

MICHIGAN TRADESMAN

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Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 21, 1928

Number 2357

We Thank Thee

For flowers that bloom about our feet,
Father, we thank Thee.

For tender grass so fresh, so sweet,
Father, we thank Thee.

For song of bird and hum of bee,
For all things fair we hear or see,
Father in Heaven, we thank Thee.

For blue of stream and blue of sky,
Father, we thank Thee.
For pleasant shade of branches high,
Father, we thank Thee.
For fragrant air and cooling breeze,
For beauty of the blooming trees,
Father in Heaven, we thank Thee.

For mother love and father care,
Father, we thank Thee.
For brothers strong and sisters fair,
Father, we thank Thee.
For love at home and here each day,
For guidance lest we go astray,
Father in Heaven, we thank Thee.

For this new morning with its light,
Father, we thank Thee.
For rest and shelter of the night,
Father, we thank Thee.
For health and food, for love and friends,
For everything His goodness sends,
Father in Heaven, we thank Thee.

Ralph Waldo Emerson.

Six products easily sold
with one argument:

"It's Borden's!"

Brighten up your windows and counters with the Borden name. Display these six splendid products:



It pays to push the full Borden line!

Borden's

BOOTLEGGING COFFEE—

**CHASE & SANBORN'S
SEAL BRAND COFFEE**

in quality and reputation the leading fine coffee of the country

*The standard
for over
fifty years*



Seal Brand Tea
is of the same high quality

Sounds a little far-fetched, doesn't it? But it's a fact! One of our exclusive agents in a small town wrote us that his competitor was "bootlegging" SEAL BRAND COFFEE, making a several-hour trip in his truck simply to get a small supply of SEAL BRAND from a grocer in a large city 45 miles away.

Here is a man willing to go to a lot of trouble and expense in order to carry SEAL BRAND in stock.

If you live in a small town the Chase & Sanborn SOLE AGENCY may be available to you NOW. If you are interested why not drop us a line?

Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

Boston

Chicago

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

With the Price Established

through the manufacturers' advertising

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

Same Price

25 ounces for 25c

for over 38 years

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by Our
Government**

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E. A. Stowe, Editor

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

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

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

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

WHAT WILL DEMOCRATS DO?

Despite the appeal of Governor Smith, warmly seconded by Governor-elect Roosevelt, there seems to be little hope that the Democratic members of Congress will get together and formulate a program of intelligent and what might be called constructive opposition.

On the one hand, they are divided among themselves. The Eastern Democrat often has less in common with the Southern Democrat than he has with Eastern Republicans. And, on the other hand, every member of Congress is to some extent playing an individual game. It is more important for him to please his constituents than to keep in step with his colleagues.

Nevertheless, nothing could do more to re-establish the Democratic Party in the eyes of the country than a course of opposition which should reveal the party as possessed of sound ideas and able to fight for them with united front.

A glance at recent political history might convince Democratic Senators and members of the House that it does not always pay to practice political quackery. Many, if not most, of these men voted for the McNary-Haugen bill in a desperate attempt to win the farmer vote. They had no more faith in the economic soundness of the measure than President Coolidge had—or, rather, they didn't trouble themselves over its economic effects.

And what was the result of this demagogic attitude? They saw President Coolidge, who vetoed the bill twice, the object of an unparalleled demand from his party that he run again. They saw Mr. Hoover, who refused to indorse the equalization fee, supported by Senator McNary and Representative Haugen. And they saw the candidate of their own party, Governor Smith, juggling with the equalization fee and utterly failing to win the disgruntled farmers.

In such an outcome all is lost, including honor. As this fact is realized, Democratic leaders at Washington must be driven to consider the advantages of a different policy, a policy which shall take into account something besides mere opportunist politics. If he serves his party best who serves his country best, the Democrats have an opportunity of serving their party which they ought to be eager to embrace. A weak opposition party is good for nobody—itself, the party in power or the country.

PROSPECTS FOR NEXT YEAR.

With seasonal slacking now evident in the basic lines of industry, attention has been turned to prospects for the ensuing year in many cases. The general feeling is that the expansion this fall has been a healthy one. Particular satisfaction is taken in the fact that there is more spread to activity. This serves as the basis for belief that sufficient momentum has been gained to carry general business well into next year at a good level. Such a view is only qualified by what may happen as a result of security and credit inflation. A collapse in the stock market would naturally disturb the business trend.

At present there is easing in the steel and automobile industries. The latter is in process of making those changes necessary for the introduction of new models. The construction business still forges ahead. The October total of contracts ran over the same month last year and the month to date has seen a daily average exceeding the level for the corresponding period of 1927. Thus far, therefore, no retarding influence as a result of higher money rates or surplus supply is yet apparent.

The course of wholesale commodity prices in recent weeks has become quite stabilized. There are fluctuations in various products, but the general level is showing little change. This is accepted as a healthy sign in view of the inflation in securities. The conclusion is drawn that buying is being done carefully and in close adjustment to actual consuming needs.

THE MILK IN THE COCOANUT.

Ever since the Senate investigating committee started to "get" Col. Robert W. Stewart, of the Standard Oil Co. of Indiana, the Tradesman has insisted that the crusade would ultimately be found to have originated with the crafty officials of the Standard Oil Co. of New York, which started out some years ago to destroy Mr. Stewart because he would not bow his head to the gang of pirates who evidently dominate the Gotham organization. Because Mr. Stewart is the most up-

standing man in the oil business of the country, the New York highbinders attempted to induce him to forsake the Indiana company and ally himself with them. They offered him a salary greatly in excess of what he has ever drawn from the Indiana company, but because he preferred to stay with the corporation he has placed at the head of all the oil organizations in the world, he is the object of covert and underhanded attacks from one of the most disreputable organizations in existence.

Having failed to convict Mr. Stewart of perjury, it is now in order for the Government to proceed against the five Senators who evidently perjured themselves in their determination to convict the respondent. Will the Government do its full duty in this matter? Of course not. The powers that be will be content to have done all they could to injure a man who proved he was not guilty of either of the two charges falsely and maliciously brought to his door.

Grocery Association Secretaries' Convention at Chicago.

It was my privilege to attend this convention for two days, Nov. 19 and 20, and I was greatly impressed by a number of features.

There were about fifty men present from twenty states and I have never known a bunch of fellows to stay right down to business as did these men. Outside attractions did not lure them away from the sessions at all.

Undoubtedly the interesting program which was prepared had a great deal to do with this condition. The program contained about twenty-five or thirty topics for discussion, but not one speaker.

There seemed to be no need of a speaker either, for when forty or fifty secretaries get together the problem is not to get speakers, but rather it is how to keep them from speaking. But President Henry Lohmon, of Brooklyn, handled that situation nicely and while there was a full and free discussion of every subject, he did not allow the debate to become tiresome.

No secretary could attend such a meeting without getting a lot of inspiration and practical good. Following are some of the ideas which were agreed upon as sound and worth while:

Grocers conventions should be of, by and for grocers.

Grocers in the smaller towns should be encouraged and assisted to form associations of a most practical type and collective advertising and buying groups are doing a lot of good.

We should adopt in each state a uniform credit reporting system, which system should be recommended by the

National Grocers' Association. A committee was appointed to formulate this system.

A National program to advertise the individual grocer was thought necessary and a committee was appointed to work on that.

That we should work to form an Institute of Grocers, such as is successfully maintained in England, and that we should eventually have Certified Grocers in distinction from ordinary storekeepers.

Each city should have a Conciliation Court, where merchants with accounts of less than \$50 could meet the debtor and, without fee or council, make arrangements for payment.

Secretary Janssen and Director Peterson, of the National Grocers' Association, were on hand and exercised a guiding influence over the convention.

Secretary Janssen impressed me as being highly capable to hold the high office to which he is appointed.

Retail grocery secretaries should be highly gratified that we have an organization of such able and diligent men who are working together to hold high the calling of grocers, which is second to none in the world.

We were treated to a couple of excellent dinners, one by the Canadian Pacific Railroad Co. and one by the Sprague-Warner Co., both of which were greatly appreciated.

Paul Gezon.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 20—The Valley City Milling Co. has purchased the Llewellyn warehouse at Portland, located on the main line of the P. M. Railway, about a quarter of a mile from its flouring mill. The side track adjacent to the warehouse will accommodate eight cars. The elevator will store 10,000 bushels of wheat and eight to ten cars of flour and feed. By making a few changes in the building, it can be made to store four or five cars more.

W. H. Watts, the Alto general merchant, has been ill for the past three weeks with inflammatory rheumatism. He is taking daily treatments in Grand Rapids and may find it necessary to go to a sanitarium at some mineral spring.

Isaac Douma, assistant to Manager Chinblom, of the Muller Baking Co., who recently underwent an operation for appendicitis at St. Mary's hospital is convalescent at his home at 1951 Madison avenue.

One sound always comes to the ear that is open, it is the steady drumbeat of Duty. No music in it, perhaps—only a dry rub-a-dub. Ah, but that steady beat marks the time for the whole orchestra of earth and heaven! It says to you: "Do your work—do the duty nearest you!" Keep step to that drum-beat, and the dullest march is taking you home.—George S. Merriam.

THANKSGIVING MEDITATION.

Analogy Between Remodeled Houses and Remodeled Lives.

In the deepest reading of the universe ever given to mankind, the idea of a house is supreme. The Great Teacher, surveying the whole of things, which necessarily includes all the parts, speaks of the cosmos as "My Father's House." It is this big conception and understanding of life in its wholeness that lends unity, vitality, and majesty to the Lord Christ's teaching. If the universe itself is just the House of the Infinite Fatherhood, with many rooms, then the soul of humanity may well sing for gladness and hope—in a word, give expression to the spirit and genius of Thanksgiving.

Using, therefore, the figure of a house, certainly one of the most familiar and fascinating we can think of, I want us to consider some of the values which enter into our historically National Festival of Gratitude. Meantime, we shall do well, it seems to me, not to allow the vastness of the universe to blot out the essential worth of that which is oftentimes comparatively small. Men are always permitting quantity to impose upon quality, forgetting that matter is as nothing to mind even as "space is as nothing to spirit." So, within this immense house of things, there are houses, here and now, which mean infinitely to God and Man because of their tremendous influence on character. It is of these that we are to think first.

Take, for example, the house that is capable of improvement. It may be said, at once, that this is true of every house. Yes; but there are so many houses in America of which this is so obviously true that to remodel or change them for the better is a service of untold social and human significance. For, after all, people wear a house somewhat as they wear clothes. Take a "seedy," slovenly dressed man, send him to the tailor, let him be measured and fitted, and lo! such a change is wrought in the man's appearance that it is with difficulty his own friends and acquaintances recognize him at all.

Nor is it otherwise with the ramshackle, ill-proportioned house which many are content to wear over and around them. They live under such roofs and within such walls not because it is necessary but because they have never taken the trouble—at least in many instances—to consider how a forbidding and unattractive house may be turned into a thing of beauty which, as Keats sings, is a joy forever.

I have seen with my own eyes so many of these architectural miracles wrought that they almost surpass belief. And let no man say that such remodeled houses are not something to be profoundly thankful for. They represent a part, and a most important part, of that changed environment which all forward-looking people recognize as one of the high values of civilization at its best.

And then, too, the inviting comfort of the changed house! Say what we will, human beings are exceedingly sensitive to atmosphere, or, if you pre-

fer, to surroundings. I know of an interior decorator who believes that his work of beautifying houses is a definite means of making families happier and more efficient in every way. Consequently, he is getting more than a living out of his flourishing business; he is also getting a life—life for himself and life for others. Anything, surely, that acts as a shock-absorber for the jars and jolts to which the modern home is subject, is to be jubilantly welcomed. And, unquestionably, convenience and comfort, seen at their best through the experience and skill of the twentieth century builder, are twin angels which should not be turned away from the doors of our American houses.

Once, in the cabin of a Southern mountaineer, the head of the house, as we sat down to the simple meal, asked me to return thanks. After I had done so, the man said, pathetically, "Parson, hit 'pears ter me that some folks could be more thankful ef they had more ter to be thankful fer." I have never forgotten the wail in that voice of dire poverty. Nor am I forgetting, now, that there is a sheer poverty of taste and convenience in countless American houses which has no right to be therein; and many children, growing up amid these untoward conditions, are unconsciously starving for some of the uplifting comforts with which our generation is packed. They, too, might well confess, "We could be much more thankful if we had more comfort and convenience to be thankful for."

How the touch of beauty adds to the attraction of a house was brought home to me in a quite unforgettable manner the other day—Armistice Day. I was on one of my many pilgrimages to the tomb of Abraham Lincoln. It was like an April day thrust into almost mid-November in that solemnly beautiful Oak Ridge Cemetery at Springfield. After walking softly about the great tomb once again, I went over to talk with the colored man who tends the grounds about the Emancipator's last resting place. He told me how, fifty-three years ago, when but nine years of age, he went with a large company of colored folk to Lincoln's birthplace at Hodgenville, Ky. And why had they gone thither? Not simply to be near the storied spot where one of the immortals first saw the light of day. Natural and praiseworthy as this motive is, it was not the whole meaning of the pilgrimage of those two hundred colored people more than half a century ago. Neglected and uncared for, the cabin in which Lincoln was born was threatened with ruin. Weeds, briars, saplings, all the rank undergrowth of the nearby jungle, had steadily drawn a cordon of desolation about the humble historic shrine. What a twinkle of joy danced in the black man's eyes as he told of how they cut and carved a generous space all around Lincoln's rude birthplace! "We drank from the old spring nearby," he said. "Then we gathered wild flowers and decorated the cabin, after it was delivered from the noxious overgrowth which had become a menace to its very existence."

Rarely have I listened to a more moving story than was recited by this intelligent colored man and true patriot. How easy to visualize the setting of that little log hut after devoted hands had met the forces of ugliness and compelled them to become servants and ministers of beauty! Yet is not this the story of what is being done continuously by all who refuse to surrender to the uncomely and untidy? Wrestling with matter, they throw it into new forms of attractiveness, convenience and comfort winning over the untoward and forbidding. And nowhere, let me repeat, is this transformation to be more zestfully encouraged and sought after than in the remodeling of old houses. And always, I wish to reiterate also, this is a service that sets ringing a peal of thanksgiving bells. Blessed are the men, women, and children who are highly resolved to turn old houses into new; for in so doing, they are substituting loveliness for homeliness; they are givers indeed of beauty for ashes.

Yet, in the second place, we must not overlook the fact that remodeled houses should imply remodeled hearts also. Changed houses may leave human beings unchanged and, consequently, something will be still tragically wanting.

And right here, I think, is one of the most challenging of all our causes for thankfulness: The Good God gives us, every day, year in and year out, an opportunity to remodel our own individual lives. Ultimately, all permanent progress is rooted in changing lives, not in changing things. Making our tools into something different or better without likewise making our characters into something nobler and more Christlike, leaves mankind peering over the brink of individual, social, National, and international disaster. Prosperity, invention, education—these and similar values which we wisely treasure, leave immeasurably much both to be desired and acquired. No generation, perhaps, has given itself so thoroughly to the consideration of heredity and environment as our own. We are immensely capable of evaluating and construing these pregnant matters, too.

Nevertheless, after making due allowance for the modifying influences operating on human life, sober, deep-seeing, wide-minded students are convinced that the fundamental thing is the changed character, the remodeled life. Herein is the ageless secret of religion: Its fertilizing waters seep down through the roots of personality and purify it in its mysterious beginnings. "Verily, verily, I say unto thee, Except a man be born again, or from above, he cannot see the Kingdom of God."

To my mind, this is one of the gladder notes, as well as one of the most hopeful, ever sounded by the Evangelist from Eternity. It belongs, properly, with the angels' chorus of peace and good will; the new birth of mortals into something ever rich and strange and satisfying—this new human makes for the house of thanksgiving a worthy occupant indeed!

Moreover, when we begin to consider the sphere and results of remodeled lives, we are at once in a realm of romantic enchantment and deep-down reality. As for the sphere, it is here and now, right where we are—in the woods, on the street, in the mill, the shop, the store, the school, the bank, the farm, the state, the church. Once make the individual realize that the remodeled life is for use in the everydayness of things, and for him, the new universe of which seers and prophets sing, will have dawned already out of the heaven of God. Nothing is then too large for him and nothing, also, is too small; zestful living becomes a fact, perpetual achievement a realized joy.

It is not for dull mortal mathematicians to manipulate the mathematics of infinity. I saw a farmer gathering the golden ears of his cornfield the other day. The acres were wide, the rows were long, the stalks were tall, sturdy, bending with big, ripe ears. As he drove his team over the prolific soil under the sweet November heavens, I tried to visualize the multiplied abundance which had sprung from the few grains in each hill. Hanging on the walls of my study is a long gleaming ear from one of these opulent corn-rows of Illinois. How many grains are there on this particular ear? I have counted as many as nine hundred, when my "counter" frankly went on strike from sheer fatigue. Then, furthermore, as I looked at the farmer, I tried to picturize the number of hills and rows of corn in his field! Knowing, with William Lyon Phelps, of Yale, that in mathematics I was always slow but never sure, I merely became dizzy.

Nevertheless, here is the fact, as certain as God and the capacity of the God-imaged soul: The law of multiplied abundance is as valid in the spiritual world as it is in the natural. "The chariots of Israel are twenty thousand, and thousands of thousands." And for good or ill, we are all dropping thought-grains, word-grains, act-grains into the responsive furrows of life. The harvest may be as promiseful and also as beautiful but more so, as the billions of tiny stalks of winter wheat, to shift from one plant splendor to another, which have burst already from their grain-coffins and are even now so many quivering emerald strings for November's fingers to make music on. After a little, the white carpet of winter snows will cover them snugly under, awaiting the resurrection trumpets of next spring and summer. And then—the fields of billowing green, followed by the ripening gold of the harvest time! "Verily, verily, I say unto you," said the Final Interpreter of the Universe, natural and spiritual, "except a grain of wheat fall into the ground and die, it abideth by itself alone; but if it die, it beareth much fruit."

This, then, is the story of the House of Thanksgiving: Make old houses into new; make old lives, through God in Christ, into new men and women; for these have the potency and spiritual genius to change houses into homes.

Frederick F. Shannon.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Mrs. M. F. Hatfield, of 1727 North Seventh street, Terra Haute, Ind., is not a "new woman." In fact, she is an old woman, and I know she will pardon the use of the phrase when she learns by this is not meant a woman of extreme age who goes about kissing defenseless babies and telling things about other women, just like other women tell about her. I mean one of the old-fashioned women, such as helped to hew this republic out of the wilderness and contributed their best beloved to its defense.

In fact, I doubt very much whether Mrs. Hatfield belongs to the Terre Haute Woman's Club or is a daughter of the 127th Chilean Revolution. I doubt if she pronounces Terre Haute as though it were spelled Terry Hut, although there are school ma'ams in this broad and fairly long land of ours trying to make our helpless children do that. She may not even belong to the Society to Keep Posies on the Pastor's Pulpit or the Floral Association for Condemned Murderers. Her ancestors may not have come over in the Mayflower, a small hooker which crossed the Atlantic in 1620 for the purpose of establishing a pedigree for the great, great, great grandchildren of its passenger list. This was the first pedigree ever imported to America, although some of our heiresses have imported some since. There must have been at least 17,235 persons who came over in the Mayflower, but it is possible that Mrs. Hatfield was so careless as not to pick any of them out for an ancestor.

I have a great deal of admiration for Mrs. Hatfield. I say this with all due deference to Mr. Hatfield—for I presume that Mrs. Hatfield has one of the customary nuisances about the house. I hasten to assure him that my admiration is of a purely Platonic character—not only because I would not lose the warm regard which Mr. Hatfield has for me, which is shared by everybody whom I have never met, but because my wife religiously reads the Tradesman from Wm. T. Hess to the drug market, and sometimes what I write.

I admire Mrs. Hatfield with a respectful, distant, 194-mile admiration because she has solved a great problem that has been puzzling me and some of the other great minds of the country for many years, especially those great minds that are laboring to uplift the merchant and make life seem worth living more, more than it does when the merchant is spending \$23 a week to keep on living and acquiring nothing but gray hairs and bad book accounts. She has also solved a great problem for the housewife, without extra charge.

For many years the housewives of this country have been called upon to entertain a large number of picture agents; but Mrs. Hatfield is the only woman I have heard of who seemed to possess that natural tact necessary to give them a reception of sufficient

warmth and the ability to entertain them in a lively and vivacious manner. When Mrs. Hatfield has a picture agent to entertain she makes him feel that she is not unconscious of his presence and she keeps him interested all the time he is around the place. There are so many women who meet the gentlemanly agent with a cold and haughty stare, who try to throw up some great social barrier that the agent couldn't climb even if he had a life-size bulldog pinned carelessly on his coat tails. Mrs. Hatfield probably belongs to the four or five hundred of Terry Hut; but she doesn't let that make any difference—she treats the picture agent just as she would had she been born and reared in California Gulch and knew nothing about bridge whist and the correct form for handing out the cold and icy mitt. The result of her charming directness is that the picture agent grasps her meaning directly. He does not have to consult any "Key to Social Usage" or any calfskin volume on "How to Break Into Good Society on \$4,000 Per."

If all the housewives in America would join the Hatfield movement the picture agent would not be the social outcast he now is. He would not be hanging around our front doorsteps initiating people into the beauties of the installment plan. He might be hanging, but it would not be on the front doorstep. If anyone doubts my word in this regard he should ask Mr. Hoagland, who represents the German Art Co., North Fifth street, Terry Hut.

An agent called on Mrs. Hatfield a short time ago and made her an offer that stamped him as a philanthropist fit to rank right up with Carnegie and Ryerson and Hackley and Russell Sage. He told her if she would lend him a photograph of some loved one or of her husband, he would enlarge it and the enlarged picture would not cost her a cent. Of course, he did not promise it would not cost her any sleepless nights, for his confidence in the German artists who transmit people's features to paper for the German Art Co. was not great enough for that. Of one thing he did assure her, however, that the picture would not cost her a cent.

Of course Mrs. Hatfield did not know that this generous offer had been made to other housewives before her through a long and misty past, nor did the gentlemanly agent think it necessary to inform her that his philanthropy had a string tied to it just like a Carnegie library. She may have thought that the agent was John D. Rockefeller in disguise and that, if so, she had the picture coming to her. It is doubtful if she had accused him of being Mr. Rockefeller if he would have denied it—these picture agents are dreadfully careless about such things—so Mrs. Hatfield gave the agent a photograph and gave permission for the German artists on North Fifth street to do their worst.

A few days ago Hoagland appeared at Mrs. Hatfield's house with the completed picture. It had been enlarged from the photograph, although Hoagland did not have any affidavits to

prove it. The picture was encased in a gilt frame that glittered like the dome of the administration building. In fact, it made the dome look like a water color sunset. It was a glitterer from Glitterville.

Mrs. Hatfield had expected to get the portrait for nothing, but she had hardly expected the philanthropic German Art Co. on North Fifth street to throw in a frame. However, Mr. Hoagland was careful not to shock her with too much generosity and presented a bill for the frame. There may be readers of the Tradesman who have heard of some such a thing happening before.

