effective aid to internationalism on the ground that the understanding it promotes of other people's lives makes for "tolerance', good will and so peace."

It may be that in many cases this is true and that the returning voyager returns with a warm spot in his heart for the countries he has visited. But it is not always that such tourists find their flying visits, in which they are assailed on all sides by those elements of the native population whose business in life is exploitation of the foreigner, conducive to much understanding or sympathy. Nor do the natives themselves invariably feel enthusiastic good will surging up in their bosoms for the foreign visitors. A few hours of intensive sightseeing barely serves to introduce a traveler to a new country. To believe that it forges bonds of friendship evidences a tendency to make the wish father to the thought.

We are especially surprised that it is Rudyard Kipling who is justfiving world cruises-which certainly need no other justification than the pleasure they bring-on the ground of promoting tolerance, good will and peace. This is a very different Kipling from the one who wrote with such scorn of "travelled idiots" who came to India on four-month visits to "study the East." Can this be the author of "Pagett, M.P."? Is this the man who felt such unholy glee as the Indian heat shriveled up the enthusiasms of his visitor and found such comfort in the thought of disciplining still more of "the fools like Pagett who write of their 'Eastern trips'"?

HEALTHY CONDITIONS.

Some easing of a seasonal character is foreshadowed in the basic lines of industry, but this is not to say that progress is not excellently maintained-Sooner or later it is felt that building operations must feel the effect of high money and the surplus already supplied in various branches, and vet October awards ran some 8 per cent. above the same month last year. The automobile industry is slowing down a little, but ford during the week reported his largest employment. In steel the tapering off is slight. Copper prices have moved up again.

For a more complete picture of the situation the statistics on production, and unfilled orders for September became available during the past week. The adjusted index for manufacturing stood at 116-the highest ever reached. This level was made possible by the exceptional gains in automobile, tire and iron and steel production that month. Gains in cement, brick and glass testified to the heavy building movement. In both stocks and unfilled orders there were favorable showings. At the end of the month stocks of manufactured commodities were down to 111, against 113 in September, 1927,

and unfilled orders rose to 75, compared with 70 in the earlier period.

These figures show quite a healthy condition in industry, although, of course, the gains are not as general as they might be and there is still some "spottiness" evident. The failure report bears out this unfavorable phase, since the number of defaults last month was some 13 per cent. above those in October, 1927.

CONSUMER DEMAND CHOSEN

As the keynote for the next convention of the National Retail Dry Goods Association, the Executive Council has selected "Consumer Demand-the Merchant's Guide." In announcing this theme Channing E. Sweitzer, managing director, quotes the view that we changed from a production to a consumption market in 1922 when educatin became more rapid than the growth of wealth. Manufacturers, wholesalers and retailers, he points out, will be able to reap valuable benefits from studies as to what makes the consumer think as he does think and why he wants what he wants when he wants it. A number of outstanding developments in retail distribution clearly indicate, he adds, that it is this study of consumer demand to-day which is basic.

It is interesting to recall that when the retailers' association undertook its campaign against resale price maintenance it emphasized the principle that the stores are purchasing agents of the public and not mere distributors for manufacturers. Therefore, its forthcoming effort to discover the springs of consumer demand is quite in line with its earlier conception of the fundamental retail function.

What the store executives will uncover in their studies has been indicated only in a vague way. Of course, there has been "price lining" to cater to the main income groups. And there have been the counts taken on style preferences in fashionable gathering places. There is also the additional care exercised in correct sizing and in guarding quality standards. The early season testing of merchandise is conducted on an ever-growing scale.

A WILD DREAM.

There will have to be a radical change in public sentiment before the proposition to send into the front-line trenches the responsible officials of any nation which goes to war will be seriously considered outside of academic circles. The proposition, however, has been submitted to the league of nations secretariat in Geneva.

There is nothing new in the assertion of its sponsor that the officials who allow their country to go to war have failed in their duty. Army officers are in the habit of saying that they are called in only when diplomacy has failed to settle disputes. But it is easier to say that the civil branch of the government has been unable to settle disputes than to fix responsibility for starting a war. If a nation is attacked, it must be defended.

Number 2355

When one considers conditions in 1917, with the United States deciding to go to war with Germany, the defects in the proposed plan appear. President Wilson, the members of his Cabinet and the majority of the Senators and members of the House of Representatives would have had to don the uniform and fight in France as the penalty for refusing to submit to Germany's assumption that it could tell us when our ships could cross the ocean.

REVIVAL OF TRUE RELIGION.

The results achieved in the course of evolution naturally lead us to identify the creative power with the mighty forces and capacities of nature which explain the perpetual life and growth of plants, animals, man and ideals. This cosmic order is a wondrously sublime order and there is very evident progress toward the higher in the world. Out of this process have come goodness, beauty and wisdom, and if we love them, reverence, obey and live them we gain the insight that enriches life with glory and power. The religion of both essential Christianity and evolution make clear that we have a divinity within ourselves. Its credentials are revealed in setting up a standard of genuinely high living and guiding our conduct by this standard. In thus simplifying religion we are not wandering into by-paths but are on the highway of religion, breathing its own air and feeling its own currents and thus enlarging our ideals ci duty and girding ourselves into a newer and higher consecration.

The revival of true religion which Jesus of Nazareth hoped to see spread over the entire world will come when the moral law has a sufficient voice in the life of the churches, thundering out the importance of life-giving moral habits. It will come when the church leadership pledges itself to make men more keen for truth and more heroic in its support, less selfish and genuinely considerate of each other-both as individuals and as groups-their hearts all aglow in opening new channels for the better irrigation of the life of the great rank and file. Then will the divinity in the world throw off its disguises.

Amid the measureless slag and grossness nestles the seed perfection.

This isn't an ideal time to go into debt.

BUSINESS SELF-REGULATION.

America Making Rapid Strides in the Matter.

Explaining the trade conference procedure of the Federal Trade Commission as another name for the selfregulation of business, T. Markham Flannery, director, Federal Trade Commission, told the manufacturers' morning session just how this idea may be carried out successfully. In part, Mr. Flannery said:

"The term, 'Trade Practice Conference,' may be regarded as but another name for self-regulation of business.

"Never in the history of American business has there been a time when self-regulation has received more intensive consideration.

"By 'self-regulation' I mean workable rules prescribed by an industry for its own business conduct with a due regard for the public interest.

"If an industry is capable of selfregulation the trade practice conference procedure of the Federal Trade Commission affords the most effective method yet devised to accomplish this end.

"Trade associations, 'institutes,' the U. S. Chamber of Commerce, and business organized in other forms have done and are doing excellent work. Competitive conditions in many industries are being studied and intelligently analyzed; codes are being adopted; much money is being expended in educating industry for the work of selfregulation. But when the faults are discovered and rules adopted for their correction, it remains for trade practice conference procedure to supply, in a measure at least, an element which heretofore has been completely lacking -namely, enforcement.

"Self-regulation without rules would be impossible, and rules without some power of enforcement make self-regulation in most instances a mere expensive gesture. The fact that some power rests, as it does, in an impartial, disinterested governmental body, obviates the necessity of its frequent use.

"For the benefit of the more technical, it may be explained that in formal complaints issued by the commission against one who has violated a rule, the charge is based on violation of the statute, not on violation of the rule. Before considering the extent to which trade practice conference rules may be enforceable, the underlying principles and nature of the trade practice conference procedure will be briefly referred to:

"The primary interest of the Federal Trade Commission naturally is the interest of the public. The public is entitled to the benefits which flow from competition, and competitors are entitled to fair competition. The legitimate interests of business are in perfect harmony with the true interests of the public. That which injures one undoubtedly injures the other; and Congress has, in the creation of the Federal Trade Commission, provided a medium through which the interests of both may be mutually protected in matters of competitive practices.

"When, as a result of such practices, these interests conflict, they must be

MICHIGAN TRADESMAN

harmonized under the Federal Trade Commission Act, and on appropriate occasion the trade practice conference procedure may be invoked for this purpose. This procedure affords a common ground upon which representatives of business or industry may meet and freely discuss and agree to abandon any practices or methods which, in the opinion of the industry, are unfair or harmful, or against the public inter-

"This procedure deals with an industry as a unit. It is concerned solely with practices and methods. It regards the industry as occupying a position comparable to that of "friend of the court," and not that of the accused. It wipes out on a given date all unfair methods condemned at the conference and thus places all persons engaged therein on an equally fair competitive basis. It performs the same function as a formal complaint without bringing charges, prosecuting trials, or employing any compulsory process; but multiplies results by as many times as there are numbers in the industry who formerly practised the methods condemned and voluntarily abandoned them.

"The process consists in assembling representatives of a given industry in conference over which a Commissioner of the Federal Trade Commission, who represents and looks after the interest of the public, presides. The industry as thus assembled proposes, discusses and adopts resolutions defining and denouncing such practices as, in the opinion of the conferrees should be abandoned for the good of the industry.

"These resolutions, with a report, are submitted to the commission as a whole After consideration, the commission may either approve, or accept, or reject the resolutions, in whole or in part. Resolutions approved or accepted by the commission are regarded as rules of business conducted for the government of the industry on the subjects covered. These are usually grouped according to the nature of the practices which they condemn.

"Group I rules are those which the commission affirmatively approves, thereby stating in effect that any who make use of the practices condemned by such rules are subject to be named as respondents in formal complaints.

"Group II rules condemn practices with reference to the illegality of which the commission expresses no opinion, but it accepts these rules as expressing the opinion of the trade that the use of such practices constitutes unfair methods of competition.

"Group II rules cover a wide range; they include practices the illegality of which is uncertain as well as those which may be regarded merely as bad business methods. Nevertheless, it is at times difficult to state whether a practice is or is not illegally unfair, and on some such questions decisions have been rendered by divided courts.

"The only statutory guide to the na-

ture of practices which the Commission by Section 5 of the Federal Trade Commission Act is empowered and directed to prevent is found in the declaration that 'unfair methods of competition in commerce are . . . declared unlawful.' The United States Supreme Court, in dealing with this language in the Gratz case, said:

"'The words "unfair methods of competition" are not defined by the statute and their exact meaning is in dispute. It is for the courts, not for the Commission, ultimately to determine as a matter of law what they include. They are clearly inapplicable to practices never heretofore regarded as opposed to good morals because characterized by deception, bad faith, fraud or oppression, or as against public policy because of their dangerous tendency unduly to hinder competition or to create monopoly. The Act was certainly not intended to fetter free and fair competition as commonly understood and practised by honorable opponents in trade.'

"The adoption of rules of business conduct at a trade practice conference by the majority of an industry, if free from collusion or fraud, determines the character of competitive practices which constitute 'fair competition as commonly understood and practised by honorable opponents' in their particular trade. Any who violate their selfimposed obligation to abide by these rules, the adoption of which was based upon mutual considerations, mutual inducements, and the good faith of all, would appear to be guilty of 'bad faith.' But let it be distinctly understood that this question has never been determined by the Commission, and up to the present the enforceability of Group II rules must depend on the practice the particular rule deals with and the facts presented in a particular case.

"However, it seems that business men do not invoke the machinery of the Government for the purpose of making rules simply as a gesture. There is a bona fide desire on the part of business generally to raise the standard of business practices. Half-truths told in advertisements, deception in labels, fraud in substitutions, and wasteful, uneconomic methods generally are burdens on business which the more intelligent are anxious to be rid of.

"Thus, the cottonseed eil mill industry, at a trade practice conference recently announced, passed a resolution in the hope that all the rules which they adopted would be enforced by the Commission, or at least that none would be surreptitiously violated without the violater being subject to the issuance of a complaint by the Commission. The rule in question may be regarded as making history in this respect, and reads as follows:

"'That the clandestine violation of any of said resolutions, those accepted by the Federal Trade Commission merely as expressions of the industry as well as those approved by said Commission shall be deemed unfair methods of competition.'

"This rule was placed in Group I, which, as previously explained, means that it was affirmatively approved by a majority of the Commission; and while no further expression has come from the Commission in this matter, and while I have no authority to speak on this subject for the Commission, it might be reasonably inferred that complaints may issue against users of the practices condemned by the Group II rules, against any in that particular industry who violate their self-imposed obligation to refrain from such practices.

"There is no need, however, to speculate as to whether or how the Commission, or finally the courts, may determine the relative status of Group II rules. They are usually observed and have resulted in the abandonment of many bad business practices to the lasting good and financial benefit of the industry. A few examples may be here cited:

"Recently the shirting fabrics industry, among others, adopted a resolution which was classed by the Commission as a Group II rule. It corrected a practice which had become an expensive burden on that branch of the industry known as 'converters,' or those who buy the plain fabric from the mill and by finishing, dyeing, printing, etc., convert it into shirting. Great quantities of this material were used in large samples furnished free of cost to dealers with each order shipped throughout the United States. The correct ecocnomics of the situation was the elimination of waste and an equitable distribution of the burden: thus, instead of receiving samples free, if each dealer were required to purchase them at actual cost, his demands in this respect would be confined to actual requirements, and the expense, great in the aggregate, would be inconsiderable to the individual dealer. The operation of this rule was strenuously opposed by certain dealers; but the shirting fabrics industry, capable of and ready for self-regulation, abided strictly by the rule which they had adopted and which the Commission had accepted as expressing the desire of that branch of the industry most vitally concerned.

"By a Group II rule this industry also has eliminated entirely from the shirting fabrics market the practice of pirating designs.

"The rule passed by the furniture industry at a trade practice conference requiring the honest naming of wood, has been accepted by more than 900 manufacturers, and the reprehensible practice of invoicing stained pine. gum, etc., as 'mahogany' or 'wa'nut' has practically been abandoned.

"In closing, I desire to congratulate American business on the rapid strides it is making in the matter of selfregulation. There are many difficult and complex matters which must be solved in some industries. These solutions must come either voluntarily or through some compulsory process. But no matter how difficult these may be, I am satisfied that American business can and will solve its own busi-

ness problems without resort to unnecessary litigation and without resort to cut-throat competition. If the Division of Trade Practice Conferences can be of assistance, it is at your service.

The Chain Store Investigation.

The Federal Trade Commission is putting into effect the plan of conduct of the enquiry into chain store operations. A general questionnaire is being formulated applicable to the variour classes of concerns interested. A study will be made of competitive conditions and consolidations to determine if there have been any violations of the antitrust laws or of the Federal Trade Commission Act.

The Commission expects to have its report on resale price maintenance ready to submit to Congress at the beginning of the next session. Every effort is being directed toward completion of the draft report. Tabulation of the data obtained from questionnaires is progressing rapidly, the Commission has announced. Proponents of the Kelly-Capper price standardization bill intend to reintroduce the measure as soon as Congress convenes and have expressed the view that if the Commission report is favorable to resale price maintenance, as they think it will be, it will aid greatly toward passage of the legislation. At the same time there still is a strong feeling that the legislation will again be defeated.

The Commission also has practically completed the draft of the report on open price associations. It deals with the number and nature of open price associations, the names of such associations, and the number of members belonging to them. The draft report also gives a picture of the activities of representative associations and the effects of their activities.

Select Spring Millinery Hues.

Twenty millinery colors for the winter resort season and the early Spring have been announced by Margaret Havden Rorke, maanging director of the Textile Color Card Association Featured are four "cameo tints," comprising "blush No. 1," a pale pink; blue No. 2, a light horizon blue; citron No. 1, a greenish yellow, and Nile No. a clear, slightly yellowish green. Also outstanding are oleander and spun gold, medium golden yellows; Byrd blue, a gravish blue: Castilian red, a bright Spanish red; Pandora, a light pisache green, and cliquot, the new yellow beige.

May Price Blankets Early.

Indications point to an earlier pricing than last year of cotton and part-wool blankets. While trade opinion is divided and no definite step has yet been taken in selecting a date for the proposed joint opening of new lines, sentiment in favor of an early December pricing is apparently growing. There is no question that an opening prior to Dec. 1 is not well regarded. The leading factor in the cotton and part-wool field priced its last year blankets on Dec. 30. General favor for an earlier opening for 1929, it was said yesterday, would doubtless presage higher prices. He lacked tact. Worry killed him. He was too sensitive. He couldn't say "No." He did not find his place. A little success paralyzed him.

He did not care how he looked.

Etipahs in the Cemetery of Failure.

He did not guard his weak point.

He was too proud to take advice.

He did not fall in love with his work. He got into a rut and couldn't get

out. He did not learn to do things to a

finish. He loved ease; he didn't like to struggle.

He was the victim of the last man's advice.

He lacked the faculty of getting along with others.

He could not transmute his knowledge into power.

He tried to pick the flowers out of his occupation.

He knew a good deal, but could not make it practical.

Children's Sleeping Time.

In Sweden a committee was recently appointed by the government for the purpose of ascertaining how many hours children of various ages ought to sleep n order that they might be able to study properly. According to the report forwarded to the Minister of Education children who are four years old should sleep twelve hours; children who are seven years old, eleven hours; children who are nine years old, from nine to ten hours, and those who are from fourteen to twentyone years old, from eight to nine hours. It further points out that anaemia and weakness in children are frequently due to lack of sleep.

Sports Ensembles For Spring.

All indications point to a strong ensemble vogue for the Spring season, and both dress and coat manufacturers are planning their lines in accordance with this trend. A type expected to be outstanding features short, hip length unlined jacket, with silk or knitted blouse and skirt or one-piece dress. The fabrics emploved for this sports type favor tweeds or novel lightweight worsteds. Tweeds are exceptionally well regarded for the coming season. Thev differ markedly from traditional tweeds as they are much softer in texture and stress a brushed surface like velour.

"You see," said the despondent man who was sitting on a barrel, addressing the grocer, who was spearing the top of a biscuit case with a cheese knife, "Some people have good luck and some people have bad luck. I remember once I was walking along the street with Tom, when he went down one side of it and I went down the other We hadn't gone more than half way down when I found a pocketbook with fifty in it and I stepped on a woman's dress and so got acquainted with my present wife. 'Twas always so." he added, with a sigh, "that Tom was the luckiest man in the world and I never had any luck."



Bear This In Mind

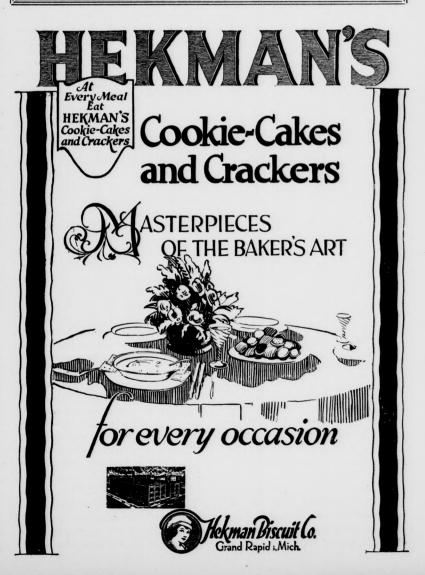
Quaker

COFFEE

Is High Quality At A Medium Price

WORDEN GROCER COMPANY Wholesalers for Fifty-nine Years OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver



MOVEMENTS OF MERCHANTS. Vicksburg-Albert Girk succeeds W.

E. Clark in the grocery business.

Mendon — C. F. Munger succeeds Aldenderfer Bros. in the dairy and dairy products business.

Grand Rapids — Albert H. Martin, 300 Monroe avenue, has changed its name to Hauger Stores, Inc.

Jackson-The Consumers Dairy Co., Wildwood avenue, has increased its capital stock from \$30,000 to \$100,000.

Elk Rapids—The Globe Department Store, of Traverse City, has opened a branch store in the Krausman building.

Middleville—Edward Esterman, who recently purchased the New Western Hotel, is remodeling and refurnishing it throughout.

Jackson-The I. M. Dach Underwear Co., Jackson and Clinton streets, has increased its capital stock from \$300,000 to \$500,000.

Whitehall—George Saupp has sold his bakery to the Oceana Baking Co., of Hart, which has taken possession, will enlarge the plant immediately.

Grand Rapids—Mark's Stores, Inc., 212 Michigan street, N. W., has increased its capital stock from 50,000 shares no par value to 85,000 shares no par value.

Petoskey—Work has started on the addition to the Bon Ton Bakery. When the plant is completed it will occupy half a block on Waukazoo avenue and fifty feet on Mitchell street.

Benton Harbor—The Harbor Tire Co., 1144 East Market street, has been incorporated with an authorized capital stock of \$20,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit — The Armaly Sponge & Chamois Co., 7014 Agnes avenue, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

East Jordan—H. Rosenthal & Co., is closing out its stock of clothing, dry goods, etc., at special sale preparatory to engaging in business at Muskegon as soon as the store building and stock is disposed of.

Muskegon—The Muir Drug Co. has added to its chain of stores by opening a drug store in the Moose Temple block, 216 Western avenue, under the management of Roy Peat, recently of Lorraine, Ohio.

Muskegon—The Superior Beverage Co., 820 Pine street, has been incorporated to manufacture and sell nonintoxicating beverages, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—Trainer Brothers, Inc., 3547 Hart avenue, foods, drugs, tools and supplies, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$6,300 in cash and \$13,700 in property.

Wyandotte—The Gartner Service Co., 2909 Van Alstyne Blvd., has been incorporated to deal in fuels, stoves and other heating apparatus, with an authorized capital stock of \$1,000, all

of which has been subscribed and paid in in cash.

Detroit—The American Ice Co., 1300 Newport avenue, has been incorporated with an authorized capital stock of \$34,000 common and \$66,000 preferred, \$41,500 of which has been subscribed and paid in, \$1,000 in cash and \$40,500 in property.

Grand Rapids—The Minor Walton Bean Co., 240 Logan street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Flint—The Aunt Lou Candy Co., 108 West First street, has been incorporated to manufacture and sell candy at wholesale and retail, with an authorized capital stock of \$10,000, \$5,200 of which has been subscribed and \$1,500 paid in in cash-

Detroit—The Auto-Radio Corporation, General Motors building, has been incorporated to deal in radios, motor vehicles and accessories, with an authorized capital stock of \$5,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—The Davis H. Cole Co., 1510 Woodward avenue, dry goods, women's apparel, etc., has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—The P. H. Cloudman Co., Inc., 1438 Washington boulevard, dry goods and women's apparel, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$500 paid in in cash and \$2,000 in property.

Port Huron—Arthur Smith & Co., undertaker, has merged its business into a stock company under the style of the Arthur Smith Funeral Home, with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit — The Northeastern Store Co., general merchandise, has been incorporated with an authorized capital stock of \$25,000 common, \$5,000 preferred and 200 shares no par value, \$15,500 being subscribed and paid in in property. The business will be conducted at 6485 Georgia avenue.

Detroit—Kaine & Co., Inc., 1900 East Jefferson avenue, has been incorporated to conduct a jobbing business in sanitary supplies, wiping cloths, sponges, chamois, etc., with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in. \$6,000 in cash and \$4,000 in property.

Bay City-L. E. Oppenheim & Co., 209 Center avenue, also 137 Michigan street, Jackson, has merged its clothing for men and women, shoes, etc., business into a stock company under the style of Oppenheim's Basement Stores, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Lansing—The Ryon Grain Co., 428 Mutual building, wholesale and retail dealer in beans, grain, flour, feed, etc., has merged its business into a stock

company under the same style, with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in, \$10,000 in cash and \$10,-000 in property.

Manufacturing Matters.

Grand Rapids — The Winter & Crampton Manufacturing Co., 239 Commerce avenue, S. W., has changed its capitalization from \$200,000 to 45,-000 shares no par value-

Benton Harbor-The Vawter Manifold Co., North Shore Drive, has been incorporated to manufacture and deal in special forms, blank books, office equipment, etc., with an authorized capital stock of 8,000 shares at \$27 a share, 32,000 shares at \$3 a share and 48,000 shares no par value of which amount \$99,824.38 has been subscribed and paid in.

Manistique — The Thomas Berry Chemical Co. will increase the capital stock for the purpose of financing the installation of two rotary retorts and making other improvements whereby the plant capacity will be increased from 60 cords daily to 90. Work on the foundation of the new improvements has been started and will be completed about Dec. 1.

Items of Interest To Garnd Rapids Council.

If we have any members-and we seem to have a few-who do not realize the importance of paying dues and assessments promptly when due, it would be well for them to talk to Chaplain R. W. Radcliffe. As most of you know, Brother Radcliffe is a careful driver and yet he had a narrow escape from being killed while driving on a wet pavement near Martin at a speed of about thirty-five miles per hour. His car was completely wrecked and so far as human intelligence can discern, his life was saved by the side of the car striking a tree which sprung the opposite door open and hurled Brother Radcliffe from the car before the final crash which completely wrecked the machine. He will be confined to his room at the Herkimer Hotel for two or three weeks while recovering from severe bruises, sprains and lacerations.

Mr. and Mrs. R. W. Bentley were in Detroit last Friday. They attended the football game in Ann Arbor on Saturday afternoon and then held a very successful party for a number of their friends at their home Saturday night. All this was in celebration of Mrs. Bentley's birthday. Birthdays are still quite a novelty to Mrs. Bentley, for she hasn't missed any of them yet and celebrates them in a fitting manner.

The Council meeting on Nov. 3 was well attended and it was about the peppiest meeting we have had for a long time. The reason is very clear the ladies were there. The way they fed us and toned up the meeting in general forms one of our pleasant memories of 1928. The social committee is headed jointly by Mrs. Allen F. Rockwell and Mrs. Walter E. Lypps. Without doing any boasting,

we feel that our social committee can challenge any social committee in the domain of Michigan, for getting things done promptly, efficiently and pleasantly. Fifteen tables of cards were played in the recreation room while the Council meeting was in progress. The winner in the bridge game was Mrs. Livingston, a guest of Mrs. W. G. Bancroft, and her prize was beautifully decorated china ware. At the tables playing 500 Mrs. J. S. Vander-Veen demonstrated her good luck and skill and was the winner by quite a margin. She received for her prize a rare tinted glass vase. After the cards, the refreshments were served and the Council wishes to acknowledge with thanks the fine generosity of the Worden Grocer Co. in donating a liberal amount of their famous Morton House coffee and the necessary napkins. Dancing was engaged in by all present from ten to twelve, music being furnished by the Coleman orchestra. The meeting closed in a very happy manner by the drawing of numbers from a hat, the fifth number drawn being the winner, which was held by Brother Wilson. He was presented with a large, beautiful automobile robe. The Council has many innovations at their meetings this season and the members who fail to attend the meetings miss some mighty clever entertainment and an opportunity to win a prize of real value.

The first U. C. T. dance of the season will be held in the Council hall the evening of Nov. 17. The committee in charge is making elaborate preparations for a real dancing party. "Dude" Dietrich's orchestra will furnish the music and the refreshment committee is planning to serve cider (sweet) doughnuts and pumpkin pie. Now, if that doesn't make your mouth water we will give up and say you no longer enjoy your food. Dancing will begin at 8:30 p. m. and close at the "quiet" hour of midnight. And all this for \$1 per couple. We may say that those who can attend and fail to do so have a chronic grudge against themselves.

We regret to report that the wife of Charles S. Rogers, after a lingering illness of many weeks, passed on to her eternal rest on Thursday of last week. Brother Rogers resides at 652 Fuller avenue and represents the Wm. K. Warner Co., of Philadelphia, manufacturer of proprietary medicines. He has been a member of our Council since 1915. The Council extends sincerest sympathy to Brother Rogers in his hour of grief.

An announcement was made at the meeting that Junior Counselor, Robert E. Groom, had become a grandfather that day. A son was born to Mrs. Clarence G. Groom at Blodgett hospital. The boy was named Robert George, the first name in honor of his grandfather and the second in honor of his father (deceased). Mother and boy are both doing nicely and the Council congratulates Brother Groom in having a young man to continue the family name and the family tradition of industry, sobriety and good citizen-L. L. L. ship.

Essential Features of the Grocery Staples.

Sugar-Jobbers hold cane granulated at 5.75 and beet granulated at 5.55.

Tea-So far as the tea markets of this country are concerned, very little has occurred during the week in the first hands market. Cables from the primary markets for India tea told of an advance in price. Japans are also showing an advancing tendency. Other grades, however, are about where they were a week ago, with a fair demand with unchanged prices.

Coffee-The market for Rio and Santos coffee green and in a large way is somewhat nervous. During the week it was quite irregular, prices fluctuating both up and down. The undertone is certainly not very strong. Prices on Rio and Santos on spot are about the same this week that they were last. Mild coffees unchanged. The jobbing market on roasted coffee is about the same generally speaking. although constantly subject to the makng of adjustments with the green market by individual sellers.

Canned Fruits-The market is undeniably firm. Buying is not heavy, but the undertone is strong. Gallon apples have been particularly active during the week and some packers have withdrawn. Porto Rico grapefruit has failed to some extent and the Florida packing plants are busy in consequence. Pineapple is steady to firm and active. Peaches are not very active, as the supply is too large on the coast. Pears. cherries and apricots are still firm.

Canned Vegetables - Tomatoes are still firm on account of scarcity, but the demand is not very heavy. Corn and peas are selling moderately without change in price. The entire line of beans seems to be short and firm. Many handlers of peas do not understand why the market is not lower as the pack is large.