Mrs. Hatfield, overwhelmed by Hoagland's generosity, told Hoagland she guessed she wouldn't take it, particularly as she had made no contract for the frame. Hoagland persisted—and then it was that Mrs. Hatfield demonstrated that she is an original woman.

When Mrs. Hatfield had tried in vain to convince Hoagland that she could not accept his generous offer she sought about for some other argument than that she had already advanced. It was 44 calibre and Hoagland got behind a porch pillar as soon as Mrs. Hatfield presented it. He forgot all about the gilt frame in an effort to keep his own from getting punctured. After Mrs. Hatfield had spoken to him once or twice with her new argument Hoagland decided that he was needed at the office of the German Art Co. in North Fifth street, Terry Hut.

If there were a few Mrs. Hatfields

scattered around through Michigan the business of the picture stores would increase and that of the picture agents diminish. For a method of getting around the old free picture and \$4 frame racket. Mrs. Hatfield, of 1727 North Seventh street, Terry Hut, Ind., is entitled to a patent, a copyright and a 3x8 niche in the Hall of Fame.

The Real Man.

A real man never talks about what the world owes him, the happiness he deserves and the chances he ought by right to have, and all that.

A real man is just as honest in the dark in his own room as he is in public.

A real man does not want pulls and favors. He wants work and honest wages.

A real man does not want something for nothing, so the get-rich-quick people cannot use him.

A real man does a little more than he promises.

A real man is loyal to his friends, and guards their reputation as his own.

A real man minds his own business. He does not judge other persons beyond sure knowledge, not presuming to "search hearts."

A real man has excuses for others, never for himself. He is patient and charitable to others; to himself he is strict.

A real man does not hunt danger, but never dodges it when he ought to meet it.

A real man is glad to live and not afraid to die.

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MOVEMENTS OF MERCHANTS.

Honor—J. S. Thompson succeeds W. M. Gates in the grocery business.

Rock—The Rock Co-Operative Co., has increased its capital stock from \$50,000 to \$100,000.

Port Hope—The State Bank of Port Hope has increased its capital stock from \$22,000 to \$25,000.

St. Ignace—Ralph Backie has opened a confectionery and ice cream parlor in the Theater building.

Ludington—O'Brien Chain Stores, opened its Ludington branch at 323 South James street, Nov. 17.

Detroit—The American Home outfitting Co., 6743 Michigan avenue, has been incorporated to deal in household furniture, etc. at retail.

Romeo—The rolling mill and grain elevator of George Knust was destroyed by fire Nov. 15, entailing an estimated loss of \$30,000.

Detroit—The Morey-Hotten Co., Inc., 137 East Elizabeth street, electric appliances, has changed its name to the Morey Company, Inc.

Detroit—Hale's, Inc., 1602 Ford building, has been incorporated to manufacture and deal in furniture, railroad appliances, mats, carpets, etc.

Holland—F. B. Christian has sold his feed and produce store on East 8th street, to the Harrington Coal & Feed Co., giving immediate possession.

Pontiac—The F. R. MacIntosh Electric Co., 31 Oakland avenue, has been incorporated to deal in electrical goods at retail, with an authorized capital stock of \$5,000.

Grand Rapids—The Try Me Bottling Co., 419 Ottawa avenue, N. W., has been incorporated to manufacture and sell soft drinks, with an authorized capital stock of \$25,000.

Detroit—The Quaker Produce Co., 2454 Market street, has been incorporated with an authorized capital stock of \$20,000, \$7,500 of which has been subscribed and paid in in cash.

Ironwood—Meyer Bros., sausage manufacturers, have purchased the Buss Creamery building on West Ayer street and are remodeling it into a modern sausage factory.

Detroit—The Jersey Creamery Co., 4118 Pennsylvania avenue, has been incorporated to deal in dairy products, with an authorized capital stock of \$10,000.

Grant—The Grant Pharmacy has been purchased by A. Barr, Jr., recently of Fremont, who will continue the business under the style of the Barr Drug Store.

Jackson—Rosner's, Inc., 802 East Michigan avenue, has been incorporated to deal in general merchandise at retail, with an authorized capital stock of \$40,000.

Detroit—The Miller Garment Co., 6532 Woodward avenue, has been incorporated to deal in hosiery and underwear, with an authorized capital stock of \$10,000.

Detroit—The Finn Heater Co., 11331 Woodward avenue, has been incorporated to deal in boilers, heaters, radiators, etc., with an authorized capital stock of \$5,000.

Detroit—The White Spot System,

Inc., 2258 West Grand Blvd., has been incorporated to conduct a chain of stores dealing in sandwiches and other food, with an authorized capital stock of \$10,000.

Port Huron—The Port Huron Corporation, 3529 24th street, has been incorporated to manufacture and deal in agricultural implements, auto parts and hydraulic pumps, with an authorized capital stock of \$2,000,000.

Detroit—The Sanford Jewelry Co., 7743 Harper avenue, has been incorporated to deal in jewelry and other wares at wholesale and retail, with an authorized capital stock of \$5,000 preferred and 200 shares no par value.

Detroit—Randall Clothes, Inc., Monroe avenue and Campus Martius, has been incorporated to manufacture and deal in men's clothing and furnishings, with an authorized capital stock of 250 shares at \$100 a share, \$25,000 being subscribed and paid in in cash.

Ishpeming—Gordon J. Thoney has taken a position with the Heinz Co. as representative in this territory, succeeding Al Olson, who recently resigned. His hardware business will be continued under the management of Charles Peterson.

Muskegon Heights—W. H. Buckley has sold the stock and fixtures of the Buckley Hardware Co., 5 East Boardway, to a stock company composed of Muskegon Heights men, headed by Roy Olson, who will manage the store. The stockholders will decide on a name for the new company at a meeting to be held soon.

St. Joseph—Herbert Kerlikowske, druggist, was severely burned Thursday when a carboy of sulphuric acid exploded spraying burning acid in his face. Milton Callander, a clerk in the store who was assisting Kerlikowske, suffered minor burns. Some of the fluid struck him in the eye and it was reported that he may lose his sight.

Owosso—The Central Trust Co., of Lansing, has been named trustee of the bankrupt Walker Candy Co., of this city, at a meeting of the creditors here Nov. 15. The trust company will succeed C. R. Gray, who was president and general manager of the company and has been acting as receiver since the company was adjudged bankrupt in Federal court several weeks ago. It is stated that the sale of the plant's assets is not being considered now, as it is planned to operate the plant as long as possible.

Manufacturing Matters.

Detroit—The Enterprise Machine Parts Corporation, Garfield avenue, has been incorporated with an authorized capital stock of \$30,000.

Flint—The General Foundry & Machine Co., 606 Genesee Bank building, is a consolidation of three foundries with an authorized capital stock of \$30,000 preferred and 85,000 shares at \$1 per share.

Detroit—The Edward P. Peppers Corporation, 104 West Canfield avenue, has been incorporated to manufacture and deal in paints, oils and allied wares, with an authorized capital stock of \$25,000 and 50,000 shares at \$1 a share.

Grand Rapids—The American Auto-Felt Corporation has been incorporated to manufacture, deal in, import cotton felt, with an authorized capital stock of 60,000 shares no par value, \$10,000 convertible preferred and 50,000 shares common no par value.

Detroit—The Houdaille Corporation, 1555 New Penobscot building, has been incorporated to manufacture and deal in parts, accessories and sundries for autos and trucks, with an authorized capital stock of 450,000 shares no par value, 150,000 shares class A at \$38 a share and 300,000 shares class B at \$22 a share.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 20—It looks now as if the meat business would soon be on the hog, with the thousands of hunters in the woods and three inches of fresh snow on the ground. Hunters surely raised havoc with the deer. Many of our local hunters returned after being out only two days and in several cases the buck was picked off the first day out. Many autos are arriving each day with a deer tied to the sides of the fenders and ready for the return home. Several of our well-known hunters who have been hunting for years and never shot a deer have filled their license this year.

The friends of James Biskos here were given a surprise last Friday when he appeared on the scene after the report of a serious auto accident three weeks ago near Chicago, where he was removed to a hospital with little chance of his recovery. A few days later a report reached here that Jim had died of his injuries. In explaining the matter, he said that he surely had a serious accident near Chicago when his auto overturned while traveling about fifty miles an hour. He was picked out of the wreck unconscious and remembered no more until he came to at the hospital. As soon as he was able to sit up he went to a fortune teller, who informed him that he was soon going on a long journey and might never return. This did not sound just right to Jim, as he was not quite ready to meet Saint Peter, but he got up and bought a ticket for Ladysmith, where he heard his auto was left, according to the records handed him. He had the car overhauled and put in commission and made a straight bee line for the Soo, where he would again be among friends. He expects to recuperate during the winter and hopes to be back on the job again at the Lincoln cafe in readiness for the spring opening.

Mrs. William Thornton, from Enderlin, North Dakota, has moved to the Soo, where she has secured the building recently vacated by J. C. Royce, on Bingham avenue. After making considerable repairs she will open a cash and carry grocery, which will be ready for business in about two weeks. This is in a good neighborhood and should make a good business proposition.

A Scotch professional golfer, after fourteen years of retirement, has resumed the game. Evidently he found his ball.

A. E. Anderson, who moved with his family to Bay City two years ago, has returned to this city, where he will remain. Mr. Anderson has secured his old position with the Soo Hardware Co. Mr. and Mrs. Anderson have many friends here who are delighted to have them return.

Ralph Anderson has resigned his position with the First National Bank to accept a similar position with the American State Bank of Detroit. The family left Sunday for the metropolis. Their many friends regret their departure, but wish them every success in their new home.

Never ask a man what his salary is. There are already enough liars in the world.

Abe Lyons, assistant manager for the Jacobs Junk Co., has resigned his position and leaves Thursday for Reading, Pa., where he will enter into business with his brothers during the winter months. He plans to return to the Soo again in the spring.

Large deposits of iron ore, mica and possibly some white gold lie in Raber township, according to Owen Crisp, of Goetzville, who brought samples of the ore to the Soo for shipment to Lansing for tests by State mineralogists. Mr. Crisp found the ore on the surface and followed the vein for a mile. We all hope Raber has a good thing. It can stand some additional prosperity.

The war memorial hospital is installing a new \$1,500 X-ray equipment which will put them in line to handle nearly any kind of X-ray cases and thus conform to the requirements of the American College of Surgeons. Fred Flemming, the superintendent, has just returned from Boston. He expressed his belief that the hospital here will be placed on the approved list of the college next year. A representative of the college is expected here soon to look over the hospital.

Miss Leah Frederick, Secretary of the Cowan & Hunt Co., has purchased the grocery stock from the administrator of the late John Gray, at Nebish Island, and will continue the business at the same location.

When business is dull, the dealer must look sharp.

C. Dahalager, book-keeper for Swift & Co., left last week to spend the winter in Florida, on account of failing health. He is succeeded by Harry Lemmer from Swift & Co.'s Green Bay branch house.

William G. Tapert.

Ten New Readers of the Tradesman.

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

Lion Mustard Mills, Grand Rapids.
Ralph H. Johns, Kalamazoo.
Stanley S. Monroe, Watervliet.
Pray & Co., Charlotte.
Merchants Credit Service Bureau, Holland.
Nienhuis Bros., Pearline.
Ruggles & Rademaker, Manistee.
A. W. Peterson, Saginaw.
John Christopherson, Muskegon.
Samuel R. Haines, Manistee.

How Acquired.

"How did you become a victim of wanderlust?"

"From constantly searching around for a place to park my car."



HOTEL BROWNING

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

Essential Features of the Grocery Staples.

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

Tea—Japan teas continue pretty dear, reflecting the strong condition in the primary market. Stocks of choice and medium grade Japans here are very light and it is said will not be sufficient to meet the demand here for any length of time. The market is a little stronger on Formosas and sales are reported good on the low and medium grade teas. The better grades are not much in demand. Prices are firm.

Canned Vegetables—Unless there is a large pack of tomatoes in 1929 a serious condition will prevail in another year's time as the reserve in the hands of retailers has been cut to a minimum. The strong call for puree has almost exhausted stocks in first hands and goods held back in all positions have been used up or will be absorbed before another crop goes into the can. String beans began to go into consumption as soon as they were packed and even at the present market offerings from first hands are light. These are only two of the many packs which are in splendid condition. Despite the firmness caused by the lack of surplus offerings, there is only moderate interest in replacements. Buyers have reached the season when they are not vitally interested in goods at the factory for prompt shipment and canners are not willing to make terms on goods for movement in January. Goods are properly warehoused and financed and there is little or no forced selling. Corn is cleaning up in many canning sections where packers have especially well known brands. A liberal pack has been put up, estimated to be in the neighborhood of 15,000,000 cases, but like the large production of peas, this vegetable has been moving out steadily ever since deliveries were started. Carloads of tomatoes are taken for factory shipment as needed, with a steady undertone, and no changes in prices have occurred.

Dried Fruits—Low-grade raisins have been taken out of the commercial field by diverting them into stock feed, and packers are trying to select the best of the current pack for ordinary trade uses. Raisins are still being offered on a low basis, but the selling pressure has eased up sufficiently to allow for a better feeling. Jobbing markets are responding and operators are showing more confidence in the article. All of the other dried fruits are in better statistical position than usual for the season. The apricot crop is in comparatively light volume and decidedly short on the top grades. The price trend of the latter has been upward and it is believed that high quotations will prevail before the end of the season in the jobbing and retail fields. The main strength in prunes is in the large sizes of California packs but the balance of the line is so placed that there is no free selling in a competitive way among packers to cause any weakness or lower prices. Most sellers are holding without shading their prices for a later outlet if their

goods are not taken at the moment. The Northwest is practically cleaned up of prunes in first hands. Some lines of peaches are getting down to light holdings, while the general tonnage, in fair volume, is held with confidence because of the generally good position of dried fruits. The Coast situation is reflected here and tends toward a firm market, although there is no more than a routine demand in evidence. All stocks are going out to the retailer, but without any special features to be noted.

Canned Fish—Shrimp canning is ending for the season and no accumulations have occurred in the hands of packers. Maine sardine canning is also virtually over, which gives canners firmer ideas now that they know the extent of production. Pink and red salmon are quiet. The recent warm weather has been favorable for consumption, but was not prolonged enough to have much effect upon the movement.

Salt Fish—The depleted and irregular stocks of salt mackerel among all handlers make it impossible to get a close line on values on the open market. For that reason quotations are again omitted. The undertone is one of firmness, especially on fat fish. Stocks are in strong hands both Down East and in foreign producing countries. The movement toward the retailer is seasonable. Other lines of salt fish are firmly held.

Nuts—Nuts in the shell are in more active demand than meats. Shelled nuts are uniformly quiet on the spot and for shipment from primary points, as holders wish to test out the strength of the market before making extensive commitments. Despite the lack of support from the American market, foreign almonds and walnuts have been held firmly by sellers and filberts are steady. Stocks on the spot are moderate, although there is an increase in working inventories. The main complaint at the demand for nuts in the shell is that the size of the orders from the interior and local trade is uniformly conservative. There has been no speculative buying and even the regular distributors have been taking no more than they can conveniently handle, preferring to replace frequently. The delayed buying is causing congestion on the docks and at railroad terminals and brokers are urging their clients at interior points to anticipate their wants in order not to be deprived of needed merchandise. The approach of Thanksgiving is felt and all varieties of nuts are being taken. Walnuts are firm on both imported and domestic. Brazils are closely sold up among importers and are moving out within the range quoted. Almonds have been standardized at a price basis and the jobbing movement is sufficient to keep a firm undertone. Filberts are active, as they are one of the cheapest of nuts.

Pickles—The pickle market is active in all positions. Picklers are busy making deliveries on their commitments and there is no congestion of goods in jobbing centers as the consuming demand for all grades is good.

Dills are moving in customary volume for the season, with the large sizes in active demand with limited offerings. Both dills and sour pickles show an advancing tendency. The supply of raw material in the hands of picklers is not excessive and with carryover there is no more than enough in sight to carry the trade comfortably into new crop. The sale of sandwich spreads, relishes and condimentary lines is increasing in the retail field, which makes an active market. Handlers look for a continued free movement during the late fall and winter.

Rice—The November 1 forecast of rice production throughout the country tends to confirm the postings of millers who have insisted that the price basis has been too low to be maintained in view of the volume of supplies in sight and sales throughout transient trade channels. In some states, such as in Arkansas, rice has been coming in slowly to the mills and there has been no accumulation in the other States to cause weakness. Millers have been holding firm and report a good export and domestic demand. The spot market is improving in tone and while no radical price changes have been made during the closing days of the week holders are inclined to demand premiums for their better grades.

Sauerkraut—The market is not so buoyant as a few weeks ago for several reasons. The warm weather has interfered with the consumer movement to some extent, while the higher range of prices this season is also a factor in limiting the turnover. While factory prices are somewhat lower there is no weakness apparent in any position. Canned kraut has followed the lead of bulk packs.

Olives—The olive situation has not changed during the past week either on the spot or in Spain. Holders in Seville are firm in their selling ideas and will not shade prices, which has resulted in a relatively higher market at the source in some sizes than the spot basis. The movement of bottled olives in the jobbing field is normal.

Macaroni—Leading manufacturers report a seasonable distribution among jobbers who are buying steadily, but not in more than routine volume. No changes in quotations occurred this week.

Vinegar—Quotations are continued, as there has been no marked price trend to change the range of a week ago. Buying for replacement is being conservatively done.

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—7@7½c per lb.

Beets—\$1.25 per bu.

Brussels Sprouts—30c per qt.

Butter—The market is 1c higher than a week ago. Jobbers hold prints at 51c; fresh packed in 65 lb. tubs, 49c; fresh packed in 33 lb. tubs, 49½c.

Butter Beans—\$4.50 per hamper for Florida.

Cabbage—75c per bu.

Carrots—\$1.25 per bu.

Cauliflower—\$2.25 per doz.

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

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

Cranberries—Early Black, \$4.25 per ¼ bbl. box. \$8 for ½ bbl. box; Late Howe, \$4.75 per ¼ bbl. box; \$9 per ½ bbl. box.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$8.35

Light Red Kidney 8.50

Dark Red Kidney 8.25

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

XX Standards 36c

X Standards 33c

Checks 30c

Garlick—23c per lb.

Grapes—Calif. Emperor, \$1.80 per lug.

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

Green Onions—Chalotts, 60c per doz.

Green Peppers—90c per doz.

Lemons—Ruling prices this week are as follows:

360 Sunkist\$7.50

300 Sunkist 7.50

360 Red Ball 7.00

300 Red Ball 7.00

Lettuce—In good demand on the following basis:

Calif. Iceberg, per crate\$5.50

Hot house leaf, per lb. 11c

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

126\$6.25

150 6.75

176 6.75

200 6.75

216 6.75

252 6.75

Florida \$5 per crate for all sizes.

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

Pears—\$1.75 per bu. for Anjou.

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

Poultry—Wilson & Company pay as follows:

Heavy fowls 24c

Light fowls 16c

Heavy Rooster 25c

W. L. broilers 18c

Quinces—\$3.50 per bu.

Radishes—20c per doz. bunches.

Sweet Potatoes—\$3.25 per bbl. for Virginia; \$2.50 per bu. for Jerseys.

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

Veal Calves—Wilson & Company pay as follows:

Fancy 19c

Good 17c

Medium 14c

Poor 11c

Charles H. Swift, grocer at Hillsdale, in renewing his subscription writes us: "It's hard to spare the \$3 but it's harder to get along without the Michigan Tradesman."

Late News From Michigan's Metropolis.

Detroit, Nov. 20—At their meeting Wednesday directors of G. & R. McMillan Co. elected Harry T. Uridge president as successor to Walter A. White, who died last week after thirty-nine years of service with the company. Mr. Uridge, who has been in the employ of the company for fifteen years, will continue also as treasurer. Newton A. Russell, who joined the company in 1909, has been elected director and vice-president in charge of purchases and sales. William T. Hewitt, who came into the company in 1913, remains as secretary.

Stuart J. Rackham has recently purchased the two Cantilever shoe stores in this city. He was first associated with Thomas J. Jackson in 1919 and when the store became the Cantilever shoe shop he was made the first manager. Mr. Rackham also is a past director of the Retail Merchants' Association.

Marking time is the principal occupation in the Detroit district's automotive industry as far as the retail end is concerned. Dealers are complaining of public indifference, and in spite of energy and advertising, sales are in the November doldrums. Some of the dealers for the larger companies are moving cars to fill back orders. Deliveries are considerably better than they were a few weeks ago, but the total of sales is small, considering the heavy blocks of unfilled orders that have been reported generally. It may be a case, as far as the buyer is concerned, of wanting a car when he can't get it and being very slow about completing the deal when it is easy to do so.

Registration figures for the first half of November show a continued falling off from those of October, amounting to a general average of close to 15 per cent. This is hardly a slump, but a condition of the season. After the extreme activity earlier in the year, it appears as far more vital than it actually is. Dealers' stocks are going down, if anything, and there are some reports of slow deliveries by the factories at a time when the dealers usually are anxious to close all the sales they possibly can.

There is a better morale than there was last year at this season, most of the dealers having a comfortable bulk of past business spread over a period of ten months to sustain their spirits. And there is characteristic optimism regarding future conditions particularly those of 1929, now seen in the near offing. Most of the distributors have already a definite knowledge of what the show cars are to be, and they say that they see in them an absolute promise of business enough to make 1929 one of the best.

A notable increase in Oakland sales is reported here by the Richards-Oakland Co., the largest of the Oakland-Pontiac distributors. Deliveries, even at this slack time, are running as high as three or four times as many as were recorded in any previous new line of Oaklands, and there are enough orders actually booked to insure a continuance of this condition for a while. The price reductions announced in Detroit for the Dodge sixes, except the senior line, reaching as much as \$250 for the individual car, have naturally stimulated Dodge sales.

Several announcements of new lines and additions to present offerings are just around the corner, so that those making them will have the advantage not only of pre-show introduction but of pre-show preparation. Reo will have a new car out in about thirty days, a companion to the Flying Cloud, at a lower price. There will be several new or improved sixes, and some surprises are promised in the field of the eights and the higher-priced class generally. One, in particular, will reflect a company policy to build a car

deliberately planned to attract only the buyer who does not have to consider price in securing a means of personal conveyance. In this case, the buyer will own what amounts to a car built to his individual order—and he will have to pay accordingly.

Chrysler's new Canadian plant at Walkerville, just across the river from Detroit, is making rapid progress and is expected to be ready for use about Feb. 1.

Mutual problems of the wholesale and retail merchants in the Thumb District of Michigan were discussed from all angles to the general benefit of all merchandisers during the trade promotion trip to the Wholesale Merchants' Bureau of the Board of Commerce, which was held on Tuesday and Wednesday of last week. From many points this was one of the most successful trips of its kind that has ever been taken and an unusual amount of interest was aroused in both the wholesale executives who attended and the retail merchants who were the guests at the luncheon and dinner meetings. More than 400 retailers attended the meetings.