Canned Fish-Stocks are not excessive and prices are steady to firm. As to red Alaska salmon, the demand in the East is quiet, but on the coast holders are asking 10 cents more a dozen. Pink Alaska salmon unchanged. Now that the pack of Maine sardines is over, many of the packers up there are quite firm in their ideas. Tuna is looking up and so is shrimp, on account of the light fall pack.

Dried Fruits-Price changes were unimportant last week. On the Coast the most important was a further hardening in the value of raisins in bulk and package types. Packers are not competing for business in a way to cause further weakness but they are all eager to sell as there has been a limited demand for forward shipments and sellers are anxious to reduce their tonnages. The, other dried fruits are all firmly held at the source. Interest in imported fruits centers in dates. Quality is good and the demand from the interior trade has been absorbing offerings as rapidly as they have been available for distribution. Figs are unsettled as quality is a factor which causes a wide range in prices.

Syrup and Molasses-Sugar syrup is still being manufactured in compara-

tively small quantities. Also the demand is showing improvement and the market is therefore firm. Compound syrup is unchanged but firm on account of the good demand. New crop of New Orleans molasses is now available in Northern markets at prices about like last year's.

Beans and Peas-The past week has seen a rather abundant supply of new pea beans and red kidneys and by reason of their abundance prices have softened somewhat during the week. California limas on the contrary are scarce and firm. Blackeye peas are wanted at hardening prices. Split peas steady and unchanged.

Cheese-Cheese is quiet and the offerings, although comparatively small, seem to be sufficient for the demand. Prices unchanged but the market toward the close was undeniably weaker.

Salt Fish-The salt mackerel market is firm and active. As the producing season in important countries of supply has been less favorable than expected there is a growing shortage of fish in sight for the balance of the year. Handlers claim there will not be enough of fish of fine quality and they are so sparingly offering their stocks that a wide range of prices exists. There is not enough trading on the open market to establish values in a way which represents actual trading and quotations are again omitted this week. Other salt fish is moving freely toward the retailer as the cooler weather has increased the demand.

Olive Oil-Retailers are giving the wholesale market constant support and. while there is no tendency to cover wants in an important way, the movement is fully up to normal for the season. Importers are not revising their prices.

Olives-No new developments occurred on the spot market or in Seville during the past week. Large sizes are scarce on spot, and while the tendency is to hold for advances, some sellers have been content to liquidate on the old basis. Curers in Spain are not trying to press sales and are inclined to make offerings in assortments containing a small percentage of the sizes which are scarce.

Sauerkraut-Scarcity of stocks in primary points tends to slow down buying for replacement as well as the high range demanded by packers of canned and bulk kraut. Retail outlets are better, particularly during the past week when the weather turned cool.

Pickles-Broken assortments are being offered by picklers who have reduced tonnages of some of the large as well as the small sizes. Such types are firmer in tone than medium sizes. The demand in the jobbing field is good especially for glass packs.

Rice-There is no more demand than is to be expected when a commodity is cheap and is in persistent demand for normal outlets. Distributors are not heavily stocked and there is no large amount in transit or bought for shipment from the Southern mills to indicate any burdensome supplies. The tone is improving, reflecting conditions in the South and as the result of the freer movement of rices in the

jobbing field occasioned by the season. Nuts-Movement has increased during the past week and has been stimulated by the cooler weather which finally reached the seaboard markets. Dealers found that ther orders began to increase in volume and in number, but it is noticeable that there is general conservatism in covering needs. The shortage of the California walnut crop this season resulting in short deliveries of some varieties has increased the interest in foreign walnuts of which there is a varied assortment here and in transit. Early in the season there was a moderate movement in this product but now a wider interest is shown. Almonds have been maintained without any change in prices on the spot and the turnover is on the increase. Filberts are attracting attention as they are the cheapest nut offered. Brazils are firm with supplies light for the season.

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Review of the Produce Market.

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

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

Bananas-71/2@8c per 1b.

Beets-\$1.25 per bu.

Brussels Sprouts-30c per qt.

Butter-The market has had a rather firm week. The reason was light receipts coupled with a good demand and strong news from outside markets. The undergrade butter, which is plentiful, is hard to sell. Jobbers hold prints at 49c; fresh packed in 65 lb. tubs, 47c; fresh packed in 33 lb. tubs, 471/2c.

Butter Beans-\$4.50 per hamper for Florida.

Cabbage-75c per bu.

Calif. Plums-\$1.60@1.75 per box. Carrots-\$1.25 per by

Cauliflower-\$2.25 per doz.

Celery-40@60c per bunch, according to size. Cocoanuts-90c per doz. or \$7 per

bag. Cranberries-Early Black, \$4 per 1/4

bbl. box; \$7.75 for 1/2 bbl. box; Late Howe, \$4.50 per 1/4 bbl box; \$8.75 per 1/2 bbl. box.

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

Dried Beans-Michigan jobbers are quoting as follows: H D. D.

12	C.	n.	. rea	Deans	 po.20
	Lig	ht	Red	Kidney	 8.00
1	Dan	rk	Red	Kidney	 8.00

Eggs-In spite of the fact that supply of fine fresh eggs has been continuously small, the market weakened somewhat early in the week on account of lack of demand. Later, however, demand improved and prices advanced. Even later than this the market weakened again, although the demand is still good for fine fresh eggs. The supply of undergrade eggs is pretty heavy and hard to move. Local jobbers pay 42c for fresh. Cold storage supplies are now being offered on the following basis:

1	5
XX Standards	36c
X Standards	
Checks	
Grapes-Calif. Tokay, \$1.65 per	lug:
Emperor, \$1.75 per lug; Niagaras	
mand \$1.75 per bu; Delawares,	
per doz. baskets.	
Grape Fruit — Florida, \$4.50	per
crate.	
Green Onions-Chalotts, 65c per	doz.
Green Peppers-70c per doz.	
Lemons - Ruling prices this	week
are as follows:	
360 Sunkist	\$8.50
300 Sunkist	
360 Red Ball	
330 Red Ball	
Lettuce - In good demand on	
following basis:	
Calif. Iceberg, per crate	\$5.50
Hot house leaf, per lb	
Oranges-Fancy Sunkist Calif-	ornia
Valencias are now on the follo	
basis:	
126	\$7.75
150	8.25
176	9.25
200	9.25
216	9.25
252	
Florida, \$7.50 per crate for all siz	
Onions-Spanish, \$2.25 per c	rate;
home grown, \$4 per 100 lb. bag.	
Pears-\$1.75 per bu. for Anjou.	
Potatoes-40@75c per bu., accord	rding
to quality.	
Poultry-Wilson & Company p	ay as
follows:	
Heavy fowls	
Light fowls	
Heavy broilers	
W. L. broilers	- 22c
Quinces-\$3.50 per bu.	
Radishes-20c per doz. bunch	
String Beans-\$4.50 per hamper	trom
Florida.	
Sweet Potatoes-\$2.25 per bbl	
Virginia; \$3.25 per bu. for Jersey	
Tomatoes — \$1.15 for 6 lb. b	asket
from California.	
Veal Calves — Wilson & Con	ipany
pay as follows:	10
Fancy	
Good	
Medium	
Poor	_ 11c
Slaughtering Trees For Uncle	Cam'a
Slaughtering Trees For Uncle Christmas.	Sam s
Fredricton, N. B., Nov. 2-	-New
Fredricton, N. B., Nov. 2- Brunswick's contribution to Sam's Yuletide celebration this	Uncle
Sam's Yuletide celebration this will include some 3 000 000 Chris	year

will include some 3,000,000 Christmas trees, the greatest number ever shipped from this province across boundary, according to railway officials who have been arranging for shipments, which are expected to start about Nov. 15. Some 600 cars are expected to be loaded in New Brunswick this season. This province may now increase its Christmas tree business from year to year, as contractors are being forced gradually out of the New England States because the small trees are becoming scarce. Cutting operations are already going on in several parts of New Brunswick, especially in the district between McAdam Junction and St. Stephen, and about the Sussey and Sackville areas as well as in this vicinity.

Kalamazoo - Rhenious Bell has opened a fancy grocery, fruit and vegetable store at 1313 Portage street.

CALL OF THE GREAT CAPTAIN.

Twenty-one Thousand Soldiers Await Resurrection in France.

When the fleet of transports bearing the soldiers of the Twenty-ninth Division, American Expeditionary Forces, steamed into the great harbor at Brest on the 27th day of June, 1918, it was one of the greatest events in the life of every soldier on shipboard.

Behind them was the Atlantic ocean, America, their homes, families and friends. Before them was a foreign shore, a people of different language and customes, who for almost four years had held back an invading horde, trained, armed and determined to subjugate and despoil France as the first of several victims.

Before them, also, was their final testing time, not alone to determine their qualifications as soldiers, but to test to the utmost their physical, mental and moral endurance—in fact, the supreme test of manhood.

France was to offer them the first token of hospitality-a bed. As evening approached disembarkation began and before midnight they had eaten their first meal in France and found their beds. In a location where the damp, chill air from the ocean penetrated were boards supported a few inches from the ground. Wrapped in his blanket the soldier sought repose. After twelve days of gliding over smooth waters in perfect weather this hard, unvielding couch coould not have afforded much comfort. But if the soldier arose with stiffened limbs and aching joints he did not murmur. Those so inclined knew better than to invite ridicule from their comrades.

On toward the battle line they started on the first day's journey: some in the French horsecars, some in army trucks and some on foot. When night came the floor of the horse car was a better bed than the bench on which they had sat all day. Others found sleeping places in the lofts of farmer's barns, over the cattle or the army mules which temporarily displaced the former. At various points they found army barracks formerly occupied by French soldiers. When quartered in these or in the villages they sometimes were able to secure straw from the farmers to fill the bedsack which each soldier carried.

Sometimes the most inviting place to lie down to rest was a pile of crushed rock by the roadside placed there to repair the roadway. Again it was on the ground in a piece of woods, sometimes drv, but sometimes with the rain dripping through the trees. As they neared the front and were in danger of being seen by enemy airplanes, which would direct bombardment from German guns, they marched by night without light except the stars. Their schedule usually anticipated a halt before daybreak at one of the many villages so closely scattered over France. The French village clocks struck the hour a second time, so that all who heard could be certain of the hour.

Near the end of July they had cross-

ed France and reached another training ground. It was in the region about Belfort, the strongest fortified city of France, near the border of Zwitzerland, where the mountains loomed about them. Here the Rainbow Division had spent a term of final training: following it the Thirty-Second, composed of Michigan and Wisconsin national guardsmen, had undergone a period of training. These had vacated the sector but a short time before, had received their baptism of fire at Chateau Thierry on July 16. and were on the eve of participating in the second battle of the Marne on Aug. i, 1918. Just before on the battles, by marching all day and all night, they swung into line behind the exhausted French troops barely an hour before the final onslaught of the Germans. The enemy had turned back and day by day they were forced from French towns and territory.

MICHIGAN TRADESMAN

In that so-called quiet sector in Upper Alsace, where the Germans occasionally threw a few shells to quiet the Americans, where aerial battles were witnessed, and the boys took their first lessons in trench warfare in sight of opposing German trenches, the Twenty-ninth remained until the middle of September. They suffered 923 casualties—586 being from gas; seven were killed and 54 wounded in a night bombardment by the Germans.

The latter half of September the division was on the march toward Verdun and the final drive on the Germans. Rain and cold weather made the journey extremely difficult and painful. The ruined and deserted villages along the route afford no more shelter or protection than as though levelled by cyclones. Some nights they stood around in groups until one or two o'clock in the morning, then threw their packs on the ground and curled up on them to keep out of the mud. Their blankets were soaked with rain, their clothing plastered with mud, wind prevented them erecting their little tents and so they went forward. One detachment found a line of Indo-Chinese trucks and crowded into them; for two nights sixteen men were cramped up in each one, but when the Chinese drivers finally started the soldiers were left behind

For days at a time they had no chance to remove clothing or shoes. They reached Verdun in October and saw the Rainbow Division which had been in France sixteen months and had distinguished itself in the St. Mihel salients. The thirty-second was also near at hand and these three divisions joined the others in the last drive on the Germans beyond Verdun on both sides of the Meuse river.

Exhausted and some sick the Twenty-ninth rested in French barracks until the afternoon of Oct. 7, then marched through a dangerous area until 11, 12 or one o'clock at night and lay down in the woods in the rain. Zero hour came at five o'clock on the morning of Oct. 8. They were in the great battle of Bois de Montagne until Oct. 29, when they were sent to the rear to



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rom	Day Station-to-Station
GRAND RAPIDS to:	Rate MICH
	MICH
JACKSON, MICH.	
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SAGINAW, MICH.	
SOUTH BEND, IND.	
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Evening Station-to-Statio 8:30 p. m., and Night Stat. 4:30 a. m.	on rates are effective /:00 p.m. to ion-to-Station rates. 8:30 p.m. to
	is one made to a certain telephone in particular
If you do not know the num operator the name and add with "anyone" who answers	ber of the distant telephone, give the ress and specify that you will tall at the called telephone
A Person-to-Person call, t	because more work is involved, cost tation call. The rate on a Person
Additional rate in by calling the L	formation can be secured ong Distance operator
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ILL PRODU	CTS—Power Pumps That
	ystems That Furnish Water.

MICHIGAN SALES CORPORATION, 4 Jefferson Avenue PHONE 64989 GRAND RAPIDS, MICHIGAN rest. In shell holes, in ravines. in captured German dugouts, on the ground beside the guns on the firing line they slept when they could.

The capture of Molleville Farm, Bois de Etrayes, Hill No. 361, and other points are credited to the 29th division, which was the only one on the east side of the river Meuse on the morning of October 8. In the greatest battle of the war, so far as the American army was concerned, the division had suffered 5553 casualties: of these 476 were dead and 792 severely wounded, 1636 gassed, 865 sick and injured, 1683 slightly wounded, 93 shell shocked. Out of 20,222 men in action on Oct. 9, 23 per cent- passed through the Triage or recording hospital while another 21/2 per cent. were killed.

And there were other beds. During every battle a string of wounded soldiers, staggering, supported or carried, filed into the first aid stations which were maintained as near as possible to the front. After temporary treatment these were transefrred to field hospitals in less dangerous locations and then to the evacuation hospitals, where surgeons and nurses did all that humans could do for the wounded. In each of these was some substitute for a bed. Those who lived to recuperate were as soon as possible sent to base hospitals in the interior of France. There are conflicting accounts of these journeys; some reported all possible comfort and care; others declared that every turn of the car wheels was torturing jars; every stop of the train a slam almost enough to throw them from their beds, and every start a jerk as we have all seen freight cars stopped and started in America.

In the base hospitals were real beds. At Base Hospital No. 3—the old monastery at Montpont, with wooden buildings added by the Americans—were 5,000 beds. Sometimes when one force of nurses went off duty and another came on, an empty bed was discovered. Next day probably a little company of soldiers and hospital attendants made its way to the cemetery near at hand. A brief service was conducted, a salute was fired, taps sounded, another wooden cross erected, and another soldier's body had found its bed in France.

However, only a small part of the number of soldiers who were laid away by their comrades were allowed to remain there. France, in permitting the use of her cemeteries for the burial of American soldiers, had stipulated that all must be evacuated and returned for the French people only.

From 15,000 isolated single graves and from 1,700 burial places about 40,-000 bodies were transferred to less than six hundred locations. Then began the removal of all those bodies to the United States whose relatives had so requested. After this work was done the remainder were transferred to the Five American Fields of Honor in France. The third Armistice Day anniversary saw this work nearly done. Four of the American cemeteries are as follows: Suresnes, near Paris, with about 1,600 graves; Romagne in the

Argonne; Belleau Wood, near Chateau Thierry- Flanders Field at Bony. The fifth I cannot now remember. At one time there were nearly 75,000 graves of American soldiers in France. There were ninety-two burial places in Great Britain. There were 111 bodies in Russia and some in Austro-Hungary. About 21,000 remain permanently in France, their last beds, there to await the call of the Great Captain on the Resurrection Morning.

E. E. Whitney.

Sent Customer Away Well Satisfied. There's a bright salesgirl down on Blank street who gets around difficult occurrences with natural acumen. I was witness to a little encounter the other day where she did not come off "second best."

Her goods are gloves and she's just the right sort of person to conduct such a department. She is neat and amiable. She has patience. She possesses a true eye for shades. She is a good judge of human nature—especially that part of human nature which is distinctly feminine. What more is needed in a glove clerk?

A lady brought in some gloves to exchange. They had been bought at a sale a day or two before. They were silk gloves of a very peculiar shade of blue—not exactly an Alice blue and not exactly a ciel blue.

"There's a damaged place in one of these gloves," began the lady, with what were meant to be an extremely conciliatory tone and suave manner, a trifle out of breath in the effort to perform a disagreeable task, running her fingers down the gloves and stretching them at the sides.

The girl bent her head over the mended place in the gloves, then raised her head with a merry laugh

"Oh," said she, "we won't charge you anything for the darn. It's such a little defect anyway, and, as it is, you are getting a dollar pair of silk gloves for fifty cents You are to the good let me assure you. A dollar pair of silk gloves for half price—just think of it."

And that's the way that tactful clerk jollied a dissaisfied customer—dwelling gracefully over the darn—a patron who had come in with an exchange or a return in view, and who left the store perfectly content with her bargain, especially after the statement, adroitly added, that "a dozen different ladies had been in the store the afternoon before enquiring for that very sort of gloves she had purchased, and they were 'all out' and couldn't be served with them."

Detroit—The Rich Tool Co., 1501 East Ferry avenue, has merged its business into a stock company under the same style, with an authorized capital stock of 100,000 shares class A stock at \$25 a share, 175,000 shares class B stock at \$1 a share and 275,000 shares no par value, of which amount \$2,160,535 has been subscribed and paid in in property.

The dogs of war should be exorcised not exercised.

Nearly Fifty Years of Experience in Match Making has Produced

THE DIAMOND BRAND



You will build prestige for your store by selling this high quality brand, avoid price cutting and inferior quality competition.

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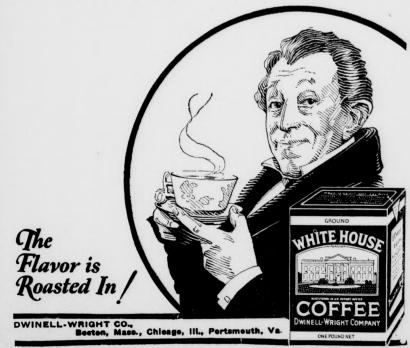
A match is made to produce fire. It therefore can be an element of danger. The Diamond Brand has the high reputation of the makers behind it.

THE DIAMOND MATCH COMPANY

WHITE HOUSE COFFEE

Make This Test Yourself!

Your own home is representative. The tastes of other families are pretty much like yours. Try out White House Coffee on your own table. You will find it so good that you'll feel enthusiastic about selling it to others. Then you will appreciate the real selling punch that lies in this flavor that is "roasted in." Then you will know why White House is BETTER coffee—and a mighty profitable coffee for you to get behind and push.



LUSTY YOUNG REPUBLIC.

In the celebration of its tenth anniversary the Czecho-Slovakian Republic has every reason to look back with satisfaction on its progress since October 28, 1918. Through steady development of its economic resources, wise and moderate conduct of foreign relations and co-operation for national welfare among the various elements which make up its population, Czecho-Slovakia has won an outstanding position among those nations created by the war.

As some 80 per cent. of the industries of the old Austro-Hungarian Empire were absorbed by Czecho-Slovakia the chief problem confronting the young republic has been the development of foreign markets for its products. In this struggle for trade it has been markedly successful. There has been a steadily favorable balance to Czecho-Slovakia's credit despite a recent depression in home industries. On the financial side of the ledger the republic can show a well-balanced budget, with a surplus of receipts over expenditures for the last fiscal year.

In its foreign relations Czecho-Slovakia holds a favored position without any such serious problems as those which divide Poland from Lituania or Jugo Slavia from Albania and Italy. The only nation with which relations are not so consistently friendly as might be desired is Hungary. Foreign Minister Benes has, however, repeatedly expressed the hope that an amicable agreement may be reached upon all political and economic differences and pledged Czecho-Slovakia's efforts to reach such an adjustment.

To more than any other man Czecho-Slovakia owes its peace and stability, the high repute in which it is held by foreign nations, to President Masaryk. Returning to his country in 1918 from his exile in America, he became the young republic's first Chief Executive and still holds the post, to which he was re-elected last year. He is known and rightly known throughout Czecho-Slovakia as the Father of his Country.

It is consequently particularly gratifying that President Masaryk has taken the occasion of Czecho-Slovakia's tenth birthday to express its debt to America, on whose soil its independence was first proclaimed. "We have tried to pattern our young republic after that of our great sponsor, the United States," he declared. "Our Constitution and our laws, our mode of government and even our business methods, follow closely those of the United States. With such lofty ideals and principles to guide us I think we shall live to celebrate many more such birthdays as to-day."

America can only express its hope and confidence that this will prove true.

DRY GOODS CONDITIONS.

Although election interest and uncertainty had a quieting influence on trade during the week, volume was reported fairly satisfactory from most quarters. More seasonal weather offset political factors and sales were maintained in many instances on a

level with a year ago. The improvement when the weather turned favorable was quite marked, and now that the Presidential contest has been decided, the prospects are that trade will establish good gains.

The first figures on trade in October were furnished as usual by the mail order companies. Record increases were disclosed and the combined sales of the two leading concerns went 25 per cent. ahead of the volume in October, 1927. While these reports are less of a guide than they formerly were to the average progress of trade, especially in rural sections, because of the addition of regular retail outlets, the upturn last month was substantial enough to forecast a fair showing by other types of distributors.

In the wholesale merchandise markets demand has quickened on a number of lines, reflecting the activity at retail. This renewed purchasing has come at a fortunate time in the apparel trades, since it has stemmed the growing volume of cancellations that were being received. The peculiar feature of the situation is that, even while orders were being revoked, the market was not over-supplied with desirable goods Serious shortages are not in prospect, but the closely attuned operations of responsible manufacturers are likely to keep stocks quite clean. This is probably why market buyers are advising clients to play safe on holiday supplies by ordering more liberally.

IN PRISON FOR DEBT.

The shocking charge that Great Britain, mother of modern jurisprudence, lags so far behind the remainder of the world that it still virtually imprisons men for debt has been made by an English judge who has served for thirty-four years on the county bench.

While technically a debtor cannot be committed to prison, it is the judge's contention that the system whereby a judge can order a man to pay so much a week on his debts and then jail him for contempt of court if he fails to do so amounts to almost the same thing. He asserts that fully 90 per cent. of those in prison to-day are actually too poor to pay and that within the past fifty-nine years more than 300.000 debtors have in this way been jailed for nothing more or less than their poverty.

In this country we have heard such a charge only from the distraught members of the Alimony Club, but in England the situation looks serious. The rich may escape the penalty of their debt through the 'friendly portals of the bankruptcy court," but the very poor, we are told, are faced with the alternative of either paying what they no longer have or of going to prison. It is within the power of a judge to decide upon a man's resources and determine whether they are sufficient to justify a demand for a weekly toll for his mistakes or misfortunes.

For those whose imagination was deeply affected in early life by the harrowing tales of Charles Dickens, this exposure of what the English judge

terms a "foul and unclean relic of barbarism" may sound the note for a new crusade. If his charges inspire another "Pickwick Papeprs" we shall all be his debtors—although we hope we shall not as a result incur prison sentences.

THE WOES OF ART.

Poets, agonizing through long hours for the Right Word, and painters, accustomed to labor until they drop in heartbreaking attempts to mix colors adequate to reflect the glow of yellow autumnal sunlight on New England maples, have always been happy in the conviction that they suffered much more than ordinary mortals. They know that art is a hard road and stony-But to know what suffering in the cause of Higher Beauty may really be they must go now and talk to the makers of talkies.

The inspired geniuses of Hollywood have been having some heartrending adventures since they decided that the films must talk if they are to keep their ranking prestige in the world of the commercial theater. Vast expenditures have been necessary to provide the equipment that synchronizes sound with shadow. Vaster sums have been paid out for voice culture for the beautiful ladies and beautiful gentlemen whose names you see in tall letters on the front of the theaters. But here the troubles of the producers only began. The other day on a Hollywood lot an actor, headliner in a highly expensive scene arranged for an ambitious talkie, sneezed. He sneezed twice before he could help it, just like an ordinary moratl. The microphone seized this sneeze and magnified it and put it into the record!

It is to be presumed that the director clutched his throat and fainted. The scene had to be done all over again at a cost of \$15,000, although the sneeze lasted only a second and three-quarr ters. How is one to fit new talk into a talkie? This is the question over which technical men in Hollywood now writhe during the long and lonely hours of the night.

MARKETING COSTS.

Although some industries still find that a more widespread knowledge of production costs would go a long way in settling their problems, most of the forward moving branches have reduced their manufacturing control to an exact science. In marketing, however, there is still considerable distance to go, and the Department of Manufacture of the Chamber of Commerce of the United States will shortly announce an important conference on this subject to emphasize the need for perfecting systems of marketing costs.

This conference will consider all expenses which attach to goods from the time they leave the factory until they reach the consumer. Various forms of distribution will come up for study and comparison. Advertising and selling will figure, and, since marketing is now the prime topic among producers in practically all lines, the im-

portance of the project can scarcely be exaggerated.

Among producers, it seems likely that a great deal of emphasis has been placed upon manufacturing economies while at the same time there has not been similar effort to place a proper curb on marketing expenditure. This is the natural outcome of having exact knowledge of production and less familiarity with distribution. Selling has not only sold products but sold itself also to the manufacturer as something more costly, perhaps, than it deserves to be.

FULLER BRUSH EXTORTION.

Except to measure its volume, it has rarely been possible to check houseto-house selling with any accuracy.

A Fuller Brush official told the Pennsylvania Electric Association the other day, that in 1917 Fuller Brush salesmen had gained entrance to 11,-500,000 homes and sold 5,700,000 of them, doing a volume of business of \$15,000,000.

Statistically analyzed, this information discloses the fact that the Fuller Brush Co- called personally on about 42.5 per cent, of American homes, and sold 49.5 per cent. of the homes called upon-a much higher proportion than is generally achieved in door-bell salesmanship. and that 21.1 per cent. of American homes can be rated as at least occasional house-to-house buyers of very ordinary brushes at prices twice as high as the regular merchant charges. It also shows that the average purchase per family called upon is \$1.30, and the average purchase per family sold is \$2.63. Here is striking proof of the high cost of door-bell salesmanship to the people who patronize these home invaders. How much profit can there be in calls which net in sales only \$1.30 each for all calls made and less than \$3 each for the average sale?

CUBA'S HAPPY WARRIORS.

It is said that in most elections the majority of people vote "against" rather than "for." Whether this is true or not in the United States and elsewhere, it certainly was not true in Thursday's election in Cuba. The reason is simple: There was no one to vote against. President Machado was the only candidate for the Presidency and the only other office to be filled was not contested. The experiment seems to have proved a complete success. There was plenty of excitement, but no bones were broken, as is usual in Cuban campaigns. There was not a hint of intervention by the United States. Seventy-five per cent- of the electorate is believed to have turned out. No candidate and no party sustained defeat. No scars were left in the body politic. The word "over-whelming" is altogether too mild to apply to President Machado's majority. All in all, it was a just about perfect election and if everybody in Cuba is not happy, it may be because politics, even when it approaches perfection, does not always bring happiness.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday was a typical fall day. On starting out we encountered a heavy mist, with threatening clouds on all sides and above. Inside of an hour there was deep blue sky in all directions and bright warm sunshine which made the forests glorious in their lights and shadows.

We headed for Muskegon, turning into Nunica long enough to receive a report on the condition of the Home Builders Corporation from the receiver, Banker Slater. I was informed that the completed report of the experts who have been going over the records of the organization will be ready for the inspection of those interested during the present week. It will show that the manager looted the company to the extent of \$12,000 at least-probably more-and that other officers of the corporation did very irregularmore likely dishonest and actionablethings during the early history of the company. The manager has already made restitution covering a small percentage of his stealings, but unless he comes clean and makes complete restitution and atonement I shall undertake to see that he does time in some penal institution, the same as Guy Rouse is now doing. I have become heart sick of seeing men solicit and accept money er property, as this man did, in apparent good faith and then proceed to loot the persons who trusted him, keeping his stealings from the knowledge ot the stockholders and feeding the latter on false reports and dishonest representations. Because I want to think well of men as a class and do not ever want to become so pessimistic as to think the majority of men-or any considerable portion of them-are dishonest, I have been the frequent prey of scoundrelly wolves who have masqueraded in sheep's clothing. Perhaps I have reached this conclusion pretty late in life, but I am now fully determined to see that every man who deceives me or my friends, as this man has done, eats the bread of bitterness behind prison bars.