The trip was made by motor bus. Executives of many wholesale, jobbing and financial institutions, hotels and other Detroit enterprises covering that field, attended. The party left early Tuesday morning, returning before midnight Wednesday night.

The first stop was made at Bad Axe, where 116 merchants from that city and surrounding communities were guests at the luncheon. From there the party went to Caro for a dinner meeting, which was attended by 120 retail merchants. The Detroit party spent the night at Caro, leaving the next morning for Vassar where 70 merchants from that city were guests at a luncheon meeting. In the evening a dinner was held in Lapeer, with 96 retailers as guests.

At each of the meetings speakers from Detroit and from the city in which a particular meeting was held, explained their problems and told how the retailer might aid the wholesaler and vice versa. One common problem besetting each of the communities, it developed, was the need for hard surfaced roads. Each city is making vigorous efforts to have a direct road from Detroit, paved with concrete. The futility of gravel roads during Spring thaws and at some other times was explained. In at least two of the cities the Detroit party was asked to obtain the support of Wayne county to get the State Administrative Board to put individual roads through, or if the road was in existence, to have it hard surfaced. The problems of commercial relations between the wholesalers and retailers were discussed to some extent and the amicability of these relations were lauded by both wholesale and retail speakers.

On the matter of paved highways, the communities of the Thumb were advised to get together on a complete program of highway construction for the entire district. It was shown that by agreeing to a program the weight of the whole district can be thrown into the subject and the support of other sections of the State can be obtained. While each community is carrying on its own little battle for a specified but "detail" project, the lack of organized effort will work to its disadvantage, it was shown.

The local speakers in each of the cities, as well as those of the Detroit party who made speeches, stressed the close relationship between Detroit and the rest of the State. In the Thumb District particularly, there is a close relationship with Detroit. Practically all of the products of the farms, dairies and factories of the Thumb are absorbed by Detroit, and in return Detroit supplies that district rather thoroughly with manufactured products.

More and more the business men of the State are realizing the importance of Detroit to the rest of the State. The political wall that divides this city from the rest of the State is rapidly crumbling as far as the economic factors are concerned. Viewed in the cold light of economic reasoning, this wall is evaporating. Retailers who at one time listened attentively to the "fight" against Detroit, are beginning to see for themselves the lack of reason in it.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Glucol Manufacturing Co., Detroit. Ideal Building Corporation, Detroit. Industrial Center, Flint. American Underwriters Corporation, Detroit. H & H Auto Sales, Incorporated, Port Huron. Wilcox Products Corporation, Detroit. Curry Building Association, Iron Mountain. Igram-Sobe, Incorporated, Flint. Kuschewski Bros., Incorporated, Detroit. Dearborn-Detroit Corporation, Detroit. Minor Walton Bean Co., Detroit. Marlowe Grass, Incorporated, Detroit. Huron River Valley Land Corporation, Detroit. Expansion Sales Corporation, Detroit. Nufuel Heating Corporation, Detroit. Antique Galleries, Incorporated, Detroit.

Grows Papaya Minus Seeds.

Miami, Nov. 16—Henry Randall, of the Community Gardens, Opalocka, a papaya grower of note, has a seedless variety of this fruit that is attracting much attention. Mr. Randall has been a truck gardener for many years and since becoming interested in papayas has made many interesting discoveries

in connection with this wonderful fruit.

Recently he received some new seed through a neighborly exchange and from this seed he developed one tree that has produced fifty specimens which are entirely seedless, while the entire lot of seed produced three distinct varieties of fruit, only one of which, however, was seedless. Budding and grafting cannot be resorted to with this fruit, so the continuation of a seedless papaya has provided a problem for considerable thought for Mr. Randall and others who give serious thought to such matters.

Plan To Tame Wild Ozark.

Melbourne, Ark., Nov. 16—The Ozark section this Fall has the largest persimmon crop in many years. The wild persimmon that grows in the mountains is expected to be developed into a commercial product; no other wild fruit in the hill country grows so profusely. Crude experiments show that seven food products can already be produced from the persimmon. A syrup, said to be the equal of that made from sorghum cane, can be evaporated from the juice. If the evaporation process is continued long enough a crude sugar can be produced. Persimmon marmalade is said to be equal to any of the marmalades made from fruits, and an excellent jelly can be made from persimmon juice. Beer can be made from the fruit, and they can also be made into a breakfast food.

Finally Got There.

"What is your excuse this morning?" asked the irate employer when his office boy showed up half an hour late.

"The ice on the pavements, sir. Every time I took a step, I slipped back two."

"Indeed? Then please tell me how you ever got here?"

"I started walking back home."

WORDEN GROCER COMPANY

The Prompt Shippers

Build Good-will With

Morton House

COFFEE

It Will Make Friends For You

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

Items of Interest To Grand Rapids Council.

The annual meeting of the Grand Rapids Traveling Men's Benefit Association will be held in the council rooms, at the corner of Louis and Ionia, Dec. 15, 1928, for the purpose of electing officers, hearing the annual reports of the Association and transacting any other business which may come before the body. This Association has had quite a remarkable record. It was organized nineteen years ago and has had but twenty-eight deaths since organization. It has at present on its membership roll 275 members in good standing. The object of the order is to provide a death benefit fund for the beneficiaries of its members immediately upon receipt of proof of death, regardless of the cost. Only the members of the Grand Rapids Council 131, U. C. T. of A., and their wives are eligible for membership. The cost is exceedingly low; a membership fee of 50c, annual dues of 25c and one advance assessment of \$1, and an assessment of \$1 at the death of a member. No salaries or fees are paid to officers. The beneficiary of a member receives \$200 death benefit, which is a wonderful assistance in meeting many of the small expenses incident to the death and burial of the member of a family. W. S. Lawton is president and Allen F. Rockwell Secretary-Treasurer of the Association.

Some time ago the manufacturers of the famous A C spark plug, Flint, offered a prize of a gold watch to the salesman of a distributor who sold the largest amount of spark plugs covering a period of three months' time. It seems that when there is a prize worth while offered by any manufacturers anywhere usually some man from Grand Rapids or Grand Rapids Council wins the prize. Herbert H. Godfrey, who has been with the Brown & Sehler Co. for nineteen years, who works Northern Michigan, with headquarters at Traverse City, was awarded the prize which is valued at \$100. We congratulate Brother Godfrey on his success.

Mr. and Mrs. Walter Lawton, residing at 813 Lake Drive, Grand Rapids, experienced a very serious automobile accident about two weeks ago. They were driving from Saline to Ypsilanti at a moderate rate of speed when at a curve in the road they encountered loose gravel, which caused Mr. Lawton to lose control of the car, which crashed into a telephone pole, almost demolishing the car and very severely bruising them. Mrs. Lawton also sustained severe cuts about the face from flying glass. They were administered first aid by a physician in Ypsilanti and have spent the past two weeks in Detroit, recovering from the shock of their unfortunate experience. Grand Rapids Council is very grateful that the accident was not more serious. It seems their escape from serious injury or death was quite miraculous.

The Auto City Council, No. 305, of Lansing, held a smoker and booster meeting last Friday evening in their council rooms at Lansing. They issued an invitation to Council 131 to

join them, but owing to the terrible weather which prevailed and a number of other reasons, the meeting was attended only by Senior Counselor Henry T. Koessel and Past Grand Counselor L. V. Pilkington. Brother Koessel talked to the assembly on the value of U. C. T. ism, while Brother Pilkington gave them quite an educational talk bearing upon the relation of the Grand Council to the Supreme Council, emphasizing also the importance of an active, well organized subordinate council, for it is from the subordinate council that the Grand and Supreme Council draw their strength. The meeting was a very pleasant affair for all who attended and productive of quite good results.

The committee in charge of the dances of Council 131 is to be congratulated upon the very successful dancing party held in the council rooms last Saturday night. The chairman of the committee was out of the city and Harry A. Coleman acted in that capacity and put over a dance which all who attended pronounced a great success. They featured the "Lemon" dance and it was mighty well received. The refreshments, consisting of excellent cider and very tasty doughnuts, were much appreciated. It is, in our judgment, one of the nicest parties they have conducted for the council for quite a while.

Manufacturers and distributors of all classes of merchandise are realizing that it is highly essential that their representatives calling on the trade in their respective lines should have thorough knowledge of the product they are offering. In fact a successful representative must be to quite an extent an educator and the most progressive firms are spending considerable time and money equipping their representatives with all the essential information to be had relative to the manufacturing, distributing and use of their products. We have recently learned Robert E. Groom, Junior Counselor of No. 131, who represents the Cleveland Burial Case Co., of Cleveland, has been summoned to that city to be there next Friday to hear a lecture and see an industrial film displayed which is used by the American Rolling Mills Co., demonstrating the process of producing the metal from which the rust-proof metal caskets are produced by the above corporation. There is a thought there for the rest of us who attempt to sell merchandise for our respective companies and that is, have we exhausted all the possibilities for adding to the information we have regarding the producing, distributing and use of the products we sell?

Mrs. John D. Martin, widow of John D. Martin, who was very active for many years in the Council, called on friends in Grand Rapids last Saturday, accompanied by her son, Lloyd and wife, of Jackson, with whom she makes her home.

W. G. Bancroft, a member of the executive committee, and wife, living at 1447 Byron street, spent several days last week in Detroit on business for his firm and visiting their two sons who reside in that city.

Henry T. Koessel has recently joined the sales force of the Hall-Neal Furnace Co., of Indianapolis, Ind. This seems to be an excellent connection for Brother Koessel as both Mr. Hall and Mr. Neal have National reputations as heating engineers. The corporation has been producing furnaces for twenty-five years and enjoy a wide distribution. Brother Koessel is certainly outbattling Babe Ruth in gathering in the orders and we wish him continued success. His territory embraces the entire State of Michigan.

L. L. L.

Hides and Pelts.

Green, No. 1	10
Green, No. 2	09
Cured, No. 1	11
Cured, No. 2	10
Calfskin, Green, No. 1	17
Calfskin, Green, No. 2	15½
Calfskin, Cured, No. 1	18
Calfskin, Cured, No. 2	16½
Horse, No. 1	4.00
Horse, No. 2	3.00

Pelts.

Lambs	75 @ 1.25
Shearlings	25 @ 1.00

Tallow.

Prime	06
No. 1	06
No. 2	05

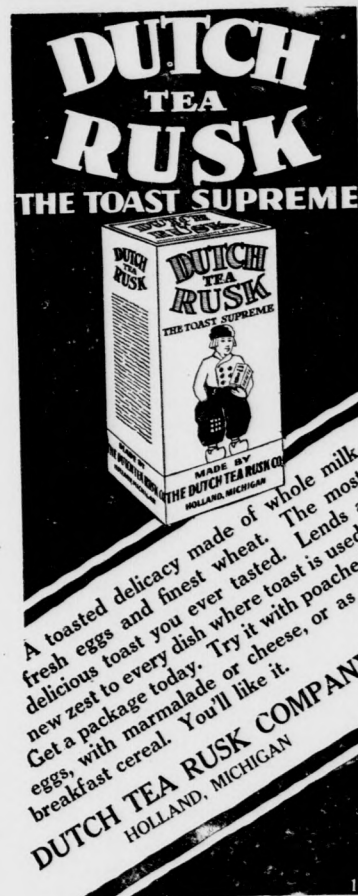
Wool.

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

She Was Too Active.

Marks—You spoke of giving your wife a bank account of her own in order to teach her the value of money. How did it turn out?

Parks—Badly. She used it up paying a lot of bills that I could have staved off for a year or more.



DUTCH TEA RUSK
THE TOAST SUPREME

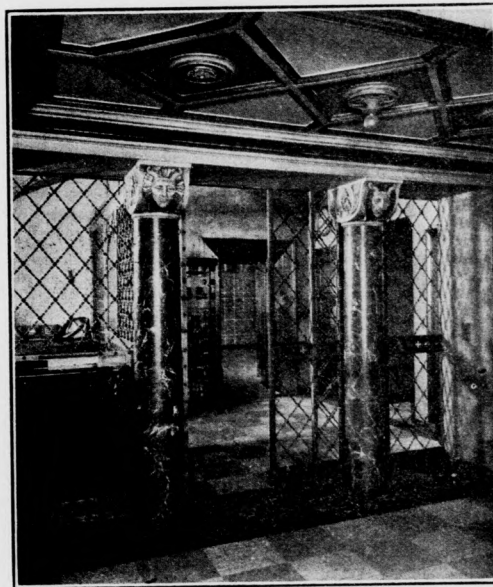
A toasted delicacy made of whole milk, fresh eggs and finest wheat. The most delicious toast you ever tasted. Lends a new zest to every dish where toast is used. Get a package today. Try it with poached eggs, with marmalade or cheese, or as a breakfast cereal. You'll like it.

DUTCH TEA RUSK COMPANY
HOLLAND, MICHIGAN

ASK FOR

KRAFT CHEESE

A Variety for Every Taste



LOBBY AND ENTRANCE TO
GRAND RAPIDS TRUST COMPANY SAFE DEPOSIT
VAULTS, LOCATED ON MAIN FLOOR
PROTECTION FOR YOUR VALUABLES FOR LESS
THAN A DIME A WEEK

GRAND RAPIDS TRUST CO.
Grand Rapids, Michigan

TRADE WITH SOUTH AMERICA

One effect of the economic rehabilitation of Europe which the United States is beginning to feel is an intensified competition for the control of world markets. Both America and the Old World must look to those parts of the globe in which industrialization is not so far advanced if they are to find the necessary purchasers for their manufactured products. They can sell to each other only to a limited extent; their future prosperity is dependent upon their ability to extend their trade into new fields.

It is on this account that South America looms so large upon the horizon of American trade expansion. It is a potential market of far greater importance to the United States than our present trade, important as it is, would seem to indicate. No other part of the world offers such opportunities for American exporters if we cultivate friendly relations with it and study its needs and ways of business.

At present our best customer in South America is Argentina, which in 1926 stood ninth in the list of our chief markets. Brazil was fourteenth; Columbia, twentieth; Chile, twenty-first, and Venezuela, twenty-fifth. These rankings are not high. They do not threaten the supremacy of the United Kingdom, Canada, Germany, France or Japan, but together these nations import some 376 million dollars' worth of goods, while South American markets in all absorb almost 10 per cent. of our exports. And in every case but one these nations have risen in rank over their average rating for the previous three-year period.

The chief item in our exports to these South American countries is agricultural machinery, Argentina alone importing 27 per cent. of our total output. Automobiles and automobile parts, machinery other than agricultural, gas and fuel oil, cotton manufactures, boards, planks and scantlings, cooperage, wire manufactures, rubber manufactures and wheat flour are other products which bulk large. In other words, we send to Latin America our most important manufactured products and must continue to do so in even greater quantity if we are to maintain the industries on which our prosperity is chiefly dependent.

With Europe and with Canada, our largest customers, the balance of trade is favorable to the United States. In South America, as in Asia, where our exports are overshadowed by our huge importations of rubber from British Malaya and the Dutch East Indies, our exports do not equal our imports.

It is this situation which from the purely material point of view should intensify the interest of the United States in South America and in the peace and stability of Latin America. We cannot afford to lose any opportunity to develop the international co-operation of the Western Hemisphere or to impress upon South America the value of a friendship which to so great a degree is advantageous to the two continents.

In his decision to tour South America President-elect Hoover has thus taken a doubly significant step toward

achieving these aims. Not only is he showing the Southern republics how important he feels inter-American friendship to be, but he is also setting an example to American business men of recognizing the need for greater first-hand knowledge and understanding of South American questions. He is doing no less than laying the foundation for the trade of the future.

GOV. GREEN'S OPPORTUNITY.

Because of the defiant attitude toward Governor Green on the part of the old members of the Board of Pharmacy two years ago and their persistent and determined refusal to co-operate with him in replacing the man who was constantly disgracing the Board of Pharmacy and the drug trade of the State by his arbitrary methods and puerile spite work against those who refused to support Groesbeck for the governorship, His Excellency had to take the bull by the horns and replace the members of the Board who refused to work with him in this matter by the appointment of three new members. This gave him a working majority and he proceeded to make good his pre-election promise that all unworthy officials in the employ of the State would be eliminated. Hoffman was relegated to the obscurity he deserved and the demoralization he created and maintained in his department is gradually being remedied by an appointee who works with the Governor and his associates on all business matters pertaining to the duties of his office, instead of misusing his position by making it a political machine, so adjusted as to create unnecessary hardships for those who refuse to bend the knee to political chicanery and disreputable methods.

In clearing up this disagreeable situation—alike disgraceful to the former chief executive, the Board of Pharmacy and the drug trade of the State—Governor Green had to act quickly and without the careful consideration he has given most of his appointments and the discharge of his official duties generally. He now has three new members on the Board, none of whom are thoroughly representative pharmacists in any sense of the word. He will have another appointment to make January 1, 1929, and still another January 1, 1930. In making these appointments he can, to some extent, undo the harm he has done through unwise appointments by selecting men of wide experience in the handling of pharmaceuticals—men who have devoted their lives to the professional side of their occupation. The two members whose terms expire a month and thirteen months hence admirably meet these requirements, but because they were so unfair and so unwise as to defy the Governor two years ago and insisted on sustaining Hoffman in his determination to make the Board of Pharmacy a corrupt political machine, instead of a function of the drug trade of Michigan, their further continuance on the Board is probably out of the question.

The Tradesman has no name or names to suggest in this connection, but sincerely hopes the Governor will

select men of the type and fitness of Messrs. Dykema and Way, instead of honoring any more druggists whose familiarity with the ham sandwich counter is not a proper qualification for membership on the Board of Pharmacy.

TEN YEARS OLD.

While the Allies and the United States have this year celebrated the tenth anniversary of the Armistice, 1928 has also afforded the occasion for even more significant anniversaries throughout Central and Eastern Europe. The year which brought the war to a close also marked the creation of some half-dozen new nations and in November their birthdays fall thick and fast.

Hungary broke away from the old Austro-Hungary Empire and declared itself an independent kingdom on October 16, 1918, but it was on November 12 that the Austrian Republic was proclaimed. Two days later Czechoslovakia was officially constituted an independent nation and Pilsudski assumed power in Poland. Four days more and Latvia followed the example which had been set in another part of Europe by Finland, Lithuania and Esthonia, and finally, on December 29, the union of the Serbs, Croats and Slovenes gave birth to Jugo Slavia.

Of these nations, Austria and Hungary simply represented a rebirth under new conditions of the two chief components of the empire and Jugo Slavia was basically a greater Serbia, but Poland, Latvia, Finland, Esthonia, Lithuania and especially Czechoslovakia achieved an independence which had long been lost. Never had one year seen such a phenomenal increase in the roll call of the nations.

That every one of these countries was destined to survive at least long enough to celebrate its tenth anniversary is a fact of which political observers were not too sure in 1918. It was feared that the nationalistic fervor which had broken up the Austro-Hungarian Empire might not stop until every national minority had asserted its independence, that Soviet Russia might reconquer the Baltic nations which had broken away from its control or that internal dissension and outside aggression might break up Poland and Czechoslovakia. For a while it even looked as if Hungary and Austria would be crushed by the after-effects of the war which had stripped them of their dependencies.

Yet these nations have all lived and, on the whole, prospered. Their governments are more stable and finances better organized than we could have believed possible ten years ago.

From Finland to Jugo Slavia these new nations have many vital problems which must be solved if their continued existence is to be assured. Yet they have all won the right to celebrate their tenth birthday with genuine pride in what they have already achieved.

DRY GOODS CONDITIONS.

Another spell of warm weather in many sections had a quieting effect on retail trade during the past week.

In other districts where temperatures were lower, active selling was reported. Early interest in holiday wares is evident throughout the country, according to advices received recently. With employment holding up well and such influences as the release of a record amount of saving through the Christmas clubs to assist, retailers are confident of an exceptional holiday volume.

It is planned to get holiday shopping under way directly after Thanksgiving. The latter holiday comes late this year and allows only about three weeks to Christmas, so that merchants are being urged to lose no time on gift displays and promotion work. The department stores, in many cases, must pile up sales totals through the holiday season if they are to show up well for the year. The October returns disclosed a gain of only 3 per cent. and the month had an extra selling day this year compared with October, 1927, so that volume was just about equal to a year ago.

Interest in the wholesale merchandise markets has swung over mostly to the holiday lines, although there was fair activity during the past week on apparel. The latter market is reported quite bare of bargains in desirable merchandise. Manufacturers have realized that the uncertain weather presents unusual hazards and have been careful not to overproduce. This caution is quite general, and for this reason buyers have been checking on deliveries of holiday goods and making sure that supplies will be ready when needed.

INDUSTRIAL RESEARCH.

It is significant that the present-day analysis of industrial companies from an investment standpoint gives new and appropriate weight to what is being done in research and in a foreign trade way. The statisticians have been quick to realize that the extent of these activities means a great deal with respect to earning prospects. Acknowledgment seems to be made that the time has gone by when routine methods of production and only cursory attention to foreign trade are sufficient to enable success in industry.

Many industries have now witnessed the upsets which have come through the perfection of a product or the creation of a new one, the scrapping of old for new types of merchandising and other changes wrought through research. Some of the more backward companies have depended too much on reputation and prestige to carry them along, only to find themselves trailing a more resourceful competitor, awake to the practical possibilities in research.

Similarly, the problem of securing foreign trade has been attacked. The newer industries, particularly the automobile manufacturers, have used enterprising methods with conspicuous success. One of the large advertising agencies reports that it is now serving twenty-nine manufacturers in the foreign field. It adds that the volume of their foreign business will be more than double of 1927.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

With a steady downpour of rain in evidence most of the day, Saturday was not a good time for an Out Around trip, so I cancelled the plan of visiting the towns on the new pavement which has been laid on U S 131 from Howard City to Reed City and devoted the time to reviewing some interesting incidents I had brought to my attention more than fifty years ago, when I became a resident of the Second City.

I came to Grand Rapids to live Jan. 1, 1877. My first work was as a newspaper reporter on a morning paper. This meant that most of my work was done after 6 o'clock at night. One evening I was walking down Monroe avenue about 10 o'clock when I saw a cow deliberately walk into the fancy goods store of Jacob Barth, which was located where the Boston store is now. The store was narrow and lined with four rows of show cases—one on each counter and two on a center counter which ran through the store. Both passageways were very narrow. The store was dimly lighted with one gas jet in the office where Mr. Barth was working. He was evidently not aware that he had an intruder until I called his attention to the situation from the front end of the store. He took in the situation at a glance and asked me not to scare the cow, so she would attempt to turn around and thus play havoc with the showcases and their contents. He quietly approached the cow and induced her to back out of the store slowly. This was some job, for she was at least 75 feet from the street when he first glimpsed her. His conversation with the cow was so subdued that she readily fell for his plan of action and made the retreat backward without doing a cent's worth of damage. I had great respect for the remarkable presence of mind Mr. Barth showed on that occasion. Considering the native obstinacy of a cow, I think he did a remarkable piece of work.