An hour in Muskegon took me back to the days of old when lumber was the chief product of the city and sawdust was king Then everybody talked the language of the sawlog. The lobby of the old Occidental Hotel was crowded every evening by millionaires and embryo millionaires who discussed the number of lumber laden vessels which cleared from Muskegon during the day, the progress of the drive down Muskegon river and the proportion of logs which would be snagged, sunk and hung up on the way from logway to mill.

Now the talk is all about oil, oil leases and oil wells. The city has apparently gone crazy on the discoveries of the past eleven months, which have completely changed the thought, aspirations and probable future of the community. The new Occidental is now crowded to capacity nearly every night and the advance information of

the arrival of additional oil experts and operators leads to the belief that every spare bed in the city will be occupied in the near future.

I found Landlord Swett pondering over the best course to pursue regarding the completion of the four additional units he plans to create during the coming year. One of the units is a wing on the back end of his hotel comprising 150 rooms. He contemplated undertaking the construction of this unit last, but if the oil excitement keeps up he will have no room for the tourists who patronize him so liberally during the summer months, so he has practically decided to enter upon the construction of the sleeping room unit at once, which is evidently a wise decision. When the Occidental was revamped, a few years ago, hotel men very generally predicted that it would not have to be enlarged again in ten years, but the development of Muskegon as an oil field has reversed all the estimates any one was justified in venturing a year or more ago.

Of course, no one familiar with the peculiarities and uncertainties of the oil industry is so brash as to insist that the present production is to be permanent, but every indication certainly leads to that belief. Every loyal Michigander will sincerely hope that the future of the Muskegon oil field may be assured. The empty tank cars stored on the side tracks, awaiting their turn to be filled and transported to the Standard Oil Co. refinery at Whiting; the carloads of pipe awaiting the process of unloading: the steam boilers and boring apparatus in evidence on all sides; the wells of large productive capacity carefully capped to prevent waste until the transfer of crude oil to the tank cars can be accomplished-all these indicate the beginning of an industry which is destined to make Muskegon a large city and create thousands of investors who will be made rich by this bounty of nature. The oil industry has it all over the lumber business in one respect at least. The latter industry made thirty or forty millionaires, most of whom left Muskegon with their suddenly acquired fortunes as soon as homes could be secured in other cities remote from the lumber business. They left Muskegon practically bankrupt, with a great overplus of working people who saw the value go out of their homes and other real estate investments when lumbering operations ceased to be the principal industry of the city. The suffering caused by this condition can never be adequately described. The people who stayed behind and faced the situation squarely, working heorically with their backs to the wall to face the problems which confronted their town and overcome the obstacles which stood in the pathway of advancement are entitled to all the good words which can be said in their behalf. They proceeded carefully and steadfastly to rehabilitate their city along sane and sensible lines. They worked incessantly and never faltered when they met rebuff and disappointment.

They gradually saw the results of their work taking form in a newer and better city-the present city of Muskegon -which is one of the marvels of the age in which we live. All honor to the men and women who devoted many weary years to this remarkable transformation!

The oil industry, no matter how long it lasts, will be better for Muskegon than the lumber industry was, because it will distribute more equitably among the people the profits of a business which depends on the prodigality of nature. It is infinitely better that a large number of people share in the prosperity of an industry than that a few be made millionaires and the great mass of people remain poor.

The construction of the boulevard through John Ball park (Grand Rapids) is now practically completed-so nearly finished that vehicles are permitted to traverse it from the foot of the hill to its intersection with the Lake Michigan boulevard, which is, perhaps, better known as M-50. This outlet to the West is one of the most available thoroughfares in the city and will prove a very popular route for both business and pleasure driving. The boulevard from the foot of the hill to Bridge street is 6,000 feet long and cost \$246,730. The city gave the right of way through the park and the Robert Graham estate and Henry Smith gave the right of way on the top of the hill. The pavement is 50 feet wide. The State pays for 20 feet of the pavement all the way. Seventy thousand tons of dirt were removed and 36,000 yards of concrete were laid. The grade is 51/2 per cent., as compared with 10 per cent. on Bridge street hill.

I hear that the notorious Colfax Gibbs was the guest of a member of the Union League Club, of Chicago, at the club house three days last week. The Union League Club has generally kept itself singularly free from persons of Gibbs ilk. It is to be regretted that any member of the club would defile so sacred an edifice, dedicated to patriotism and high ideals of life and living, by harboring such a character, even for so short a space as three E. A. Stowe. days.

Indian Rag Rugs New Industry. Traverse City Nov. 6-Both candidates for mayor represent the import-ant canning industries of this city. George W. Lardie is an official of the Grand Traverse Canning Co. and Everett Whitney is connected with the Grand Traverse Packing Co. Mr. Lardie has served the city in an official capacity twenty-one years and highly regarded by many citizens. Mr. Whitney is popular and would doubt-less fill the office he seeks credibly.

Farmers are bringing thousands of bushels of potatoes to the market for storage or sale. Digging has been delayed by frequent and heavy rain storms. In the rural districts public schools were closed one week while pupils were employed in the potato fields.

The Kresge Co. has opened a store in the new Miller building.

Hotels are soliciting the patronage of roomers for the winter season at reduced rates. Home owners are clostheir houses and taking quarters ing at the hotels.

A considerable number of Indians reside in this city and vicinity men find employment as labo while the women make baskets, laborers, rag rugs, quilts and kindred articles. Many of the Indian women are experts with the needle Quilts which sell for as much as \$50 are frequently offered by them.

The owner of a novelty furniture and antique store has employed Indian women to make rag rugs during the winter He will store the product until the tourist season opens next year. He sold a large number of such rugs this year, often receiving highly remunerative prices for them.

White men continue, as in the past, impose upon the credulity of the Indians. An instance of that nature has come to my attention, with an un-usual result. An Indian woman, skilled laundress, owned an old ford which she delivered to a repair man for adjustment. The man refused to state the expense an overhauling of the ancient wagon would involve. When he had finished the job he presented the woman with a bill for \$100. The Indian protested that the charge for The the service was not justifiable repair man insisted upon the payment the bill when the woman departed and purchased a new Chevrolet. The repair man is "holding the bag," as well as the old lizzie.

An analysis of Senator Horton's letter on the subject of the compensation of members of the State Legislature, published in the Michigan Tradesman, may not be considered uninteresting at this time, in view of the fact that the law making body elected on Nov. 6 will be assembled early in January. S ator Horton said: "After the Senfirst month we have sessions on Monday, Tuesday, Wednesday, Thursday and Friday of each week.

An examination of the official journals of both houses will show that there is seldom a quorum present to transact bupsiness on either Monday or Friday. Certain members remain only to answer the roll ~11 and then for their homes Senator Hordepart ton admits that practically no busi-ness is transacted during the first month of a legislative session.

"There are always present new members who know nothing of State ai-To such visits to State institufairs. tions are necessary.

Committees on state institutions do spend the time needed to gain much knowledge in regard to the management of such institutions. All in-formation needed by members is con-tained in the reports of managers of State institutions which are available to new as well as old members. The abolition of travel committees w not prove injurious to the State. would vast amount might be saved biennially to the taxpayers which is now prac-tcally wasted. New members are seldom preferred by presiding officers in the composition of travel committees. Old members are awarded the preferred jobs

Senator Horton admits that the busi-ness of the Legislature is disposed of during the five-day-a-week sessions of February, March and April or in about sixty days of actual operation.

In other states legislatures are constitutionally limited to fifty days of operation. If the Legislature of Michigan should pass a joint resolution early in January fixing the day of adjournment, sixty days after it had con-vened, the legislature business of the State would be disposed of and all in-terests served better than under the systems of operation observed in the past. Arthur Scott White. in the past.

Nashville-The confectionery stock and fixtures of the David Kunz estate was sold at auction to Mrs. Bradford.

Predictions As To Weather of Little Value. Grandville, Nov. 6—The weather prophets are again on the job, most of them predicting a hard winter. Is it them predicting a hard winter. Is it not strange that after so many failures to hit the bullseye these wise weather forecasters still continue on the job. Many old woman's whims regarding weather conditions were long ago ex-

ploded, and yet these wise ones still continue at the old stand. Conditions in the fall are really no criterion to go by since late falls have been as often followed by a severe winter as otherwise

There can be no harm in prophesy-ing, however, and since it amuses the prophets nobody is harmed. One in looking back over a long life of ex-perience may readily discover that there is no truth in weather prophesying

One of the old signs of a hard win-One of the old signs of a hard win-ter was a large crop of wild nuts in the woods. Beechnuts, butternuts and the like were provided by nature to supply food for the wild animals for the winter. If the winter was to be seen and enoughes as such changes

the winter. If the winter was to be open and snowless no such abundance of food was in evidence. Nonsense, of course, as is the indica-tion that heavy husks on the corn also bespeak a strong, cold winter. How foolish to imagine that fruit, grain and growing crops can reason things out better than man.

I call to mind one of the most productive seasons for nuts and feed de-voured by the animals proved a very open winter. The ground was literally buried in beechnuts. Squirrels had no need of hoarding these in hollow logs or other dens since no snow came to cover them and they were at their dis-

posal all through the winter months. I call to mind one fall when sno fell early: in fact, there was splendid sleighing by Thanksgiving and lum-bermen started to the woods early. It was well they did so, because soon after December opened there came a thaw which carried off all the snow and from that time on the winter was mild and open.

Such winters, however, do not al-ways follow early snows. I call to mind a fall of snow began falling the mind a fall of snow began failing the 7th of November, and it continued to fall all through the month. Splendid sleighing by December first and right along until late the next April. We had five months' sleighing that winter, putting to shame all the mild winter prophets of that day. Another fall comes to mind in which the below of cummer hung late. Not

Another fail comes to mind in which the balm of summer hung late. Not a flake of snow until after New Years. Immediately after the new year snow began to fall and severe cold weather set in. Despite its late beginning there were nearly four months' sleigh-

there were nearly four months steag-ing and many days of zero weather. One never can tell. Neither wild animals, birds, corn husks nor human prophets. Nobody can know in advance as to what the winter will be, so it is best not to lie awake nights because come wice person tells us the coming some wies person tells us the coming winter is going to be unusually severe. I remember a winter which was very

mild until February when there came a shift from mild to Arctic cold. Dura shift from mild to Arctic cold. Dur-ing the whole month of February there was not a day the mercury did not register from ten to thirty degrees be-low zero. Before this the mild weath-er had taken al the snow, leaving the ground bare so that it froze to a great depth

Ground was frozen to such a depth that in the cemeteries there was noth-ingb but frozen earth more than six feet in depth. That fall the potato crop had been unusually large, the price correspondingly so that many farmers buried their crop in the fields.

Millions of bushels of potatoes froze in the fields and in cellars, so that the price rose correspondingly on the opening of spring. Weather is ever a

fickle jade and it is best not to place too much faith in weather predictions, or signs in wood and vale.

or signs in wood and vale. The lumbermen had to contend with all sorts of winters, although in the main snow fell in sufficient quantity to move the log cut to the rivers. One large Muskegon firm logged through the winter, an open one, and when the first of March came in with the ground bare as it had been half the time dur-ing the winter the job of banking the ing the winter, the job of banking the winter's cut was let to an up-river jobber who was expected to truck the logs.

Immediately after the big logging camp broke up and moved out it began to snow, coming down in sheets until a foot covered the face of the earth. This remained throughout the month of March, hence the jobber, who contracted to bank the logs at a truck-

ing price made a swell sum of money. We had weather prophets in lumbering days, but the wise lumberman seldom paid the least attention to them. Geese flying South indicated coming of winter but as to the severity of that

winter but as to the severity of that winter there was no telling. For a bear to see his shadow on Candelmas day (February 2) was ac-credited a sign that winter was to con-tinue six weeks, which it usually did,

no matter whether the animal saw his shadow or not. Usually March has been a winter month in Michigan. The weather is ruled by circumstances over which man has no control which by the way is has no control which, by the way really fortunate, since so many differ-ent minds are there very few would agree on the kind of weather wanted. It is told of a worthy divine that during a dry spell in summer he called a meeting for the purpose of praying for rain. The church was filled and the minister informed his subjects that it would be fruitless to expect answer prayers unless they were all of one

One brother prayed for immediate rain, another objected since he had some work to do which required dry work to do which required dry ner. The result of the meeting weather. was that the congregation was in no sense agreed as to time for the rain, hence the meeting was called off, since they could not expect the Lord to send rain when half the people were not ready for it. Let nature take its course and give the weather-wise ones the g the go

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Henderson Air Ways, Inc., Grand

Rapids. Nelson S. Gustin Co., Detroit. Owosso Supply Co., Owosso. Electric Arc Cutting & Welding Co.,

Detroit.

Derkins & Waters, Grand Rapids. Grindstone City Live Stock Shipping Association, Port Austin, Perks, Inc., Detroit. -Broadway Taxicab & Messenger Co.,

Detroit. Triangle Oil & Gas Co., Port Huron. Triangle Oil & Gas Co., Port Huron. Patsee Barbecue, Inc., Detroit. Ferry Field Theater Co., Detroit. East Detroit Development Co., Detroit Ernest J. Shipman Land Co., Detroit. Hoffmeyer-Weir Co., Detroit. Roseville Realty Co., Roseville. Grand Rapids Abattoir Co., Grand Rapids

Rapids Mahon Excelsior Works, Detroit. Dromore Real Estate Co., St. Clair. Detroit Laundry Machinery Co., Detroit.

ecor-Young Land Co, Detroit. Louis S. Ward Co., Inc., Detroit. Wall Brothers Co., Detroit. Edward C. Snell, Inc., Pontiac. Alto Elevator Co., Alto.

Businesswise, a Happy New Year is foreshadowed.

More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit-then rapid turnover makes vou money. In pushing

Baking Powder

Same price for over 38 years



with the consistent quality and price advertising behind it - with the price plainly shown on the label-you can increase turnover and get more profit on your baking powder investment.

Millions of Pounds Used by Our Government

Some Lessons To Be Learned From Armistice Day. Grandville, Nov. 6–It cannot be

said that America neglects her citizens soldiers. From the days of the Revolution down to Armistice day this year there has been a constant flow of sympathy and admiration for those of our army who returned to their homes, more or less happy in knowing that they had performed their whole duty he country and the flag.

to the country and the flag. We have various memorial days throughout the year bespeaking good will and love for the soldier boys, and the day w celebrate this month is no whit less important than our spring memorial to our soldier dead of other

The deeds of valor performed on any The deeds of valor performed on any battlefields will never be forgotten by America. Armistice day will always command the respect and awe which befits a day of prayer, even as we re-joice: prayer for the boys who slumber in foreign graves, rejoicing that through these sacrifices a world despot-ism was wiped off the earth and peace and prosperity came again to our world world.

world. Pensions for the disabled; positions for the retired soldier boys. Why not? The boys in blue were remembered lorg after the civil war with places of trust in the Government service and to-day not one living civil war veteran but receives a liberal pension from his Comment. Such will be the case Government. Such will be the case with the lads in khaki when their num-

bers are depleted by old age. Of all the days we celebrate Arm-istice day is one of the most sacred. It stands for American valor on the battle field in a war which was on our part as just and righteous as that war which freed 4,000,000 slaves and set

new stars in the field on our flag. The war which closed with the signing of the Armistice was one into which we were driven by the most abject despotic power in Europe, careful-ly planned and executed by a kaiser ly planned and executed by a kaiser who had the audacity to imagine he could conquer the world. He missed his figure by considerable and now is a lone outcast in a humble town in the Netherlands, the jest of the entire world No decent man would descend so low as to spit on him. With perhaps one exception Amer-

With perhaps one exception Amer-ica's wars have been justified. We as ica's wars have been justified. We as the great republic of the world stand for the rights of citizens everywhere under the flag. When those rights are assailed, then every man is ready to arm for the defense of the Nation. Germany escaped from the war al-

most unharmed in her property rights, but severely humiliated because she had so signally failed in her plans for the subjugation of Europe.

No man need question the righteous-No man need question the righteous-ness of the kaiser's war so far as our country is concerned. It was the just fight of a people in defense of her citizens on the high seas. A nation that will not defend the rights of her citizens in every part of the world is net fit to exist not fit to exist.

However much we may desire peace, the rights of citizens should never be compromised in obtaining that peace. Plans for universal peace are being studied to-day by our wisest statesmen. Such interest is, no doubt, worthy of respect, yet when that effort to secure peace jeopardizes the very life of the Nation what then?

Nation what then? All the peace plans we may lay will not last. About once in a certain term of years a war starts in some part of the world, in fact it is not believed that the world is ever wholly at peace. While the present temper of men exists there will be no lasting peace. It is not in the nature of the animal. The best of friends fall out and resort to fisticuffs on occasions. The Prince of Peace has not yet been of sufficent potency to ensure lasting peace among potency to ensure lastng peace among the nations of the earth.

Right at the present time, when the good will of nations seems in the ascendancy, there is an undercurrent of unrest among numerous peoples of coninto flames of war at any moment. Mussolini, the great Italian commoner, seems to be aiming for the welfare of Italy, and yet beneath the surface seethes a spirit that when the time is ripe will certainly burst into flame.

The Armistee was the crowning cap-sheaf to a great victory over tyranny and oppression. It marked the begin-ning of a new era in the history of Europe and it is well that Americans, who were a decided factor in securing the victory over kaiserism and imper-ialism, should remember the day to keep it as a marker for all time as the turning of the tide against kingcraft and despotism.

The kaiser's war was America's sec-ond greatest battle for principle. No war can, of course, compare with that between the states, yet we must not forget that the boys in khaki were equally patriotic with those of civil war days and we should lay at their feet the honors to which they are entitled.

Nations may be compared to schoolboys who often get into jangles out of which come some very interesting fights Schoolboy fights interesting? Well, yes, sometimes. When a certain boy has been a bully and hectorer for long weeks it really does one good to see a quiet, peaceable lad, get on his ear at a few cuffs from the bully. With a swift jump the peaceable lad assails the bully and gives him the drubbing of his life.

It is not seemly for children to quarrel, yet there comes a time in the lives of our schoolboys when forbearance ceases to be a virtue and nothing so surely restores peace and serenity so quickly as the licking the hectoring bully gets from the peaceful lad. It is so with nations who are, after

all, only children of larger growth. Old Timer.

Gingham Action Is Approved.

The action of leading Eastern gingham producers of pricing Spring lines on the basis of quotations previously prevailing is looked on in the trade here as a good piece of merchandising. It has given stability to a market that had been somewhat uncertain, rather than unsettled, and paved the way for those operators who want to buy early to cover their needs with assurance that the ground would not be cut from under their feet later on. Just what the new season will bring forth for ginghams was said yesterday to be problematical, but the attitude of the trade leaders appears to be that while there is no boom in prospect there is certainly no cause to "view with alarm.'

No Rug Prices Until Nov. 12.

Confusion which apparently existed in the floor covering trade whether Spring prices on carpets and rugs would be issued this week by two of the leading factors in that end of the industry was cleared up by the declaration that the new lists would not be officially released until Nov. 12. The latter date had been accepted by all branches of the industry on which to open the new season, but important changes in selling arrangements which become effective to-morrow led to the belief in some quarters that prices would be given out in advance by the concerns affected. This will not be the case.



"Straws Show the Way the Wind Blows"



"Perhaps what follows doesn't amount to "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, line which independent grocers, so called, should push to the limit. You certainly de-serve 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.

> Importers SEAL BRAND COFFEE AND TEA

Chase & Sanborn

Boston

Chicago Grocers Supplied by Chase & Sanborn, 327 N. Wells St., Chicago

11

12

FINANCIAL

Orders For 1929 Delivery Piling Into Auto Plants.

Detroit, Nov. 6-With less than two more months to go, the automobile industry is showing the expected seasonal declines in sales, while the general level of production is 50 per cent. above the November average, a condition not anticipated earlier in the fall months. The recession from the early days of September is more than 30 per cent.

The tapering off, however, is sure to become greater throughout November and at least the first half of December. By that time producers will have cleared stocks and entered upon the production of their 1929 lines.

Indications point to earlier quantity production than ever before. Dealers are placing orders earlier than usual and their demands are for more cars and earlier deliveries.

Manufacturers see before them a year when 1.750,000 cars will be necessary to satisfy replacements alone. The "two or more car" families are also rapidly increasing along with the first owners.

The buyer is sure to get a full dollar's worth of car for whatever price he pays. Considerable new equipment has been worked into the new models for 1929 with virtually no increase in cost to the purchaser. This has been the rule, not only in the more expensive cars, but also in the medium and low-priced fields.

The demand for low-priced cars is greater than in the medium and highpriced models and remains firm. Highpriced sales are only fair, while medium-priced sales have eased off only slightly

The ford plant continues to increase production almost daily, and official announcement is that up to November 1 about 665,000 of the new Model A's have been made. A half million unfilled orders still remain on the books, however, and prospects of catching up with them for many months to come are extremely remote. The rumor that ford will be out with still another new model early in January cannot be verified.

John N. Willys, head of the Willys-Overland, believes 1929 will be a bigger year than the present one, or 1926. He has set a 5,000,000 mark.

As Chrysler output is in excess of the plant's capacity, expansions are being made.

It was officially denied this week that the Elizabeth (N .J.) plant of Durant Motors was to be disposed of and headquarters moved to Lansing.

Thirty-five locations have been selected by the ford Motor Company's branch offices to act as specialized financial concerns providing time payment plans on all ford products.

Manufacturers are preparing exhibits for the National Automobile shows in New York and Chicago in January. Every plant will be represented with a greater variety of models than ever before. Several will have new cars, to be shown first at the New York show, while others will await the opening of the Detroit display. Prices lower

than ever before are the aims of the manufacturers

MICHIGAN TRADESMAN

Impressive displays of foreign-built cars will be a new feature. The French, British and German cars have been assigned liberal space. This exhibit will include seven foreign-made lines.

Fiat "Rights" a Call on Stock.

American investors' unusually intensive interest in automobile stocks this year has spread to shares of foreign manufacturers, and particular attention has been directed to the Fiat Company because some of its securities were introduced to this market.

Fiat is Italy's most important industrial enterprise and is one of the leading motor car producers in the world. Its ten directly owned divisions employ more than 26,000 men. Its chief products, besides motor cars, include combustion engines, aviation engines, airplanes and railway rolling stock.

The company has outstanding \$9,-390,000 7 per cent. debentures and 2,-000,000 shares of capital stock of 200 lire par. Accompanying the debentures when sold here were stock purchase warrents entitling the holder to purchase forty shares of stock at \$25 a share. To facilitate trading the privilege is dealt in as "rights," each forty "rights" representing the privilege extended by a warrant from a \$1,000 bond

The common stock has become increasingy popular in the American market since flotation of the debenture issue, and the shares are traded in to some extent among specialists in unlisted securities. Recently the shares have advanced to about \$25 giving an immediate value to the "rights."

Prices on the "rights" have advanced from about \$2 each to above \$11 each in anticipation of a rise in the company's stock. The privilege of buying stock at \$25 a share on this basis extends to July 1, 1931. Inasmuch as earnings of the company have averaged about \$3.50 a share for the last three years the stock is selling at approximately only eight times share earnings a low figure if judged on stock market appraisals for American companies.

Fiat motors are highly regarded among aviators in Italy, and the company's aviation business has developed rapidly in recent years, opening possibilities for almost limitless expansion.

The company has an enviable record of earnings and dividends. A profit has been shown in every year for the last two decades, with a steady increase in the number of cars sold until last year, when there was a slight decline. Net sales in dollars have shown an unbroken rise since 1921.

Dividends varying from 6 to 15 per cent, have been paid every year since 1908, except in 1921. Distributions are made annually in March out of the previous year's earnings. The payment this year was 121/2 per cent., or about \$1.31 a share while in 1927 15 per cent. was paid, about \$1.35 a share.

> William Russell White. [Copyrighted, 1928.]

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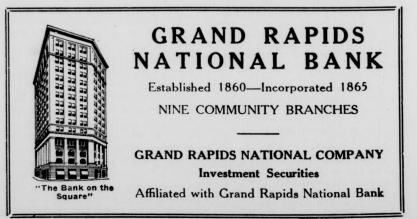
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November 7, 1928

Recovery Seen in Retail Sales.

September had one less business day this year than in 1927, but, with the advent of cooler weather and the autumn pickup in business, the sales of leading department stores, wholesale dealers and chain stores topped those of a year ago by a good margin.

This encouraging report on the current business flow by the Federal Reserve Agent at New York, in his November review of credit and business conditions, supplements the statements of high production in industry and rounds out the picture already much discussed of autumn prosperity. Virtually all sections shared in the increased business reported by leading department stores in the New York district. These sales totaled 4.3 per cent. more than a year ago. Apparel stores did 8.7 per cent. more business than in September, 1927, and the mail order houses 21.9 per cent. more.

A danger that always overhangs any prolonged prosperity period is that of commodity inflation and increased inventories. Apparently the country's merchants still are bent on holding down inventories for the New York Agent find that "stocks of merchandise were generally smaller at the end of September than a year previous" although the stock turnover "was considerably higher than in September, 1927."

Curiously enough the department that showed the greatest increase in sales over a year ago for September was the one in which the shrinkage in stocks was greatest. Net sales of musical instruments and radio were 15.6 per cent. higher than a year ago and stocks on hand in that group fell 19.3 per cent. Net sales were up sharply on shoes, cotton goods, women's clothing, men's clothing and home furnishings. They were down on woolen goods, silks and velvets.

Net sales by wholesale dealers were 2.9 per cent. higher last month than a year ago, but it was in the jewelery, paper, drug, cotton goods, hardware and machine tool groups that the increases for the year were sharpest. A continued heavy demand for industrial equipment swelled the orders for machine tools to a volume nearly 2½ times that for September, 1927.

The rate of growth over the previous year in chain store sales seems to have fallen from the abnormal level held over three years, but chain store sales last month were 10.8 per cent. higher than a year ago. The greatest relative gains were shown by the variety, shoe and 10 cent. stores. Sales of the grocery chains showed the smallest increase so far this year, the September gain being only 5.6 per cent.

While the Agent's report on trade for last month reveals various laggard groups it does emphasize the general and marked autumn recovery in business. Paul Willard Garrett. [Copyrighted, 1928.]

[Copyrighted, 1720.]

Trade Forecast By National City Bank The annual reviews on January 1 will contain for 1928 the most impressive record of American prosperity that has ever been written if anything like

the present pace in industrial production and trade is maintained.

So sure is the financial district of this mounting tide of prosperity that the National City Bank of New York in its November bulletin to-day sets down a list of significant business indicators headed for new high records in Building construction, steel 1928 production and automobile output stand out boldly in the list of lines picked to reach new peaks this year. These three industries represent the key groups in American prosperity. That they should all move simultaneously into new high territory is a commentary on the solid foundations of 1928 business that cannot be ignored. Hundreds of dependent lines trail along in the procession led by each of these, and share in their improvement.

New high records this year now seem assured likewise in checks cashed at banks, industrial use of electrical power, agricultural implement output, copper production, tin deliveries to mills, cement production, flour milling, gasoline production, industrial use of rubber, industrial use of silk, industrial use of chemicals, rayon production, cigarette production, retail trade, electric appliances output, aeroplane production and motorboat output.

Good times have come to the farm as well as to industry. The indicated values at present market prices for the agricultural crop production exceed both a year ago and the five-year average. A record-breaking distribution of agricultural implements likewise is a sign of increased purchasing power on the farm. It is always true that the flow of business is uneven, and some important industries this year have not yet entirely emerged from depression. The coal industry, textiles, railway car and locomotive builders and the pulp and paper industries are among those still behind the procession.

No hope of any marked downturn in money rates is held out by the bank so long as 'the stock market remains in its present optimistic mood" but there is "no lack of credit for commercial purposes at rates no higher than usual in times of general business activity, or than rates for such purposes in other countries."

Apparently the unexpected gains in business have made the bank itself more tolerant of the stock market. In commenting on the Reserve's attitude toward credit expansion the bank says "there never has been any reason to suppose that the Reserve authorities were planning to break the stock market." Paul Willard Garrett.

[Copyrighted, 1928.]

Detroit—The Don Galvan Cigar Co., 1328 East Canfield avenue, has merged its business into a stock company under the same style, with an authorized capital stock of 1,000 shares class A stock at \$100 per share, 1,000 shares class B stock at \$1 per share and 2,000 shares no par value, \$31,310 being subscribed and paid in in property.

Muskegon Heights—The Boyd Auto Sales Co. is building a \$20,000 addition to its office and garage at Peck street and Sherman boulevard.

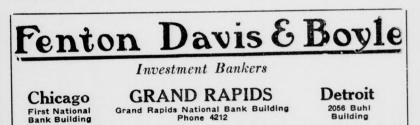




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ODIN CIGAR COMPANY

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13

MUTUAL FIRE INSURANCE

Items Worth Reading Relative To Fire

An office in Chicago was suddenly enveloped in smoke-the alarm sounded. Two men rushed into the locker room on the third floor to get a fire extinguisher, carried it to the location of the flames on the second floor-and found the extinguisher-empty. An investigation brought to light the fact that some months previous the firm's baseball team had used the locker room and some of the more frivolous members of the team experienced great delight in turning the contents of the fire extinguisher on each other. It was put back in place empty-and found that way the day fire broke out.