I distinctly recall the vigorous protest which was made a year or two later when the common council enacted an ordinance prohibiting the keeping of hogs in the city limits and abolishing the custom of turning cattle loose in the streets. This action was regarded by many good people as an invasion of their rights and an infringement on personal liberty.

Fifty years ago there were many grocery stores on Monroe avenue, especially on both sides of the street between Ionia and Division avenues. No one thought of closing before 10 o'clock five days a week and midnight on Saturday. Even then the closing was uncertain, due to the action of the man across the street. Someone would get tired and take in a basket of fruit or vegetables from the sidewalk, which was liberally used for display purposes in those days. The man across the street would do the same. Then the other grocer would take in another basket, to be followed by similar action on the other side of the street. Then the movement would become

general and in fifteen minutes the lights would be extinguished, the front door locked and the weary merchants and clerks would wend their way homeward. We do things better nowadays, except in the suburbs, where the dagoes, Assyrians and other peoples of Southern Europe keep their stores open seven days a week, twenty-four hours each day. Children, dogs and cats constantly fraternize in these so-called stores, eating together, sleeping together and contributing to the general disorganization peculiar to shops of this kind.

About fifty years ago a lumberman and banker from a little town in Western Michigan came to Grand Rapids and took a position as cashier in a newly-organized bank. Greatly to the surprise of the directors, he declined to accept a salary. He said all he wanted was recognition as a financial man. Within a short time money began to be abstracted from the bank at irregular intervals. Unknown to the cashier, the president of the bank employed Deputy Sheriff Horace Davis to secret himself in the bank and ascertain who was making free with the funds of the bank. The second night Davis was on watch he was rewarded by seeing the cashier quietly enter the bank, open the safe and abstract several hundred dollars in currency. The officer pounced on his man and forced him to disgorge. The next day there was a vacancy in the cashiership, but the ex-cashier continued to reside in Grand Rapids for several years, dipped into politics and was elected mayor of the city and subsequently became the dispenser of political offices for Western Michigan during the Cleveland administration. He subsequently made a disastrous failure in a business he espoused, owing the banks of this and other cities much in excess of \$100,000. He afterwards died in an Eastern city and would have been buried in the potter's field if local friends had not raised a purse to purchase a casket and send the body to Maine where the deceased was born.

Fifty years ago police headquarters was on the second floor of a building at the corner of Monroe and Ionia avenues, where the Grand Rapids Savings Bank now stands. The chief of police was James Moran, who had an "eye like an eagle" and who ruled the criminal element of the city with an iron hand. He had the most piercing black eyes I have ever experienced in my life and the blackest beard I have ever seen. His eyes were a great asset to him in his business because none but the most hardened criminals could fail to quail with those eyes almost literally burning a hole in him. He lived for many years in a house about twenty feet below where I am sitting as I write these lines—on the corner of North Ionia avenue and Louis street. His son, Charley, was the regular police detective. There were then eight regular patrolmen—four for day and four for night service. Police court was located on the third floor over headquarters. The police judge acted as clerk as well as presiding officer and kept the blotter in which the proceedings of the court were recorded. As a

newspaper reporter it was my duty to copy each day's proceedings. I noted that while the charges against men accused of crimes or misdemeanors were entered in ink, the disposition of their cases was entered in lead pencil and later—several days later—changed to ink. A man who paid a fine was so recorded in lead pencil. Later the pencil marks were erased and the word "committed" entered on the blotter. In many cases I would meet these men on the street and they expressed themselves as happy at getting off with so small a fine. I soon concluded that the judge of the court was "knocking down" most of the fines, which added probably \$200 a week to his income. I quietly made a carefully compiled list showing stealings the judge had made for a single month and presented the matter to Julius Houseman, who was then mayor of the city. He sent for the judge, who made a complete confession. The next morning the city created a new office—clerk of the police court—and I have never heard of any defalcation in that office since. The "eagle eye" of Judge Hess would preclude the possibility of any stealings of that character so long as he is head of the police court.

Fifty years ago we had eleven men in the police department and 25,000 people to protect. In the meantime we have increased eight fold in population and nearly fifty fold in police officers and men, which would seem to indicate that as a city expands in size and population, the criminal class increases in a greatly accelerated ratio. At this time we also had eight paid firemen and eight letter carriers.

I feel very thankful that I have been permitted to see Grand Rapids grow from 25,000 to approximately 200,000 people in a little more than fifty years. It has been a pleasant experience. I wish I could repeat the experience by living another fifty years in the city of my adoption, but, of course, that is out of the question.

I think the anxiety of William A. Jack, the globe trotter and all round good fellow, to serve the community by getting 1,000 Grand Rapids citizens to dine with him and then discuss the subject of making the city grow faster and better is little less than wonderful, but I have no confidence in the claqué of the crowd.

In a carefully prepared review on Hoover in the November North American Review, Ray Tucker writes:

Crowds consist of dreamers, not doers.

"Acts and deeds that lead to progress," Hoover writes in his volume entitled American Individualism, "are born out of the womb of the individual mind, not out of the mind of the crowd. The crowd only feels; it has no mind of its own which can plan.

"The crowd is credulous, it destroys, it hates and it dreams—but it never builds. It is one of the most profound of exact psychological truths that man in the mass does not think, but only feels."

I am reminded of Emerson's sage observation:

"One-half the men do the work of the world and the other half sit back

and wonder why it was not done the other way." E. A. Stowe.

More Government in Business.

Colonel Ayres is one of those who think Hoover will not perpetuate the Harding and Coolidge policy designed to put more business in government and less government in business.

This rather startling statement from Cleveland's popular market prophet is not based on a belief that Mr. Hoover will seek to interfere with business—rather it springs from the notion that whether he likes it or not the new President will find himself enmeshed in problems that call for governmental action.

"Government will almost surely intervene in business much more during Mr. Hoover's administration," says Colonel Leonard P. Ayres, "than it did in those of President Harding and President Coolidge. It will probably be forced to whether its leaders wish it or not. Some positive action must be taken before long looking to railroad consolidations. As a result of the political campaign both parties are pledged to do something about farm relief. Both parties have promised tariff changes. Problems relating to water power, inland waterways, and the regulation of public utilities promise to assert themselves so insistently in Congress that something will have to be done about them.

"Well supported proposals looking to the modification of Federal Reserve System legislation will inevitably be put forward. Almost ineluctably this new Administration must take up further into or further out of the business of deep sea shipping. It seems clear that the administration of Mr. Hoover will not be able to follow the policy of less government in business."

Colonel Ayres does not lay himself open to attack by any claim that this advent of government into business affairs will drive stocks down. That delicate conclusion is one he leaves for the market to accept or reject according to its own best lights.

He does point out that most bull markets in the last fifty years have lasted about twenty-four months. This it so happens, is the duration to date of the present bull market. That calculation he makes on the assumption that the current advance in stock prices did not begin in 1924, but after the sideways movement of 1926. And if there are those who think the market now has gone ahead further than any other in history they will do well to look at figures on the 1897-1899 market which rose 90 per cent., the 1904-1906 market that rose 100 per cent. and the 1914-1916 market that rose nearly 100 per cent. The advance in the last two years amounts to 62 per cent.

Paul Willard Garrett.

[Copyrighted, 1928.]

George E. Van Dellen, proprietor of the Plainfield Store, dealers in general merchandise at R. R. No. 9, Grand Rapids, writes the Tradesman as follows: "Enclosed find my renewal. I was afraid if I didn't send it you might stop sending it and I find it a very necessary paper."

FORCED TO SETTLE.

Western Union Compelled To Pay For Carelessness.

It is refreshing to meet once in a while a case in which a court has held the Western Union Telegraph Co. responsible for a mis-sent message. As I have explained, when this subject has been discussed before, all the telegraph companies have the users of their service so completely sewed up by small type conditions on the back of messages blanks that it is a very unusual thing, no matter how great the negligence or how great the loss, to be able to make the companies pay for their mistakes.

It can be done, however, and I have pointed out how, but only by complying with certain regulations (printed on the back of the blanks) which the average business man ignores. You can scarcely blame the companies for this, I suppose—they can legitimately take advantage of their customers' carelessness.

So that I read with some rejoicing the report of a case which has recently been decided, in which a telegraph company, the Western Union, was compelled to pay \$425 to cover a loss its delinquency cost a customer, a milling company.

In this case the plaintiff, a milling company, manufactured flour. In the milling business it is customary and necessary to hedge the market; that is, when the miller makes a contract to deliver flour at a future date he buys wheat on the stock exchange for future delivery. For this reason the milling company on August 10 sent a telegram to a grain company instructing them to enter into certain wheat transactions for the milling company's protection. The message was delivered to the telegraph company at 12:42 p. m. but it did not reach Chicago until 12:25 p. m. central time, which was 43 minutes after it was delivered to the telegraph company and 10 minutes after the stock exchange closed. The next day was too late to carry out the instructions, wheat went up and the milling company lost \$425. Suit was brought to recover this on the ground that the telegraph company had not sent and delivered the message within a reasonable time, considering the character of the telegram. At the trial it was proven that the regular time for sending a message from Bluefield to Chicago was from eight to fourteen minutes and that if the message had been delivered within that time the milling company would not have lost the money.

The telegraph company defended on the ground that the message had been handled as usual, but there was trouble and delay caused by the condition of the wires at a certain point. The company contended it was not an insurer of prompt transmission and delivery of messages and arrogantly assumed that it had used due care. The trial judge refused to accept such an arbitrary and flimsy excuse and directed the jury to return a verdict for the full amount claimed by the plaintiff, with costs and interest. Of course, the Western Union took an appeal, but fared no better in

the court of last resort, which upheld the judgment and added \$500 to the verdict for unnecessary litigation. The holding of the appeal court was as follows:

It is well settled that proof of unreasonable delay in the transmission of a message creates a presumption of negligence on the part of a telegraph company and casts upon it the burden of showing exculpatory facts or circumstances. The court held that even though the unsatisfactory condition of the wires had caused the delay and could not have been helped, yet the defendant company had knowledge of this condition at the time it accepted the telegram on its face and because of defendant's knowledge that the stock exchange closed at 12:15 p. m. central time conveyed notice that it must be sent with promptness. It accepted this message for a consideration then paid under the implied contract that it would make prompt transmission and delivery, known of an existing and present impediment in its wire. Plaintiff did not know of the claimed inability to promptly transmit. This is not the case where some accident and adventitious circumstance over which a contracting party has no control intervenes and excuses him from its performance.

Wire trouble is not a legal excuse for the failure of a telegraph company to properly transmit a message which upon its face and because of information possessed by the company in regard thereto conveys notice of the requirement for dispatch in its transmission; where the existence and extent of the wire trouble are known to the company at the time the message was accepted, and these facts are not communicated to the sender.

Now I want you to notice that the telegraph company would have gotten away even with this if the message hadn't shown upon its face that it called for quick action. That clearly appears in the decision. If the message had been an ordinary one, which did not involve possible market fluctuations and was not therefore a matter of minutes, the company's defense would, in all probability, have been accepted by the courts and it would have escaped the scathing rebuke it received at the hands of two courts.

Elton J. Buckley.

[Copyrighted, 1928.]

America's Navy Should Be Second To None.

Grandville, Nov. 20—In a recent address President Coolidge emphasized the necessity for a bigger American navy, and every argument he advanced seems to be good. England and France are, perhaps, nettled over the fact that this country has vision sufficient to see through their plans for keeping the United States a second rate naval power.

President Coolidge assures them that this cannot be done. We are several paces behind Britain in our naval ships, which cannot be permitted to long continue. Those self seeking European powers may well learn, first as last, that this country is the greatest nation on earth. While she holds that position she will refuse to disarm and leave her navy in its present impotent condition.

There was a time in the world's history when Britania ruled the wave. That time has long since passed, never to be revived. No particular nation rules the sea, but this country, with its long coast line and numerous island dependencies cannot be expected to sit quietly and go to sleep while rival nations are building great war ships, making ready to let loose the dogs of



**BUTTER
JUMBLES**
made
with
**FRESH
EGGS**

MILK

**creamery
BUTTER**

THE SCHUST COMPANY
DISTRIBUTING POINTS
Grand Rapids — Detroit — Lansing — Saginaw

WHITE HOUSE COFFEE

—And Hard Cash for You!

Of course, you're in business to make money. With a good margin of profit assured, you can make the **MOST** money by giving your customers the best values for **THEIR** money.

In the coffee line, this means selling White House Coffee with the flavor

"roasted in." It means more satisfaction on the table, steady repeats, growing good-will for your store.

Try White House Coffee in your own home. You'll be eager, then, to send it into other homes—and you can do it at a good profit.



*The
Flavor is
Roasted In!*

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

war when this Yankee Nation has disarmed and slaughtered its navy.

President Coolidge voices the determination of the American people not to be caught napping. European intrigue and soft solder will never again be swallowed by our people.

A nation the size and prestige of the United States must necessarily keep a respectable standing army and a navy which will rank with the best on earth. If, as the President says, we are several laps behind Britain in the number of our first-class war ships we should lose no time about preparing such, so that when added to the present force our naval strength will be second to none on earth.

The United States is an isolated nation, say the European critics. Well and good. If we choose to stop at home and attend strictly to our own concerns, that is for us and not for them to decide. When these ponderous minded growlers of Europe decide that the only way to fetch Uncle Sam to their way of thinking is by use of guns they will surely find the despised Yankee as ready for the fray as were his ancestors at Bunker Hill and Yorktown.

Britain and France have thought to fool the United States into thinking that all was well with their big naval program, while we sat and sucked our thumbs. The Vermont Yankee at the head of this Government is not napping, as the over seas plotters seem to think. Coolidge is as wise in his day and generation as any man who ever sat in the presidential chair.

What America seeks is fair play, nothing less. Shall she have it? There seems to be an undercurrent of hostility over seas toward the United States, a most ungrateful feeling after what we did for the salvation of the allies in the Kaiser's war.

Ingratitude has been described as the basest of crimes and we are getting that right off the bat from those we supposed our best friends in old Europe. We can stand it if they can. The time may come when both England and France may need the friendship of America. As they deal with us so will we deal with them in time to come.

Our treatment since the close of world war hostilities by both France and England has been despicable and Americans have good memories. But for Uncle Sam's boys there would today be no British jack on the high seas and the tri-color of France would be only a memory.

Why these nations should choose to ignore this; why they seek to annoy and insult those who saved their precious hides ten years ago is beyond the comprehension of any honest man.

But then we should worry. While Calvin Coolidge is President we may not fear that there'll be any knuckling down to British and French treachery, and right here on American soil we propose to stand for our God given rights, regardless of the sneers and criticisms of foreign supposed friends.

The German can sit and grin behind his hand while this little bit of comedy is being enacted. To all appearances the German knows when he is licked and seems willing to abide by the verdict.

We have no fear that the man to follow President Coolidge will not be equally patriotic when the time comes for him to act. We shall build a navy commensurate with the needs of a great and growing nation. The recent insults from Britain absolve us from any promises in the past. Our navy must be second to none on the face of the earth, nor will it be when the plans for building first-class war ships are carried out.

Britain and France still owe our country certain sums which they seem anxious to repudiate. Well, we can stand it if they can. A National re-

pudiator is on a par with an individual of that sort. A nation that will not keep its agreements is no better than a criminal.

The war has been over for ten years. There can be no occasion for saying we are waving the bloody shirt. We do nothing of the kind. Our day of triumph will come when Europe is once more engaged in a bloody broil and hands are wildly waved from Britain and France toward America, appealing for aid lest they perish.

Will we heed the appeal? Perhaps. We shall see. Old Timer.

The Tangled Race Problem.

In this country, since 1890, between three and four thousand people have been lynched, and back of how much of it, making it a National disgrace without mitigation or excuse, is race prejudice. The United States is the only country left on earth where people are burned to death.

Someone will say that we must not belittle the difficulty of handling the race problem in this country. It is all very well to exalt good-will, someone will exclaim, but the matter is not so simple as that. This country has become the home not only of blacks and whites but of every tongue and nation under heaven. We are poured together in great cities; we jostle each other in business; we are diverse in tradition and alien in temperament. The race problem in America is one of the most tangled in the world.

True, but of this one may be sure that in such a trying and difficult situation ill will has no contribution to offer. What kind of argument is it to say: Because powder is strewn around everywhere, therefore throw matches around too? No. Just because our race problem is one of the most difficult that any nation ever faced, we need good-will, and only one thing ever yet produced good-will, and that is good-will.

Christmas Sweets Doing Well.

The continued growth of the "sweet tooth" of the American consumer is plainly reflected in the business that has so far been booked for the Christmas holiday selling. All kinds of these sweets have sold better than up to this time last year, which, in turn, showed a gain over the same period in 1926. The current year's sales of holiday candies emphasizes the trend toward the better-grade goods that has been apparent for some years. Special packings for holiday sales are growing steadily in favor, and there is some tendency noted toward increased sales of the larger packages. Specialty Christmas candies for children, as well as staple hard candies, share in the gain in volume sales.

John Rummel & Co., dealers in general merchandise, clothing, shoes, etc., at Sebewaing, renews their subscription to the Tradesman and write: "Your Realm of Rascality column is worth more than the cost of the subscription price. Every merchant should read it for advice and enlightenment."

Albert Murray, dealer in shoes at Charlotte, renews his subscription to the Tradesman and writes: "I assure you this is for value received and many times over."

Largest Salt Plant

FURNISHES SOUTH POLE SALT

COMMANDER BYRD'S Expedition to the Antarctic is using R & R Salt. G. W. Tennant, chief cook, visited the plant, and as a result of what he saw asked that the total requirements of salt for the Expedition be furnished by Ruggles & Rademaker, of Manistee, Michigan.

Tennant is no novice in Polar work. He was with the Byrd Arctic Expedition. He knows what sea water, ice, snow and cold will do. He and his assistants must have the best of everything to efficiently accomplish their work.

Knowing this, Richard G. Brophy, Business Manager of the Expedition, specified R & R Salt for the two-year trip.

R & R Salt is made in the largest, most modern and sanitary salt plant in the world. Extraordinary precautions are taken during manufacture. Salt is shipped the same day it is crystallized. Workers wear white suits and are inspected periodically for communicable diseases. No smoking is permitted. Competent chemists check the product constantly. Salt is a food product and R & R treats it as such.

The Expedition carries sixty men. In two years they will consume ten thousand pounds of salt. This seems a large amount, but not all of it will be sprinkled on food at the table. As an illustration of the diversity of the industry, salt is made for butter, cheese, meat packing, flour, fish, ice cream, canning, as well as for the table.

The R & R factory is the largest salt plant in the world. The entire supply for the Expedition for two years was produced in less than eight minutes. Eight thousand barrels can be produced each twenty-four hours.

R & R is the only producer of chemically pure salt on this continent. Salt which is chemically pure analyzes over 99.99% pure sodium chloride. Hospitals use it.

There is a great demand for it from pharmacopoeia firms because of the exceedingly high purity.

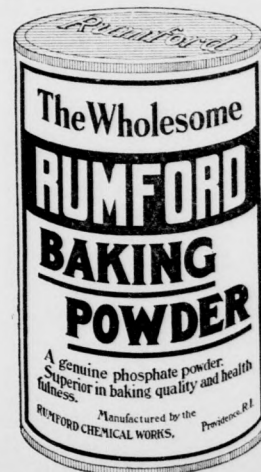
"A Trip Through the Most Modern Salt Plant" is the name of a booklet describing the R & R Salt business. It may be had for the asking by writing to R & R Salt at Manistee, Michigan.



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dependable products*

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and more...*

RUMFORD
CHEMICAL
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FINANCIAL

Moody Cannot Visualize Slump Before January.

"For these reasons it is fairly safe to hold both stocks and long-term bonds from now through the first week of January, if not longer," asserts Moody's Investors' Service in conclusion of a summary of credit and business conditions at present and the prospects for the near future comprised in Moody's current weekly review.

"In view of the high level of stock prices," the investors' service continues, "it might be rash to say that they shouldn't go much higher; but it does seem highly probable that within the time here referred to no breaks in the stock market should become really serious, and the bond market should give a good account of itself. Even if stock prices should react, as they often do, especially during the second and third weeks of December, they ought to recover well, somewhat as they did following the June break.

"Attempting to look beyond the middle of January at this time seems both needless and futile, since during the typical winter a new set of economic factors usually comes into play around the end of the first week in January, and common sense dictates that one should get a closer view of those factors before attempting to judge them."

The foregoing views are based in part on an analysis of monetary and credit conditions which are declared to be "relatively favorable" in that the trend of money rates is slightly downward and trade and production are releasing credits.

"Less working capital or else less bank credit are being employed now than during the first half of October; and directly or indirectly, these funds are likely to find their way into investments or into brokers' loans," says Moody's. In this respect the situation is just the opposite of that which existed during September and the first of October, when trade and production were absorbing more working capital and more bank credit and thereby rendering it difficult to finance Wall Street business. Whatever this condition may mean as respect the first half of next year, its meaning for the period between now and the middle of December is definitely constructive; for within this period it should remain continuously easy to finance brokers' loans.

"It is quite probable that during the last half of December and the first week of January funds may become relatively scarce and call money rates tighten; but such tightening at the year-end has a very different meaning from what it would have at any other season. The scarcity of funds is not due to the financing of the Christmas trade because, in fact, that is all financed in the typical instance by the tenth of December. It is due instead to the financing of the year-end disbursements, public, corporate and private; and these disbursements, representing to the typical investor and business man a considerable fraction of his year's income, are a source of a special

seasonal demand for investment securities which serves to lift stock and bond prices, notwithstanding the incidental hardening of money rates. Putting it bluntly, the year-end tightening of money is not a bear argument while it is under way."

It looks to the writer of the review as though the present gold import movement might run well into January, and if so should "help to provide the banks with additional gold reserves for use in further extensions of credit."

Attention is called also to a substantial foreign demand for American securities resulting from improvement in the European financial situation. "The current powerful wave of buying is doubtless connected with the landslide of conservative sentiment displayed in the election and the resulting optimism may not even yet have reached its high tide," says the review.

Signs of continued business improvement are seen in the visit of President-elect Hoover to South America, friendly sentiment toward big business, the continuing boom in electric machinery manufacture, which promises to be further stimulated by extensive electrification of the Pennsylvania, Lackawanna and Reading Railroads, and possibly of the New York Central.

World Trade Revival Is Anxiously Awaited.

Hoover's election is hailed by the business interests of this country for no reason more important than the new era in world trade that he seems destined to open.

On this tenth anniversary of the war's end it is appropriate to survey the strides made by different sections of the world to regain the 1913 trade position. A study of trade developments for eighty-two nations by the National Foreign Trade Council shows that the exports of these nations last year totalled \$22,664,000,000 at pre-war values. The annual average growth in exports was $6\frac{1}{2}$ per cent. between 1900 and 1913. If this yearly growth had been maintained last year's exports would have exceeded \$44,000,000,000.

What this means is that the war's interruption so interfered with the world's trade growth that last year's volume equalled only half that which might reasonably have been expected on the basis of a normal increase.