Check up on your extinguishers today. Tag them, showing date of refilling, then inspect them often.

A burning cigarette was thrown out of an upper story of an office building and fell onto the awning of a retail store on the ground floor. The awning was destroyed. This happened to the awning of this same store four times during the period of a few months, and each time the awning was at least partially destroyed. Caution employes never to throw lighted cigarettes or matches away carelessly, and to observe "No Smoking" signs.

Careless disposition of cigarettes and matches was the cause of eight out of twenty-seven recent fire losses reviewed by a careful investigation. Of the remaining nineteen, two were caused by windstorms, two by communicated fires, two by electrical defects, one by sparks igniting gasoline, one by a defective fireplace, two by defects in oil burner systems, one by sparks from boiler, one by sparks from locomotive engine, one by sparks falling into rubbish, and one by ignition of sulphur and water; one was an exposure fire and four involved stoves (one a kerosene stove).

Particular attention should be given to smoke pipes and chimneys in putting heating equipment in condition for winter use. Where boier breechings are in close contact with wood joists, partitions or other combustible materials, cover them with asbestos.

Emphasizing the importance of extreme care in the use of gasoline, benzine and kerosene are the following instances, picked at random recently from the columns of the daily press, of fatalities and serious injuries due to burns received while using one or the other of these highly inflammable liquids.

Mrs. Martha Clucas, of St. Louis, was severely burned about the arms and shoulders when naphtha with which she was cleaning a silk dress became ignited, from static electricity, it is believed.

Mrs. John Gerinisch, of Chisholm, Minn., died a few days ago as a result of burns received when an oil can from which she was filling a kerosene stove exploded. Mrs. Gerinisch's mother was also burned in the explosion, but her injuries are not serious.

Clifford Harvey, an employe of a cleaning establishment in Sioux Falls, South Dakota, was burned about the

arms when static electricity in a washing machine caused an explosion. It is understood the explosion resulted from the static generated by some silk goods that were being cleaned.

P. J. Nepper, a farmer near Johnson's Siding, South Dakota, was severely burned when a stove in which he was attempting to light a fire with kerosene exploded. With his clothing on fire, Mr. Nepper ran outside and rolled over and over on the ground, extinguishing the flames, thereby saving his life, no doubt.

Rachel Wagner, an eight year old Chicago girl lost her life and her mother was seriously burned, when their clothing caught fire while they were cleaning furniture in their home with benzine. The mother's cleaning rag ignited from friction produced by rubbing on the furniture and she and the little girl were immediately enveloped in flames.

Paul Howard of Gainesville, Mo., suffered painful burns about the body when his clothing caught fire He was driving along the highway after dark and stopped his car to take some oil from it for the car of another driver whose supply had become exhausted. With his clothing soaked with gasoline, Mr. Howard thoughtlessly struck a match to light a lantern causing his clothing to immediately burst into flames.

Jewelry in New Fall Designs.

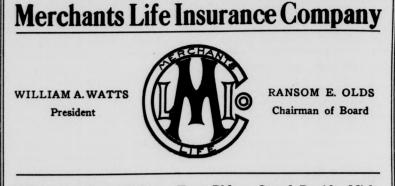
Lelong's newest jewelry, although for the most part confined to silver and gold-plated pieces, includes several new necklaces made of very small seed pearls. The pearls are strung in long rows, five strands forming a necklace, the ends being left open. They are finished with pendants of crystal and jet rondels, which are also used throughout the necklace at intervals of about five or six inches Another necklace of the same pearls has jade stones and jade drops with silver ornaments. In the pearl and cornelian combinations, gold-plated motifs are used.

A series of attractive chokers is offered by Patou each choker consisting of barrel-shaped stones and metallic balls and rondels. Dividing the stones is a group of the rondels in turn separated by the balls. Sapphires are used with silver, topaz with gold, jade with both silver and gold and cornelian with gold.

Antique silver is used in new sets of jewelry for wear with the tweed suits. Medieval themes form the basis of the designs. The earrings are large and quite long. Necklaces are noted in both chain and link form, but in flat effects, with large drops of the metal set with colored stones for contrast.

Another Patou creation that is much in vogue is a bright gold set of necklace, bracelet and earrings made of rectangular cabochons with occasional stones cut in the same shapes. The stones are expected to be selected with a view to their matching the late Fall and Winter fabrics.

Cupid's court is superior to the divorce court for the supreme decision in domestic difficulties.



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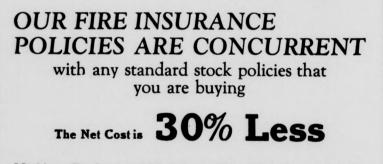
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THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

News From the Detroit Market. Detroit, Nov. 6—Members of the Wholesale Merchants' Bureau of the Board of Commerce attended a most successful trade promotion trip last Wednesday when representatives of 20 Detroit firms went to Mt. Clemens and were hosts to the retail merchants of that city at a dinner meeting. Instead of going in a group by bus or special car, as is usual on trade promotion trips, the members of the Wholesaler's organization who went to Mt. Clemens made the journey in their own cars. They arrived in Mt. Clemens about noon. Some of them spent the after-

They arrived in Mt. Clemens about noon. Some of them spent the afternoon calling upon the retailers of that city and many of them enjoyed an afternoon of golf at the Gowanie Golf Club.

Upwards of 200 retail merchants were the guests at the dinner meeting which was held in the auditorium of St. Mary's School. The speakers from Detroit were Harvey Campbell vicepresident and secretary of the Detroit Board of Commerce, F. E. Bogart, of Farrand, Williams & Clark, and L. G. Macomber, director of traffic-transportation, of the Board of Commerce. A. T. Houghton and A. J. Watts, Mt. Clemens retailers, were the speakers reresenting that city.

reresenting that city. Plans are being completed for the next trade promotion trip, which will be made on Nov. 14 and 15, on which days several cities in the Thumb of Michigan will be visited. A large number of Detroit wholesale executives are planning on making this trip also. A H Nichols of the Bubl Sons Co.

A. H. Nichols, of the Buhl Sons Co., wholesale hardware, was elected president of the National Hardware Association last week. Mr. Nichols has been a director of the Association for nine years and had just completed a term as Vice-President when he was elected to the Presidency. The Association includes all of the principal wholesale hardware establishments of the United States. Its headquarters are in Philadelphia.

are in Philadelphia. Mr. Nichols served two terms of two years each, as President of the Detroit Bureau of the Detroit Board of Commerce. He was a member of the Board of Directors of the Board of Commerce and an active member of many important committees.

He is also vice-chairman of the Hardware Council. This organization is composed of four wholesale hardware houses, four retail establishments and four manufacturers. It meets twice a year to discuss problems in the hardware fields and the results of its findings and studies form the basis for action by the National associations of wholesalers, retailers, and manufacturers.

The volume of business in the year up to date in the automobile industry has actually interfered with plans for the introduction of new models and new lines. Hupmobile, in introducing the new town sedan, announced that it had been intended to bring it out several months ago, but that a rush of orders for other types had delayed the plan. A complete line of new sixes, planned for introduction in November by one of the large makers, will not be brought out until December and possibly not before the end of that month. The closing down of plants for in

The closing down of plants for inventory, rearrangement of manufacturing facilities, and for the production of new lines under cover, was notable in October. Olds Motor Works closed the first of the month for about thirty days to make some manufacturing shifts preparatory to a December production that is scheduled to total 6,000 cars, by far the largest monthly output ever undertaken by the company. Oldsmobile is to have a new production building, the fourth in a comparatively short time. It will cost about \$250,-000. Construction, it is hoped, will get under way about Jan. 1.

Work on the two new and important

e-STRENGTH ECONOMY THE MILL MUTUALS Lansing AGENCY Michigan Representing the MICHICAN MULLERS MUTUAL

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY (MICHIGANS LARGEST MUTUAL) AND ASSOCIATED COMPANIES



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If You Leave No Will What Then?



GRAND RAPIDS TRUST CO. Grand Rapids, Michigan

links in transcontinental travel via Detroit, the Ambassador Bridge and the Detroit River vehciular tunnel, is being rushed.

Colored Borders Return To Favor.

Handkerchiefs with colored borders, according to some fashion authorities, have been somewhat slighted of late on account of the popularity of the colored scarf. But now that the scarf seems to have settled into a definite place, handkerchiefs are again coming into their own. The new designs favor broken borders in either solid colors or two shades of the same color. The borders are quite deep with the designs favoring large blocks combined with hairline squares, ovals and zigzag effects. Rolled hems are the rule on all the colored ones.

White handkerchiefs, too, are gaining favor, as well as those with allover dot designs in pastel shades and fine double thread borders. Lace is used on many of the handkerchiefs of a more formal nature. Sometimes it is centered on one corner with only a fine edging on the remainder of the handkerchief. Wider lace is used for entire hems with hand-drawn inside borders. For more practical purposes there are white handkerchiefs with hand-rolled hems.

For evening the large chiffon handkerchief still holds sway in many circles, having the advantage that it may be used to conceal a small evening bag big enough to hold a lipstick and powder puff. Modernistic designs and all-over floral patterns in pastel shades and vivid colors are used for this style. Black borders are combined with bright centers while the designs with ivory centers have pastel borders in conventionalized floral themes.

A Bachelor's Notes on Woman. A woman in the heart is worth two

in the hand.

An idle woman is the devil's workshop.

Woman's waste makes woman's want.

All is not woman that glitters.

Woman is the best policy.

Woman is a good servant, but a bad master.

A woman's wrath spoils the best broth.

Women brighten as they take their flight.

A rolling woman gathers no husband. Kind women can never die.

The heart will sometimes run with the woman that is past.

What woman has done woman can undo.

See Active Candy Season.

Prospects for an active candy demand during the remainder of the year are considered good. Business gained last month, following a rather quiet September, and is now broadening out into an active call for holiday specialties. Fancy boxed candies are expected to meet a good consumer call during the period directly ahead, particularly in one and two pound containers The demand for penny goods continues strong and healthy volume is noted in bars and pail goods.

SUCCESSFUL SALESMEN.

B. S. Davenport, Traveling Representative for Lee & Cady.

The story of a successful career is always an instructive one and usually interesting. It is particularly instructive if the success be not an accidental or adventitious one, but on the contrary, the orderly working out of a life's programme as well defined as it is possible for a young man without any particular influence or financial support to make it.

There are some inheritors of wealth who are predestined to their careers. As a boy or youth one may be destined for the law or the railroad business or some line of manufacture, or perhaps for the church. He is to take his place in the family scheme. If the wealth be large it is but right that the young man should be trained in the handling of the properties which are to come into his possession. The Goulds naturally and of necessity become railroad and telegraph people; the Vanderbilts are railroad people; the Astors real estate; and there is a second generation of lumbermen and merchants and bankers and manufacturers who are such by inheritance-inheritance perhaps both of natural bent and property.

But the average boy, with no fixed place in the world and his own career to make for himself, usually has his period of vacillation when he is determining what he will do and his determination is largely the outcome of opportunity and association. After the choice is made then comes the real test of determination, ability and ambition.

There is a man in Michgan not yet 66 years old who has reached a position of assured success as a salesman and whose career forcefully illustrates the value of well-directed effort after the choice of a vocation is made. The details of such a life are apt to be many and individually many of them unimportant, but for the understanding of the outcome a statement of them is necessary.

Byron S. Davenport was born on a farm in Barton township, Newaygo county, Jan. 2, 1863, being the youngest of six children. When a small child he was attacked with rickets in the right knee and, between the ages of 5 and 10, he was a cripple, being unable to walk a larger portion of the time except on crutches, which prevented his going to school. At the age of 12 he went into the lumber woods, driving team and hauling logs. These duties were varied with farm work in summer and this programme was continued for six years. At the age of 14 he owned his own team, and it is a common tradition in the vicinity in whch he lived that most of the book learning he possesses was obtained by study while hauling logs from the camp to the river, a distance of six miles.

At the age of 18, he engaged in general trade at Paris in partnership with his brother under the style of E. F. Davenport & Co. The firm prospered for a time, but met its Waterloo in the winter of 1882-3 through contracting to stock the Barstow mill, drawing the logs to the mill and the lumber to the railroad. It happened to be a winter without snow, during which time pork advanced from \$16 to \$24 a barrel, hay from \$14 to \$26 a ton and labor from \$18 to \$30 a month. When the partners figured up their loss in the spring, they were \$8,000 behind, and the mercantile business was necessarily wound up and discontinued. Mr. Davenport went to Big Rapids, where he clerked for six months in the clothing store of Mr. Levy. The next six months he spent behind the counter in the general store of B. E. Hutchinson & Co., at Paris. On the retirement of Hutchinson & Co., he went to work for E. M. Stickney & Co., first in the mill and later in the store as clerk and book-keeper. He remained with this house four



As Mr. Davenport Looked Thirty Years Ago



As Mr. Davenport Looks Now

years, when he engaged in the grocery trade at Paris, determined to win success where he had previously met defeat. The enterprise prospered for a time, but in about a year-Aug. 18. 1888, to be exact-fire destroyed every vestige of the business, involving a loss of \$6,500, with an insurance of only \$2,000. Such an experience would probably have crushed many a man. but not Byron Davenport. Instead of sitting down and bemoaning his fate, he was in Grand Rapids within two weeks knocking at the doors of the jobbing houses here for employment, with the understanding that every cent he could earn above and beyond his living expenses was to go toward the liquidation of his debts. His first work was with Reeder, Palmer & Co., selling shoes on commission along the line of the old D. L. & N. (now P. M.) from Grand Rapids to Saginaw and the G. R. & I. from Grand Rapids to Big Rapids. Nov. 18, 1888, he transferred his services to Olney, Shields & Co., with which house and its successors-Judson Grocer Co. and Lee and Cady -he has since been continuously employed. On Nov. 18 he will have rounded out forty years with this house under three different ownerships. His territory comprises all the available towns from Grand Rapids to Paris, Grand Rapids to Spring Lake and Grand Rapids to Newaygo, including Newaygo. He visits the towns on these routes every two weeks. In addition, he spends two days every week in Muskegon. He covers his entire territory with a Studebaker car. Wherever he goes his hearty greeting and happy smile are like rays of sunshine.

Mr. Davenport was married Nov. 28. 1888, to Miss Katherine Dalziel, of Big Rapids. They have one child, a son who was born in 1893, who owns the firm of Lane, Davenport & Peterson, engineers and architects of Detroit. He was married in 1916 to Miss Katherine Clark, of Lansing.

Mr. Davenport and his wife reside in their own home at 811 Fairmount street. They spend the summer months in their cottage at Whitefish Lake.

Mr. Davenport is a member of Grand Rapids Council, No. 131, U. C. T.: Daisy Lodge No. 48, B. P. O. E.; Paris lodge, Modern Woodmen and all of the Masonic orders from the York Lodge to the 32nd degree of the Consistory. He is also a member of Saladin Temple, Mystic Shrine.

Mr. Davenport is a director of the Morley State Bank and also in the Michigan Mercantile Co., which conducts stores in Morley and Howard City. He was a stockholder in the Judson Grocer Co. for twenty years and a director of the corporation about fifteen years.

Mr. Davenport attends the Westminster Presbyterian church. He is a member of the Masonic Country Club of Grand Rapids and a director and Vice-President of the Whitefish Lake Country Club.

Mr. Davenport owns up to two hobbies-golf in summer and bridge in winter.

Mr. Davenport attributes his success to hard work and to fair and honest dealing; to the fact that he has a good word and happy smile for everybody. Of course, no small degree of his success is due to his personality, his energy and his rugged health. He accepts a small order with just as good grace as a large one, believing that by so doing he is paving the way for future business. He is a prince of entertainers and has been known to spend half a day a week chasing around town on errands for his customers. Nothing apparently gives him greater delight than to do his friends a good turn, no matter how great an expenditure of effort or time it may involve.

It is difficult to express in this place what in justice should be said of Mr. Davenport's personality and character without appearing to be almost fulsome in euology. His is one of the sympathetic, kindly, magnetic natures which bind people to their possessors with affection as well as esteem. A gentleman who has worked with him for years, and who knows him quite as well as anyone, recently remarked:

"I want to tell you that no man in the grocery business is held in higher esteem than he. Such a place as he holds among the traveling men of Michigan could not have been attained by any man whose character was not upright or whose integrity was questionable. If, as has been said by some philosopher, 'A man's true worth is reflected by the opinions of his fellow workers,' then he is at the top. An evidence of this is the success he has made in the grocery business."

Frozen Lamb Cuts at Retail.

When lamb prices are high the unfrozen kinds which usually represent by far the bulk used are moderate to light in supply in nearly every instance. This is not strange as scarcity of lambs tends to bring about higher prices. At such periods lamb carcasses that were frozen when prices were relatively low and supply heavy are brought out of the freezers and sold. There is usually quite a price differential between the fresh and the frozen kinds, at times amounting to as much as 25 to 35 per cent.

Retailers in most sections hesitate to substitute the frozen for the fresh meat, for their consumers seem to be prejudiced against anything in the meat line that has been frozen. Even the price differential mentioned here is not enough to cause a large quantity of frozen meat to enter into consumpton, compared with the total used. As a matter of fact no price that could be charged would cause some consumers to buy the frozen meat as long as they can buy other kinds of meat to substitute for the kind offered frozen.

Scientific tests and the experience of trained specialsts who have tested the frozen and fresh meats tend to show that there is no loss to the body or the taste when properly frozen and well defrosted and cooked meat is served on the table. Considerable mony may be saved by consumers and businesses catering to consumers by buying frozen lamb and other frozen meat at times of high prices and scarcity.

In suggesting a trial of frozen meat, and especially lamb now that fresh lamb is scarce and high, we are not trying to improperly influence anyone against his or her own judgment. We are of the opinion that much of the prejudice against frozen meat is unfounded and that if a fair trial was given by more people its use would be more general.

At the present time it is quite profitable to experiment with a leg of lamb. Ask your retailer for a leg of frozen lamb and take it home, defrost it in slightly warm running water, being sure that all the frost is out before cooking. Cook it in the usual way and see if anyone notices any difference between this meat and unfrozen meat on the table. One advantage in respect to lamb is that most lambs coming from the freezers were put away a few months ago when lambs were of very high quality and of just about the right weight.

Business Philosophy.

One day a neighbor out in the country suggested that we trade automobiles. I was to give him my two-yearold Packard, plus a check, for his new Packard.

I told him "Nothing doing," that neither of us knew much about automobiles and that two weeks after we had made a trade both of us would be dissatisfied with our bargain.

When I acquire an automobile I want to deal with some one who is dependent for his livelihood on the buying and selling of automobiles. I want his reputation for intelligence, honesty and square dealing to be at stake.

When I buy a car I don't lift the hood. I know nothing about motors, brakes or gears, and don't pretend to.

Therefore I want to deal with a man who does and who for the sake of a single sale cannot afford to deceive any one.

Here, it seems to me, is the essence of the business relationship. The profit I pay the experienced, reliable and established dealer is small compared to the risk that would be incurred if I tried to negotiate a trade without his expert knowledge.

William Feather.

More mergers are in the making.

Plants, Patents, Good Will.

New things in regard to our conceptions of values are occurring all the time. An old-time English accountant of the Victorian era would think he wats in a book-keeping bedlam if he saw how we are doing things to-day.

We have become accustomed to that peculiar modern financial paradox of carrying good will on the books of a large corporation at only \$1, whereas the valuation of the stock on the market indicates that good will is actually of far greater value, sometimes, than the entire tangible assets.

Two well known houses have now "gone the whole hog" and written off patents and plant value, things considered in the past as the very basic elements of tangible value. The Gillette Safety Razor Co. has written down its patents to \$1 - something which, while not new, is vet rare. And now Gold Dust writes \$2,478,000 for plants down on its books to the same figure. This is revolutionary, for Gold Dust is just about the first large corporation to do so. In justification President Morrow says his company has always regarded its good will as worth more than its plants; therefore, since it was carrying good will at \$1, why should it carry plants at a couple of millions?

Detroit — The Marvel Fuel Saver Sales Corporation, 2288 First National

Bank building, has been incorporated to deal in machinery and heating equipment, with an authorized capital stock of \$50,000, \$2,500 of which has been subscribed and paid in in cash.

Lansing—The Equator Heating Co., 1700 North Turner street, has been incorporated with an authorized capital stock of \$25,000.

Are you giving Del Monte a real chance to help your store?

Nearly every woman who passes your window is a possible customer for DEL MONTE Foods. Especially the better class buyers whose trade you value most. More of them prefer DEL MONTE than any other canned food brand.

Right now a good display of DEL MONTE Foods will go a long way to bring this business into your store. Your new stocks of canned foods are just arriving. Women are thinking about their winter supplies. And DEL MONTE advertising is reaching these same women with the strongest November schedule we have ever run.

A good display is simple to install, too—especially with the beautiful card shown here. We will be glad to send it free. Write for it *today!* Feature DEL MONTE in your windows and on your counters and get your full share of the fall business on this popular line.



Ghis attractive Del Monte display card-free on request Si ze 20x30 inches, printed in full colors. Write today. CALIFORNIA PACKING CORPORATION SAN FRANCISCO, CALIFORNIA

18

DRY GOODS

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

News Letter of Michigan Retail Dry

News Letter of Michigan Ketal Diy Goods Association. Lansing, Nov. 6—Mrs. Mills and Mrs. Hammond went with us to Mus-kegon and Holland. The October kegon and Holland. weather was perfect, the hills and valleys of Western Michigan were beau-tiful with the autumn foliage. Our car covered the Michigan highways at a fifty mile gait. Mr Mills is a good president and a good chauffeur. Arrangebents for the Muskegon

Arrangebents for the Muskegon group meeting were carefully made by Director W. E. Thoruton. Members were present from Fremont, Shelby and Grand Rapids. We were dis-appointed that Mr. Baltz, from Grand Haven, was not there. We remember-ed his promise to bring an auto load of Grand Haven merchants to Muske-gon. Calling at the store the next day we learned that Mr. Baltz was at the we learned that Mr. Baltz was at the home of his boyhood to attend the funeral of his father. His store was closed on that afternoon.

Muskegon hotels are crowded with seekers after wealth, due to the oil and gas boom in that vicinity. The ad-dresses by Messrs. Schmalz and Stephenson were well received. Grossman Brothers are doubling the capacity of their store and are hard at work tearing down partitions, building show windows, etc. We wish them success

in their new enterprise. At Holland, the Warm Friend Tavern gave us a warm welcome. Due to the desire of merchants to attend to business in their stores during the middle of the day, this meeting was not as well attended as it should have been and after due deliberation we have decided that the noon-day meetings planned for Kalamazoo Nov. 15 and Imlay City Nov. 22 should be dispensed with and members urged to attend the evening meetings.

On account of the meeting of the State Tuberculosis Society, of which Mr. Mills is also President, Mr. Mills was obliged to return to Lansing. His work at Hastings was ably done by former President J. C. Toeller, of Battle Creek. Former President H. J. Mulrine and Cassius L. Glasgwo, this year President of the Detroit Better Merchandising Conference, were pres-ent and added very materially to the

The Hastings meeting was a wide-to-date affair. A. K. Frand-The Hastings meeting was a wide-awake, up-to-date affair. A. K. Frand-sen with a committee of capable wo-men of Hastings, including Mrs. Frandsen, prepared an elegant dinner at the Hastings Country Club. The thanks of all those present are due to the very efficient services rendered. Members were present from Ionia, Charlotte, Battle Creek, Nashville and Middleville. Middleville.

Arrangements are partially made for the group meeting to be held at the Hotel Hayes, Jackson, on the evening of Nov. 14 and at the Hotel Whitcomb, at St. Joseph, on the following evening, Nov. 15. These meetings will be held in the new "million dollar" hotels. Meals will be served at the usual prices. Inasmuch as the Kalamazoo noon-day meeting has been cancelled, the speak ers traveling from Jackson to St. Joseph will spend the noon hour in Kalamazoo, getting lunch and visiting the Kalamazoo stores. The Kalamathe Kalamazoo stores. The Kalama-zoo merchants have promised to travel with us in force to St. the Joseph meeting.

At Jackson we expect to have a good attendance of merchants from Abion, Lansing, Hillsdale, Lenawee, Branch and Washtenaw county towns.

Mr. Mills, who is a busy man, will be returning from New York on Nov. 15. Will reach St. Joseph in time to preside. His work will be done at Jack-son by Vice-President J. H. Lourim, acting as local committee and Vice-President F. H. Nissly as master of ceremonies. Speakers at both meetings will be Carl N. Schmalz, of Ann Arbor, and O. M. Butler, district manager of the Detroit office of the United States Department of Commerce.

We have the promise of A. E. Littlefield, Sales Manager for the Eaton Rapids Woolen Mills, to be present at Jackson and participate in the discussions. Be sure to attend these meet-ings. We will have a galaxy of ex-presidents and other officers to give dignity and quality to the events. Harry L. Rimes, of Rimes & Hilde-brand, of St. Joseph will be in charge local committee work in St. Joseph. The members of the Michigan Retail of

Dry Goods Association have quite gen-erally abolished the foolish scheme of according discounts to school teachers, preachers, etc., and those who have done so have no desire or intention of returning to it.

It is generally understood that stores have uniform prices and that these uniform prices apply to all classes of in-dividuals, the theory being that if stores desire to be benevolent they can do so by subscribing to community funds and in other ways show their benevolent spirit to help people less fortunate than themselves.

At a recent group meeting of the Association recent action of certain Association recent action of certain pattern companies in writing letters to school teachers, telling them that they can secure discounts at the local stores, was very emphatically disapproved. One member has supplied us with a copy of a telegram sent to the pattern company which is right to the point and self-explanatory. With his perself-explanatory. mission we are giving our members a copy of this telegram.

"Replying to your circular of the twenty-fourth instant we emphatically disapprove of your attempt to arbitrar-ily dictate the policies of our business. Your procedure in this matter we be-lieve to be fundamentally wrong as well as unfair toward us and will prove dangerous boomerang to those merchants subscribing to your scheme. Recall all letters sent teachers im-plicating us for the reason that we refuse to co-operate."

We do not believe the members of the Michigan Retail Dry Goods Association will submit to any action of this kind on the part of the pattern companies, for reasons above stated. This subject will be a live topic for discussion at our district meetings which will be held in Jackson, Nov. 14, which will be need in Jackson, Nov. 14, and St. Joseph, Nov. 15, Flint, Nov. 21 and Port Huron, Nov. 22. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

New Accessories For Sports.

Skating, hockey and golf suits are being shown with full skirts in pleated, flared and wrap-around styles. Jumpers and skirts often match, especially when an all-over design is used. The hats match the gloves, which come in mitten as well as finger styles. With these suits the narrow scarf, fashioned somewhat after a five-inch belt, is quite popular. They are to be tied or wound about the neck more for effect than for warmth. Stockings for wear over silk hosiery are also featured with these new suits, but do not come in full length. They roll at the knee and are finished with bright cuffs to match the remainder of the costume.

Clothes brushes that may be left on display, if needed, are made with backs

representing very active looking cats, either standing with paws as if ready to bow, or crouched ready to spring at some one. The brushes come in several sizes and in two colors, a bright red and shiny black. Shoe and hat brushes may also be had to match. Some of them are equipped with extra brackets so that they may be attached to wall or door as an ornament.

With all the attention women are paying to their shoes, especially those for evening wear, there is naturally an increase in interest on the part of designers. In some instances the material is the important factor, in others the matching of the shoes with the gowns. In the latter, ornamentation is usually centered on the heels, and new heels are now to be had to go with the new evening colors.

Colored Towels Forge Ahead.

The outstanding feature of the business now being done in Turkish towels is the very strong trend toward solid color effects, particularly such "light" shades as pink, gold, peach and November 7, 1928

green. Blue and apricot are also moving well. So heavy has been the demand for colored towels that there is no longer any question of their being here to stay, at least so long as the vogue for color in bathrooms holds out. Next to solid color effects come sales of colored borders, in blue, rose, gold and green, with the last hue especially active. Prices generally are firmer, and stock accumulations of the more staple goods have now been pretty well cleaned up.

Muffler Orders Show Gain.

After a slow start the demand for mufflers is now more active, and manufacturrs are looking forward to a brisk November and December. The silk type is strongly stressed, the belief being that woolen styles will meet with a comparatively limited The business coming through call. now has prompted additional business being placed for muffler silks in twill weaves and plaid patterns. The trend is toward "jazzy" colors, with 33 inch squares favored.



Whether its the heaviest Battleship linoleum or the most inexpensive print we show a wide range of patterns and colorings-

Standard make rugs and carpets from America's foremost weavers are here in vast assemblage.

WHOLESALE BUILIDING CORNER LOUIS AND OTTAWA



SHOE MARKET

40 Per Cent. of Sales on Feature Shoes Approximately 40 per cent. of the total volume of sales of the A. E. Burns Company, which is the second largest exclusive shoe retailer in Detroit, is done in two Nationally-advertised, trade-name lines, according to J. T. McGee, general manager.