Says the Council: "The accumulated sum by which the world's exports have during the past fourteen years fallen short of this normal progress is estimated at about \$145,000,000,000 in 1913 dollars, or more than \$200,000,000,000 in our money. This staggering total, more than ten times the debt of the United States, is the cost to world trade of the economic dislocation that accompanied and followed the Great War."

It was perhaps inevitable that the recovery in European exports should have been more rapid during the last two years than that in our own shipments. Between 1925 and 1927 the European nations gained 10 per cent. in exports—and thus practically regained the momentum of their pre-war rate—but the United States gained only 5 per cent. Viewed as a whole

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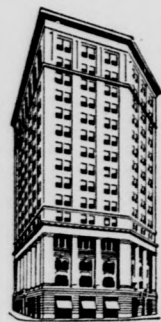
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the world "has definitely embarked on a new growth in international trade at about half the rate of progress it made before the war." When we comb through the statistics to find where the most notable trade advances of the past two years occurred Germany with her 22 per cent. gain stands out a leader in this respect. In 1925 Germany was doing only 58 per cent. of her pre-war export business, but the proportion has been raised to 72 per cent. She has passed France to become the world's third largest export nation.

Commenting on this startling recovery, the Council says: "The rapidity of her progress now resumed toward attaining par in her pre-war exports is a notable indication that her foreign trade still possesses great vitality. Within between two and three years at the most, at her present rate of export growth, Germany may be counted on to bring back this key factor of her prosperity to its pre-war strength."

Paul Willard Garrett.

[Copyrighted, 1928.]

Investment Buying Revealed Larger Than Expected.

Another pet theory widely accepted—that stocks in the last ten days have passed from strong to weak hands—is swept into discard by the new report on brokers' loans.

That history's biggest bull market should have swelled brokers' loans by only \$1,849,000 in the last week is startlingly significant. It is no fluke. The one plausible explanation is that instead of passing into weak hands stocks since Hoover's election have been taken back into the strong boxes by investors. Previous to the election many large holders, taking their ounce of precaution, unloaded stocks. Apparently the change in sentiment induced by the election has driven them into the market again.

Nobody will doubt that additional foreign funds, not revealed by the weekly loan statements, may be coming into this market. The extent of such an inflow must remain a mystery until the Stock Exchange's own more complete figures come out early in December. That the real basis for the modest rise lies in this direction is not the view of the financial district. Nor is it easy to swallow the ingenious suggestion that loans were held down by a shift from General Motors old to new.

On occasions in the past the public has been fooled by shifts in loan sources, and been led to believe that loans were expanding but slowly when actually enormous funds were flowing in from lenders not reporting to the Federal Reserve system. Late yesterday afternoon some bearishly inclined in Wall Street were disposed to look upon this week's unexpected small increase as a display put on for the purpose of making the market look better than it is. There are others who accepted the figures as an indication of stronger buying in the present market than had been supposed.

Unfortunately the records on brokers' loans in this country do not go back far enough to give any basis for an intelligent interpretation of their

meaning. Our experience with the figures is too limited to enable us as yet to say with any great assurance how large a volume of loans is justified. Even such records as we have do not tell everything. Wide discrepancies sometimes appear between the weekly brokers' loan totals and the monthly Stock Exchange compilations.

Yet the constructive sentiment generated in the financial district by this week's loan figures to-day would be entirely missed if the amazing signs of investment buying in stocks since Hoover's election were ignored.

Paul Willard Garrett.

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Faulty Reading of Business Figures.

Newspaper headlines informing the public that automobile production declined in September were misleading in a way that is typical of much current interpretation of business figures. It is true that the output of cars in September was less than in August, the fact to which the headlines referred. But this has been true of every year since 1925. If the rule had been broken this year the event would have deserved emphatic notice. As a matter of fact, the current September output of passenger cars broke all records for that month, exceeding by more than six thousand cars even that of 1926, while the decline from the previous month was only 10 per cent., compared with a corresponding decline the year before of 17 per cent. The real news under the faulty titles was that automobile production this year, as shown by the September figures, was going forward at a rapid pace. It is to be presumed that persons seriously interested in the industry discovered the salient facts in spite of deceptive headlines. But it would be better for industry in general if, for benefit of more casual readers of such news, greater care were exercised in presenting important statistical information. The attitude of the general public to any industry is a factor in the psychology of business that cannot safely be tampered with.

Business Philosophy.

Women have progressed a long way in business since the days when men used to refer to them as "sister."

But even to-day business women seldom receive all the credit that is due them.

One reason is that women are not as good an investment as men. So many marry and quit work. Men are more permanent and the employer can better afford to gamble on them.

Women, however, complain—perhaps justly—that they often find their progress blocked by envious and inferior men. Their ideas are appropriated by their immediate superiors. Few women find themselves able to break through to the front.

It will take time for women to win absolute equality in business but if they are patient it will come.

William Feather.

L. Matteson, dealer in hardware at Tustin writes that the Tradesman is one of the best papers he ever took.

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MUTUAL FIRE INSURANCE

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There is no problem that is of more importance to the American people at this time than the one which has been created by our extremely heavy fire loss. Thousands of persons are burned to death, additional thousands are injured, and hundreds of millions of dollars' worth of property values are being consumed by fire each year in the United States and Canada, largely through carelessness and thoughtlessness on the part of the public about fire hazards that have no reason to exist and are directly responsible for at least three-fourths of the fires that take place.

When we refer to statistics for 1926 compiled by the National Board of Fire Underwriters, we find some 30,000 casualties charged to fire during that year, together with a property loss of more than 560 million dollars, of which about 27 per cent. was recorded as strictly preventable, 28 per cent. as partly preventable, the remainder of some 252 million dollars having been classified as causes unknown but believed to have been largely of preventable origin.

While the preliminary estimate of last year's experience indicates a material reduction in the fire waste when compared with the record of the past, the figures still are so ridiculously high as to be entirely out of keeping with our progress made in other walks of life.

In the face of all this, is it any wonder that the need for Fire Prevention Week has been keenly felt; that we have Clean-Up Week in the spring of the year; that the public is being constantly warned against the increased danger of fire at Christmas time and on the Fourth of July; that the schools are being urged to teach fire prevention as a part of the regular program, and that the fire prevention forces are engaging in various other activities, all of which is to arouse the people to their own responsibility about preventable fire waste.

Nor has the public yet fully realized that the fire insurance companies do not pay the losses. Cheap fire insurance rates do not spring from Carelessness. Every time there is a fire everyone must pay. The fire insurance companies are merely collectors and distributors of the premiums that they receive for insurance, the cost of which is added to the price of all articles of trade, and whenever we make a purchase we contribute our share of the fire tax.

By no process of reasoning can America's fire waste be justified. It is the common hazards that keep the fire department busy.

Defective chimneys and flues are responsible for more than 27 million dollars of our annual fire bill, yet it does not require much time nor involve a great expense to see that they are in good repair, and furthermore, it may cost the savings of a lifetime if you fail to perform this bounden duty.

The careless smoker is being charged with approximately 37 million dol-

lars of our yearly wastage by fire, and we find that stoves, furnaces and boilers unsafely installed, spontaneous ignition, electricity are among the chief offenders in carrying our fire loss to such tremendous proportions.

A policy of "I'll attend to the trash, the grass and the weeds to-morrow" has been responsible for the heavens being lighted up by fires, not only thousands, but tens of thousands of times.

There is no poetry in a fire that destroys. There is no warmth of good cheer in a blazing house. Only misery and want and woe can echo from homes destroyed, from business houses wrecked, from savings that vanish by way of the fire route.

When properly curbed and circumscribed a cheering fire is a thing that makes a most excellent servant, contributing greatly to the comfort of man. But to keep fire a servant requires constant and unceasing vigil.

Why not fight fires before they start? Why not so conduct your habits and so keep your premises that when the fire demon wants to pay you a visit he will have to pass you by. Too often those who suffer from fire cry out that they are the victims of bad luck, when the fact is they are but paying the natural penalty for their own carelessness.

Do away with your fire hazards. Stop inviting disaster. If your neighbor is indifferent, remind him that should he be visited by fire you will have to assist in paying him what he loses and that he may burn you out besides.

Be a fire fighter. You don't have to wear a uniform and live at the fire station. The most successful fire fighters are those who prevent fires.

S. W. English.

Glassware Factories Busy.

Practically no cessation of activity was noted during the past week in the glassware and flat branches of the industry. Factories producing specialties and ware for home and decorative uses are working at capacity in an effort to get out orders for holiday delivery without delay. Colored glass, as last year, is in greatest popular favor. Some placing of requirements for January delivery and of contracts for 1929 needs are reported. New lines are in course of preparation for the annual Pittsburgh exhibit.

Clothing Turnover Still Lags.

Retail turnover of men's clothing still lacks the snap that was expected at this time. The call for suits has been fair, but business in overcoats has been slow in developing, and is figured to be about two weeks behind. The weather is held the dominating factor and continued mild temperature will naturally serve to shorten the time during which retailers will secure initial mark-ups. The delay has served to augment the ranks of consumers who are waiting for sales events in order to make their purchases.

American manufacturers are becoming more at home in foreign trade.

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BETRAYED BY FLOUR MILLER.**Serious Situation Which Confronts the Independent Grocer.**

Here is a most amazing statement regarding the way in which some manufacturers cater to chain stores at the expense of independent retailers and even jobbers. We take it from a letter written by the Dunlop Mills, flour manufacturers of Richmond, Va., to the New York Journal of Commerce. The letter was written by Edwin C. Fockler, of that firm, and we hope the grocery trade generally will make a note of the name. The letter discusses the idea that the next step of the chains will be to go into manufacturing and packing of their own products:

Of course, we speak for ourselves only, but we would welcome the entry of the chain stores into the milling business, as they could not possibly manufacture flour as cheaply as they are and have been buying it for the past six or seven years. The success of the average milling business depends to a considerable extent upon capacity operations, more so perhaps than many other lines of manufacturing, as labor is a comparatively small item in a flour mill, and the added cost of a 24 hour schedule over the 12 hour schedule is almost negligible. The flour milling industry expanded tremendously during the war, and has now active, efficient capacity far in excess of the normal domestic and export demand. The consequent striving for capacity operation leads the mills to cater to the larger chain store operators and chain bakeries, and leads them to make prices for their surplus production far below the actual cost.

The average cost of manufacturing a barrel of flour is generally considered to be \$1, this including not only direct manufacturing cost, but administrative and overhead charges, including a reasonable selling cost. This cost varies but little between different units, but the chain stores frequently buy at a figure which includes as little as 30c to 40c to cover these items, or at a price which is 70c less than actual cost and which would certainly be 30c to 40c less than cost of manufacturing by the chains themselves, allowing full credit for the saving in selling and overhead.

It has always seemed to us the great success of the chains in all lines has been due to a considerable extent to the tremendous expansion of manufacturing facilities during the war, and the consequent potential pressure upon the markets of most staple commodities of this excess production under peace time conditions. In other words, it is our opinion that the greatest single asset of the chain organization is this ability to utilize the surplus production of manufacturers upon a cost basis far below what their independent competitors have available.

As an example, our price to-day to the retail merchant on a popular grade of flour is \$7.70—to the jobber \$7. This same grade of flour is being purchased by chains operating in this section at \$6, the cost in the case of the jobber and chain store being approximately the same and being about \$6.70.

We are very much interested in learning whether other industries are making a direct profit on sales to chain stores, or whether we are correct in assuming that the sales of practically every article they handle are made on about the same basis as flour.

Naturally nobody can blame the chain store for buying flour at \$1.70 per barrel below the price paid by the ordinary retailer. They have a right to take all the gifts which the gods provide. It is the manufacturer who is

to be blamed for playing such a filthy trick on the independent retailer. However, there is something to say for the manufacturer—he cannot get rid of his surplus by selling small barrel lots to the individual retailer. What he needs is quick turnover of a large quantity and that he feels he can only get from the chain store. He is wrong in that of course—any large co-operative buying organization, of which there are now many in the East, would be willing to take a flier in a usable brand of flour at a dollar a barrel below the jobbing price.

Incidentally we are wondering what the wholesale grocer will think when he finds that this concern is selling the chain store flour at \$6 a barrel while it charges him \$7.—Grocery World.

When Being a Cowboy Was a Pastime

Grandville, Nov. 20—The deer hunting season is on and the usual army of gunmen are out seeking the red deer who never did harm to him. Every year these hunters slay their game and numbers of hunters fall victims to accidental gun explosions.

There will always be accidents so long as the world stands, yet it does seem as though common horse sense would teach men with guns how to handle firearms with safety.

Back seventy years ago there were hunters in the great primeval forest very few of whom met with death by gun shot wounds. Indians handled firearms with perfect impunity, and even small boys of the white families learned to shoot without killing themselves or their neighbors.

One of my old pastimes—or shall I call it duties?—led me to carry a gun at eight years of age. I was the cowboy of the Muskegon river settlement where we lived, and when not in school I was traversing wood trails in search of cows.

Nearly every settler in those days owned from one to half a dozen cows. Milk, butter and cheese was half their living, which, together with wild game and potatoes, served the table well.

The father of the writer, although a millowner, cleared land and soon had a farm in connection with his lumbering. Among the most valuable assets were five cows. It cost little to keep these since the woods and river flats furnished wild grass in abundance, while the cleared acres grew hay and grain sufficient to carry the animals through the winter.

When ten years old I milked those cows night and morning, turned them out of the yard in the morning and went after them at night, since no cow would voluntarily leave the wild-wood pastures to return home at night.

Immediately after school I would take my old Revolutionary musket, modeled over into a shotgun, and traverse the woods in search of cows. All the cows of the settlement hunted together in the woods for their food, and I made it a point to drive the neighbor's cows along with ours to the settlement.

I call to mind one occasion when I had nearly reached home when a dozen cows I was confronted by the village jezebel, who met me with blood in her eye. It so happened that on this occasion her cow—she had but one—was not among the drove.

"What do you mean by driving my cow back into the woods?" she yelled, shaking a bony fist in my face. The hair on my head rose, nearly throwing my cap. I had always made it a point to fetch this dame's cow with the others, but on this one occasion had not found it grazing with the rest.

I, of course, denied the charge, which enraged her still more. She

grabbed my golden locks and gave them a jerk, yelling:

"You lie, you know you do, putty face!,"

Dear reader, what would you have done in a case of this kind? There was I, a boy of ten, and very tender hearted, yet not used to being treated in this manner. I clinched my hands, and made a move to strike that writhing face. One hand came up and then I remembered myself.

A boy or man who struck a woman would be forever disgraced and I simply forced a laugh, pushing madam aside and hurried after my drove of cows. She did not molest me further. From that hour, however, I made it a point not to drive home that woman's cow. Later her henpecked husband came to me and asked if I would not bring in their bossy with the others.

I was the village cowboy for a number of years. On one occasion, in company with a six year old brother, I went to the woods, permitting him to accompany me. He was a barefoot lad, yet full of pep, and he thought a cow hunt would be fun. It wasn't, however, on that occasion.

We did not find the cows until long after nightfall, in a dense pine woods. They had lain down for the night in the edge of a small marsh and rather disliked the idea of being disturbed. It was too dark to follow a path, and I thought the animals would know enough to find the road. Perhaps they did, but at the end of a half hour they came back to the marsh again.

I was disappointed and my little brother was badly demoralized. Patches of briars were here and there met with and his feet were soon raw and bleeding. After trying to find my way out without the cows I gave up and sat down at the roots of a big pine, nestled the little brother in my arms where he soon was lost in slumber.

And then it rained. The time hung heavy, yet I had fully determined to stay in the woods until morning, then drive the cows home. Of course, there were many spookish noises in the dark woods, so that I did not sleep.

After a long wait the sound of distant shouts rang through the woods. Twenty minutes later a light flashed through the darkness, coming in answer to my answering shout. My elder brother and a hired man found us.

The man took my little brother on his shoulders, I walked by his side, while the older brother went forward with the lantern. It was after midnight when the settlement was reached. I learned that two mill crews were out searching the woods for a pair of lost urchins.

Mother sounded her conch shell horn when we got home, announcing to the hunters that the lost were found. My greatest regret was that I had missed bringing home the cows, something that had not happened before in years.

The hired man and that elder brother of mine both entered the Union army afterward, both falling victims to the scourge of civil war. I judge there are no cowboys in Michigan to-day, wherefore such experiences as mine will not be repeated. The little chap whose feet were pretty sore for some time after his adventure hunting cows still is living, an old and respected citizen of Oregon. Old Timer.

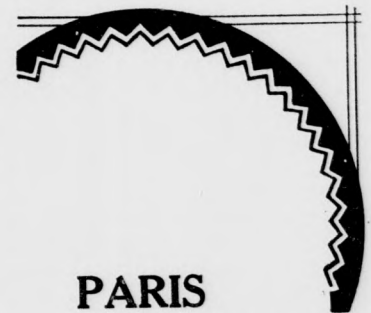
Testing Device For Textiles.

A portable instrument for determining the fiber content of textiles without chemical analysis has been placed on the market. While based on the electroscope theory, the device is claimed to possess original features and advantages. It will quickly identify pure wool, pure or weighted silk, camel's

hair, cotton, linen, hemp and jute or admixtures of them. It will also distinguish between the various kinds of rayon yarns and fabrics. The device is also said to be able to identify natural, cultured or synthetic pearls. Its price is \$35.

Keep Extracts Out of Strong Sunlight.

Flavoring extracts, such as vanilla, orange, lemon, etc., should never be exposed to strong sunlight. It robs them of their color and frequently spoils their flavor.



**PARIS
HAVANA
CAIRO**

The Old National Travel Bureau will put you there . . .

An Old National correspondent bank will welcome you . . .

Why not enjoy a winter abroad?

**MERCHANDISE AUCTIONEER**

I conduct closing-out or reduction auction sales, any kind of merchandise, anywhere. Sell everything. Odds and ends first. Nothing left. Realize 100 cents on dollar.

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Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING

GRAND RAPIDS, MICHIGAN

THIRTY-FOUR YEARS.

Remarkable Career of William J. Chittenden as Hotel Host.

Some fifty years ago a young man in a lace collar, ornate bib and wearing curls entered the lobby of a Detroit hotel. He was not old enough to talk, but plenty old enough to tear the register. His next appearance of which there is any record sees him in a white Eton collar and blue "round-about" acting as "extra bell-boy" against the protest of his father, who by the way, ran the hotel. And his third noteworthy appearance was thirty-four years ago this month when, in a high collar and fawn-colored overcoat with large pearl buttons—as was the merry old custom of the early gay nineties—he entered the hotel once more to start a labor that has been uninterrupted ever since with almost all of the thirty-four years devoted to the management of one of Detroit's greatest hotels, beginning with the Russell House and continuing with, in turn, the Pontchartrain, the Book-Cadillac and the Detroit-Leland.

William J. Chittenden undoubtedly is the best known hotel man in Detroit. He and his father, also a William J. Chittenden, conducted hotels on the corner of Woodward avenue and the Campus, the present site of the First National Bank building, for fifty-four years, his father having taken over the Russell House in 1854, and the son carried on from that old hostelry into the Pontchartrain in 1907 until its demolition in 1920.

During the life of the Russell House its walls were graced by Presidents, by the Prince of Wales and the Grand Duke Alexis. The present William J. Chittenden has played host to five Presidents, to a grand assortment of crown princes and princesses, grand dukes, cabinet ministers, millionaires, famous poets, authors, artists, actors and thousands of ordinary folk.

A big hotel is one of the focal points of a city's activities and the easiest place to locate and gaze upon the reflection of its character. The story of Detroit could have been written with vast detail by a long lived author who need never have left a hotel's doors to obtain his material.

William J. Chittenden, whether he willed it or not, has been in the center of the ever increasing whirl of the city for all these thirty-four years. He has held secrets that involved millions, held secrets whose disclosure would have ruined proud old families, has been the confidant of many men who needed deepest secrecy for meetings, has been cognizant of stealthy political conferences whose disclosure would have changed the political history of the State and perhaps the Nation.

The old Russell House, in which he was a clerk and an assistant manager, saw much of old Detroit and its state-ly social doings, but it was the Hotel Pontchartrain in which history was made and in the mellow shadows of its old bar plans were made and carried out that made millionaires of clerks and made of a sleepy old town the fourth city of the United States.

What a parade of the city's great marched through that old lobby, lounged in its soft-lit Flamingo room or sat in the "amen corner" beneath the dim picture of Count Pontchartrain! The Dodge brothers, Oscar Marx, "Holiday Bill" Marx, "Bob" Oakman, "Jim" Couzens, Henry Ford, the Lelands, the McMillans, "Bill" Betzger, John Gillespie, Alex Groesbeck, Haword Coffin, "Walt" Flanders, the Algiers, Charley Nichols, every walk of power was represented from the grim money power of men like "Sailor Bill" Livingstone to the genial power of political leaders, the Johnny Smiths and the Milt Oakmans, the social powers of Grosse Pointe and the automotive powers of the city upon which magic was being worked.

Thomas Edison, Harry Thaw, Lillian Gish, William Jennings Bryan—the list and the manner of living is endless.

Murder was committed in the old Pontchartrain, souls were saved, fortunes made, children born, death came in, weddings were held, christenings staged; balls and dinners on one floor, stupendous industrial and patriotic meetings on another, debutantes said "How do you do, life," in a parlor, and sick men said "Good-by, life," in a room hard-by at the selfsame moment.

But these things are true, in a measure, in any great hotel in any great city; it only so happened that the Pontchartrain's period of existence under William J. Chittenden saw a more colorful, more hectic, more flamboyant life, because Detroit was passing

a back room, that the moral leader is having high-balls sent to his room, that the "rich" man cannot find enough money to pay his hotel bill, that the gay little actress spends her nights after the show in reading the Bible and sewing though the public pictures her at wine and night club, that the husband and wife on the verge of bitter divorce battle are meeting for reconciliation in some upper parlor, that—a hotel manager knows many things, keeps many secrets, sees many a hidden thing.

When the old Pontchartrain came down William J. Chittenden went to Grand Rapids for a little while to conduct a hotel there and then came back to Detroit to be assistant manager of the Book-Cadillac Hotel until the opening of the Detroit-Leland Hotel, of which he became, and still is, manager.

Thirty-four years is a long, long time to be official host. It is time to see the birth and adulthood of a whole new generation. It is time to see many changes in the hotel business, but, after all, not material changes.

"The big job to-day," said Mr. Chittenden, "is exactly what it was when I began. To feed, to shelter, to make comfortable a multitude of men and women, a multitude with an endless variety of temperaments, customs, desires, needs, fads and background.

"Modern invention has made these tasks more easy in many ways, has extended the service of a big hotel, has added infinite complications and details and educated the traveling public to expect and demand more. But, after all, if a guest can be fed to his stomach's pleasure, placed in a comfortable bed, be sure he is safe and looked after, he is getting all of the major things—his great-grandfather got almost as much.

"We give him elevators, valet service, bath in his room and a great variety of food, and buy his railroad ticket and check his bags, deliver his telegrams, provide him with music and heaven knows what. Most of those things his grandfather had, too. Almost the only things we can add are little things, the free paper at his door in the morning, harmony in room appointments, washed air for him to breathe, to advance service so that it is as unobtrusive as it is complete.