The word "approxmiate" is used in speaking of this percentage, because Mr. McGee did not take the trouble to dig up all the exact figures and compare them, but this executive's "approximate" is as reliable as many a retailer's positive statement. Mr. Mc-Gee does not guess at anything pertaining to the business of his firm. He has the figures and he has them in assorted varieties. For one thing, there is a record of sales of each line by style of shoe-such as pumps, ties, and straps-by high and low heels, by salesmen, by leathers, by sizes, and by index numbers, and all these records must agree.

When Mr McGee states, therefore, that the A. E. Burns Co. sold 11,535 pairs of "Enna Jettick" shoes during the first half of 1928, one is prepared to believe him, even though the statement is an amazing one, particularly in view of the fact that Burns has been handling this line only since the first of the year.

When he remarks casually that their sales of "Foot Saver" shoes average better than a thousand pairs a month. one just has to accept that statement too.

But the biggest surprise comes when he refers to the nice increase which his firm made in "Foot Savers" last year: "Our purchases of 'Foot Saver' shoes jumped from 28,000 pairs in 1926 to 96,000 pairs in 1927."

The A. E. Burns Co. features the "Foot Saver" line in its higher-price section, where it constitutes just about 40 per cent. of the total volume; it gives the "Enna Jettick" line first place in its popular-price section and the percentage there is about the same, sales of "Enna Jetticks" constituting approximately 40 per cent. of the total volume in popular-price shoes.

Burns has had the exclusive agency in Detroit for the "Foot Saver" line for the past five years or so and has enjoyed a nice volume in these shoes right along, but apparently the full possibilities of the line had not been suspected until last year.

At any rate, there was a very satisfactory increase last year, as already stated above.

This increase was due to several things, chief of which were a branch store and a more aggressive and consistent advertising campaign.

A branch store in the Book-Cadillac Hotel was just begining to function smoothly. The store is small, but it is well located and is doing a very nice business now.

For many years, Burns has been advertising in the local newspapers and by direct- mail, and he has featured the "Foot Saver" line ever since he has had it, but it was not until last year that he inaugurated a campaign

MICHIGAN TRADESMAN

exclusively on this line that was both extensive and consistent. Now he runs an advertisement of liberal dimensions in the rotogravure section of one paper every Sunday, featuring "Foot Saver" shoes only, and also publishes one or more advertisements of this line in black and white during the week.

A mailing list of about 10,000 names is circularized with "Foot Saver" literature at frequent intervals.

One display window in the main store and part of another is devoted exclusively to the "Foot Saver" line all the time. No pains or expense is spared to make this display as appealing as possible and, while the same line of shoes is displayed all the time, the displays are changed regularly every week.

Salesmen are encouraged to push the line, too. It has many good talkingpoints, Mr. McGee said, the shoes sell at a good price, and as the salesmen are paid on a commission basis, they find it to their advantage to sell as many "Foot Saver" shoes as possible. A couple of electric signs suspended in the salesroom, and a frame in which the current rotogravure advertisement of these shoes is displayed, help considerably.

Due, perhaps to his success with this high-price line, as well as to the inherent possibilities of the shoes themselves, Burns took on the "Enna Jettick" line at the beginning of 1928 and has since featured it in his popularprice section. He adertises the line regularly and consistently in the daily papers and circularizes a mailing list of about 12,000 names with "Enna Jettick" literature.

The line is adertised separately and one or more cuts of different models. on the feet, is used in each advertisement. Smart styles, perfect fitting, and adjustment of the arch are featured.

Salesmen in the popular-price section push "Enna Jetticks," just as those in the style shoes push "Foot Savers."

The line is said to have taken hold from the very first, with the result that 11,535 pairs were sold in the first six months. The record for one day was 565 pairs .- D. G. Baird in Shoe Retailer.

Competition in Silks Grows.

Concentration on prints and sheer goods continues an outstanding feature of activity in Spring broad silks. Print lines characterized by originality and attractiveness of design are said to be doing well, although competition of the keenest sort is indicated as the season advances. Freer buying by the dress manufacturers, however, is expected with the announcement of color selections by the dress association. Meanwhile silk manufacturers continue to offer strong resistance to advances on raw silk, the buying of which is confined to very close needs. Over supply of stock silks in some quarters in the trade is shaving profit margins on these goods.

A hemp rope is a poor instrument for drawing the races together.



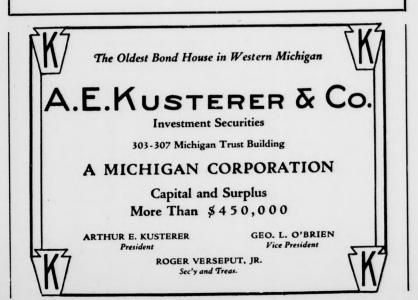
Write LANSING, MICH. L. H. BAKER, Secy-Treas. P. O. Box 549



39th Year A way to protect your family's inheritance is to leave it in trust for them. In your will, or by a trust agreement, you can set aside your entire estate or part of it, to provide an income for one or all members of your family. By naming this Company as trustee of such a fund, you assure that the principal will be carefully invested and managed

The MICHIGAN TRUST Co. Grand Rapids





RETAIL GROCER

Retail Grocers and General Merchants Association.

Association. President—Hans Johnson, Muskegon. First Vice-President — A. J. Faunce, Harbor Springs. Second Vice-President — G. Vander Hooning, Grand Rapids. Secretary—Paul Gezon, Wyoming Park. Treasurer—J. F. Tatman, Clare.

Money Mined Right Out of a Business

Many men are so constituted that if an idea in accounting is presented to them they become confused. Others feel-and then say-they are not bookkeepers. Great numbers will answer: "Probably great stuff, but too complicated or too much trouble or too intricate for my business." They say such things, too, before they have more than glanced at what is presented to them.

But workable business systems are really not complicated enough to confuse anybody of fair intelligence. Every business man must be something of a book-keeper or he need not expect to succeed. Investigation nearly always shows that no worthwhile system is too complicated or too much trouble except to the man of lazy minded habits or too intricate for any business worthy the devotion of any man's working day.

One grocer otherwise remarkably efficient and successful had an aversion to computations-"hated bookkeeping and office work." Result, he permitted good trade to drift away because he had not analyzed some childishly simple problems of cost, margin and sale prices. When the figures were pointed out to him-figures lying right on his own desk at that-he was astonished to see how plain and easy was the answer for the lack of which he was daily losing good business.

All of which is prefatory. I want to direct attention to a splendid little pamphlet just issued by the Department of Commerce called "Retail Profits Through Stock Control." This is specially valuable because it is the story of a large stationery dealer and his experience in so regulating his stock and purchases that the result was profit where before it was loss. His business involved the carrying of 6,314 items, so it was as detailed as the most elaborate grocery business and three times as elaborate as most grocery stocks. He reduced his items in one year to 4,771; two years, to 4,333; in three years to 4,311. Meantime, he had added many profitable items

But more: in three years he turned an overdraft at his bank of \$4,286 and bills payable of \$22,500 into a net bank balance of \$31,966. He increased sales by 20 per cent. and his net profits 50 per cent., largely through the reduction of 32 per cent. in the number of items carried and 8 per cent. reduction in total inventory value.

I say it is good that this is not a grocery story for the reason that thus we get entirely outside our own intimate problems and can grasp the benefits of the system free from the handicap of comparing every word of the story with our own circumstances and experiences. It is specially valu-

able because here is a business just as complicated and detailed by small items as any grocery business.

This pamphlet is free to any merchant who asks for it. Send to your nearest branch distribution office of the Department of Commerce. You can get the address from your postoffice.

When you have got it read it. Then note particularly that you can start the system on any number of items you like-begin with one if you care to. As you do that, you will find that the idea gets hold of you and you will spread the system to your entire business, making additional profits on every item to which you apply it.

It is some time since I have seen anything that promsies such liberal results in good to the grocery business as this does and I urge every grocer to get busy and benefit from it.

Don't let the big totals scare you. If this system was beneficial to a man with \$27,000 of debts, it will help him who owes \$2,700 and even more the man who owes \$270. If it was good to pile up \$32,000 in the bank, it will just as good for a smaller man to be gather \$3,200. The man whose business is still smaller will sleep just as much better with \$320 credit bank balance.

Size of figures does not count. It is the correct relation between them that is important.

"Peanut butter sometimes gets dry," says one. "Display French dressing with your display of peanut butter and recommend that a little of the dressing be mixed in with it, making the butter more palatable."

Such knowledge of the properties of goods leads to improved sales of each and larger sales of both. It pays to know your merchandise.

Another says: "I had some rubber aprons and a brand of washing powder which were not moving. Tied apron on package of powder with price for combination. Set them near checking counter and they moved right out."

That is applied ingenuity in moving merchandise. Undoubtedly every purchaser was pleased and each probably felt added interest in the store from which he had procured that fine combination. Yet each of the items by itself and unstimulated was a "sticker."

It took a woman to think this out: "Immaculate glass in the pastry department is absolutely essential at all times. Try washing with warm water, to which you have added some amonia and dry with small squares of newspaper. The amonia is distasteful to flies and the newspaper gives such luster to the glass that you will instantly notice your pastry sales increase."

Men sometimes are good at application of wiping rags and elbow grease; but women are the apostles of hot water, soap and vigorous rubbing. The grocer who thus starts with his pastry department will find himself spreading similar cleanliness and system to his entire store. Then he will be where no chain units can beat him in at least one important respect.

One who graduated from behind a (Continued on page 31) *



During the first six months of 1928, the American Public bought more LINIT than during the entire year of 1927.

WHEN you feature LINIT for the Bath you are featuring new Profits.

* *



Don't Say Bread

-Say

HOLSUM

M.J.DARK & SONS INCORPORATED **GRAND RAPIDS, MICHIGAN**

Direct carload receivers of

UNIFRUIT BANANAS SUNKIST ~ FANCY NAVEL ORANGES and all Seasonable Fruit and Vegetables

MEAT DEALER

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

What To Look For in Veal.

In an effort to point out some things that housewife-buyers will find of benefit in selecting veal in retail shops we will try to describe the appearance of choice young veal usually referred to in the trade as coming from vealers. This class of veal is segregated from the older and more mature kind known as calf meat and finds utility with more discriminating trade who look for quality ahead of price.

There is no reason why any veal should not be used so long as it bears the brands showing that the animal was inspected at time of slaughter or that the carcass was inspected and passed for food after the animal was slaughtered. The calf meat is wholesome and entirely satisfactory to a great many people who wish to conserve in their buying. There are at least four distinctive grades of veal from the consumers' standpoint and there are five recognized in livestock and wholesale meat markets.

The highest qualitied grade is prime, but choice possesses all the necessary qualities for excellent meals in the home. Prime veal is ideal or nearly ideal in all respects and this necessitates that the conformation or build of the carcass and cuts be outstanding. It is quite possible to get veal possessing the highest qualities from a dietary standpoint in the choice grade, for the average housewife or consumer does not care particularly for the build of the carcass as long as it is blocky enough to be classed choice.

The appearance of choice veal is such that there is little chance of one being mistaken if a study of it. Any high class retailer will be glad to show this kind of veal on request. The meat will be found to be firm, or reasonably firm, and the color will be light. By this we mean that it will be a light tan or pinkish red as compared with the more pronounced red found in mature veal quite often and in wide contrast with red beef. The firmness of the yeal is worth studying.

Of course no yeal can be expected to be as firm as grain-fed beef, but if it is soft and watery it cannot be considered choice The fat will be found to be of a color called white in the trade. This does not mean that it is white as, for instance, a piece of writing paper is white, but it should not be yellowish. The cuts should be quite full and blocky. Such yeal should suit the most fastidious

Quality Factors in Beef.

We hear a great many house-wife buyers say that they know very little about the general quality of beef. Those to whom we have talked express a strong desire to know more. realizing that the more they know the more satisfactorily they can buy. While the study of beef quality is quite an extensive course and usually demands

considerable time and properly directed attention there are several important factors that can be quite readily mastered.

The conformation of carcasses and cuts is perhaps more important to wholesale and retail dealers than to consumers because the former find greatest economy in the better conformed carcasses and cuts, when the cost is the same or nearly the same. This is true with respect to certain cuts bought by consumers especially in ribs, plate pieces, etc., but when the meat is bought as steaks or boned cuts the necessity for care in this direction is not so great.

The color of the meat is very important for bright meat is appealing and usually is reasonably high in quality also. This color may be very bright or it may be only moderately so with satisfactory results. The fat indicates general quality to a considerable extent also and the nearer the color approaches white the more likely the meat is to be choice or prime. However, meat may be very high in quality when the fat is not particularly white, though distinctly yellow fat does not point to special desirability.

Very yellow fat is quite often associated with medium and common cow meat, rather than meat from heifers and steers. Firmness of the flesh is a sign of quality and bones that are white at the ends and somewhat red are seldom found in the lower grades. The amount of fat that covers a carcass or cut is important. A moderate amount protects the meat well and provides a suitable protection against dry, tasteless meat when cooked. Too much fat is expensive unless the retailer trims part of it away before weighing.

Always Sell

If a rib of beef is bought for instance, and if it carries excessive fat it will be far more expensive on the table than a cut that is less wasteful. What is known as marbling in the lean meat should receive serious attention Marbling means a mixture of fat wit hthe lean meat. This marbling may be very fine or it may be moderately coarse. Some prefer the finer marbling, but when it is not quite so fine the meat may be excellent; juicy and tender. If high quality is desired and if the marbling is noticeably present the color bright, the bones soft and red, and the fat reasonably bright, there is little to worry about.

Muskegon-The Muskegon Candy Corporation has purchased a site on Pack street at the Pennsylvania R. R., on which it will erect a modern manufacturing plant and jobbing house for its rapidly expanding business.

M. J. Van Zoeren, dealer in meats at 644 Grandville avenue, Grand Rapids, renews his subscription to the Tradesman and writes: "Enclosed find check for renewal to your valuable paper."

Holland-C. L. Lokker & Co. is building a 100 horse power boiler room and a large addition to the Crystal Creamery, which has been under its management for the past 35 years.

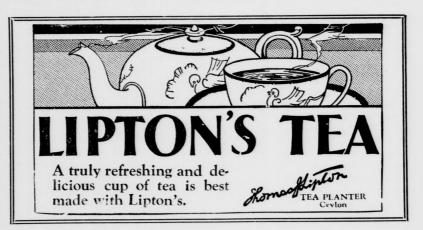
I FEEL LIKE A NEW MAN

"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 servicec that will make customers regular and better buyers of all groceries sold in the store.

FLEISCHMANN'S YEAST

Service



Also our high quality specialties Rowena Pancake Flour Rowena Yes Ma'am Graham Rowena Buckwheat Compound Rowena Golden G. Meal Rowena Whole Wheat Flour Satisfaction guaranteed or money refunded. VALLEY CITY MILLING CO. Grand Rapids, Mich.

LILY WHITE FLOUR

"The Flour the best cooks use.

VINKEMULDER COMPANY Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

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



OLDEN FLA 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.

HARDWARE

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

Attractive Displays Can Be Made of Holiday Goods.

While Christmas is still a long way distant, the Christmas campaign is due to open in less than a month. This Christmas season is the harvest time for the hardware dealer; and every season sees more of the gift trade coming his way.

The time is now far distant that the hardware store was a dingy place with a motley array of pots and pans, of oil cans and paints. To-day the hardware store is just as bright as many, and brighter than most; and where thirty years ago it was almost exclusively a man's store, now it is catering more and more to the feminine trade.

Display is an important factor in the Christmas trade. The average individual is uncertain what to buy for Christmas gifts, and is eagerly looking for practical suggestions. Though at other seasons of the year he may loyally buy from one particular store, at this season he has to temporarily shift his allegiance: and in such transient customers the wideawake hardware dealer recognizes the possibility of securing permanent patrons.

It is worth while remembering that the man or woman who comes to you at the Christmas season to buy some gift he or she can't get elsewhere may, by tactful handling, be induced to come again and again.

Most gift lines carry a good margin of profit. Buyers of gifts are usually not swayed by the price consideration. There are individuals who have to budget their outlays-so much for mother, so much for dad, so much for Aunt Mary-but most people are looking for something appropriate which will not look cheap and the less trouble they have in making their selection, the better pleased they are.

It is evident, therefore, that the store system and methods are more important than the price. The hardware dealer who follows Tiffany's example and makes quality his talking point will secure better results than the more cautious retailer who stocks a line of cheap goods and does not use the same enterprise in bringing his stock to the attention of possible customers.

Chinaware, cut glass, silverware, crockery, cutlery, art metal goods, copper and brass goods, leather novelties, smoking sets, toilet sets, cameras, skates, radio outfits, shaving outfits, electrical goods, lamps, are all among the special lines which the dealer can feature profitably at the holiday season. It is also well worth while to devote some attention to the gift possibilities of everyday hardware lines, from the new kitchen range to the tool set.

In every town there are scores of people who want to go to the nearest city to do their holiday trading. The nearer the city, the more people who will tend to go there. Some of this trade, though probably not all, can be

kept at home if the hardware dealers will join with other merchants in making early and attractive displays of their holiday lines.

They must make their stores attractive, advertise the goods they have to sell, decorate their show windows to the best advantage, and have plenty of price tickets so that customers can note the prices without having to wait for busy clerks.

With careful buying and right selling methods the hardware dealer should make December business the most profitable of any month of the year.

Most hardware dealers have already bought the lines they intend featuring during December, but there are some classes of stock which will have to be supplemented with new goods to make them attractive, so it will be wise to look carefully over the stock and place orders for such articles as are likely to be needed. Goods ordered at the last minute are apt to prove hang-overs; while goods stocked from the very start of the Christmas season are pretty sure to sell before Christmas eve.

To give class and distinction to his displays of holiday goods is the problem confronting every hardware dealer. It may be quite true that the hardware dealer in the large city, with large windows past which a crowd is constantly flowing, has a better opportunity for effective display than the dealer in the small town. But the small town dealer can at least make the very utmost of what display facilities he has; and that is just what he should do. Even if he is handicapped by a small window poorly lighted, he can put life into the display by using some mechanical device to attract attention. No man is licked as long as he is willing to try.

The window should reflect the store interior. All the stock cannot be put into the window, but the window display can be made representative of the stock. In small places it may be found difficult to change the display every week; but during December at least this should be done. Some hardware dealers change their displays twice a week in the holiday season: with a view to constantly showing a new line to the public.

The value of the window display is more than half lost if it is not lighted at night. Even indifferent lighting may spoil the effect of a display. In many communities in the last two weeks before Christmas the stores are open at night for the benefit of Christmas shoppers; but even before that a great many people make a practice of window shopping. And at this season it is practical window shopping: these people are looking at the windows for gift suggestions, and a display is pretty sure to influence them in their ultimate buying. Quite often the evening is the only time that husband and wife have to get out together, and this window shopping is preliminary to the husband giving his O. K. to buying at this, that or the other store

Light the window well, therefore. A well-lighted store window is as heartening a sight on a dark winter evening

as a log fire in a fireplace is to a weary traveler in zero weather. It goes without saying that holiday

windows, which the hardware dealer should be planning now, should take on a seasonable color. Red and green

BROWN & SEHLER COMPANY

Automobile Tires and Tubes Automobile Accessories Garage Equipment Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools Saddlery Hardware Blankets, Robes Sheep lined and Blanket - Lined Coats Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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

P

Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

THE BEST THREE AMSTERDAM BROOMS White Swan Gold Bond PRIZE AMSTERDAM BROOM COMPANY Amsterdam, N. Y. 41.55 Brookside Avenue,

NEW AND USED STORE FIXTURES Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Grand Rapids Store Fixture Co. 7 N. IONIA AVE. N. FREEMAN, Mgr. Call 67143 or write

The Toledo Plate & Window Glass Company **Glass and Metal Store Fronts GRAND RAPIDS** -:-MICHIGAN

108 MARKET AVE.

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

PHONE 94121

ASSOCIATED TRUCK LINES

GRAND RAPIDS, MICH.

are seasonable. So is white, to represent snow. Quite often, however, novel effects can be introduced to good advantage.

In one large city display purple and white cheese cloth were used in an effective background scheme, the bottom being tucked and sprinkled with crushed glass. The accompanying display was limited to cutlery, brass goods and silverware. In a small town display white cheese cloth was used in an effective draping scheme in such a way that the light in the store was not interfered with. A plate glass shelf was used to good advantage; and the lines shown comprised cutlery, silverware, brass and nickel, with a line of handsome electric lamps. In both displays price-tickets were attached to each and every article.

In a small city store a hardware dealer had a window 8 x 4 feet in size. For this a background was contrived of white flannel with an arch of cheesecloth having a border of purple sateen. The side wall and base were treated in the same manner. Stars and rings carrying cutlery duly priced were suspended from the ceiling with wire, along with clusters of razor strops. On the top of the arch were the words, "Merry Christmas," while on the pillars, shelves were hung to carry teapots trimmed with table cutlery. A pyramid of shelves in the center was used for a very attractive display of case cutlery, flat and hollow-ware, each article shown carrying a price ticket. Trays of smaller articles were displayed at the base of the pyramid.

Mechanical window displays are often very effective. One small town dealer makes it a point to put on one of these displays every Christmas. One season his attraction consisted of a series of revolving shelves on which rested small articles suitable for gift purposes. A small motor and belt provided power for the device, the arms and standards of which were of wood and the shafts of quarter-inch iron pipe with bearings of blank nuts. At the end of the arms, from one side to the other, rods were placed to keep the arms apart and steady. The shelves were 26 inches long, of three-eighths wood and the hangers of tin, tinsel being used for trimming the shelves. White crepe paper was used for the background, bottom and ceiling of the window, while shields and stars were cut out of photo board. On the bottom of the window were shown carving sets in cases, safety razor sets, shears, skates, etc.

In a companion window was a display of nickel trays, enamelware, tea sets, kettles, tea and coffe pots, baking dishes, carpet sweepers, lanterns, lamps, and other articles of interest to womenfolk. On a shield in the center was the legend, "Buy Useful Gifts at Blank Bros."

Before the Christmas holiday and, indeed, before the Thanksgiving holiday, a display of kitchen utensils may be worth while. Every housewife appreciates the need of adequate equipment; and she never appreciates it so much as when she is cooking the Thanksgiving or Christmas dinner. So that, as a preliminary to your display of gift lines, it is worth while to cater to the need of such equipment. Your display might feature a new kitchen range—there is always a chance of selling one—and around this group all sorts of cooking utensils. Make the display as comprehensive as you can, and use some such slogan as, "Complete Equipment Makes It Easy to Cook the Thanksgiving Dinner."

Another timely display, before you put on the holiday displays proper, is one of indoor paint specialties—floor finishes, wall tints, varnishes, radiator paint, enamel, and the like, with a complete showing of brushes and other accessories. "Brghten Up the Home for the Holidays," is the keynote of this display.

These two displays, or something along the same line, will serve as curtain raisers to the holiday displays to come a little later. And remember, the darker the sky and the brighter the window, the more effective your display. Now, more than at any other season, is display worth while to the hardware dealer. Vctor Lauriston.

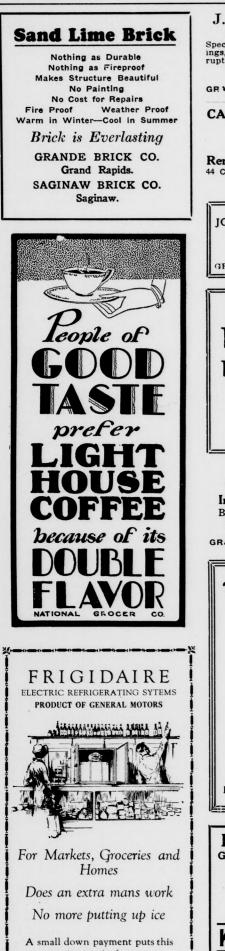
Holiday Silver Sales Promising.

With the October matrimonial season now out of the way, leading silversmiths are setting their course for holiday business. Advance buying generally presages some of the best orders taken for Christmas selling in a long time, with the call for the finer pieces and sets outstanding in both sterling and plated ware. So far there has been no particularly marked trend in the merchandise demand other than for quality, but the usual run of holiday gift articles promises to be played up strongly by the retail trade. October's business was said yesterday to have been generally excellent. In the metropolitan area this was attributed largely to the number of important weddings that took place during the month.

Glass Trade Looks Ahead To 1929. Producers of window glass, with their books now well filled with specifications for delivery during the coming month, are now looking ahead to 1929. All signs point to a further stabilization of prices at the latest discounts and prices. Activity among distributors is also quite pronounced. Demand for plate glass is being maintained in excellent fashion, and with production schedules in this branch in keeping with requirements of the trade, marketing conditions are on a quite satisfactory basis.

Hosiery Demand Very Active.

The situation in women's hosiery continues very satisfactory. Demand for quick and holiday delivery has assumed large proportions and manufacturers are operating at a high rate of output, with no disturbing surplus of goods noted. Calls have been noteworthy for style with double pointed heels, which have been meeting with strong consumer response. Such shades as Cinderella, graphite and light gunmetal have been outstanding in color preference.



equipment in for you

F. C. MATTHEWS & CO.

Phone 9-3249



23



HOTEL DEPARTMENT

Busses Taking the Place of Regular

Trains. Los Angeles, Nov. 2—As nearly as I can ascertain from a careful investi-gation, the first auto bus line estabgation, the first auto bus line estab-lished in this country was operated by Adrian P. Luce and M. W. Rush, Pentwater resort owners, between Shelby and Ludington in 1912. They attempted to place the line on a paying basis, with a fare charge of three cents per mile, and might have made the grade, but for poor roads and lack of grade, out for poor roads and lack of facilities for keeping same open dur-ing the winter period. As a conse-quence, after operating several months, they disposed of their busses, which were somewhat pretentious affairs, to a concern that placed them in service between Buffalo and Tonawanda, New between Buffalo and Tonawanda, New York. Michigan, in the past six or seven years has made vast strides in bus transportation, but hardly up to California, which has, in the estima-tion of some, gone "bus mad." It may not be true that "all the world's a stage," but it is rapidly approaching that point out here. A few people still make extended journeys by rail, but you can now go from Los Angeles to New York or from Mexico to Canada between Buffalo and Tonawanda, New New York or from Mexico to Canada by stage, and one stage line alone re-ports an average of 25,000 passengers between Los Angeles and San Diego monthly. You can travel in double-deck stages which have parlor and dining car service and lavatories and make even better time than the railroads.

The other day I was talking with a prominent railroad man at San Pedro, who has been running between Los Angeles and Arizona points for twenty years. He told me that seventeen years ago it was hard to get cars enough to carry the passengers, while now so many people travel in their own cars and in stages that the trains are run less frequently and are much shorter than they used to be, often few passengers indeed. He with very predicted that within a very few years the line would have to be electrified if it continued to be a real contender for traffic of this character. That is only one man's opinion, of course, but it indicates the growth of motor transit.

The first stage line in California was established about a dozen years ago between San Diego and Escondido, by people of the last named town, but it is an item worthy of note that the very individuals who did the pioneering in that line or now at the head and front of the largest organized bus transportation line in America, operating auto busses from the Pacific coast to New York City, and if you can stand the wear and tear you may go from Los Angeles to that Eastern metropolis without even changing busses, which is a matter of six or seven days, or if you are willing to make it ten days, of h you can have a comfortable bed at an official hotel for every night of the journey, at a uniform and nominal cost, with the positive assurance that your seat will be reserved for you the next morning. Besides all this the stage company is constructing hotels of its own, in order that they may inaugurate system of furnishing transportation and hotel accommodations, whereby one may absolutely know just what their room number is to be a full week in advance

Travel by stage is chummier than travel by train, for the reason that the seats are closer together and conversation is more general. It reminds one more of the lobby of a small hotel, one more of the lobby of a small hotel, where everyone is trying to do his or her stunt to make folks feel at home. Then, especially in this scenic country, the driver is selected on account of his special adaptability for providing information to passengers. For in-stance, a few moments before ap-proaching a point of special interest, he will impart that information also. In my several trips across the con-tinent, I have usually made it a point to patronize the observation car in the day time, stopping off at comfortable hotels each night in order that I might miss nothing in the scenic line, but how much more satisfying it must be to have an interesting conductor tell you just what you may expect in the matter of scenery and when. Quite often when there is something of sur-passing interest, there will be arranged a brief stop to permit of the stretching of limbs to the accompaniment of sight seeing.

In some of the newer double-decked stages, the driver's seat is arranged on a sort of rostrum. ostensibly, I presume to save room, for the activities of other employes who are employed in serving meals, which are surprisingly good and exceedingly moderate in price-about one-half Pullman charges Of course, one may have to drink his coffee through a straw, but the tray on which the meal is served has sockets so that nothing can turn over. Of course, this experience is accompanied by its bunns, but there are a few of us still left who can remember when all train experiences were accompanied by bumps There used to be the story of the group of men washing in a Pullman washroom The train gave a sud-den lurch and everyone found himself industriously washing his neighbor's industriously washing his heighbor's face Of course, the conditions are not as satisfactory as will naturally be found on a train where the roadbed is beyond criticism, but, just the same, most of the people I have talked with surprise me by telling me that they are singularly free from that tired feel-ing which they usually experience on the train the train

Now the stage companies are sup-plying a really comfortable sleeping car service. The equipment equals the car service. The equipment equals the Pullman in every particular, as to elegance, and is said to be just as com-fortable. A coach of this type, shown at the Long Beach world's fair, this fall, was surely one of the most inter-esting exhibits there.