"Time was when Detroit had 'a hotel.' There were several, of course, but one outstanding hotel to whom all with any pretension to importance or wealth or social standing flocked. Now there are several which are rivals in the field. The one great difference, I think, in Detroit of twenty or thirty years ago and now is the loss of the intimacy among its citizenship.

"The days when any well-known Detroiter could step into a hotel lobby and be greeted by half the crowd there is past. Many a famous man walks or sits by the hour in our lobbies to-day without a glance from his fellows or recognition from those who pass. We managers knew every politician, every social leader; knew them well, were their personal friends. Of course we know many now, but no man can keep his fingers on the pulse of a city of al-



William J. Chittenden.

Companies that have become industrial marvels were born over a glass of beer in the old bar, social leaders were dethroned over a cup of tea in the old dining rooms, rich men were made beggars in ten minute conferences in upper parlors, industrial presidents were tossed to the rubbish heap while a cigar burned out in the deep leather chairs in the lobby.

Moving in and out of this local welter of color and sound moved stars of the stage, the Mantells, the James K. Hacketts; the proud and pretty recruits from the screen, the Sweet sisters, the Clara Kimball Youngs; the men of the Nation at war, the John Philip Sousas; the generals and admirals and orators, great fakers such as "Doc" Cook; great authors, the Pavlova, John D. Rockefeller, Jr.,

through its own industrial and tremendous growth and a world was at war.

Now the manager of such a hotel must come in contact with nearly all these folks; he is the man to whom they can and do turn for many things from advice to sympathy; he is the host, the official friend, the disinterested one. If his personality is a sympathetic one, marvelous are the tales he hears, the secrets are laid across his desk. He is the man who knows banking power is meeting with factory power in some high room and from that meeting will spring great things, he is the man who knows the proud and famous in their weaknesses, who knows—

Well, he knows the bitter political enemies are playing cards together in

most two million as we did on the city of a quarter that population."

Mr. Chittenden was born on the site of the present postoffice.—Rex G. White in Detroit News.

Tribute to the Memory of David H. Day.

The writer was very much surprised and grieved a few days before Mr. Day's death to learn that he was rapidly failing and could last but a short time. This information came from his son in answer to a letter written to Mr. Day explaining that the Administrative Board and Highway Advisory Board had reinstated the old trunk line around the Westerly end of Glen Lake, connecting with Glen Haven, which was Mr. Day's home for so many years.

In the early days in the Highway Department it was the writer's duty and privilege to hold meetings with the township and county highway commissioners in each county in the State, at least once a year. However, owing to the difficulty in reaching Leland, the county seat of Leelanau county, the Commissioners and interested citizens of Leelanau county were always summoned to Traverse City to meet the Commissioners of Grand Traverse county. It was in these early days before the West Michigan Pike was thought of that I became acquainted with Mr. Day, who always attended these meetings and manifested a great interest in highway activities. In fact Messrs. Day and Hamilton were the two outstanding good roads boosters in Northwestern Michigan.

In 1905, the year in which the State Highway Department was organized, Mr. Day improved the road from his farm into Glen Haven, lowering the grade of a steep sandy hill at his own expense. He was not only willing to talk for good roads, but was always willing to spend his own money and time in building them.

Mr. Day, from its inception until his death, was President of the Western Michigan Development Bureau, which Bureau with John I. Gibson as Secretary did as much as, if not more than, any other organization to promote good roads in the Western part of this State.

During the early days of the West Michigan Pike trips, when it took four days to drive from the Indiana State line to Mackinaw City, Mr. Day was always in the party and boosting for good roads. He was a member of the Board of Directors of the West Michigan Pike Association and he always furnished automobiles for these trips and on two occasions entertained the entire party at his home in Glen Haven for noon day luncheons. These were occasions that will never be forgotten by those who were privileged to make these tours.

Mr. Day saw great benefit which would accrue to Michigan from the development of the tourist business, but knew that the only way to develop this business was to build roads so good that the tourist would go home and not only brag of the delightful scenery and climate of Western Michigan, but

would also say good words for the roads of the State.

While Mr. Day was a firm believer in the value of the road for all of the people, he did not overlook the fact that good roads probably meant more to the farmer than to any other class of citizens and he spent much time and effort in calling attention to this fact.

To one who has been connected with the road development of Michigan for more than twenty years and has seen Mr. Day in action at the various public gatherings where road questions were discussed, the passing of Mr. Day is like losing an old friend and brother. Frank F. Rogers, State Highway Commissioner.

A Typographical Tragedy.

You must have a bunch of humorists working on your linotype machines, haven't you?" asked the poet as he entered the office.

"Haven't noticed that any of them have an failing in that line," answered the editor.

"Well, you're a poor observer. Do you read your own paper?"

"Occasionally."

"Did you read my poem, 'To Agatha,' in yesterday's issue?"

"N—no."

"I thought not. In the poem I wrote a line which read, 'I love you better than I love my life.'"

"That was a neat line."

"And one of your linotype humorists made it read, 'I love you better than I love my wife.'"

"Er—"

"Exactly—my wife. And my wife not being acquainted with the failings of these key thumpers, thinks the poem was printed exactly as it was written and hasn't spoken to me since it was published."

And after taking a kick at the desk he crossed the hall and fell down the elevator shaft.

When Houses Wore Patriotic Hues.

With all the house painting now going on so busily in city and country, the elders who as boys or girls lived on a farm will smile as they contrast the quiet colors used to-day with the vivid ones common to their youth. Blue and red were favorite colors then. They were the cheapest paints the farmers could buy and mix, except for a standard white.

Barn doors were invariably one of these two colors. A blue pump clashed with the green grass in the doorway. A blue wooden weathervane rooster swung lazily on a red-roofed barn. Houses were mostly white, but for many years blue and red trimmings were much in favor. In many sections the countryside presented a decidedly patriotic appearance.

A Grand Rapids minister, traveling on one of the few Pennsylvania trains on the G. R. & I. division, was reading his Bible. "Find anything in that Book about the Pennsylvania?" asked the conductor as he reached for the minister's ticket. "Yes," replied the minister, "in the very first chapter it says that the Lord made every creeping thing."

Special Reservation Service — "Wire Collect"



In Detroit—the Detroit-Leland Hotel

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

700 Large Rooms with bath—
85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

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

WM. J. CHITTENDEN, Jr., Manager

Direction Continental-Leland Corporation

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.



You will serve your community by securing the best and safest match that can be made.



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

DRY GOODS

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

Holds Skin Dealers To Blame.

That skin dealers are basically responsible for the position in which the fur industry finds itself at present was contended by a prominent raw-fur man. He explained that manufacturers have to ask high prices for their merchandise because they have to pay high for their pelts, and there the dealers come in. Instead of trying to get shipments from trappers and collectors on the basis of fair prices and good service, they make high prices the bait. It often happens, he added, that a dozen dealers will have almost as many different quotations for the same grade of an article. While some of these figures are obviously fictitious, they give trappers and collectors exaggerated ideas of the value of their pelts.

Gabardines For the Rainy Days.

Trench coats in putty gray gabardine are still in great demand. They are being made with heavy linings for wear as topcoats over one's new winter suit when riding or attending outdoor games.

The woman who prefers lightweight raincoats may have her wish gratified, for the designers have not neglected to include several models of them. They are being shown in bright colors, including vivid greens, bright red, topaz, amethyst, royal blue, beige, natural pongee, navy blue and tobacco brown. More liberty is taken in the designing of these coats, on account of the texture of the materials. Real silk in Chinese weaves that resemble pongee and another thin silk somewhat like that used for linings are popular.

Boxed Furnishings Featured.

Boxed accessories are being played up strongly for the holiday trade in men's wear. More manufacturers have adopted this method of packaging this season than ever before and there are more items included. This drive is largely aimed at women shoppers, who are credited with doing a very large proportion of the purchasing of men's accessories. Outstanding items in the merchandise comprise sets of belts and monogram buckles, suspenders and garters, garters and arm bands, etc. Despite the fancy boxing, some of the items carry low retail prices, affording a further indication of the attempt to secure volume.

New Dress Lines Distinctive.

Dress lines for the winter resort and early spring seasons shown during the week incorporate a number of attractive features. Bright prints stand out strongly in the new showings. Numerous jacket effects are included in the models displayed, many of them being made without sleeves. By way of trimming there is quite a wide use of the hip flounce, and a good deal of pleating is seen. The featured colors range from pastel to high, with reds

and greens prominent in the latter. Not a few color combinations are offered, among them vari-colored prints with plain fabrics and contrasting hues in the latter when used alone.

Earlier Holiday Shopping Trend.

Efforts being put forth to encourage earlier holiday shopping by consumers this year are likely to meet with a greater degree of success than heretofore, provided weather conditions are favorable. Even at this early date, there is a substantial amount of gift buying being done, indicating more appreciation by consumers of the greater convenience afforded by current showings of holiday merchandise. A larger number of stores are extending the usual time privileges on their charge accounts so that holiday purchases made now will not be billed until January.

Silk and Wool Ties For Spring.

A noteworthy call developed this fall for men's silk and wool ties, and with the showing of spring lines next month these types will be more strongly played up than a year ago. One leading manufacturer, for instance, will have a range of at least fifty patterns in his showing, which will include jacquard effects. Failles, crepes and foulards are also to be featured. The demand for holiday neckwear continues apace and indications point to something like a record season in the merchandise. In the better-grade ties, figured effects retain leadership over stripes, the color choice being highly varied.

New Containers Bein Evolved.

Developments of an important nature are said to be occurring in the sales package and shipping container field. The aim is to reduce the cost of such packaging, while at the same time affording adequate protection to merchandise and adding to sales appeal. An instance in point is the survey recently conducted by a research agency as to the American market possibilities of a container of moulded wood pulp, produced by a German firm. The item is said to possess numerous advantages and the research agency has made a favorable report, leading to the belief that it will be marketed here.

Adopt New Hosiery Length.

A new standard length of 29½ inches, with a tolerance of half an inch either way, has been adopted for women's full-fashioned silk hosiery by the National Association of Hosiery and Underwear Manufacturers. The announcement said that members of the Association overwhelmingly rejected the new standard lengths for this merchandise proposed about a month ago. These ranged from 27 to 29 inches, according to foot size, and were regarded as impractical by most manufacturers. It was agreed that a single standard length, with the usual manufacturing tolerance, would be more generally satisfactory.

Overnight Cases Lead Luggage.

Orders for immediate and holiday delivery have the attention of luggage manufacturers. Total business is de-

scribed as ahead of last year at this time. Attention largely centers on fitted and unfitted overnight cases, hat boxes and the wardrobe type of suitcases, developed in leather or fabric. In traveling bags the Gladstone type continues well to the fore, but leading makers see a somewhat better call for the regulation type of suitcase. Buying for spring has yet to assume volume proportions.

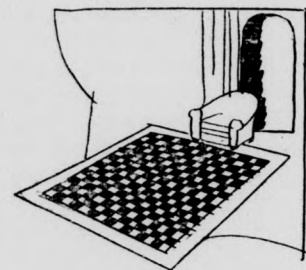
Linoleum Purchases Heavy.

With the edge off their initial buying of carpets and rugs, a number of floor coverings wholesalers for the spring

openings gave serious attention to the new linoleums and felt-base goods. Orders placed were substantial. Particular interest was given to novelty goods in embossed and inlaid effects, but some substantial orders were also taken on plain goods in various weights. Printed linoleums, the "weak sisters" of the trade from a price angle, sold fairly well at the readjusted figures. A nice general business was done in felt-base goods, which was said to have cut into business in printed linoleums.

If you are the worrying type, think more of others and less of yourself.

RUGS CARPETS LINOLEUMS



SOLD TO DEALERS IN MICHIGAN
AT WHOLESALE

Our representatives are calling on dealers everywhere in Michigan. If you are interested please write and arrangements will be made to show you our extensive line of floor coverings.

HERPOLSHEIMER COMPANY



Louis and Ottawa

GRAND RAPIDS
MICH.



ASSOCIATED TRUCK LINES

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

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

A MARK OF DISTINCTIVE BEDDING



Marshall

BED SPRINGS
MATTRESSES
PILLOWS

Comfortable Durable

THE MARSHALL CO.

GRAND RAPIDS

SHOE MARKET

Shoes Appear in New Materials.

Choosing evening slippers is becoming less difficult because shoe designers now work closely with the coat and dress designers and there is a recognized harmony both in styles and materials used. The new shoes, in keeping with the mode, are somewhat scanty because the fronts are cut low and very little is seen of the heel parts.

Straps in various forms are used, some with the purpose of holding the slippers on the feet, but mostly to carry some unusual ornament or buckle. These straps are fastened at the side or made in some intricate fashion, so that the fastening takes place underneath an ornament. Or, again, some of the straps are made of strong elastic with coverings of the shoe fabric, so that no fastenings are necessary.

Heels remain high and are, if possible, more slender looking than ever. There is also an increasing demand for the shaped heels with just a suggestion of the square effect at the very bottom. There is a prevalence of medium high heels, which are sought after by the younger set as well as by many of the elders. Although not quite so high as those in some models, they are made very slender and with tapering shapes.

There is, in addition, an increased vogue for the heel with some form of embellishment, either a stone setting, enamel work, a covering of rhinestones or colored stones over the entire surface or fine lace medallions—the last being used when the shoe is of satin or silk crepe. In some instances the designers repeat the heel design on the toe or in the ornament used in conjunction with the straps. Or, again, they match buckles and ornaments with the stone settings used in the heels.

Shoe fabrics are almost identical both in richness, quality and color with those seen in the very exclusive evening gowns and wraps. Handsome brocades on satin or crepe de chine are to be found in delicate colors with exquisite embroidery of silk floss and silver and gold thread. Plain satins and crepes are also being used extensively this season, mostly in colors dyed to match the gowns.

In ivory and beige slippers bits of old lace are used on the heels and as toe insets. Metallic brocades in solid colors with emphasized designs are very smart with either the all white or black frocks. Other brocades with touches of color are chosen very often with an eye to wearing them with different frocks. Velvet slippers with silver and gold kid trimming are smart, especially those showing any touch of modernistic design.

The black satin evening slipper is featured in extremely cutaway styles with almost invisible straps of rhinestones or discreet buckles made of faceted crystals. Moire in black and colors but relieved by trimming of some kind is again considered a fashionable shoe fabric.

Stockings for evening wear are so sheer and so delicate that they appear not to be able to stand human handling,

much less wearing. The heel and toe reinforcements are reduced to almost nothing, while elaboration is centered on the tops, which are finished with a picot edge and one's initials embroidered in self or contrasting colors. The skin tones in neutral champagne shades, light tans and melon tints appear to blend very well with the colors used in the dresses.

Chains Join in United Offensive.

With the intention of uniting chain store groups in all lines of retail business, a National Chain Store Association was organized last month having a representative of the shoe trade as a member of its Executive Committee.

One of the avowed purposes of the new organization is "to bring to the attention of the public information concerning the economies and advantages of chain store distribution."

Most of the concerns which operate chain stores are strong believers in advertising. The vice-president of one of the big chain store organizations in the grocery field attributes the success of chain distribution and the increase in sales to good will developed through advertising, mainly in the newspapers. It isn't so much a question of whether or not chain stores are really underselling independents, or doing a more efficient job, as it is a question of whether the public thinks they are doing these things. Apparently the chains have been pretty successful in planting these beliefs, through advertising, in the minds of large numbers of people.

Nor have the chain store organizations been particularly modest in the claims they have made in the past relative to their accomplishments. In our own industry, one well-known organization has not hesitated to match its merchandise, retailed at a popular price, side by side with shoes costing several times as much, in the attempt to create the impression that the values were equal. And a considerable part of the public, it appears, is always willing to accept statements at face value.

Now that the chains have united in an association, one of whose purposes is to disseminate "information concerning the economies and advantages of chain store distribution," we can expect more of such kinds of publicity. Independent merchants must be prepared to meet it. One way is by effective newspaper, direct mail and other advertising of their own. But can the average independent retailer, acting alone, expect to hold the fort in his own community against the united force of the chains? The answer is obvious, and it is equally obvious that the thing to do in meeting a situation of this kind is for retailers to unite in community advertising campaigns which will stress such important considerations as the importance of quality, the value of service and the like. The Naborhood Grocers have set an excellent example in many communities which the shoe stores will do well to heed and follow.—Shoe Retailer.

New Shoe Styles Favored.

The modes in footwear set for the first half of next year by the joint style conference of various branches of the

shoe trade were well received. Although there had not been time in some instances to study them in detail, preliminary reading made them appear to several sales and style executives as being of considerable value. Particular interest was taken in the

steps to increase the style element in men's shoes, as this branch of the business is generally admitted to be in need of an effective sales stimulus. Current business in all types of shoes continues to run about even with that of last year.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low
For Instance:

for \$1.55

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

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

From GRAND RAPIDS to:	Day Station-to-Station Rate
AKRON, O.	\$1.40
BLOOMINGTON, ILL.	1.40
CINCINNATI, O.	1.50
DAVENPORT, IA.	1.50
DUBUQUE, IA.	1.45
ISHPEMING, MICH.	1.45
LAFAYETTE, IND.	1.50
MARQUETTE, MICH.	1.45
SAULT STE. MARIE, MICH.	1.40
SHARON, PA.	1.55
TERRE HAUTE, IND.	1.45
ZANESVILLE, O.	1.55

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

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

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

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

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

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



RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Facing Facts on Costs and Other Business Elements.

Out of a perfectly clear sky comes this letter:

Ten years ago I bought a few dozen of imitation extracts to sell for 10c per bottle. I paid a quantity price of 75c per dozen. It would be a good profit. It happened that my customers did not want to buy imitation extracts—not at any price. I did not want to sell it to people to be used for its alcoholic content, so once in a while I sold a bottle until the last dozen was on the shelves. My policy is not to carry any slow moving merchandise. I expect a dozen of almost anything I carry to move out in a month.

The other day I looked at that dozen extracts and wondered how much it had cost me. I started to figure, and the result was truly amazing. Here is how I figure it—am I right?

Sale price ----- \$1.20
Cost ----- .75

Gross profit ----- .45

At twelve turns a year, I should get 12 times 45c, or \$5.40.

In ten years at this rate, 10 times

\$5.40, comes to ----- \$54.00

Plus cost price of ----- .75

Shows dozen actually cost me \$54.75

The \$54 is unearned profit in the ten years.

That is a novel way of figuring, but it serves to bring out the unquestionable fact that idle stock eats profits and earnings at an astonishing rate. Any slant on figures which brings that fact home to merchants is so valuable that we need hardly quibble about it.

But there is a peculiar kink in human nature which makes us prone to question when they lead to unexpected conclusions. So let us check my friend's calculations against those of Sylvan Styx, of Seeman Brothers, famous New York wholesale grocers. A few year sago, Mr. Styx told me that he felt it conservative to figure that it cost 3 per cent. per month to carry stock beyond its normal time for turning.

In the case in question, therefore, we may start with 16 2/3 as the cost to be charged against that extract, same being on a 30 day sale basis. Sixteen and two-thirds per cent. of the sale of \$1.20 is 20c. It costs, then, 20c to handle a dozen of extracts which sell for 10c per bottle, if they are sold out in a month. If they remain in stock for two months, we must add 3 1/2 per cent. more or 4c.

In two months, then, the expense on that dozen of extracts will be 24c. In three months, 28c; four months, 32c; five months, 36c; and so on up until at the end of a year the cost of carrying that article is 64c. With gross earnings of 45c, we are 19c below zero at the end of the year, taking no account whatever of last profit.

Let us not complicate the problem further by considering compound interest, although interest properly always must be compounded in such cal-

culations because time is an element which cannot be sidestepped, whether we blink the facts or face them. But simply to pile up such figures for ten years without compounding anything, we have \$64 of expenses laid up against that dozen of extracts.

Let somebody else try his hand to see if he can reach any other conclusion.

In the seeking out of weakness on the part of your competition, it is well to be temperate. For exaggeration and overstatement are weaknesses in any argument. "The lady doth protest too much" always has been the stigma of suspicion.

When I read stories spread so broadly about certain kinds of merchants as guilty of short-weighting and short-measuring, I recall the almost continuous weekly reports of arrests and fines in the Commercial Bulletin, of Los Angeles, all having to do with individual grocers, fruit merchants and other similar businesses.

We should make sure that such things have not been accidental, that they have not been due to careless employees and not at all the fault of the owners of the business. I remember how once a great howl was raised because the largest and most successful grocers in my home town had been detected in "uttering," as the legal phrase goes, milk which was below par in butter fat.

Such a deed, in the midst of a dairy county—a region dominated in sentiment and politics by dairy farmers—was unthinkable. What more heinous offense could possibly lie against any merchant?

Of course, there was a big disturbance. Unquestionably those dairymen whose habit it was—and probably is now—to sell their cream and buy oleo-margarine for their own tables were loudest in their condemnation of the grocer who was found guilty of selling milk below standard. Such farmers are the virtuous boys always—by proxy.

Well, the noise got so great and continuous that the grocer, who had thought that the least said soonest mended policy might be best, was moved to write his story for the papers. Then he made it quite plain that a grocer whose business runs to half a million dollars a year can hardly buy, receive, check, sell, put up and deliver every item with his own hands and that a careless clerk may forget to turn over the milk can so that the bottom may be somewhat short of fat content. He also made the suggestion that his business would hardly have grown to its present size if he had been a consistent cheater and short-weighter.

Perhaps some of us who spend time seeking others' shortcomings might better look within ourselves and our stores to make sure that we have no outstanding weaknesses to overcome. It is not good business for the pot to call the kettle black.

This suggestion may not be much use from now onwards, because so many items now came in packages that weighing in the grocery store is apt to become a lost art.

But two things must be kept in mind

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

Don't Say Bread

— Say

HOLSUM

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.

Seasonal Meat Dishes.

A favorite expression of a certain man whom we knew in our boyhood was, "There is a time and place for everything." If we accept that simple slogan without too great analysis we will find that it is applicable quite accurately throughout life. When it comes to meat dishes we are sure to find that all of them have a place and, if properly arranged at proper periods, greatest satisfaction will result. When the flowers are blooming in the middle of summer and the sun is high in the heavens the meat dishes most people think of are those that can be prepared with the least trouble and the least heat, but in the cold of winter, when plenty of heat is sought, the meat dishes most appropriate are those that furnish plenty of energy and which are served piping hot. Good soups, boiled dinners, stews, pot roasts and such dishes are pretty sure to be highly acceptable. Fortunately for consumers these dishes can be prepared without unduly straining the meat budget, for the meats used are among the cuts that cost least. Cuts of beef from the chuck and plate, as well as shin pieces for soup, are sure to be in demand, and breasts of lamb and other of the cheaper lamb cuts find a more steady outlet to consumers than at other times during the year. Veal stews and veal shoulder roasts are pretty apt to find ready sale since they will be found especially appealing to the hot dinner demand. Cold weather is typically suited to pork, especially the fresh cuts. Nothing quite takes the place of roast pork in cold weather for those who eat pork at other times. Sizzling slices of ham and hot, crisp bacon also please the palate and the pleasant odors permeate the dining room with an irresistible appeal. Pork is relatively low in price this year and delicious roasts can be bought quite low in most shops. It is needless to talk of the general high quality of pork, for the average hog measures up fully to a high quality demand. The recent seasonal turkey demand is over, and while poultry of all kinds fills a very important niche in the menus of most homes their recent, general use has satisfied the appetite so that other meats will find more attention than during the past four weeks or so. Cold cuts will be in less demand than hot dishes, though they find considerable demand at all times. Steaks, chops, and even roasts need little to recommend them now any more than at any other time.