Transcontinental bus fares are just about one-half railroad charges. course, this method of transportation will not appeal to the busy man who now inclined toward the airship but if you are in no hurry and are possessed of a disposition which will make you a worth while companion on such a trip, you will get along nicely.

An economist of the Pan-American Congress joins the alarmists by pre-senting figures to show that with population increasing at its present rate the world in 200 years will have more inhabitants than it can feed and lodge. He evidently is not familiar with the hotel situation throughout the country hotel situation throughout the country or he would satisfy himself without a doubt that for every child born there are at least two hotel rooms provided for the increase. The influx of hu-manity is the least of our worries. If we cannot solve the problem in any other way we can create a longer open season for Chicago gunmen.

With the possible single exception of New York, I think Los Angeles has the world beat in the matter of night clubs. The stage setting for such institutions is almost ideally perfect and there are just enough of that free-and-easy class we might call suckers to complete the ensemble These roadside rendezvous spring up almost over night around the edges of the city, some of them lasting for a few weeks, some of them becoming more or less stabilized, catering to regular guests who make easy money and think nothing of slipping the waiter a \$5 note for an alleged service of say, crushed ice and ginger ale, the house charge for which is \$1.25. Dollar chicken dinners are a joke that is, so

MICHIGAN TRADESMAN

CHARLES RENNER HOTELS

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

awaka 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.



HOTEL ROWE Grand Rapids, Michigan. ERNEST W. NEIR, Manager.



Park Place Hotel Traverse City Rates Reasonable—Service Superb —Location Admirable. W. O. HOLDEN, Mgr.

far as the ordinary spender is concerned. What is the secret of the success of

the night clubs? It can't be that they are crowded night after night because of the excellence of their orchestras or magnificence of their cabaret performances, which are usually of ances, which are usually of a very mediocre and vulgar character. It most assuredly can't be because of bargain prices or that the food—which one seldom sees on the table—is of the highest quality or prepared by super chefs.

Therefore there is room left for the assumption that they are popular because they supply excellent facilities for imbibing the various fluids which made Volstead famous, supplemented by a forced air of gaiety For of drinks by a forced air of gaiety by a forced air of galety For of drinks there are a plenty. Possibly not to be purchased at the club, but under virtu-ally every table and in every hip pocket there are containers of intoxicating beverages of all shades, hues and flavors.

Now while the habitues of these socalled clubs are, to be sure, made up largely pf professional and business men, accompanied by their wives, if you will, or sweethearts presumably, the great evil of the institution is seen the structure are the state of the second in the attendance at most times of young boys and girls of tender years, who run the full gamut of dissipation and think they are regular "grown ups." It is claimed that the craze for ups." It is claimed that the craze for such outlawry as hold-ups and bur-glaries gets its impetus here. At least the police statistics of Los Angeles show that a preponderance of these reimes are accommitted by individuals crimes are committed by individuals

of about this age. One cannot claim that the movie studios are responsible for these constudios are responsible for these con-ditions, for in them the most stringent rules are enforced and discovery of youthful employes in one of these places, is a signal for instant discharge. But there are plenty of patrons in evi-dence at all times, and such activities will surely be followed in the years to come by the sustaining of much gring will suffy be followed in the years to come by the sustaining of much grief by wealthy parents. And yet Los Angeles has a police force of sufficient importance to just at present be un-der investigation by the grand jury. Frank S. Verbeck.

Late News From Grand Traverse Bay. Traverse City, Nov. 6-The Globe Department store of this city has opena branch in Elk Rapids.

The Kresge store, largely advertised, opened its doors last week to a large crowd of buyers and sight-seers. Prices of articles on sale range from 5 to 25 cents. Many of the articles offered were limited in number to customers.

Crafty women returned and took the limit of such articles repeatedly. W. L. Rockbridge, druggist, is con-ducting a "One Cent Sale." Rock-bridge explained that "it is a sale where one huwe an item at the regular bridge explained that "it is a sale where one buys an item at the regular price and then a duplicate for one cent." As a further explanation, Rock-bridge states that the system was de-veloped by the United Drug Company. Rather than expend large sums in other wave to erosplaim the merit of goods ways to proclaim the merit of goods they permit retailers to sell two packages of merchandise for the price of one, plus one cent. It costs money to attract new customers.

attract new customers. Druggist Weisler, who purchased the Hannah-Lay drug stock recently, is not sacrificing the goods. This is his second purchase of going-out-of-business drug stock. Mr. Weisler is a capable merchant. He is above the sacrificing class in ability. After five months of strenuous effort to rid itself of a vast quantity of merchandise, the Hannah-Lay Company's storerooms Hannah-Lay Company's storerooms are amply filled with goods, especially in the hardware and furniture sections. Only the drug and grocery departments have been closed out.

A vigorous widow of this city, aged 78, was recently married to her seventh

husband and hopes to become the mother of a president. The steamship Puritan, which has served ports of this section since the close of the tourist season, sails for Chicago Nov. 8 on her last trip of the

Arthur Scott White.

Eight New Readers of the Tradesman.

Geo. Allen, Fowlerville.

J. F. Castle, Spring Lake. W. H. Gostelew, Newaygo.

E. J. Curry, Grand Rapids. W. R. Compton, Grand Rapids.

Pick-It-Shoppe, Inc., Kalamazoo.

Richard Waterbury, Montgomery.

Detroit-The Cellized Floor Laying Corporation, 4391 Seebaldt avenue, has

been incorporated to manufacture and

deal in floor material, with an author-

ized capital stock of 300 shares class

A, 300 shares class B and 600 shares no par value stock, of which amount

\$1,200 has been subscribed and paid

Mrs. E. N. Heysett, manager of the

Stearns Hotel at Ludington, renews

their subscription to the Tradesman

and writes: "We certainly enjoy this

paper and would feel lost without it."

CODY HOTEL

IN THE HEART OF THE

CITY OF GRAND RAPIDS

Division and Fulton

\$1.50 up without bath

CODY CAFETERIA IN

CONNECTION

HOTEL BROWNING

150 Fireproof Rooms

GRAND RAPIDS, Cor. Sheldon & Oakes

Facing Union Depot; Three Blocks Away

\$2.50 up with bath

RATES

The following new subscribers have been received during the past week: W. E. Gardner, Lake Odessa.

season.

in in cash.



The **Pantlind Hotel**

The center of Social and Business Activities in Grand Rapids.

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

750 rooms - Rates \$2.50 and up with bath.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms - 400 Baths

Menus in English

MORTON HOTEL ARTHUR A. FROST Manager

The Standard of Safe Investments

For permanency of income and safety of principal, investment bonds have proven their dependability beyond question.

Bonds represent a debt which must be paid ahead of all stockholders' claims. If the business is at all sound and worthy, its bonds are never jeopardized.

For this reason the experienced investor turns to bonds for building his investment structure. Where bonds are properly selected and given reasonable supervision, their owner need never worry about his capital or his income.

Even in buying good investment bonds, however, we recommend that the investor diversify his securities so as to distribute any element of risk as widely as possible. This can be done by selecting each bond to fit into a definite place in the investment structure. We will be glad to furnish a diversified list of bonds, and to assist, if desired, in selecting securities for investment.

HOWE SNOW & CO. Incorporated

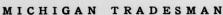
GRAND RAPIDS

PHILADELPHIA

WILKES BARRE

NEW YORK CHICAGO SAN FRANCISCO DETROIT ROCHESTER BOSTON

25



26

DRUGS

Michigan Board of Pharmacy. President-J. C. Dykema, Grand Rapids. Vice-Pres.-J. Edward Richardson, D:troit. Director-Garfield M. Benedict, Sandusky. Next Examination Session—Grand Rap-ids, third Tuesday in November.

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

Getting Celebrities Into the Store.

There are various wires we can pull in a perfectly legitimate way to help business along.

There was a city druggist located near a big hotel. Every week there would be two or three stars stopping at that hotel and playing at the various theaters. Each star always got a personal letter. In the case of a lady mention was made of make-up, cold cream, perfumery, fine candies, or anything new in the beauty goods.. In the case of a male star the topics ran to cigars, cigarettes, novelties for smokers, traveling accessories, shaving supplies, and such things. The druggist had strong friends among the hotel clerks and bellhops, for whom he had done many a good turn. If the maid of some actress wanted information about a good drug store, it was always forthcoming.

Well, let us say a lady star called. She would get plenty of attention and perhaps came back a second day. By the third day the news would be around town, and the soda fountain would have a good "gallery" of people hoping to get a glimpse of the famous beauty. And the rest of the week would see plenty of people coming in. This is all good for business, both for the store and for the theater. This store had a fine line of beauty specialties, and not infrequently an order would be left to ship stuff along the route. When the star came back the following year, she would be a friend of the store and would call of her own accord.

In the course of years many friendships were cemented in this way. Good for business?

You can see at a glance how good.

That's the "nub" of the situation. Another downtown druggist learned that a famous evangelist drank a certain bottled water. So when he arrived in town, the druggist sent him a friendly letter stating that he had this water in stock and would gladly deliver it.

The evangelist, a most magnetic personality, called in person and came in every day for several weeks, sometimes twice a day.

He drew a tremendous gallery.

The druggist. of course, went to some of his meetings and became very well acquainted with the celebrity. As the latter's sojourn was drawing to a close, the druggist took him aside one night and spoke to him in this fashion:

"Would you mind if I asked you a question?"

"Not at all."

"I wrote vou a letter when you came, a letter about this bottled water you

like. But I confess I did not expect such a generous response. Would you tell me why you have been such a good customer? You must know it has brought swarms of people to the store."

'Certainly," responded the evangelist with a genial smile, "I know and I'll tell you. I suppose I could get this water almost anywhere in town. Most druggists carry it, but you were the only one who had the enterprise to find out about my likes and to write me a letter. Years ago I had a little store and sent out many a bit of advertising, some of which brought responses and some not. But I made up my mind that whenever I got a chance I would respond."

And that was the beginning of a lasting friendship.

There was a druggist with a friend who acted as referee at most of the local boxing matches.

One day this merchant said: "Pat, you know the champion who is going to be in town next week."

"Know him as well as I do you." "Would you mind steering him in and introducing him?"

'Sure I'll bring him in, and half the town behind him."

It was even so.

The champion was an educated chap, a man of much personal charm and rugged worth. Most people who met him liked him. A warm friendship sprang up, and this champion called on the druggist for many years.

Well, these are unusual cases. That is admitted. Not every dealer has these opportunities.

But here is what a druggist opposite a moving picture theater is doing today. This theater bills various jazz orchestras all through the season- Just as soon as a new one arrives the druggist has the boys over, treats them all to soda, tells them that he can supply strings for banjo or violin, and makes them welcome.

These are minor celebrities, but to the young people of the neighborhood they are celebrities none the less. They have their followers, and one trap drummer can draw all the small boys of the vicinity whenever he is seen on the street.

The players on high school teams are celebrities in their own territory and among other pupils.

The captain of a college football eleven is a great big card.

There is a court house druggist who is friendly with a leading member of the bar, a legal light of the first magnitude. He is at the soda counter every lunch hour, and dozens of young lawyers come in to hear him hold forth. He likes to explain knotty problems for them, but you cannot reach him in his office. He is too busy. His business is worth hundreds of dollars each year to his friend the druggist, not for what he buys himself, but from the young lawyers who like to be around him.

Plenty of towns have these local characters who always draw a gallery.

There was a college professor who used to bring a lot of business to his favorite drug store.

Even a small town Mayor is a celebrity in his own town.

How about baseball players in the more important leagues?

Maybe they don't draw a crowd-And so it goes.

Every field has its celebrities, and sometimes it is a very simple matter to acquire their custom and their friendship. Many cases could be cited. and some of these friendships are beyond all price.-National Druggist.

Desirability of Maintaining a Cheerful

Aspect. A young drug clerk was feeling gloomy one day. "Life," said he, "is

a farce."

"Then why play it like a tragedy?" demanded his cheerful boss-

Exactly.

Life is not a farce, to be played in quick tempo. Neither is it a tragedy.

Poor Richard hit the keynote: "He who cannot smile should never

keep a shoppe." And particularly is it necessary to

smile to-day, for during the past decade smiling has become almost an article of faith.

Look at the illustrations in the press. The girl aviator-she is smiling. The dimpled Queen of the Screen course it is her business to smile. The man of many affairs-he wears an affable smile. We must smile. People expect it.

The business man cannot afford to be grumpy.

He cannot afford to be abrupt.

These things are costly-

Here are some things to avoid:

Do not keep working when a customer wishes to say a few pleasant words. He is almost sure to take offense. Give him a few minutes.

When somebody has been offensive, swallow hard before you take up the next customer. You may have a right to be sore, but you shouldn't take it out on him.

Answer the telephone cheerfully, always. You don't know what is waiting at the other end of the line. It may be a big order.

If you feel out of sorts, take a walk around the block. Better get away from the trade.

Look squarely at the man you are speaking to. If you keep your head down, you may be a little bit "short" with someone who has done you a favor. Then you will be sorry-

A Congressman can withdraw his remarks from the record, as it seems. With the rest of us, as the saying goes," who can recapture the spoken word?"

Be cheerful with the chronic bore. Try to sell him a radio set, always cheerfully. He'll probably cut his visit short. But some merchants have tried this and made the sale.

Some people are tiresome.

Some are prosy.

Some are actually pugnacious.

But the man with a smile can handle any of them. Women are nearly always cheerful, and that is why they make such excellent clerks.

Study their methods.

Watch a man miss a street car. He may scowl.

He may utter imprecations. He may merely look doleful.

None of these things get him any

sympathy.

Now watch a girl. She misses the car, but she merely laughs. That's real grit.

You know, if you get mad at everything, you'll have plenty to get mad at. The habit grows. Pretty soon it is difficult to be cheerful at any time.

On the other hand, if you take bumps smilingly, that habit grows-Pretty soon it is difficult to get you angry.

Take children. One cries at everything and is not reproved. Before long he is hopeless. Years may elapse before he finds himself.

Another is told to smile. to be a little man. He soon learns his lesson.

Don't we all admire the smiling adventurers of history, the gay swordsmen who could stand to their work with cheerful mien?

Of course we do.

Every day should be a happy adventure.

Lots of fun in business life.

Why, the man who smiles has everybobdy around him in a good humor. No trouble for him to make sales. He attracts business.

It is not necessary to wear a fixed grin.

A customer comes up with a complaint. He is all set for trouble. The boss disarms him by meeting him with cheerful aspect.

"Now what's wrong? Well, well, this isn't working properly, is it? I'm glad you called my attention to it. We'll soon have that remedied."

Isn't this much better than getting into a wordy battle?

Some business men simply wear themselves into a frazzle every day.

They say things they don't mean, and they are the ones who suffer.

As they go home at night the day is a hideous memory.

That's unpleasant, worse than un-

pleasant. We can't afford much of that.

It means a nervous breakdown in course of time.

Don't fret.

That's running the machinery without oil.

Keep smiling.

Maintain that cheerful aspect. You will feel better and business will be better. Every man owes it to himself to get all he can out of life. Keep smiling.

Complexion Wash.

Resorcin. Magnesium Sulphate.

Zinc Sulphocarbonate ____aa 1/4 oz. Glycerin _____ 3 ozs-Perfume, any odor _____ 3/4 OZ. Mucilage of Quince, 1 in 16 1 pt. Orange Flower Water, q. s ... 2 pts.

Mix. Filter. Color green with Trgrass and you may also add 2 oz. cucumber juice and call it Cucumber Lotion.

Druggists' Display Sets Ready. What is claimed by its sponsors to be the finest lithographed window display of Christmas merchar.dise ever made up will shortly be distributed to the retail drug trade of the country by members of the National Wholesale Druggists' Association. Sample sets of the display, which was worked out by the association's Committee on Education and Research, wil be sent to the wholesalers soon. It is estimated that upward of 20,000 of the displays, which feature holiday gift merchandise hardled by retail druggists, will be installed by the time Christmas sellng begins. They consist of six units and are made up in the same number of colors

Syrupus Heroini Mentholatus.

byrupus meronin men	monut	
Menthol	0.015	gram
Heroin Hydrochloride	0.06	gram
Sugar	25	grams
Glucose	30	grams
Tincture of Artemisia		
	100	and a second second

abrotanum q. s. ad ____ 100 grams



HOW BIG **IS BIG?**

Big enough to be friendlv . . .

Big enough to be safe . . .

Big enough to want to serve, and have the ability to serve . . .

That's the Old National!



New Holiday Goods and Staple Sundries

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

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

Actually Seeing Is Believing

Come Early-Write for Appointments Now

Hazeltine GRAND RAPIDS	& Perkins Drug	Company
GRAND RAPIDS	Micingan	MANISTEE

Acids		Cot
Boric (Powd.) 10 @	20	Eig
Carbolic 38 @	44	Eu
Citric 53 @	70	Jun
Nitric 9 @	15	Jun Lar
Oxalic 15 @	25	Lar
Boric (Powd.)	60	Lav
		La
Ammonia		Lin
Water, 26 deg 07 @	18	Lin
Water, 14 deg 5½@	13	Lin
Water, 26 deg 07 @ Water, 18 deg 06 @ Water, 14 deg 5½@ Carbonate 20 @ Chloride (Gran.) 09 @	25 20	Nea
Chloride (Gran.) 05 @		Oliv
Balsams		y
Copaiba1 00@1 Fir (Canada) 2 75@3 Fir (Oregon) 65@1 Peru 3 00@3	25	Oli
Fir (Canada) $= 275@3$ Fir (Oregon) $= 65@1$	00	g
Peru 3 00@3 Tolu 2 00@2	25	Ora Ori
Tolu 2 00@2	25	Ori Per
Barks		Per
Cassia (ordinary)_ 25@	30	Ros
Cassia (ordinary)_ 25@ Cassia (Saigon) 50@ Sassafras (pw. 60c) @	60	Sai
Soan Cut (bowd.)		
35c 20@	30	Sas
Berries		Spe
	00	Spe Ta
Cubeb @1 Fish @ Juniper 10@	25	Ta
Cubeb @1 Fish	20	Tu
Then, non me		Wi
Extracts		Wi
Licorice 60@ Licorice, powd 60@	65 70	b
Incorrect, power service		Wi
Flowers		We
Flowers Arnica1 75@1 Chamomile (Ged.) @ Chamomile Rom. @	85	
Chamomile Rom.	50	
		Bi
Gums		Bic
Acacia, 1st 500	50	Bre
Acacia, Sorts 20@	25	Ch Ch
Acacia, Powdered 35@	35	0
Aloes (Cape Pow) 25@	35	Cya
Aloes (Soc. Pow.) 75@ Asafoetida 50@	60	Per
Pow 75@1	00	Pr
Gums Acacia, 1st 50@ Acacia, 2nd 45@ Acacia, Sorts 20@ Acacia, Powdered 35@ Aloes (Barb Pow) 25@ Aloes (Cape Pow) 25@ Aloes (Soc. Pow.) 75@ Asafoetida 50@ Pow. 75@1 Camphor 85@ Guaiac	60	Su
Cupipo now'd (0)	70	
Kino @1 Kino powdered @1	20	
Kino — @1 Kino, powdered @1 Myrrh — @1 Myrrh, powdered @1 Opium, powd. 19 65@19 Opium, gran. 965@19 Shellac	25	All
Opium, powd. 19 65@19	92	Blo
Opium, gran. 19 65@19	92	
Shellac 75@	90	Ge
Opium, gran. 19 65@19 Shellac 65@ Shellac 75@ Tragacanth, pow. @1 Tragacanth 2 00@2 Turpentine @	75	I
Tragacanth 2 00@2	00	Gir
Turnentine @	30	Gin

Insecticides		
Arsenic	08@	20
Blue Vitriol, bbl.	a	08
Blue Vitriol, less	091/4@	17
Bordea. Mix Dry	12@	26
Hellebore. White		
powdered	18@	30
Insect Powder 4	1/20	60
Lead Arsenate Po.	131/2@	30
Lime and Sulphur		
Dry	08@	22
Paris Green	24@	42

Leaves Buchu

Leaves		
Buchu	@1	05
Buchu, powdered	@1	10
Sage, Bulk	250	30
Sage, 1/4 loose	@	40
Sage, powdered	Ø	35
Senna, Alex	50@	75
Senna, Tinn. pow.	30@	35
Uva Ursi	20@	25

Oils				
Almonds, Bitter, true				
artificial	3			
true				
imitation	1	00@1	25	
Amber, crude	1	25@1	50	
Amher, rectified	1	50@1	15	
Anise	1	25@1	50	
Coionut	z	00002	20	
Caccia	4	00004	40	
Costor	-	55(0)1	80	
Cedar Leaf	2	00@2	25	
Citronella	1	00@1	20	
Cloves	3	00@3	25	
Cocoanut	2	11.6	35	
Cocoanut	0	00@9	45	
Cod Lievr	4	00002	95	
Croton	z	00022	20	

		Cotton Seed 1 35@1	50	Denauo
	20	Cubebs 5 00@5		Benzoir
	20	Eigeron 6 00@6	25	Benzoir
2		Eucalyptus 1 25@1		Buchu
	44	Hemlock, pure 2 00@2		Cantha
2	70 8	Juniper Berries_ 4 50@4		Capsicu
2		Juniper Wood _ 1 50@1	75	Catech
2	15	Lard, extra 1 55@1	65	Cinchon
2	25	Lard, No. 1 1 25@1	40	Colchic
	8	Lavender Flow 6 00@6		Cubebs
'	60	Lavender Gar'n_ 85@1	20	Digitali
		Lemon 6 00@6	25	Gentian
		Linseed, raw, bbl. @		Guaiac
		Lingood boiled bbl @	87	Guaiac.

WHOLESALE DRUG PRICE CURRENT

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

Cotton Seed 1 35@1 50

nseed, boll. @ 84 nseed, bolled, bbl. @ 87 nseed, bld less 94@107 nseed, raw, less 91@106 ustard, arifil. oz. @ 35 atsfoot _____ 125@135 ive, pure ____ 126@135 ive, pure ____ 2 85@3.25 ve, M ellow 2 85@3 25 ve, Malaga, reen _ 2 85@3 25

Potassium

Potassium dicarbonate 35@ 40 ichromate 15@ 25 romide 69@ 85 romide 50@ 25 nomide 23@ 30 hiorate, gran'd. 23@ 30 hiorate, powd. 30@ 90 or Xtal 30@ 90 odide 20@ 30 russiate, yellow 35@ 45 russiate, red 0 74 ulphate 35@ 40

Roots

 Roots

 Alkanet
 30@
 35

 Blood, powdered.
 40@
 45

 Calamus
 55@
 75

 Elecampane, pwd.
 25@
 30

 Gentian. powd.
 20@
 30

 Ginger, African,
 90@
 65

 Ginger, Jamaica,
 60@
 65

 Ginger, Jamaica,
 90@
 65

 Oldenseal, pow. 7
 50@
 800

 Licorice, powd.
 20@
 30

 Orris, powdered
 30@
 40

 Poke, powdered.
 35@
 40

 Roundow, powd
 @1
 10

 Rosinwood, powd
 @1
 50

 Sarsaparilla, Hond.
 ground
 01

 Sarsaparilla, Mexic.
 @6
 60

Seeds

Seeds Anise 0 Anise, powdered 35 @ Bird, 1s 13 @ Canary 10 @ Caraway, Po. 30 25 @ Caraway, Po. 30 25 @ Caradamon 2 5 @ Caradamon 2 5 @ Caradamon 2 5 @ Coriander pow. 40 30 @ 30 @ Dill 15 @ Fennell 35 @ Flax, ground 7 @ Foenugreek, pwd. 15 @ 16 @ Lobelia, powd. @ Mustard, black. 20 @ Poppy 15 @ Quince 10 @ 45 @ 45 @ Ø 35 35.9 40 13.00 17 10.00 16 25.00 30 30.00 25 15.00 20 35.00 50 7.00 15 7.00 15 7.00 15 7.00 15 7.00 15 Dill 150 20 Fennell 356 50 Flax 70 15 Foenugreek, pwd. 160 25 Hemp 80 15 Lobelia, powd. 91 60 Mustard, yellow 170 25 Poppy 91 60 Quince 150 30 Quince 100@1 25 Sabadilla 456 50 Sunflower 120 18 Worm, American 30@ 40 Worm, Levant _ 6 50@7 00

Tinctures	
conite	@1 80 @1 56
rnica	@1 50 @2 28

Benzoin Comp'd_ arides ____ um ____ nu ____ na ____ cum ____ is _____ -----Guaiae ______ Guaiae, Ammon._____ Iodine, Colorless_____ Iron, Clo Kino ______ Myrrh _____ Nux Vomica _____ Opium _____ Opium, Camp. _____ Opium, Deodorz'd Rhubarb ______

Belladonna ----

Paints

Lead, red dry __ 13'4 @13'4 Lead, white dry 13'4 @13'4 Lead, white oil_ 13'4 @13'4 Ochre, yellow bbl. @ 2'4 Ochre, yellow bes 3@ 6 Red Venet'n Am. 3'4@ 7 Red Venet'n Am. 3'4@ 7 Red Venet'n Eng. 4@ 8 Putty ______ 5@ 8 Whiting, bbl ____ @ 4'4 Vhiting ______ 5'4@10 L. H. P. Prep. __ 2 55@2 70 Rogers Prep. __ 2 55@ 2 70

Miscellaneous

Acetanalid Alum Alum. powd and ground	57@ 08@	75 12
ground Bismuth, Subni-	09@	15
trate 2 Borax xtal or	48@2	76
powdered	05@	13
Calomal 9	50@2 72@2	00 82
Canaiaum named	62@	75
Carmine 7	50@8	00
Cloves	30@ 40@	35 50
Cloves Cloves Chalk Prepared Chloroform Chloral Hydrate 1	14@ 53@	16
Chloroform	53@	66
Cocaine 12 8	20@1	50 50
locoa Butter	65@	90
Chloroform Chloroform Chloral Hydrate 1 Cocaine 12 & Socoa Butter Corks, list, less :	65@ 30-10 40-1	to
Copperas Copperas, Powd, Corrosive Sublm 2 Cream Tartar Cuttle bone Dover's Powder 4 Emery, All Nos, Emery, Powdered 4 Emery, Powdered 4 Engot, powdered 4 Flake, White Formaldehyde, Ib, Gelatine	40-1 03@ 4@ 25@2	10
Copperas, Powd.	4@	10
Cream Tartar	25@2	30
Cuttle bone	35@ 40@ 6@	50
Dextrine	6@	15
Emery, All Nos.	00@4 10@	50 15
Emery, Powdered	10@ @	15
Epsom Salts, bbls.	@	05 10
Ergot, powdered	_ @4	00
Flake, White	15@	20
Formaldehyde, lb.	14½ 80@	v 35 90
Gelatine Glassware, less 55 Glassware, full cas	%	30
Glassware, full cas	e 60%	
Glauber Salts, bbl.	@0	21/2
Glauber Salts less Glue, Brown Glue, Brown Grd Glue, White 2 Glue, white grd	200	30
	16@	22
Glue, Brown Grd Glue, White 2' Glue, white grd.	71/2 @ 25@	35
Clygoning	200	40
Hops	20@ 75@ 45@7	95
Hops6 Jodoform8 Jead Acetate	4507	00
iouoiorin s	00@8	30 30
Jead Acetate		
Tooo	@1	50
face face, powdered_	20@ @1 @1	50 60
face face, powdered_	@1 00@9 33@13	50 60 00
face face, powdered_	@1 00@9 33@13	50 60 00
face face, powdered_ Menthol 8 Morphine 12 Nux Vomica	@1 00@9 83@13 @	50 60 00
face face, powdered_ Menthol 8 Morphine 12 Nux Vomica	@1 00@9 83@13 @	50 60 98 30 25 70 85
face	00@9 83@13 0 15@ 57@ 75@	50 60 98 30 25 70 85 25
face	00@9 83@13 0 15@ 57@ 75@	50 60 98 30 25 70 85 25 15
face	00@9 83@13 15@ 57@ 75@ 20@ 12@ 9 @	50 60 98 30 25 70 85 25 15 59
face	00@9 83@13 15@ 57@ 75@ 20@ 12@ 9 @	50 60 98 30 25 70 85 25 15 59
face	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 70 85 25 15 59 40 275 22
face	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 70 85 25 15 59 40 275 22
face	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 70 85 25 15 59 40 275 22
face, powdered_ face, powdered_ Morphine8 Morphine8 Nux Vomica Nux Vomica, pow. Pepper, black, pow Pepper, White, puw. Pitch, Burgudry_ Quassia Quinine, 5 oz. cam Rochelle Salts Salt Peter Seidlitz Mixture Soap, green Soap, mott cast_ Soap, white CastI case	0009 83013 150 570 750 200 120 280 280 280 280 280 280 280 280 200 10 300 150 0 9 200 10 9 200 200	50 60 98 30 25 70 85 25 15 59 40 275 22
face	00 @ 9 83 @ 15 @ 15 @ 57 @ 20 @ 12 @ 2 & 60 @ 11 @ 30 @ 15 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 17 @ 18 @ 1	50 60 98 30 25 70 85 25 15 59 40 275 22 40 30 25 00 60
face	00 @ 9 83 @ 15 @ 15 @ 57 @ 20 @ 12 @ 2 & 60 @ 11 @ 30 @ 15 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 17 @ 18 @ 1	50 60 98 30 25 70 85 25 15 59 40 275 22 40 30 25 00 60
face	00 @ 9 83 @ 15 @ 15 @ 57 @ 20 @ 12 @ 2 & 60 @ 11 @ 30 @ 15 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 17 @ 18 @ 1	50 60 98 30 25 70 85 25 15 59 40 275 22 40 30 25 00 60
face	00 @ 9 83 @ 15 @ 15 @ 57 @ 20 @ 12 @ 2 & 60 @ 11 @ 30 @ 15 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 17 @ 18 @ 1	50 60 98 30 25 70 85 25 15 59 40 275 22 40 30 25 00 60
face	00 @ 9 83 @ 15 @ 15 @ 57 @ 20 @ 12 @ 2 & 60 @ 11 @ 30 @ 15 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 16 @ 17 @ 18 @ 1	50 60 98 30 25 70 85 25 15 59 40 275 22 40 30 25 00 60
face	00(9) 00(9) 83(9) 157 200 200 200 200 200 200 200 20	50 60 98 30 25 70 85 59 40 225 59 40 225 60 60 10 10 08 80 20 10
face powdered. face, powdered. Menthol 8 Morphine 12 Nux Vomica Nux Vomica, pow. Pepper, black, pow Pepper, White, pw. Pitch, Burgudry. Quassia Quinine, 5 oz. cam. Rochelle Salts Salt Peter Solap, green Soap, white Castlic less, per bar Soda Ash Soda Ash Soda Bicarbonate Soda, Sal Soda Bicarbonate Soda, Sal Soda Bicarbonate Soda, Sal Sulphur, Subl Tamarinds	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 70 85 59 40 275 59 40 275 22 240 30 25 00 60 10 10 08 20 10 10 25
face powdered. face, powdered. Menthol 8 Morphine 12 Nux Vomica Nux Vomica, pow. Pepper, black, pow Pepper, White, pw. Pitch, Burgudry. Quassia Quinine, 5 oz. cam. Rochelle Salts Salt Peter Solap, green Soap, white Castlic less, per bar Soda Ash Soda Ash Soda Bicarbonate Soda, Sal Soda Bicarbonate Soda, Sal Soda Bicarbonate Soda, Sal Sulphur, Subl Tamarinds	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 57 59 275 225 55 225 225 225 225 225 225 225
face powdered. face, powdered. Menthol 8 Morphine 12 Nux Vomica Nux Vomica, pow. Pepper, black, pow Pepper, White, pw. Pitch, Burgudry. Quassia Quinine, 5 oz. cam. Rochelle Salts Salt Peter Solap, green Soap, white Castlic less, per bar Soda Ash Soda Ash Soda Bicarbonate Soda, Sal Soda Bicarbonate Soda, Sal Soda Bicarbonate Soda, Sal Sulphur, Subl Tamarinds	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 57 59 275 225 55 225 225 225 225 225 225 225
face	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)	50 60 98 30 25 57 59 275 225 55 225 225 225 225 225 225 225

MICHIGAN TRADESMAN



28

MICHIGAN TRADESMAN

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.