All Cuts Should Be Used.

There are a number of cuts from the dressed carcasses of meat-producing animals that are generally preferable to other cuts because of their excellent flavor and tenderness. As a rule these cuts are easily prepared and quickly cooked. Naturally they are in much greater demand than the cuts that re-

quire more care in preparation or longer time to cook. The same old law of supply and demand regulates the price of the various meat cuts as it does all commodities; when the supply exceeds the demand, prices are low; when the demand exceeds the supply, prices are high. Take a carcass of beef as an illustration: The favorite steaks and roasts constitute 26 per cent. of the carcass. This leaves 74 per cent. of the dressed animal that is made up of less demanded cuts, yet the wholesale dealer has paid just as much for these cuts as he paid for the more popular ones. Naturally the prices of the select cuts will be relatively high and the prices of the less-demanded cuts will be lower. Therefore, in order to equalize supply and demand, all the cuts of the dressed carcass should be used.

A more uniform use of all cuts would result in greater equalization of supply and demand with its subsequent benefit to the consumer. The less-tender cuts require a different method of cooking than the more tender cuts. More time is needed in their preparation, hence, there is not so great a demand for them as for the more tender and easily prepared cuts. However, there is no difference in nutritive value and in digestibility between the various cuts of meats.

As has often been said, "The best of meat may prove a disappointment;" while, on the other hand, a good cook can convert one of the less tender cuts into palatable and nutritious dish. It is also true that a less tender cut from a choice or good carcass may be more palatable than the same cut from an inferior carcass. The problem of cooking the less tender cuts is to make them tender. The object is to retain as much juice in the meat as possible and yet extract enough to give a rich gravy. This is done by searing the surface of the meat. This is accomplished by applying intense heat at the beginning of the cooking process. The heat causes the protein to coagulate. This "seals" the outside of the meat and prevents the escape of the extractives. After searing, a moist heat is applied at a lower temperature for a long period. Moist heat is used because it softens the connective tissue which dry heat tends to harden.

He Stumped Her.

A sweet young thing at the show the other evening insisted on repeating each joke aloud, to the discomfiture of her escort and the mild annoyance of the people seated near by. The worm was bound to turn, and did, after one of the characters had remarked, "I think the weaker sex is often the stronger sex, because of the weakness of the stronger sex for the weaker sex."

"There," said the sweet young thing's boy friend grimly and through clenched teeth, "repeat that one."

He Knows.

"Pop, what's a monologue?"

"A monologue is a conversation between husband and wife."

"I thought that was a dialogue?"

"No, a dialogue is where two persons are speaking."

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

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

Putnam's

GENUINE

GOLDEN FLAKE

THE MOST POPULAR CANDY OF ITS KIND

Now Ready to Ship. Order Early.

20 Lbs. to Case.

Made only by

PUTNAM FACTORY

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

A HUNGRY MAN IS YOUR BEST CUSTOMER

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

FLEISCHMANN'S YEAST

Service

LIPTON'S TEA

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

Guaranteed by



Lipton
Tea Planter
Ceylon

HARDWARE

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

How To Start the Holiday Goods Campaign.

Success or failure of the holiday trade in the next two months will depend very largely on what the hardware dealer does in the next two weeks. Preliminary planning counts for a great deal, and a good start is an important factor in success.

Already the wide-awake dealer has gone thoroughly into the buying phase of the campaign. He realizes two important features in buying, the necessity of stocking the sort of goods his public will be apt to purchase in quantities they are pretty sure to absorb, and the further necessity of having his Christmas lines in stock when they are wanted—not merely on order.

Thought must also be given to the matter of selling. A first essential in selling is to get buyers into the store. Special plans for accomplishing this purpose should be carefully studied.

The initial move is, of course, to relegate the regular lines to the back-ground, and push seasonable toys, sporting goods and household specials to the front. If the regular lines are still given prominence, their gift aspects should be emphasized. The windows and the store advertising must suggest the holiday gift spirit; and emphasis should also be placed on the fact that the hardware store is especially equipped to cater to the growing demand for practical and useful gifts.

It is worth while, too, to see that every article on display, not merely in the window but inside the store, is price-tagged in plain figures. When the Christmas rush is on, the average salesman hasn't the time to persuade the customer that the article he thought should be worth \$5 is cheap at twice that figure. Price cards save a lot of time in the busy season by answering the one question that every customer is bound to ask sooner or later.

The dealer's outstanding problem is, however, to attract the crowd. For this purpose novel advertising stunts are in order; or other stunts that, if not novel, can be made effective when adapted to new conditions and dressed up in new attire.

A good stunt is to select some day, say the last Saturday in November or the first Saturday in December, as an "opening day" for holiday goods. This year December 1, falling on a Saturday, would be a good day.

For this day, decorate the store, dress the windows, put all the holiday lines on display, and advertise the "opening" throughout your territory. Draw the crowds by every means possible—not so much in the hope of actually making sales, as for the purpose of showing them just what a varied assortment of holiday gift lines you have.

Just to make the affair a bit different, one dealer advertised that no goods would be sold on the opening day. The opening was merely to give

customers a chance to see what was in stock, unhampered by buying considerations. The salespeople, relieved of the necessity of selling, were able to put all their energies into showing, demonstrating and explaining the goods. And so forth. Of course, orders were taken for future delivery, where customers wished that; but any customer could visit the store with the assurance that he would not be pressed to buy.

It is worth remembering that at Christmas time the child is head of the family. The hardware dealer's displays and newspaper advertising should appeal very strongly to the children. At least one window, where there are two or more, should feature displays for the young folks; and stress should be laid on the interest modern boys and girls are showing in sport. A pair of skates, a hockey stick, a tennis racket, or the like, are suitable gifts to suggest.

In early December children are still attending school. As they come out, at noon or at 4 o'clock, distribute hand bills to them. A little dodger describing popular gift lines for boys and girls will usually be taken home, and form the theme for a good deal of talk to father and mother. If these hand bills are distributed in advance of your "opening day," it may be worth while to announce that every boy and girl leaving name and address at the store on opening day will be given a souvenir. On opening day have an address book at a convenient desk, and as each child signs the roll, hand out a tin whistle, a pea-shooter, a little doll or a tiny mirror. The stunt may cost \$10, or it may cost less; but the resulting kindly feeling of the youngsters for your store will be worth a lot more than that. It is a good stunt to send a card by mail to each child, thanking him or her for visiting the store, and inviting another call.

It is a good idea to secure birth dates of all registrants; such a list can be used to advantage later in the year in direct-by-mail advertising of birthday gifts.

Featuring your store as "Santa Claus' headquarters" is an old stunt but a good one. It is so popular that nowadays you are apt to have a competing Santa Claus making his headquarters in the next block. In that event, the great thing is to make your Santa Claus more convincing than the other fellow. Santa Claus is always popular, even if he is plural; the youngsters will discuss him incessantly and will come to shake hands and talk with him. The resultant advertising is worth while.

Also, advertise his coming in advance. Here is a suggested advertisement:

SANTA CLAUS IS COMING

Santa is going to make his headquarters this year at Blank's Hardware Store. He'll arrive on Holiday Gifts Opening Day—Saturday, December 1.

Bring the children to meet him. He will have a booth all his own in Toyland, and what is more, he will have a little souvenir for every kiddie who shakes hands with him.

Suitable gifts for all.

While the kiddies are shaking hands with Santa, take a look around the store. Inspect our comprehensive showing of Christmas gifts at prices to fit every purse. Our large stock

will enable you to select a sensible gift for any member of your family, or friend. In toys, sporting goods, tools, cutlery, silverware, cut glass, shaving accessories, etc., you're pretty sure to find the exact article you want.

THE BEST THREE
AMSTERDAM BROOMS
PRIZE *White Swan* *Gold Bond*
AMSTERDAM BROOM COMPANY
 41-55 Brookside Avenue, Amsterdam, N. Y.

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.

Call 67143 or write

N. FREEMAN, Mgr.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

-:-

-:-

MICHIGAN

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



**PRODUCTS—Power Pumps That Pump.
 Water Systems That Furnish Water. Water
 Softeners. Septic Tanks. Cellar Drainers.**

MICHIGAN SALES CORPORATION, 4 Jefferson Avenue
 PHONE 64989 GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



**Wholesalers of Shelf Hardware, Sporting
 Goods and**

Fishing Tackle

And our salespeople are here to help you find it.

It is no trouble to show you the goods—and, meanwhile, Santa will amuse the kiddies.

BLANK'S HARDWARE STORE

107 Main Street

Such an advertisement would, of course, be stronger if it is featured with a few popular gift lines at specific prices. It is not suggested as a perfect advertisement, but rather, as a framework upon which the alert hardware dealer can construct something far better than his own.

The store should "look like Christmas" from late November until Christmas Eve. Evergreen, Christmas bells, Christmas rosettes, festoons of one sort and another, holly, imitation snow, silver stars—all the familiar accessories can now be introduced, not merely into the window displays but into the store interior itself.

A good device is to run a string of decorations down the center of the store, with other festoons branching off to the sides, and a cluster formation in the center from which all could radiate. The background of the window can be trimmed with evergreen or holly upon cotton or cheesecloth.

The decorations should not, however stop with the evergreens and festoons. Every show case, silent salesman and counter should be brightened up, and all gift lines should be displayed on clean white paper or cheesecloth. Cutlery sets, pocket knives, razors and shaving sets should be arranged to attract the eyes of all customers. Holly boxes and Christmas wrapping paper should be stocked for wrapping parcels, or a holly sticker in gummed paper can be printed with the words

To -----
From -----

Best Wishes for a Merry Christmas

Just inside the store a large sign may be set up with the parting words to every customer, "Blank's Hardware Wishes You a Merry Christmas."

Some hardware dealers have adopted the stunt of utilizing an upstairs room for "Toyland"—devoted especially to the display of children's gifts. For the Christmas season, a staff of girls will be engaged under the supervision of an experienced salesman from the regular staff. The toys are shown on tables, usually arranged according to price—"Anything on this table, 10c," and so on. Customers simply pick out the articles they want, and the work of the clerks is largely to wrap up the parcels and make change.

For such a department, some special advertising stunt is advisable. Once established, it is, of course, looked for from year to year as the Christmas season approaches. Here, again, Santa Claus can be made the drawing card. Advertise that he will arrive by train or auto or sleigh or airplane at such an hour—preferably on Saturday, December 1. When the hour arrives the patron saint of the younger generation descends from the train, alights from the airplane, or drives up in his sleigh or auto, followed in his ultimate progress to the store by a growing string of youngsters. He leads them into the store and upstairs to Toyland,

where he distributes souvenirs, and holds an informal reception. A stunt of this sort is not new, but it will never lose its effectiveness.

Victor Lauriston.

Unusual Provisions of Some Wills.

Peter Campbell, of Darley, England, left in his will, dated October 20, 1616, all his household goods to his son, Roger, unless "any of his brothers and sisters shall find him taking of tobacco," in which case they were to have the property. Rober is said to have been the first person in England disinherited because of smoking.

In 1788 David Davis bequeathed a dollar to Mary Davis "which is sufficient to enable her to get drunk for the last time at my expense." This was before prohibition.

Six years before, William Blackett, governor of Plymouth (England), wrote in his will: "I also make this request to my dear wife, that as she has been troubled with one old fool, she will not think of marrying a second." Very considerate, indeed.

S. Church, who passed away in 1793, left "only one shilling" to his son, Daniel Church, and that is for him to hire a porter to carry away the next badge and frame he steals. Labor was very cheap in 1793.

Elizabeth Orby Hunter left this world of turmoil in 1813, after handsomely endowing her parrot with 200 guineas a year. Twenty guineas were to be paid for a new cage for it. Catherine Williams, of Lambeth, endowed her cats and dogs, which a Mrs. Elizabeth Paxton was to care for. However, she left her servant boy, George Smith, ten pounds outright—and her jackass, "to get his living with, as he is fond of traffic."

Exactly two hundred years ago a Scotch judge, Lord Forglen, died. He never could have been elected on a prohibition ticket. A number of persons were invited to his house the day he died, and were served with "two dozen of wine" by his clerk, David Reid, who declared to the assembled company that "it was the expressed will of the deceased that I fill ye all full," and nobly did the faithful David comply with the request of his master. "I maun fulfill the will of the dead!" he exclaimed in his broad Scotch. History records that ere the festivities were over "none of us were able to bite our own thumbs!"

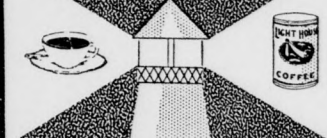
Produce Kept Fresh By Using Sprayer

An Iowa grocer keeps his produce fresh in appearance though they are kept in his windows and displayed prominently inside the store. He takes a little insect sprayer, fills it with water and at regular intervals, depending upon the season and weather, sprays his produce. The vegetables keep fresh and they have been moving much faster.

Window Displays Should Be Varied.

Your window displays should be varied. Keep up your customers' interest by changing your windows frequently, and make them different each time. Give a lot of thought to your displays and you'll find it pays.

You'll know it
by the
Rich Amber Color
and
Double Flavor
LIGHT HOUSE COFFEE
NATIONAL GROCER CO.



FRIGIDAIRE
ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and Homes

Does an extra man's work

No more putting up ice

A small down payment puts this equipment in for you

F. C. MATTHEWS & CO.

111 PEARL ST. N. W.

Phone 9-3249

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.

SAGINAW BRICK CO.
Saginaw.

Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Henry Smith
FLORAL Co., Inc.
52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER, Distributor
816-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

The Brand You Know
by **HART**



Look for the Red Heart
on the Can

LEE & CADY

Distributor

CASH REGISTERS — SCALES
NEW AND USED

Expert Repair Service

Remington Cash Register Agency
44 Commerce Ave., S. W. Phone 67791
GRAND RAPIDS, MICH.

I. Van Westenbrugge
Grand Rapids - Muskegon
(SERVICE DISTRIBUTOR)

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

J. CLAUDE YODAN
ATTORNEY AND COUNSELOR

Special attention given creditors' proceedings, compositions, receiverships, bankruptcy and corporate matters.

Business Address:

421 Kelsey Office Building,
GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Origin and Development of Tuna Fish Industry.

Los Angeles, Nov. 16—There seems to be a Nation-wide agitation in favor of compulsory insurance on automobiles. Without doubt a very large proportion of automobile accidents may be properly charged to irresponsible drivers and innocent victims are left absolutely without any chance of securing indemnity under such circumstances. These drivers run down or bowl over their fellow citizens and are not able to meet their hospital bills. It is not so essential that they have their own cars ruined against possible damage as that they should be compelled to furnish substantial protection to others. Of course, there is an element of carelessness among those who are insured, just as there is among bank officials who encourage hold-ups by their methods of displaying banks' resources at unnecessary periods, but the fact remains that there are legions of careful drivers who are at the mercy of those who are devoid of the essentials of financial responsibility, hence the almost absolute necessity of making it mandatory on the last named class to carry indemnity insurance for the protection of the former.

There are more than half a million dwellers in the District of Columbia and they are denied the ballot in National affairs. Children have been brought up in Washington who have never known the joy of "saving the Nation." They hear much about it, but that is as far as they progress. Perhaps they do not know what they are missing, but it does seem wrong that so great a number of free Americans should be denied a right for which their forefathers fought—the right of free and independent expression concerning their own Government. Quite likely there was, in the beginning, some valid reason for this prohibition, but times have changed. There is no longer any danger of an oligarchy being established which might control governmental affairs. Nowadays nearly every tub stands on its own bottom and Washingtonians are just like the rest of the human family. Because they cannot have the right to vote, they want it.

Steam-heated highways may greet the traveler in the West if plans made by California and Nevada highway commissioners are carried out. These plans have been practically completed to experiment this coming winter in heating a four-mile stretch of the Victory highway with steam pipes to determine whether it is practical to attempt to keep Sierra passes open during the winter by these methods. A large boiler has been provided, which will be fired with fuel oil. Three lines of two inch pipe with steam traps at 500 foot intervals will be placed just below the road surface. They will be buried in silicon, which is a heat insulator, preventing the heat from being dissipated through the ground, and thus forcing it to the surface. Steam will be kept in the pipes during cold weather, and the boiler maintained at top pressure during snow storms. But for the fuel cost we might vision such a feature for the future of Michigan, and even this handicap may at some day be overcome by the application of electricity produced by hydraulic power.

There is often a great deal of romance and interesting history back of a familiar product which is so frequently served on our table. For instance, there is the tuna. About twenty years ago housekeepers were first made acquainted with tuna, chiefly through demonstrations in the markets and grocery stores. But the beginning of this

industry, which now plays such an important part in the fish canning business, really centers in an old sardine cannery at San Pedro, which is an important part of Los Angeles' industrial territory. Originally this fish was called albacore, it being one of a species, but was considered inedible. In those days sail and rowboats were employed in fishing, the catch of fish of all varieties was small, and the canners were ambitious to increase their output, to the effect that scientific discoveries made it known to the world that the albacore was not only edible, but a real dainty. The established prejudice had to be overcome, hence the name "tuna." White meat tuna is canned only from the albacore. This fish, when caught in a net, becomes wild and tears the net in pieces, hence it is only profitably captured by the hook and line method. As a result there is a distinct limit to the number caught during about three months of the running season. Consequently it was not long, with the ever-increasing demand for tuna, until the supply became limited and the necessity arose of finding a substitute. This resulted in the use of the leaping tuna (flying fish), yellow tail and striped tuna, all of which produce a canned product of an excellent flavor, fairly light in color and of good value, but they are not the equal of the white meat tuna, which is frequently called the "chicken of the sea." When the albacore is taken with rod and reel it makes, aside from the first fairly hard run, but little fight, while the tuna battles ferociously. On the other hand, when the albacore is taken in a net it battles fiercely and tears the net to pieces while the tuna surrenders at the first touch of the net and is easily pulled in. This difference in method of catching the two varieties accounts for much of the difference in price between the white meat or albacore and the other darker-meated varieties, rather than any great difference in quality, which information ought to be useful to such as have become accustomed to this particular variety of sea food. Recently, on a visit to Wilmington, which is Los Angeles sea port, it was my privilege to visit one of the several large canning plants located there. At the dock was a three-masted schooner, which had just returned from a successful trip to Mexican waters, and had brought in a record cargo of tuna. Upon their arrival in the cannery the fish were first thoroughly cleaned and washed and were then placed on basket trays and loaded upon trucks, which in turn were wheeled into retorts, where the fish were cooked from three to four hours. After cooking the fish were allowed to cool over night, as the warm fish is too soft to pack well. After standing the flesh becomes firm and can be easily handled. The next process included the removal of the skin by scraping, and the separation of the fish into filets caused by the removal of the bones. These sections of the fish were then placed on automatic cutters, separated into pieces of uniform length, just the right size to fit into the cans. After packing into the thoroughly cleaned and sterilized cans the fish passed through an exhaust box which removed all the air from the cans. Next hot cotton seed oil was poured over the fish and the cans sent to the closing machine, where the tops were adjusted. From here they were conveyed to the washer, which cleaned the cans thoroughly preparatory to labeling. After this the cans were again placed in the retort and this process completed the sterilization and cooking. There are different grades of these fish, but the processes are very similar, with the exception that choicer parts of the fish are put up in higher grade oil; such as olive and peanut, giving the buying public an opportunity of supplying themselves with this article in accord-



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BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

ance with their own taste. After cooling over night the cans are labeled and boxed ready for shipment, either by rail or water. On one side of the factory is a spur track, from whence tuna is distributed to remote points, and on the other a wharf where we find incoming boats with their loads of fresh fish from the blue waters of the Pacific. Wilmington is the port of entry for Los Angeles, with an adjunct in San Pedro, which latter place is the established naval headquarters. The canning industry, however, is confined to Wilmington, where 20,000 workers of all nations are employed in fish canneries alone, which constitute a dozen or more. Their pay rolls amount to \$125,000 per week, their output to many millions, with an investment in vessels and equipment amounting to a vast sum.

Dead Man's Island, which fronts the harbors of both these ports, is a monument to American grit and enterprising genius. It was given its name by the men of the U. S. S. Savannah when they buried their dead on the islet after one of the strangest battles in the history of American arms, the battle of Dominguez Rancho, in 1846. The Californians, rising against American domination, had routed Capt. Gillespie's forces and driven them to San Pedro to take refuge aboard the Vandalia, a merchant ship, while "Lean John" Flaco was riding 600 miles to San Francisco in fifty-two hours to **summon help from Commodore Stockton.** Captain Mervine, commanding the Savannah, was ordered South. His sailors and marines waded ashore and met the Californians on the Dominguez ranch, which, by the way, in 1910, was also the scene of the first aviation met the Californians on the Dominguez watching Curtis, Wright and others. American army officials declared that the airplane would never amount to very much as an instrument of warfare. But to return to our battle story, the naval force entered the fight with no more effective weapons than muskets. The Californians opened fire at long range with one small cannon. Mervine ordered a charge. Twenty California lasses coiled swiftly over the various projections of the little cannon and the horsemen ambled gaily away. The Americans stopped for breath; the horsemen stopped to unlimber and fire again. Finally the seamen were obliged to give up the fight and the dead were buried on what is now commonly known as Dead Man's Island.

Compare this story with the romance of what has been achieved in the harbors of San Pedro and Wilmington. April 27, 1899, President McKinley, in the executive office, at Washington, pressed an electric button which dumped a load of rock into San Pedro bay and the construction of a great breakwater was begun, to be completed fourteen years later. An idea of the magnitude of the work done since then may be determined from the fact that more than 157 steamship lines are now operating directly out of this port and that during the war the shipyards there constructed for the shipping board eighty-four vessels of 645,000 dead-weight tons. This harbor is now the greatest import and oil export port in the world, as well as the greatest cotton concentration point in the Southwest.

At a session of the Southern California Restaurant Association, held here last week, in the discussion of the rise in meat costs and the reason therefore, the mention of liver was like casting a firebrand into an ammunition magazine and, incidentally, awakened a train of thought in the think tank of your correspondent. Maybe the doctors are responsible for the present liver craze. It is claimed they looked at the meats and vegetables of every known variety

and found the homliest of them all, liver, to shower with their praises. They arranged matters so that almost everyone who consults them is warned to eat liver and wax healthy and normal and happy. They have prescribed liver diets for those who would conquer obesity and those who would no longer remain thin. They have ordered liver eaten in cases of stomach trouble and, so far as I have heard, for falling arches and hair. Almost everyone you see nowadays swears by liver. Dozens of ways to cook it or prepare it for the table have been devised and more of them are in the making. Restaurants and hotels are stressing the quality of their liver. Exclusive tea rooms and kasher cafes, railroad dining cars and even the drug stores and near-beer emporiums are serving liver in some form to all comers. Places where waiters ten years ago would turn pale if a rough customer came in and ordered liver and onions now name liver next to chicken and lamb and club steaks on their gold embossed bills of fare.