Krumbles, No. 424 2 70 Bran Flakes, No. 624 2 25 Bran Flakes, No. 602 1 50 the trisples, 6 oz. ... 2 70 Rice Krisples, 1 oz. ... 1 50 kaffe Hag, 12 1-lb.

 Rice Krispies, 1 oz. 1 50

 Kaffe Hag, 12 1-lb.

 Cans
 730

 All Bran, 16 oz. 2 25

 All Bran, 10 oz. 2 270

 All Bran, 10 oz. 2 200

 Fost Brands.

 Grape-Nuts, 248 -.... 2 80

 Grape-Nuts, 1005 2 75

 Instant Postum, No. 8 5 40

 Instant Postum, No. 10 4 50

 Post Toasties, 265 2 85

 Post Toasties, 265 2 85

 Post Toasties, 245 2 70

 Pills Bran, 12s 2 70

 Pills Bran, 12s 3 90

 Cream Wheat, 18 3 90

 Cream Barley, 18 3 40

 Malpie Flakes, 24 2 50

 Silver Flake Oats, 18s 1 40

 Silver Flake Oats, 12s 2 25

 90 b. Jute Bulk Oats, 28 2

 91 b. Jute Bulk Oats, 24 70

Silver Flake Oats, 128 2 25 90 lb. Jute Bulk Oats, bag 2 2 85 Raiston New Oata, 24 2 70 Raiston New Oata, 12 2 70 Shred. Wheat Bis., 368 3 85 Shred. Wheat Bis., 72s 1 55 Triscuit, 24s 1 70 Wheatena, 18s 3 70 BROOMS Jewell, doz 5 25 Standard Parlor, 23 lb. 9 25 Ex. Fancy Parlor, 23 lb. 9 25 Ex. Fancy Parlor 25 lb. 9 76 Ex. Fcy. Parlor 26 lb. 16 00 Toy 1 75 Whisk, No. 3 25 BRUSHES Scrub

 No. 20
 3 60

 BUTTER COLOR
 3 85

 Dandellon
 2 85

 CANDLES
 2 85

 Electric Light, 40 lbs. 12.1
 18.8

 Paraffine, 68
 1446

 Paraffine, 128
 1446

 Wicking
 40

 Tudor, 58, per box
 30

CANNED FRUIT

No. 4-0 _____ No. 20 _____

3 25

ADVANCED

California Prunes

DECLINED Rolled Oats-Sacks Qauker Baked Beans

AMMONIA

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



APPLE BUTTER Quaker, 24-12 oz., doz. 2 25 Quaker, 12-38 oz., doz. 3 35 AXLE GREASE

48, 1 lb. _____ 4 35 24, 3 lb. _____ 6 00 10 lb. pails, per doz. 8 50 b. pails, per doz. 8 50 b. pails, per doz. 11 95 b. pails, per doz. 19 15 BAKING POWDERS Arctic, 7 oz. tumbler 1 35 Queen Flake, 16 oz., dz 2 25

				Per	Ca	ise
10c	size.	4	doz.		3	70
200	size.	4	doz.		7	20
250	size.	4	doz.		9	20
50c	size.	2	doz.		8	80
80c	size.	1	doz.		6	85
10 1	h. siz	e.	1/6 do	Z	6	75

BLUING



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

Ani. Ball, 36-1 oz., cart. 1 00 Quaker, 1½ oz., Non-freeze, dozen ______ 85 Boy Blue. 36s. per cs. 2 70

BEANS and PEAS

100 10.		ab
Brown Swedish Beans	9	00
Pinto Beans	9	50
Red Kidney Beans	9	50
White Hand P. Beans	9	50
Cal. Lima Beans 1	12	00
Black Eye Beans	8	50
Split Peas, Yellow	8	00
Split Peas, Green	8	50
Scotch Peas	6	50

BURNERS

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

BOTTLE CAPS Single Lacquor, 1 gross pkg., per gross _____ 16 Dbl. Lacquor, 1 gross pkg., per gross _____ 16½

Tudor, 6s, per box __ 30 CANNED FRUIT Apples, No. 10 _____ 6 50 Apple Sauce, No. 10 8 00 Apricots, No. 2½ 3 40@3 90 Apricots, No. 0 8 50@11 00 Blueberries, No. 10 ____ 3 00 Cherries, No. 10 ____ 3 00 Cherries, No. 10 ____ 4 00 Cherries, No. 10 ____ 13 00 Cherries, No. 10 ____ 250 Peaches, 10, Cal. ____ 8 50 Pineapple, 2 sli. _____ 2 45 P'apple, 2 br. sl. ____ 2 45 P'apple, 2 br. sl. ____ 2 45 P'apple, 2 br. sl. ____ 2 60 Pineapple, 10 crushed 9 00 Pears, No. 2½ ____ 3 00 Pears, No. 2½ _____ 3 00 Pears, No. 2½ ______ 3 00 Pears, No. 2½ _______ 3 00 Pears, No. 2½ _______ 3 00 Pears, No. 10 _______ 15 00 Rhubarb, No. 10 _______ 4 75 Strawberries, No. 2 ______ 3 25 Strawb's, No. 10 _______ 100

Dbl. Lacquor, 1 gross	5112405, 110. 10 11 00
pkg., per gross 161/2	CANNED FISH
BREAKFAST FOODS	Clam Ch'der. 10% os. 1 35
Difference	Clam Ch., No. 2 2 75
Kellogg's Brands.	Clams, Steamed, No. 1 2 00
Corn Flakes, No. 136 2 85	Clams, Minced, No. 1/2 2 25
Corn Flakes, No. 124 2 85	Finnan Haddie, 10 oz. 2 20
Corn Flakes, No. 102 2 00	Clam Bouillon, 7 os 2 50
Pep, No. 224 2 70	Chicken Haddie, No. 1 2 75
Pep. No. 202 2 00	Fish Flakes, small 1 35

Cod Fish Cake, 10 oz. 1 35 Cove Oysters, 5 oz. - 175 Lobster, No. ½, Star 2 90 Shrimp, 1, wet ____ 2 25 Sard's, ¼ Oil, Key __ 6 10 Sard's, ¼ Oil, Key __ 6 10 Sard's, ¼ Oil, Key __ 5 75 Sardines, ¼ Oil, Key __ 5 75 Sardines, 14 Oil, k'less 5 25 Sardines, Red Alaska 2 40 Salmon, Pink Alaska 2 25 Sardines, Im. ¼, ea. 10@28 Sardines, Im. ¼, ea. 10 Sardines, Cal. __ 1 35@2 25 Tuna, ½, Curtis, doz. 4 00 Tuna, ½ Blue Fin __ 2 25 Tuna, ½ Blue Fin __ 2 25 Tuna, ½ Blue Fin __ 2 00 Cod Fish Cake, 10 oz. 1 35

CANNED MEAT

CANNED MEAT Bacon, Lge, Beechnut \$ 20 Bacon, Lge, Beechnut \$ 40 Beef, No. 1, Corned __ \$ 10 Beef, No. 1, Corned __ \$ 10 Beef, No. 2½, Qua. sli. 225 Beef, No. 1, B'nut, sli. 4 50 Beefsteak & Onions, s 3 70 Chili Con Ca., 1s __ 1 8 Deviled Ham, ½s __ 3 60 Hamburg Steak & Onions, No. 1 ___ 3 15 Potted Beef, 4 oz. __ 1 16 Potted Meat, ½ Libby 92½ Steinna Sausse, Qua. 95 Veal Loaf, Medium __ \$ 25 Baked Beans

Baked Beans

 Baked Beans

 Campbells
 15

 Quaker, 18 oz.
 95

 Fremont, No. 2
 125

 Snider, No. 1
 95

 Snider, No. 2
 125

 Van Camp, small
 90

 Van Camp, med.
 15

CANNED VEGETABLES.

CANNED VEGETABLES. Asparagus. No. 1, Green tips __ 3 75 No. 2½, 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, 2g 7 1 35@2 65 Lima Beans, 2g 7. 1 35@2 65 Corn, No. 2, wh. 1 75@2 60 Beets, No. 2, wh. 1 75@2 60 Corn, No. 2, stan. __ 110 Corn, Ex. stan. No. 2 1 45 Corn, No. 10 __ 8 00@10 76 Hominy, No. 3 1 00@1 15 Okra, No. 2, whole __ 215 Okra, No. 2, whole __ 215 Okra, No. 2, whole __ 215 Okra, No. 2, whole __ 216 Okra, No. 2, star. __ 16 Peas, No. 2, E. J. __ 16 Peas, No. 2, EX. 51ft. June __ 187 Peas, No. 2, Sift.
 June
 1
 185

 Peas, No. 2, Ex. Sift.
 2
 25

 Peas, Ex. Fine, French 26
 2
 25

 Pumpkin No. 2, 1
 2
 16

Peas, Ex. Fine. French 25 Pumpkin, No. 3 1 45@160 Pumpkin, No. 10 5 00@5 50 Pimentos, ¼. each ____ 27 Swit Potatoes, No. 24 2 25 Sauerkraut, No. 3 1 45@175 Succotash, No. 2 1 65@2 50 Succotash, No. 2 1 65@2 50 Spinach, No. 2 ____ 1 60@1 90 Spinach, No. 3 ___ 1 50@1 90 Spinach, No. 3 ___ 1 50@1 90 Spinach, No. 2 ____ 1 50@1 90 Spinach, No. 2 1 15@1 30 Tomatoes, No. 3 1 10@2 35 Tomatoes, No. 10 7 00@7 50

CATCHE

65
25
65
35
25
65
35
1 30
45
90
00 1
7 50

CHILI SAUCE

Snider, 16 oz. _____ 3 30 Snider, 8 oz. _____ 2 30 Lilly Valley, 8 oz. ___ 2 25 Lilly Valley. 14 oz. __ 3 25 OYSTER COCKTAIL. Sniders, 16 og. _____ \$ 30 Sniders, 8 og. ____ \$ 30

CHEESE.

Roquerort	
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
Calsite Farm Daisy	28
Wisconsin Flat	
New York June	33
Sap Sago	
Brick	

CHEWING GUM.

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

COCOA.



 Bons
 9 00

 13 es, Creme De Cara 90

 que
 13 20

 12 oz.
 Rosaces

 10 b.
 Rosaces

 24 lb.
 Pastelles

 24 lb.
 Pastelles

 24 lb.
 Pastelles

 24 lb.
 Pastelles

 24 lb.
 Pastelles

CHOCOLATE. Baker, Caracas, 148 ---- 37 Baker, Caracas, 148 ---- 85

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



HUME GROCER CO. NUSKEGON, MICH

COFFEE ROASTED 1 lb. Package Melrose ______ 36 Liberty ______ 25 Quaker ______ 42 Nedrow ______ 40
 Iberty
 25

 Uberty
 25

 Quaker
 42

 Nedrow
 40

 Morton
 House
 49

 Reno
 37

 Royal
 Club
 41

McLaughlin's Kept-Fresh COFFEE W Laughing SERVICE

 SERVIL:

 Nat. Gro. Co. Brands
 Where 1,000 book

 Lighthouse, 1 lb. tins... 49
 ordered at a time, special-iy printed front cover is

 Pathfinder, 1 lb. tins... 49
 furnished without charge.

 Table Talk, 1 lb. cart. 43
 creat. 43

 Square Deal, 1 lb. cart. 39½
 creat. 43

 Above brands are packed
 creat. 43

 Constructs
 CREAM OF TARTAR

 M. Y., per 100
 12

 Frank's 50 pkgs....
 12

 Frank's 50 1 lb. 101%
 N. Y. Fcy., 50 lb. box 16%

 N. Y. Fcy., 14 oz. pkg. 16

 CONDENSED MILK

Leader, 4 doz. _____ 7 00 Eagle, 4 doz. _____ 9 00 MILK COMPOUND

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

 Carolene, Baby
 3 50

 EVAPORATED
 MILK

 Quaker, Tall, 4 doz... 4 75
 Quaker, Baby, 8 doz. 4 65

 Quaker, Gallon, ½ doz. 4 65
 Guaker, Gallon, ½ doz. 4 65

 Carnation, Tall, 4 doz. 5 10
 Carnation, Tall, 4 doz. 5 10

 Oatman's Dundee, Tall 5 10
 Oatman's Dundee, Tall 5 10

 Every Day, Tall
 4 80

 Every Day, Baby
 5 10

 Pet, Tall
 5 10

 Borden's Tall
 5 10

 Borden's Tall
 5 10

 Borden's Tall
 5 10

 CafARS
 5 00

Borden's Tall _____ 5 10 Borden's Tall _____ 5 00 CIGARS G. J. Johnson's Brand G. J. Johnson Cigar, 10c ______ 75 00 Worden Grocer Co. Brands Airedale ______ 35 00 Havana Sweets ______ 35 00 Hemeter Champion ______ 37 50 Canadian Club ______ 35 00 Rose O Cuba, Slims 37 50 Tom Moore Monarch 75 00 Webster Cadillac ______ 75 60 Tom Moore Panetris 65 00 Tom Moore Panetris 65 00 Tom Moore Longfellow 95 00 Webster Astor Foil.___75 00 Webster Astor Foil.____75 00 Webster Albany Foil 95 00 Bering Palmitas ______ 115 00 Bering Palmitas ______ 115 00 Bering Favorita ______ 135 00 Bering Favorita ______ 136 00 Bering Favorita ______ 136 00 Bering Favorita _______ 136 00 Bering Favorita _______ 136 00 Bering Favorita _______ 136 00

 Big Stick, 20 10. case 10

 Mixed Candy

 Kindergarten
 17

 Leader
 14

 X. L. O.
 12

 French Creams
 16

 Paris Creams
 17

 Grocers
 11

Fancy Chocolates

5 lb. Boxes 5 lb. Boxes Bittersweets, Ass'ted 1 75 Choc Marshmallow Dp 1 70 Milk Chocolate A A 1 75 Nibble Sticks _____ 1 85 Chocolate Nut Rolls _ 1 85 Magnolia Choc _____ 1 25 Bon Ton Choc. _____ 1 50 Gum Drops Pails Anise ______ 16 Champion Gums _____ 16 Challenge Gums _____ 14 Favorite _____ 19 Superior, Boxes _____ 23

Lozenges Pails A. A. Pep. Lozenges 16 A. A. Pink Lozenges 16 A. A. Choc. Lozenges 16 Motto Hearts _____ 19 Maited Milk Lozenges 21

Hard Goods Palls Lemon Drops _____ 18 O. F. Horehound dps. __ 18 Anise Squares _____ 18 Peanut Squares _____ 17 Horehound Tablets ____ 18

Cough Drops Bxa Putnam's 1 15 Smith Bros. 1 50 Package Goods

Creamery Marshmallows 4 oz. pkg., 12s, cart. 85 4 oz. pkg., 48s, case 3 49

4 oz. pkg., 48s. case 2 49 Speciaties Pineapple Fudge _____ 22 Italian Bon Bons _____ 17 Banquet Cream Mints. 25 Silver Kingr M.Mallows 1 25 Handy Packages, 12-10c Bar Geode Mich. Sugar Ca., 24, 5c 75 Malty Milkles, 24, 5c ____75 Malty Silver Kingr M.Malty Milkles, 24, 5c _____75 Malty Milkles, 24, 5c _____75 Malty Silver Kingr M.Malty Milkles, 24, 5c _____75 No-Nut, 24, 5c _____75 Half gallon ______

November 7, 1928

COUPON BOOKS COUPON BOOKS 50 Economic grade 2 50 100 Economic grade 4 50 500 Economic grade 37 50 Where 1,000 books are ordered at a time, special-ly printed front cover is furnished without charge.

Apricots

Evaporated, Choice ____ 21 Evaporated, Fancy ____ 26 Evaporated, Slabs ____ 16 Citron

10 lb. box _____ 40

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

Dates Dromedary, 36s _____ 6 75

Peaches

Evap. Choice _____ 13 Evap. Ex. Fancy, P.P. 16 Peel Lemon, American _____ 30 Orange, American _____ 30

 Raisins

 Seeded, bulk
 07

 Thompson's s'dles blk 06½

 Thompson's seedless.
 15 oz. _____ 08 Seeded, 15 oz. ____ 08

California Prunes

60@70,	25	lb.	boxes@09
50@60.			boxes@10
40@50,			boxes@111/2
30@40,			boxes@121/2
20@30,	25	lb.	boxes@16
18@24,	25	1b.	boxes@17

Hominy Pearl, 100 1b. sacks __ 3 50

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

Bulk Goods Elbow, 20 lb. _____ 07½ Egg Noodle, 10 lbs. __ 14

Pearl Barley Chester _____ 4 25 1000 _____ 7 00 Barley Grits _____ 5 00

Sage East India _____ 10

 Tapicca

 Pearl, 100 lb. sacks ... 09

 Minute, 8 oz., 3 dos. 4 05

 Dromedary Instant ... 3 50

FLAVORING EXTRACTS JENNINGS'

PURE FLAVORING R EXTRACT Vanilla and Lemon Same Price EXTRACT VANILLA

At It 56 Years

JITY Punch 3 doz. Carton _____ Assorted flavors.

F. O. B. Grand Rapids

FLOUR FLOUR V. C. Milling Co. Brands Lily White ______ 8 30 Harvest Queen _____ 7 50 Yes Ma'am Graham, 508 _____ 2 20

1 14

7 54

3½ oz. Amersealed

GELATINE

 Jell-O, 3 doz.
 2 85

 Minute, 3 doz.
 4 05

 Plymouth, White
 1 55

 Quaker, 3 doz.
 2 25

JELLY AND PRESERVES

Pure, 30 lb. pails ____3 30 imitation, 30 lb. pails 1 75 Pure, 6 oz., Asst., doz. 95 Buckeye, 18 oz., doz. 2 00

JELLY GLASSES

8 oz., per doz. _____ 36

OLEOMANGARINE

Van Westonbrugge Brands Carload Disributor Mart Lands Outline

Nucoa

Nucoa, 1 lb. _____ 22Nucoa, 2 and 5 lb. ___ $21\frac{1}{2}$

Wilson & Co.'s Brands Oleo

Certified _____ 24 Nut _____ 18

Special Roll _____ 19

MATCHES

 Swan, 144
 4 20

 Diamond, 144 box
 5 00

 Searchlight, 144 box
 5 00

 Ohio Red Label, 144 box
 5 00

 Ohio Blue Tip, 144 box
 5 00

 Ohio Blue Tip, 144 box
 5 00

 •Blue Seal, 144
 4 20

 •Blue Seal, 144
 4 85

 •Pederal, 144
 5 25

Safety Matches

Quaker, 5 gro. case__ 4 50

MOLASSES

Molasses in Cans

Dove, 36, 2 lb. Wh. L. 5 60 Dove, 24, 24 lb Wh. L. 5 20 Dove, 36, 2 lb. Black 4 30 Dove, 24, 21/2 lb. Black 3 90

Dove, 6 10 lb. Blue L. 4 45

Palmetto, 24, 21/2 1b. 5 75

NUTS-Whole

Pecans, 3 star _____ 22 Pecans, Jumbo _____ 40 Pecans, Mammoth ___ 50 Walnuts, Cal. _____ 30@35 Hickory _____ 07

Salted Peanuts

Fancy, No. 1 _____ 14

Shelled

 Filberts
 32

 Pecans Salte1
 80

 Walnuts
 67

MINCE MEAT

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

OLIVES

OLIVES 5 oz. Jar, Plain, doz. 1 40 10 oz. Jar, Plain, doz. 2 35 26 oz. Jar, Plain, doz. 4 50 Pint Jars, Plain, doz. 3 10 Quart Jars, Plain, doz. 3 10 Gal. Glass Jugs, Pla. 2 10 5 Gal. Kegs, each 8 00 3¼ oz. Jar, Stuff., doz. 1 35 6 oz. Jar, Stuff., doz. 2 25 5¼ oz. Jar, Stuff., doz. 2 55 1 Gal. Jugs, Stuff., dz. 2 75

PARIS GREEN

•1 Free with Ten.

Best Foods

Bel Car Mo

Peanu

Butter

Bel Car-Mo Brand

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

Polarine

Iron Barrels

SEMDAC

Ð

Semdac, 12 pt. cans 2_75

Semdac, 12 qt. cans 4_65

PICKLES

Medium Sour 5 gallon, 400 count __ 4 75

Sweet Small

Dill Pickles

PIPES

 24 1 lb. Tins

 8 oz., 2 do. in case...

 15 lb. pails

 25 lb. pails

PROVISIONS Barreled Pork Clear Back __ 25 00@28 00 Short Cut Clear26 00@29 00 Dry Sait Meata D S Bellies __ 18-20@18-19

Lard

 28 02., 2 do. in case...
 Lard

 8 02., 2 do. in case...
 Pure in tierces ______14

 15 1b. pails _______
 60 lb. tubs _______
 advance 4

 25 1b. pails _______
 50 lb. tubs _______
 advance 4

 PETROLEUM PRODUCTS.
 20 lb. pails _______
 advance 5

 Red Crown Gasoline _______
 11 3 lb. pails ______
 advance 1

 Red Crown Ethyl ________
 14 Compound tierces _______
 13 4

 Solite Gasoline ________
 14 Compound, tubs ________
 13 4

Sausages
Bologna 18
liver 18
rankfort 21
ork 31
'eal 19
ongue, Jellied 35
Ieadcheese 18
Smoked Meats
lams, Cer. 14-16 lb. @28
lams, Cert., Skinned
16-18 lb @28
lam, dried beef
Knuckles @44
California Hams @174
Picnic Boiled
Hams 20 @25
Boiled Hams @45
Mincod Hams @21
Minced Hams @21 Bacon 4/6 Cert 24 @32
Beef
Boneless, rump 28 00@38 00
Rump, new 29 00@32 00

 Iron Barreis
 Mince

 Light
 65.1
 Bacor

 Medium
 65.1
 Bacor

 Heavy
 65.1
 Bonel

 Extra heavy
 65.1
 Bonel

 Polarine "F"
 65.1
 Rump

 Polarine "F"
 65.1
 Bonel

 Finol, 4 oz. cans, doz. 1 50
 Beef
 Finol, 8 oz. cans, doz. 2 25
 Calf

 Parowax. 100
 bb
 9.3
 Pork

 Parowax. 20, 1
 1b.
 9.5
 Fancy
 Liver 20 ----- 65 ----- 10 ----RICE RICE Fancy Blue Rose ____ 051/4 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 1b. Jute 2 85
Quaker, 12s Family 2 70
Mothers, 12s, China_ 3 80
Nedrow, 128, 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
SAL SODA
Generalisted hhla 180
Granulated, 60 lbs. cs. 1 60 Granulated, 36 2½ lb.
Granulated 36 216 lb.
packages 2 40
COD FISH
Middles 18
Middles 18 Tablets, ½ lb. Pure 19½ doz. 1 40
Wood hoxes Pure 301/2
Wood boxes, Pure 301/2 Whole Cod 11/2
HERRING
Holland Herring
Mixed, Keys 1 00
hind half blig 0.00

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

Med. Fancy, 100 lb. 13 00

2 in 1, Paste, doz. __ 1 35 E. Z. Combination, dz. 1 35 Dri-Foot, doz. ____2 00 Bixbys, Doz. _____2 135 Shinola, doz. _____ 90

Dising Cup per dog 1 25
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
bioron, por som men i
SALT
Colonial, 24, 2 lb 95
Colonial, 36-14 125 Colonial, Iodized, 24-2 2 00 Med. No. 1 Bbls. 285 Med. No. 1, 100 lb. bk. 95
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 bala 2 45
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 Hickcory, Smoked,
6-10 lb 4 50
N
MA CAKES OR HARDER
MODTONS
MORTONS
IODIZED
EALI
Eur n Alins



Per case, 24, 2 lbs. ___ 2 40 Five case lots _____ 2 30 Iodized, 24, 2 lbs. ____ 3 40



Am. Family, 100 OUA		
Crystal White, 100 4	ŧ	10
Export. 100 box	3	85
Big Jack, 60s	4	50
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 1	1	00
Lava, 100 bo	4	90
Octagon, 120	5	0
Pummo, 100 box	4	85
Sweetheart, 100 box _	ð	70
Grandpa Tar, 50 sm.	2	10
Grandpa Tar, 50 lge.	8	50
Quaker Hardwater		
Cocoa, 72s, box	2	86
Fairbank Tar, 100 bx	4	00
Wallbar Coop 100 100	7	95



TABLE SAUCES Lea & Perrin, large600 Lea & Perrin, small336 Pepper Tobasco, 202425 Sho You, 9 oz., doz, 225 A-1, large
TEA
I EA
Japan
Medium 27 @ 33 Choice 37 @ 46 Fancy 54 @ 59 No. 1 Nibbs 54 1 lb. pkg. Sifting 13
Gunpowder
Choice 40 Fancy 47
Ceylon Pekoe, medium 67
English Breakfast
Congou, Medium 28 Congou, Choice 35@36 Congou, Fancy 42@43
Oolong
Medium 39 Choice 45 Fancy 50

29

TWINE

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

VINEGAR

Cider, 40 Grain _____ 27 White Wine, 80 grain___ 25 White Wine, 40 grain___ 19

WICKING

No. 0, per gross	80
No. 1, per gross 1	25
No. 2, per gross 1	50
No. 3, per gross 2	30
Peerless Rolls, per doz.	90
Rochester, No. 2, doz.	50
Rochester, No. 3, doz. 2	00
Rayo, per doz	75

WOODENWARE Baskets

Baskets Bushels, narrow band, wire handles _____ 1 78 Bushels, narrow band, wood handles _____ 1 80 Market, drop handle_ 90 Market, extra _____ 1 60 Splint, large _____ 8 50 Splint, medium _____ 7 50 Splint, small _____ 6 50 Churns Barrel, 5 gal., each __ 2 40 Barrel, 10 gal., each __ 2 55 3 to 6 gal., per gal. __ 16 Pails 10 qt. Galvanized ______ 2 35 12 qt. Galvanized ______ 3 00 14 qt. Galvanized ______ 3 00 12 qt. Flaring Gal. Ir. 5 00 10 qt. Tin Dairy _____ 4 00 Traps * Mouse, Wood, 4 holes. Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes... 100 Rat, wood nouse, spring 30 Tubs Large Galvanized ____ 8 75 Medium Galvanized ___ 7 50 Small Galvanized ____ 6 50 Small Galvanized 6 50 Washboards 5 50 Banner, Globe 5 50 Brass, single 6 25 Glass, single 6 00 Double Peerless 8 50 Single Peerless 7 50 Northern Queen 5 50 Universal 7 25

 Wood Bowls

 13 in. Butter
 5 00

 15 in. Butter
 9 00

 17 in. Butter
 8 00

 19 in. Butter
 25 00

WRAPPING PAPER

Fibre, Manila, white_	05%
No. 1 Fibre	
Butchers D. F.	06%
Kraft	07
Kraft Stripe	09%

YEAST CAKE

YEAST-COMPRESSED

Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Battle Axe, per doz. 2 65 Bicycle _____ 4 75
 POTASH
 Mixed, Keys
 1 00

 Babbitt's, 2 doz.
 2 75
 Mixed, half bbls.
 9 06

 Babbitt's, 2 doz.
 2 75
 Mixed, half bbls.
 9 00

 FRESH MEATS
 Beef
 Milkers, half bbls.
 10 00

 Good St'rs & H'f, 15½@24
 Cut Lunch
 1 00

 Milkers, bbls.
 10 00
 6 8 lb. pails
 10 00

 K K K K, Norway
 19 50
 8 lb. pails
 10 00

 Good St'rs & H'f, 15½@24
 Boned, 10 lb. boxes __ 17
 140

 Med. Steers & Heif.
 22
 Lake Hering
 4 bbl., 100 lbs.
 6 50

 Weal
 Yeal
 Tubs 60 Count fy, fat 5 75
 5 75

Veal

 Good
 22

 Medium
 20
 Lamb

Spring Lamb Good	24 22
Medium	20 21
Poor	21
Mutton	

Good _____ 18 Medium ____ 16 Poor ____ 13 Pork

Light hogs _____ 14 Medium hogs _____ 16 Heavy hogs _____ 15 1/28 -----1s _____ 32 2s and 5s _____ 30

16 Gallon, 2250 _____ 24 50 5 Gallon, 750 _____ 9 75 Gal. 40 to Tin, doz. __ 9 25 No. 2½ Tins ____ 2 25

White Fish

SHOE BLACKENING

STINULA, doz. ____ 135 Stack Silk Llauid, dz. 1 40 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 35 E. Z. Liquid, per doz. 1 40 Radium, per doz. ____ 135 80 can cases, \$4.80 per case

BORAX Twenty Mule Team 24, 1 lb. packages -- 3 25 48, 10 oz. packages -- 4 35 96, ¼ lb. packages -- 4 00

SOAP Am. Family, 100 box 6 30

Trilby Soap, 100, 10c 7 25 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48



Mazola

WASHING POWDERS Bon Ami Pd, 3 dz. bx 3 75 Bon Ami Cake, 3 dz. 3 25 Brillo Strandma, 100, 5c Grandma, 100, 5c Gold Dust, 100s Gold Dust, 100s Gold Dust, 12 Large Starge Gold Dust, 12 Large Starge Gold Dust, 12 Large Starge Barge Barge

__ 3 85

WASHING POWDERS

 Rub No More, 100, 10
 3
 3

 oz.
 3
 85

 Rub No More, 20 Lg. 4
 00

 Spotless Cleanser, 48, 20 oz.
 3
 85

 Sani Flush, 1 doz.
 2
 25

 Sapolio, 3 doz.
 3
 15

 Soapine, 100, 12 oz.
 6
 40

 Snowboy, 100, 10 oz.
 400
 90

 Speedee, 3 doz.
 7
 20

 Sunbrite, 50 doz.
 2
 10

 Wyandotte, 48
 4
 75

SPICES

Whole Spices

 Whole Spices

 Allspice, Jamaica
 @25

 Cloves, Zanzibar
 @38

 Cassia, Canton
 @22

 Cassia, Sc pkg., doz. @40
 @19

 Ginger, African
 @19

 Ginger, Cochin
 @22

 Mixed, No. 1
 @32

 Mixed, Sc pkgs., doz. @45
 Nutmegs, 70@90

 Nutmegs, 105-1 10
 @59

 Pepper, Black
 @46

Pure Ground in Bulk

Allspice, Jamaica ... @35 Cloves, Zanzibar @46 Cassia. Canton @28 Ginger, Corkin @35 **Mustard @35 Mustard @55** Nutmegs @55 Nutmegs @59 Pepper, White @80 Pepper, Cayenne @37 Paprika, Spanish @45

Seasoning

 Seasoning

 Chill Powder, 15c
 1 35

 Celery Sait, 3 oz.
 95

 Sage, 2 oz.
 90

 Onion Sait
 1 35

 Fonelty, 3½ oz.
 3 25

 Kitchen Bouquet
 4 50

 Laurel Leaves
 20

 Marjoram, 1 oz.
 90

 Thyme, 1 oz.
 90

 Tumeric, 2½ oz.
 90

STARCH

Corn

Gloss

CORN SYRUP

Corn

Blue Karo, No. 1½ -- 2 63 Blue Karo, No. 5, 1 dz. 3 67 Blue Karo, No. 10 -- 3 47 Red Karo, No. 1½ -- 2 91 Red Karo, No. 5, 1 dz. 4 05 Red Karo, No. 10 -- 3 85

Imit. Maple Flavor Orange, No. 1½, 2 dz. 3 36 Orange. No. 5, 1 doz. 4 75

Maple and Cane

Kanuck, per gal. ____ 1 50 Kanuck, 5 gal. can __ 6 50

Maple

Michigan, per gal. ___ 2 75 Welchs, per gal. ____ 3 25

COOKING OIL

Fleischmann, per doz. 30



IN THE REALM OF RASCALITY.

Questionable Schemes Which Are

Questionable Schemes Which Are Under Suspicion. St. Louis, Nov. 3—We acknowledge your letter of Oct. 31, with copy of letter of the same date from you to John W. Clark & Sons, of Traverse City, Michigan. We trust this will re-cut in an adjustment of the matter in an adjustment of the matter which will be satisfactory to all parties. We also received the clipping from

your issue of Oct. 10. In this connection wil you please refer to our letter to you of Oct. 10, in which we stated that we carried only one line of goods and our salesman's samples are identical with the goods which we ship.

We buy our merchandise from con-cerns like the International Silver Co., Ostby & Barton Co., of Providence, Robbins & Prokesch, of New York, Joseph Finberg, of Attleboro, Mass., and we might mention a dozen others

who are all leading manufacturers of the very highest standing. We are sure they will feel justified, as we do ourselves, in taking excep-tion to the charge that they are putting upon the market junk jewelry. It has always been our belief that

not much is gained by entering into a controversy, when it can be avoided, but it has occurred to the writer that you might feel disposed to give as much prominence to our side of this matter as has been given to that of the merchants, who have made complaints to you in your article of Oct. 10. Sansco Mfg. & Mercantile Co.

To the above letter the following reply was made:

Grand Rapids, Nov. 5-I do not care whom you buy goods from or the class of goods you buy. They are not salable in the ordinary country store and the attempt to handle them always invariably involves the merchant in dis-appointment, chagrin and loss of trade. Anything that is unsalable is junk, ac-cording to my understanding of the meaning of words.

Moreover, your son appears to have obtained his orders—some of them at least—by methods which are anything but honest. Of this I have no doubt whatever. In no case did he leave copies of the order with the purchaser. In some cases he promised to leave copies, but failed to do so. In other cases he promised to send \$30 worth of goods and then billed the shipment at \$300.

I propose to publish your leter and a of my reply in the Realm of CODV Rascality department of the Trades-man this week and warn my readers to have no dealings whatever with a con-cern which employs such unreliable representatives as your son appears to be. I think he is not a proper man to belong to the secret orders he pretends to owe allegiance to. If I knew the name and location of his lodge, I would refer charges against him and under-take to get him ousted, because I think he is a disgrace to any secret order which exalts honor and honest dealing. E. A. Stowe.

Grand Rapids, Oct. 23-I am in re-ceipt of your letter of Oct. 22, and beg leave to state that I have sent your letter and the accompanying documents to Mr. Schreur for his personal inspection.

It is very evident to me that the man who took the Kalamazoo order and also the Detroit order of Funk & Lambkin is not worthy of any consideration. Funk & Lambkin state em-phatically that he promised to sell no competing institution and utterly failed to keep his agreement.

Mr. Schreur states that he assured him the goods were open stock and later you wrote him they were a special pattern

We all have to be judged by our

road representatives and if you continue to keep these men in your em-ploy I shall be obliged to warn every merchant who gets our paper in the four states in which it circulates to

MICHIGAN TRADESMAN

have no dealings with any representative of your company. Until you have assured me that these men are no longer on your payroll and men are no longer on your payron and will no longer be permitted to solicit business for you, I see no reason why there should be any retraction or cor-rection of anything we have said. E. A. Stowe.

To the above letter the following reply was made:

Sebring, Ohio, Nov. 3-Your letter of Oct. 23 comes to the writer's atten-tion, inasmuch as Mr. Sebring is out

of the city. While we are not exactly familiar with the whole affair, we can assure you one thing—that we have discharg-ed all salesmen in the State of Michigan with the exception of one man in Detroit. It is very unfortunate that we got hold of a bunch of crook salesmen. They were only temporary em-ployes for us and the minute we found they were out misrepresenting the deal that we expected to sell we dispensed with their services.

As a matter of fact the entire transaction through Southern Michigan represented quite a loss to us. You can readily understand that we do our very best to employ only honest and reliable salesmen, and you must realize that we suffer more than our tomers from these misrepresentations. I trust the above will give you the information you require. W. L. Murphy,

Treasurer French China Co.

Items From the Cloverland of Michi-

gan. Sault Ste Marie Nov. 6—According to reports we had three sunshiny days during October, but it might have been worse. Everybody was satisfied and we have had sunshine so far this month and hope to be able to join in singing. 'It ain't going to rain no more." The village of De Tour has suffered

another severe setback by losing the \$50,000 hotel which helped to put De Tour on the map. The hotel was de-Tour on the map. The hotel was de-stroyed by fire, which caught on the roof while it was receiving a coat of tar. The entire population of the place turned out to fight the fire with pails; also the hose which was connected with the large tank on the roof of the hotel. The new automatic telephone system, which had just been finished, had its exchange in the hotel, but was able to remove the exchange before any particular damage was done. It was removed to the Maynor Seaman's store a short distance away where it will be in operation again soon. The hotel was owned by T. L. Derocher & Sons. It was built in April, 1927, and man-aged by Mr. and Mrs. Carl Peterson. Under their management the hotel soon won favor by the good meals fur-nished, which attracted not only many tourists but many Soo people went there for the famous chicken and fish dinners served on Sundays. The loss was covered by insurance, but it is doubtful if it will be rebuilt. The loss will be felt by the traveling public, who have enjoyed the excellent accommodations

will be a shock to the old-time traveling men and others to learn of the passing of John Gray at his store at Nebish Island last Thursday morn-He did not open the store as The coast guard boys stopped ing usual. for gas and when they went to awaken him they got no response and discovered that he had passed away during the night of heart failure. The remains were brought to the Soo and placed with the Ryan undertaking parlor, where they were sent to Sarnia, Ont. They will be laid beside his mother

who preceded him only a few years. John, as he was known by his many friends, was 65 years of age at the time of his death. For many years he time of his death. For many years he represented the E. P. Sacey Co., of Minneapolis, which did a large busi-ness in this territory and in the Canadian Soo. He was of a jovial dispo-sition and liked by all who knew him. About ten years ago he retired from active business and moved to Nebish Isand, where he opened a small store and was content to enjoy the remain-der of his days at that beautiful sum-mer resort. He had planned on stay-ing on the island all winter He was also a good business man. He mailed checks for all due accounts the night before he passed away. He also sent a deposit to the local bank here, which reached the Soo after the remains. His affairs were left in excellent condition. He leaves several brothers and sisters in various parts of the States and a blessed memory with the many old friends who knew him. The Arcade pool room and cigar

store opened last week under the man-agement of George Maurufas and Louis Markos. The place is locaed over the Sterling clothing store on Ashmun street and Portage avenue. They have five pool and billard tables and will sell tobacco, cigars, candies and soft drinks

W. J. Spencer, one of our local contractors, has entered voluntary insol-vency and named E. S. Royce as trustee to straighten out his financial fairs No statement as to assets or liabilities has been made

Have you ever noticed how a man when he has done something foolish looks around for facts to justify his actions?

Loffie Luberto, who for many years conducted a grocery and fruit business on East Portage avenue, died last Tuesday at the age of 46, after a long seige of diabetes. He was a charter member of our city band and well known in musical, as well as business circles. He leaves a widow, an aged father, and several brothers and sis-ters. The band marched to the ceme-tery with the remains. He was born the Soo and lived here until his in death.

The selling out of the Leader, which was announced last Monday, came as a great surprise to our community, as it was not known at the time. Mr. it was not known at the time. Mr. Elishoff, the manager, announced last week that he was leaving to engage in business in Texas, but the big sale is now on and everything, including the stock, fixtures and large building on Ashmun street is for sale. The Leader was one of our largest and best dry goods and furnishing goods houses, having been in business for over twenty-five years. It always did a good business and willingly did its share to contribute to any good cause for the betterment of the home town.

If it could speak, how the unborn generation would encourage us to save our money. William G. Tapert.

When On Your Way, See Onaway.

Onaway, Nov. 6-Now here is a good thing; something that Onaway has needed for a long time; a cash market for potatoes and all other farm produce. The Northern Produce Co., under the management of Dan J. Mahoney, will occupy the building for-merly operated by the Onaway Co-operative Association and will pay highest market price for all farm products. This will insure a permanent outlet for crops which have heretofore been uncertain and will be an incentive for the farmer to go ahead. It will create educational farming to the extent that if one farmer secures a better price for his crops than his neighbor, the neighbor will naturally get busy and improve the quality of his goods, as a standard market must pay according to value only. Grading becomes a

science immediately and it is well to know your onions.

Entering Onaway during the winter months will no longer become an impossibility or a hardship not even during the worst stormy months, as here-tofore. The trunk line highways all along the line are provided with snow fences which are now being erected, previous experience and observation having determined the exact places having where the big drifts annually block the highways and fill the cuts. This will eliminate, to a large degree, the ex-pense of rotary plowing and sometimes

a big crew of men shoveling. Under the direction of the Onaway Under the direction of the Onaway Board of Health, a special organiza-tion composed of junior Hallowe'en performers, we have taken our annual bath; somewhat compulsory, but a thorough job and we are clean even behind the ears. Enforced cleanliness along some other lines would not be out of place. Pranks may be per-missible at the time of this annual event but there are some exceptions: event, but there are some exceptions; there are instances where havoc of this kind becomes a hardship and an expense when practiced on a certain few who can least afford it; it would be no disgrace, boys and girls, to get some cloths and help clean some of the windows you enjoyed defacing.

Squire Signal.

Holland-The Karr Co., 186 River street, manufacturer of cushions, mattresses, bedroom and hospital furniture, has merged its business into a stock company under the style of the Charles Karr Co., with an authorized capital stock of \$150,000, all of which has been subscribed, \$21,569 paid in in cash and \$81,595 in property.

Link, Petter & Company (Incorporated) Investment Bankers 7th FLOOR, MICHIGAN TRUST BUILDING GRAND RAPIDS, MICHIGAN



Proceedings of the Grand Rapids Bankruptcy Court.

Bankruptcy Court. Grand Rapids, Oct. 30—We have to-day received the schedules, reference and adjudication in the matter of Milarch-Olsen Tre Store, Arthur J. Milarch and Arnold Milarch, copartners, Bankrupt No. 3575. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Manistee, and their occupation was that of a tire, schedules show assets of \$4,622.41 with liabilities of \$6,570.20. The first meeting of creditors will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as fol-lows:

of creditors will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as fol-lows: William J. Bolton, Manistee _______\$ 6.75 Frank Laskey, Manistee _______\$ 700.00 Manistee Water Dept, Manistee _______\$ 6.79 Peter C. Olson, Manistee _______\$ 6.75 Goodyear Tire & Rubber Co., Traverse City _______\$ 71.53 Dickery Dick, Muskegon ______\$ 6.00 Hobart Bros, Troy, Ohio _______\$ 130.42 Lloyd & Smth, Manistee ______\$ 90.89 Hazeitine & Perkins, Manistee ______\$ 1300 P. M. Line Steamers, Manistee ______\$ 1400 A. H. Lyman, Manistee ______\$ 67.30 Man.stee News Advocate, Manistee \$299.60 National Refinng Co., Cleveland _______\$ 11.43 Sherwood Hall Co., Grand Rapids ______\$ 147.84 Gulmamiss Co., Flint ________\$ 1800 Harvey Auto Co., Manistee _______\$ 1600 Harvey Auto Co., Manistee _______\$ 1600 Harvey Auto Co., Manistee _______\$ 1600 Standard Oil Co., Manistee _______\$ 57.90 Jas. L. Sibben, Manistee ________\$ 57.90 Jas. L. Scole, Grand Rapids _______\$ 57.90 Jas. L. Scole, Grand Rapids _______\$ 57.90 Jas. L. Scole, Manistee ________\$ 57.90 Jas. L. Scole, Manistee ________\$ 57.90 Jas. L. Scole, Manistee _________\$ 57.90 Jas. L.

Tom Morris, Manistee 28.20 Manistee Battery & Welding Co., Manistee Fros, Manistee 25.45 H. B. Milarch, Manistee 55.44 H. B. Milarch, Manistee 55.00 Manistee Co. Sav. Bank. Manistee 722.00 Manistee Buick Co., Manistee 35.00 Oct. 30. We have to-day received the adjudication and reference in the matter of Archie W. Baxter, Bankrupt No. 3565. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case and the schedules have been ordered filed. Upon receipt of same, the first meeting will be called and the list of assets and creditors will be made herein. Oct. 30. We have to-day received the adjudication, reference in the matter of George L. Pheney, Bankrupt No. 3561. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case and the schedules have been ordered filed. Upon receipt of same the first meeting will be called and the list of assets and creditors will be made herein. In the matter of Totten Electric Con-

same the first meeting will be called and the list of assets and creditors will be made herein. In the matter of Totten Electric Con-struction Co., Bankrupt No. 3317, the trustee has filed his final report and account, and a final meeting of creditors, as adjourned, was held Oct. 18. The trus-tee's final report and account was ap-proved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the payment of a first and final dividend to creditors of 1.6 per cent : no objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the dis-trict court in due course. In the matter of Albert B. Lewis, Bankrupt No. 3564. The funds have been called for Nov. 15. In the matter of Clyde Arthur Bunan.

In the matter of Clyde Arthur Buman, Bankrupt No, 3566. The funds have been received and the first meeting has been called for Nov. 15.

called for Nov. 15. In the matter of Milarch Tire & Battery Co., formerly the Milarch-Olsen Tire Store, Arthur J. Milarch and Arnold Mi-larch, construers, Bankruot No 3575. The first meeting has been called for Nov. 15. The receiver has filed his petition for sale at auction. The sale has been called to be held at the former location of the

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meeting of creditors in the matter of Eathall M. Fay, Bankrupt No. 3558. The bankrupt was present in person and rep-resented by attorneys Balgooyen & Cook. 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 with-out date, and the case has been closed and returned to the d.strict court, as a case without assets. On this day also was held the first meeting of creditors in the matter of New Ecolley, Bankrupt No. 3556. The bankrupt was present in person and rep-resented by attorney L. N. Sweet. No creditors were present or represented. One claim was proved and allowed. The bankrupt was sworn and examined with-out a reporter. No trustee was appointed for the present. The first meeting then adjourned without date. On this day also was held the first meeting of creditors in the matter of Jeremiah O. Putnam. Bankrupt No. 3555. The bankrupt was present and repre-sented by attorneys Hoffman & Hoffman. No claims were proved and allowed. One

Jeremian O. Putnam. Bankrupt No. 3555. The bankrupt was present and repre-sented by attorneys Hoffman & Hoffman. No claims were proved and allowed. One creditor was present in person. The bank-rupt was sworn and examined without a reporter. C. W. Moore was named trus-tee, and his bond plbaced at \$100. The first meeting then adjourned without date. date. On

date. On this day also was held the first meeting of creditors in the matter of Etta J. Buck, Bankrunt No. 3559. The bankrupt was present in person and rep-resented by attorneys Corwin, Norcross & Cook. No creditors were present in person, but represented by F. G. Timmer, agent. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

\$100. The first meeting then adjourned without date. In the matter of Bert Walker, Bankrupt No. 3585. The funds have been received and the first meeting has been called to be held on Nov. 20. In the matter of Robert H. George, Bankrupt No. 3579. The funds have been received and the first meeting has been called to be held Nov. 20.

In the matter of Edward Baker, Bank-rupt No. 3567. The funds have been re-ceived and the first meeting has been called to be held Nov. 29.

In the matter of Peter Hummel, Bank-rupt No. 3577. The funds have been received and the first meeting has been called to behid Nov. 20.

MICHIGAN TRADESMAN

In the matter of Joseph Stanley Char-kowski, Bankrupt No. 3557. The funds have been received and the first meeting has been called to be held Nov. 19. In the matter of George L. Pheney, Bankrupt No. 3561. The first meeting of creditors has been called to be held Nov. 19. In the matter of Archie W. Baxter. Bankrupt No. 3565, the first meeting of creditors has been called to be held Nov. 19.

Bankrupt No. 3565, the first meeting of creditors has been called to be held Nov. 19. In the matter of Nick Koning, Bank-rupt No. 3583. The funds have been re-ceived and the first meeting of creditors has been called for Nov. 19. In the matter of Loris R. Goss, Bank-rupt No. 3572. The funds have been re-ceived and the first meeting of creditors has been called for Nov. 19. In the matter of Henry DeVries, in-dividually and as formerly doing business as Freeport Bakery, Bankrupt No. 3568. The funds have been received and the first meeting of creditors has been called to be held on Nov. 19. In the matter of Durabilt Metal Prod-ucts Co., formerly known as Michigan Toy Manufactur.ng Co., Bankrupt No. 3542. The trustee has filed his petition for a sale at auction. The sale has been called to be held at the former location of the bankrupt, on South Third street, Niles, Nov. 21. The property consists of machinery, tools, ecuipment, office furniture and fixtures, factory supplies and sundries, fin shed and semi-finished merchandise, all for the use in a com-plete manufacturing company, appraised at approximately \$5,043. All interested should be present at the time and place of sale. In the matter of Archie W. Baxter,

at apploating the present at the time and place of sale. In the matter of Archie W. Baxter, Bankrupt No. 3565. The receiver has filed his petition for a sale at auction. The sale has been called to be held at the former location of the bankrupt, 744 Bag-ley street, S. E., Grand Rapids, Nov. 26. The property consists of wall paper, paints, decorating supplies, together with tools, equipment, office furniture and fix-tures, which are appraised at \$2,080.77. All interested should be present at the time and place of sale.

Lansing-Workmen have installed machinery and equipment in the New Way Motor Co. building for the New Life Co., Lansing's newest industry, which has moved from Ludington. The company manufactures cleaners and polishs. It will employ about twentysix people.

They know "Who's who"

Well, perhaps some of your customers are people who "don't read advertising." Some of them, doubtless, can't read at all.

But it is remarkable how quick these people are to pick out the nationally advertised leaders.

Give your customers credit for knowing quality. They'll give you credit for selling it.

Carnation Milk Products Company Carnation Bldg., Oconomowoc, Wis.



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Money Mined Right Out of a Business

(Continued from page 20) chain counter writes: "When I was store manager I always stored manufacturers' free samples and literature within easy reach of customers. Thus each had a reminder, after she had used the sample, which helped prevent her from going elsewhere for the mer-Such wakeful methods chandise." have indirect as well as directly profitable results

We get this from Coolidge's home state: "Surplus jelly glasses after preserving season can be disposed of with display of dried apricots and pectin, with a sign reading: 'Pectin and apricots make excellent jam.' This will move the glasses and sell both articles."

That beats the customary method under which the box of 'cots is opened, left uncovered on the counter or worse and allowed to gather the dust of ages of inertia while the grocer "hopes they will sell."

Here's an entirely new one to me:

"To increase sale of leaf lettuce and prevent waste, place a small rubber band around each head. This keeps it in good shape and makes it more attractive."

As this comes from Missouri, it ought to be worth a trial.

It certainly is the little things which count in selling groceries.

Paul Findlay.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subse-quent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display adver-tisements in this department, \$4 per Inch. Payment with order is required, as amounts are too small to open accounts.

HANDLE BUSINESS. FOR SALE FOR SALE — HANDLE BUSINESS. Manufacturing commercial handles, loca-tion Northern Wisconsin. Abundant raw material ava lable. Doing good business, bright prospects. Bargain. Address OAK GROVE HANDLE CO., 10 Sherwin Block, Elgin, Illinois. 969

 Elgin, Illinois.
 969

 FOR SALE—Grocery, five rooms and bath up stairs. Located on M-27, college town. Gas and oil in connection. Doing nice business. Address No. 968, c/o Michigan Tradesman.
 968

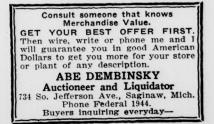
 Reduct on Sales—Closing out sales, ad-vertising expert, business adjuster. Years of experience. No men in my employ, therefore lowest terms. Every sale has my personal attention. Address W. A. Anning, 500 N. Clinton Ave., St. Johns, Michigan.

 FOR RENT—BEST BUSINESS COR

Michigan. 966 FOR RENT—BEST BUSINESS COR-NER, Riverside, ten miles from center Chicago. Second floor, reasonable rent, suitable for women's hat and ready-to-wear shop. Space includes ample sales room, as well as housekeeping quarters. Allen R. Owen, Riverside, III. 957

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, fur-nishings, bazaar noveltles, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.



AMERICAN STATES SECURITIES CORPORATION

To the Stockholders and Warrant holders of

AMERICAN STATES SECURITIES CORPORATION:

Your Board of Directors has recently appointed a committee to consider a plan for the merger of the affairs of American States Securities Corporation with those of American Commonwealths Power Corporation, all of the Common stock of which Company is owned and held in the treasury of American States Securities Corporation.

The plan will include among other matters an exchange of the Stocks and Warrants of American States Securities Corporation for Stocks and Warrants of American Commonwealths Power Corporation and as well the issuance of valuable rights to the stockholders of both Classes of American States Securities Corporation and a valuable exchange privilege to the Warrant holders of American States Securities Corporation.

This committee will report its finding and recommendations in the near future, after which a special meeting of the Stockholders of your Company will be called to pass upon the plans and approve them.

In order that you may be fully informed of the plans and receive communications from the Company **promptly**, it is important that your Stock or Warrant holdings be recorded in your name or in the name of a nominee, who in turn will promptly inform you.

We, therefore, respectfully suggest that on receipt of this communication you record your Stock or Warrant holdings in your own name and so avoid any possible delay in receipt of communications addressed to you.

We further suggest that this matter have your attention not later than November 15th, 1928.

FOR THE BOARD OF DIRECTORS,

FRANK T. HULSWIT,

President.

November 7, 1928.

Cool, Snappy, Invigorating FALL DAYS are Business Stimulators

With larger values in merchandise involved and dangers of loss by fire multiplied it is time now to check up on

Fire Insurance

The heating plant is one year older and unseen defects may have developed which later on might spell disaster.

It is better to be safe first than sorry afterwards.

For Safety, Service and Saving let the Mutual Companies protect you this fall and winter.

MUTUAL Insurance

is Better Protection at Lower Cost

An investigation will prove it



Variety Is the Spice of Trade

Keep your Kraft Cheese rack well stocked with the different varieties. Your customers like a change now and then, and when you display a selection, it is a constant reminder to your customers that always results in greater sales. It is also a good practice to suggest that they try an additional variety, for people who are acquainted with more than one variety buy more often than those who know but one kind. Tell the Kraft distributor to keep your cheese rack fully stocked.

KRAFT-PHENIX CHEESE COMPANY, CHICAGO

MAKERS OF "PHILADELPHIA" CREAM CHEESE