What has been the result? Liver, of the veal variety, sells commonly at the first-class markets for one dollar per pound, and if you want a certified guarantee as to its authenticity, you will be asked to pay an extra quarter. And meat cutters are as careful when they slice it as though they were saving the cuttings from raw diamonds.

At this meeting of food purveyors some of the delegates became reminiscent and spoke of liver prices of former days. One said that he could go back to the time when liver sold at the price of round steak which was regarded as a joke by others, including myself, who could remember the time when if you ordered a soup bone the butcher would throw in a mess of liver, and if you had the hardihood to ask him for a nickel's worth for your cat, he would sneak in an extra pound or so, to get rid of it. Now try and talk the man in the white apron into any such an exhibition of silliness and he will at once place you on the toboggan in the direction of the psychopathic ward. You are in luck if you are not held up on your way homeward.

Perhaps liver will in time become so expensive that it will displace turkey, filet mignon and lobster in the public's favor. Perhaps the next generation will be so trained in the eating of liver that the men and women of to-morrow will eat it to the exclusion of all other meats. If they do then individuals like myself, who do not care for this delicacy, will have an inning and riot on porterhouse steaks and English mutton chops.

But what I am principally worried about is the future of the doctors. Will they start a campaign against the liver fans or will they just go out of business, happy that humanity has been made well through consumption of the formerly much despised liver?

Recently at hotel meetings there has been much discussion as to the legal definition of a hotel and the precise line of demarcation between the hotel business and other kindred lines of business, such as the operation of apartment houses, boarding and lodging houses. Under the common law, the hotel keeper was obliged to receive the traveling public and was not permitted to make any discrimination while on the other hand he was granted extraordinary rights, the principal one being the right of lien upon the baggage of the guests for the non-payment of bills. Under the custom of that period, the guest was a traveler or wayfarer and not merely one who resided locally in the particular neighborhood and resorted to the accommodations of the hotel for temporary use. But as time went on and conditions changed, this rule of the common law has been subjected to repeated modifications by

the courts, so that at this time it is quite difficult to determine whether or not the circumstances surrounding the conduct of the business upon the premises constitute a legal hotel. It is, indeed, difficult to find any real definition of what really constitutes a hotel.

In Michigan there has been much legal contention over this particular point. In California I notice that an effort will be made to thresh out the legal difficulties in the next legislature by a committee of hotel operators, which might set a worthy example for Michigan interests.

Frank S. Verbeck.

When On Your Way, See Onaway.

Onaway, Nov. 20—If a deer is fortunate enough to live until he becomes a year old he may as well make up his mind that, automatically, his life is in great danger annually at this time of the year. And I believe he is aware of the fact, too. No matter how peacefully he may graze and run with his companions during the year, suddenly upon glancing at his calendar furnished by nature, his fears are verified by the resounding alarms from every point of the compass. He stands about as much chance of living out his allotted life as does a gangster in the city of Chicago.

It isn't fair. During the days of muzzle-loading rifles, when marksmanship counted, Mr. Buck had a fifty-fifty chance; turkey-shoots proved the hunter's true ability to shoot straight; how different now—not how good—but how many shots can be fired in rapidity. If Mr. Deer doesn't get killed he is very apt to get one of his legs cut off, then to drag himself off and become prey for other animals or die of starvation.

More and more each season deer are being found in this condition. Is this true sportsmanship? I say again, "It isn't fair."

The woods and country partly wooded are studded with "red-men" just now; red because of their trimmings of scarlet that they may be distinguished from the game they are seeking. It is a good precaution, but not infallible; the toll will be listed at the end of the season.

Again, a slaughter in another direction is being perpetrated. I refer to the annual destruction of evergreen trees; a very unnecessary waste. With every load (and there are thousands of them) of Christmas trees seen going through there is a protest of indignation; and yet no attempt is made to prevent it. Oh yes, the children, you know, want Christmas trees and we must supply their wants, even at the expense of the birds and all small game; just to satisfy a habit for a very short time as though man, with all his inventive genius, were not capable of providing a substitute. The fishy excuse offered being, "they grow so thickly they will never be missed; they are of no account anyway," but after all, "we need the money."

Let's follow up the final outcome of this ruthless destruction and try and determine just what percentage of these beautiful trees reach their true goal, as compared with the vast number relegated to the rubbish pile, never to be used, and where finally the entire hundred per cent. will reach. America is noted for its wastefulness and Michigan is contributing its share and always has in the past. Any person fifty years of age and over may look back only a few years and count up fortunes which have been wasted by careless handling of forest products. A very few years ago in Michigan only the cream of the pine forests were considered merchantable. The residue and by-products were considered an expense to dispose of. Large refuse burners consumed millions of dollars worth of lumber that to-day would pay

off all the mortgages recorded in the State. Hardwood was of secondary importance for lumber and a mighty cheap product, even for fuel, thousands of cords being slashed and burned up in windrows and the best of it bringing about 75c per cord after being cut into stovewood. How about it now? "Well," you say, "that's water over the dam, why mention it." Let's make comparisons with a few years ago, a very few years at that. What is this same product bringing to-day? How about the fuel proposition right in this so-called wooded country? How many farms have woodlots? A very few. The majority of them, in fact, are buying soft coal at \$9.50 per ton and hauling it home and kindling their fires with kerosene. That's why we see so many people who have the chance that are picking up pine knots from burned over lands, cutting up stumps and roots from the swamps and mighty glad to get them even at that.

Now what's going on? Poplar and balm-of-Gilead trees, about the last run of shad so to speak, going into pulp wood, just sufficient in value to furnish labor, known as "poverty bolts." Nothing at all for the material, but just denuding the country of its foliage and game cover. While the State is expending vast sums for re-forestation, the slaughter of natural growth Jack pine and other timber far exceeds the growth and added to this the fire hazard caused by inefficient lumbering methods. Squire Signal.

Chain Drug Stores Win in High Court

Corporations operating chain drug stores were declared by the Federal Supreme Court Monday to be entitled to licenses notwithstanding state laws, providing that the owners of such stores must be registered pharmacists. The Court declared a Pennsylvania law of that nature invalid and unconstitutional.

Justice Holmes and Brandeis dissented, asserting that corporations should not be granted the exception they insisted upon, asserting that in the sale of poisons and drugs states had the police power to confine licenses for drug stores to registered pharmacists.

The controversy reached the Supreme Court in a case brought by the Louis K. Liggett Co., which was denied a license for a drug store in Hanover, Penn., because of the state law providing that such licenses could be granted only to registered pharmacists.

Other corporations conducting chain drug stores were permitted by the Supreme Court to file briefs supporting the contention that such a law was unconstitutional and invalid. The chain drug stores declared that the public was fully protected in the compounding of prescriptions by their employment of registered pharmacists to have charge of their prescription counters.

Michigan has a similar law, but the Board of Pharmacy has not undertaken to enforce it because the members were advised by competent legal authorities that the law was clearly unconstitutional.

Threats to enforce the law were made by the recently deposed director of the Board of Pharmacy, but he made so many ridiculous threats which he failed to carry into execution that no one paid any attention to his wild and unfounded utterances.

DRUGS

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

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

Do Special Sales Pay the Druggist?

Do special sales pay the average retail druggist, and is it practicable for him to indulge in sale merchandising?

By special sales, I do not mean voting contests or sales-promotion schemes put on by outsiders who make a business of conducting copyrighted sale plans on a commission basis. Neither am I thinking of the price-cutting fireworks of the retail store that is going out of business. I mean sales as a procedure for stimulating business in sluggish spells or establishing new customer contacts for a drug store that, while it may be a paying enterprise, is not keeping pace with the growth of its community.

I know that the typical old-school pharmacists—the ultra-conservative fellows—do not favor sale merchandising. They simply do not believe in sales, regardless of whether the sale can be made to pay or not; they regard such tactics as unethical. But the modern druggist, who while duly observant of the professional canons of his calling is a more enterprising merchandiser, is interested in sales that, not only bring in money but build business.

The ultimate question is what sales are of that type? If sales are business stimulants and counter-irritants for red-hot competition, what kinds of merchandise make the best sales capital? Two primary facts obtrude themselves for consideration at this point, and they are these: first, the drug business is not appreciably influenced by season; second, few independent druggists have any exclusive, controlled profit items in their stock. The day of own preparations—once quite widespread among druggists, at least in rural communities—is principally a memory.

The practicability of the sale idea in retail drug merchandising is therefore dependent upon the range of quasi pharmaceutical sundries carried and the diversity of side lines feature. The wants of the well—the luxury sale as well as the staple sale—are naturally the target of the sale merchandiser.

The prescription department may, and quite likely will, experience some increased activity coincident with a store-wide sale: but while advertising of the right kind undoubtedly has the power to divert prescription business, it can hardly increase the potential demand for compounded-to-order medicaments.

Whereas, there were only two or three specialties selling at more than \$2 in the drug store of twenty-five years ago, to-day there are more than a score of practically standard drug store sundries that have a unit price

in excess of \$10. Naturally, it is from this class of goods that the best sales ammunition is obtained.

If the purpose of a sale is to reduce stock throughout, every line should be featured; if it is only to stimulate business, the shallow-profit merchandise should be reduced in selling price only a trifle, if at all. In a case when everything in a store is featured at 25 per cent. off, if perchance, the run of the demand is on a low-priced every-day item, the net profit of the sale may just about offset the cost of the effort. In such a case, if most of the sales are to regular buyers who simply "stock up" at the modified prices in anticipation of future requirements, the ultimate result is a very definite loss.

With regard to special sales, there are two facts that the observation of every experienced advertising man proves—namely: Well-established, periodic sales—the kind that recur at regular times—command greater anticipatory interest among the public than irregular sales; and, sales announced by a store that is consistently advertised are likely to command more interest than the sales announcements of a business that lacks what I may term publicity prestige.

The psychology of the buyer's reaction in special sales, as can be determined from an investigation of the typical sale of the chain stores, is that buyers overlook the paucity of the saving on most of the goods (sometimes the saving is as little as one cent) if there is a plausible saving of 10c or 11c on a restricted list of the chain's institutional products. When any reduction is made on standard proprietaries, it is usually made on some vicarious product of the firm's own patent and label. By this tactic, the chains foster consumer acceptance of their own special brands.

Most of the chains' favorite odd-price leaders are perennials. A specific illustration of the case would be a certain cold cream, used for an "odd cent" special. This is exploited as a 50 cent article sold for 39c, but if it ever sold for the higher figure—the claimed value—I never heard of the transaction.

I believe that, ultimately, the law will require that comparative-price leaders featured in sales will be subject to proof that the goods have been distributed at the nominal value unit claimed for them. Until that time, there will be some abuse of the comparative-price idea in retail advertising.

It is my belief that large drug stores may profitably feature certain tested periodic sales, because they have the necessary turnover to enable them to buy on a big scale for such events. Smaller stores, in the nature of the case, will always be more definitely restricted to the service plank in the merchandising platform. As a matter of fact, however, it is much simpler to individualize a relatively small store with few lines than a great "department drug store," unless perchance, the latter has a few dominant lines of wide appeal.

When sales can be made chronological, it helps the suggestive force. While December, for instance, is apt to be

the druggist's busiest month, by and large, yet it is often the case that trade in the regular run of merchandise is not brisk during the first week of December.

A December economizing sale will speed the post-Thanksgiving business. Such a sale should be a miscellany sale of staples, and should include a number of utility items, such as hot water bottles, rubber gloves, ready-made bandages, or writing portfolios. Naturally, in all of these items the druggist would display some higher-priced numbers than the one featured.

January sales should feature combination offers where the druggist has the requisite capital to buy the right kind of leaders in quantity. The post-Christmas month is very apt to require trade stimulation. Suggestions in special combinations, to illustrate the principle, would be shaving cream and powder, toothpaste and tooth brush, expectorant and cold tablets, and so on. A candy special is almost always effective. The druggist who offers an inexpensive face cloth with each box of high-grade face soap, will sell more toilet soaps during such a sale than if the latent demand were not actuated by some such inducement.

I realize that a monthly sale is not practicable for every drug store, but the old-fashioned "Spring Medicine Sale" might be revived with good effect by many who have practically forgotten it. Medicaments might not be one-quarter of the ammunition of the sale, but they would nevertheless prove effective in enhancing drug store shopping induction during March or April. Suggest things that may prevent sickness during that month as well as palliatives for illness.

June is the best month for a toilet goods sale, and this event is an important and profitable one for many drug stores.

"Demonstration of Value Giving" sales can be undertaken sensibly only when the druggist is in a position to advertise a fairly impressive assortment of real money-saving items. Seldom can the average druggist make any extraordinary showing in this kind of a sale unless he carries the value-giving endeavor into the realm of price manipulation—I mean the kind of manipulation that cuts under the quick of a rational minimum profit.

The drug store, which has a good reputation as a neighborhood institution, should be able to conduct a profitable and constructive anniversary sale or birthday sale. If the store holds but two or three sales during the year, this should easily be the biggest of them all, because its psychological significance (if it is presented to the public in the right light), is an occasion for the store to express its appreciation of the public's patronage during the year while re-dedicating itself to the service of the community for another year.

The policy of continued honest value giving, rather than a fan flare of cut-priced merchandising, should characterize this type of sale. Some good values should be featured, of course, and it would seem practicable to obtain them,

inasmuch as the proprietor has a whole year in which to provide for this regular merchandising milestone.

The idea of a clearance sale in the drug business is a little incongruous, except in the case of merchandise that is being discontinued but has not deteriorated. I do not suggest sales merely for the purpose of adjusting stocks, because that is the function of a proper inventory system. Frequent inventories will guide buying and avoid any accumulation of shelf-loafers.

I have always believed that there is a blood relationship between comparative prices and cut prices. It is hard for some merchants to resist the temptation to say openly or by implication: "Well, John, we might just as well say that is a 49c value as a 39c value," and placate their conscience by the earnest belief that the thing offered really is a very good value at 29c. How much better to describe an article as "an unusually good value at this price," "made to sell for much more," or "the lowest price on this article since 1920."

In preparing for a sale in the drug store, it is well to note that the range of appeal in the goods offered is quite as important as the total number of items featured. I know there is a very shallow profit on some lines of cigars, but if a sale is represented to be a store wide sale, even cigars, and the soda fountain as well, should make some contribution to the occasion.

A certain 15 cent cigar might be offered at two for a quarter for the day of the sale; or better still, the price of twenty-five and fifty pack boxes shaded a hair. The range of appeal would thus be widened to interest many men, who would undoubtedly purchase other personal requisites of routine masculine need, even though they are not accustomed to timing their buying according to sales announcements, like women are.

Odds and ends, if they are perfectly salable, might be featured by means of interior displays, or on a "25 Cent Table," a "50 Cent Counter," and so on, and even if they are not great in quantity, if they are real good values, such miscellaneous items will make a certain number of friends.

The principle of concentration, which is the correct window policy in most cases, does not hold for special sale windows, for the idea in the case of the big sale is to install window displays that will present a fairly comprehensive index to the scope of the special values throughout the store's departments.

The success of a special sale is measured in two ways—the money taken in, and the number of new customers attracted. If you see some new faces during the sale, you may well feel a degree of assurance that the sale has been helpful and that the sphere of the store's influence has been widened by their number.

The size of these new customers' first purchases and the immediate net profit thereon is not the paramount consideration. The real success of a great many retail sales events rests principally on the subsequent regular patronage

of persons who were introduced to the store by the sale.

The quality of service given, and the satisfaction afforded the buyer by the merchandise are, of course, the only things that can convert such new customer contacts into regular business.

The Triumph of Name and Label.

It is one of the basic triumphs of advertising that simply to give an article a name and a label and stand back of it is an integral element of assured success. Two-thirds of the advertising man's battle 20 years ago, and considerable of it even to-day, is to secure recognition of this fact, to bring about a label and a name.

There is a further significant factor. An article which is called in common parlance a substitute for some other article of known excellence suffers with particular harshness from lack of a proudly acclaimed name and label.

We have seen how butter and lard substitutes have passed through these difficulties, and how Crisco and Nuc-coa have triumphed over them.

There is a new and interesting example in rayon. It has won one triumph after another, but none more significant than the most recent. The makers and sellers of the new transparent velvets have mostly faltered in proclaiming it as rayon, but a Chicago wholesale house boldly placed a sign on it as "silk-back rayon-face velvets"—and, because of this frank label has had no difficulty in selling it at ten dollars per yard.

People react positively to honesty and accurate labeling and advertising, whereas the pussyfooting hide-the-name, dissemble-the-truth-about-the-materials policy generates suspicion and distrust. Every article has its own integrity if it is advertised for what it is.

\$100,000 Men in Retailing.

How many retail executives are there who are paid \$100,000 a year in straight salary? Point was given this query by the publication during the week of an advertisement dealing with a retail enterprise and captioned "Six \$100,000-a-Year Men Wanted!" The answer to the question appears to be that retail executives earning as much as \$100,000 a year salary are quite few, possibly not exceeding ten at the outside.

This is the belief of well-posted observers of retailing, in the absence of authentic information as to what leading retail executives, including general managers and merchandise managers, are being paid. The figures are usually considered highly confidential between the stores and the executives concerned. That retail executives are well paid, however, is unquestioned. The general manager of one well-known store is reputed to get \$75,000, a figure long considered more or less of a record.

A substantial number of retail executives are believed to receive an annual income of \$100,000 or more. In these cases, however, they usually have stock ownership in the store or receive a percentage of increased business or gains in net profits.

Charles L. Kling, proprietor of the Kling's Department Store at Palo writes us, "We are pleased to send you another \$3, for we feel we are getting full value for our money."

1862 - - 1928
SEELY'S FLAVORING EXTRACTS
SEELY'S PARISIAN BALM
Standard of quality for nearly 70 years
SEELY MANUFACTURING CO.
1903 East Jefferson. Detroit, M. Ch.

New Holiday Goods and Staple Sundries

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

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

Actually Seeing Is Believing

Come Early—Write for Appointments Now

Hazeltine & Perkins Drug Company
GRAND RAPIDS Michigan MANISTEE

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	10 @ 20	Cubebs	1 35@1 50	Benzoin	@1 44
Boric (Xtal)	15 @ 25	Eigerson	5 00@5 25	Benzoin Comp'd	@2 23
Carbolic	38 @ 44	Eucalyptus	6 00@6 25	Buchu	@2 40
Citric	53 @ 70	Hemlock, pure	1 25@1 50	Cantharides	@2 16
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Capsicum	@2 52
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Catechu	@2 23
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cinchona	@1 44
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 55@1 65	Colchicum	@2 16
Tartaric	52 @ 60	Lavender Flow	1 25@1 40	Cubebs	@1 80
Ammonia		Lavender Gar'n	6 00@6 25	Digitalis	@2 76
Water, 26 deg.	07 @ 13	Lemon	85 @ 1 20	Gentian	@2 04
Water, 18 deg.	06 @ 13	Linseed, raw, bbl.	6 00@6 25	Guaiaac	@2 28
Water, 14 deg.	5 1/2 @ 15	Linseed, boiled, bbl.	@ 83	Guaiaac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld. less	33 @ 1 06	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw less	90 @ 1 03	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	2 75@3 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 00@3 25	yellow	2 85@3 25	Oplum	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Oplum, Camp.	@1 44
Barks		green	2 85@3 25	Oplum, Deodorz'd	@5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	12 00@12 25	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@2 50	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/4 @ 13 1/4
Soap Cut (powd.)		Pennyroyal	3 50@3 75	Lead, white dry	13 1/4 @ 13 1/4
35c	20 @ 30	Peppermint	5 50@5 70	Lead, white oil	13 1/4 @ 13 1/4
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	I.	10 50@10 75	Red Venet'n Eng.	@ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	@ 8
Extracts		Sassafras, art'l	75 @ 1 00	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Spearment	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Flowers		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Arnica	1 75@1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 66 1/2	Acetanalid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less	74 @ 88	Alum	08 @ 12
Gums		Wintergreen, leaf	6 00@6 25	Alum, powd and	
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00@3 25	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, art	75 @ 1 00	Bismuth, Subi-	
Acacia, Sorts	20 @ 25	Worm Seed	5 50@5 75	trate	2 48@2 76
Acacia, Powdered	35 @ 40	Wormwood	20 00@20 25	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Potassium		powdered	05 @ 13
Aloes (Cape Pow)	25 @ 35	Bicarbonate	35 @ 40	Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75 @ 80	Bichromate	15 @ 25	Calomel	2 72@2 82
Asafoetida	50 @ 60	Bromide	69 @ 85	Capsicum, pow'd	62 @ 75
Pow.	75 @ 1 00	Bromide	54 @ 71	Carmin	7 50@8 00
Camphor	90 @ 95	Chlorate, gran'd.	23 @ 30	Cassia Buds	30 @ 35
Guaiaac	@ 60	Chlorate, powd.		Cloves	40 @ 50
Guaiaac, pow'd	@ 70	or Xtal	16 @ 25	Chalk Prepared	14 @ 16
Kino	@ 1 25	Cyanide	30 @ 90	Chloroform	53 @ 66
Kino, powdered	@ 1 20	Iodine	4 36@4 60	Chloral Hydrate	1 20@1 50
Myrrh	@ 1 25	Permanganate	20 @ 30	Cocaine	12 85@13 50
Myrrh, powdered	1 35	Prussiate, yellow	35 @ 45	Cocoa Butter	65 @ 90
Opium, powd.	19 65@19 92	Prussiate, red	@ 70	Corks, list, less	30-10 to
Opium, gran.	19 65@19 92	Sulphate	35 @ 40	40-10%	
Shellac	65 @ 80	Roots		Copperas	03 @ 10
Shellac	75 @ 90	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@ 1 75	Blood, powdered	40 @ 45	Corrosive Sublm	2 25@2 30
Tragacanth	2 00@2 35	Calamus	35 @ 75	Cream Tartar	35 @ 45
Turpentine	@ 30	Elecampane, pwd.	25 @ 30	Cuttle bone	40 @ 50
Insecticides		Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Arsenic	08 @ 20	Ginger, African,		Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@ 08	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/4 @ 17	Ginger, Jamaica.	60 @ 65	Emery, Powdered	@ 15
Bordea. Mix Dry	12 @ 26	Ginger, Jamaica,		Epsom Salts, bbls.	@ 03
Hellebore, White		powdered	45 @ 60	Epsom Salts, less	3 1/2 @ 10
powdered	18 @ 30	Goldenseal, pow.	7 50@8 00	Ergot, powdered	@ 4 00
Insect Powder	47 1/2 @ 60	Ipecac, powd.	@ 5 00	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/2 @ 30	Licorice	35 @ 40	Formaldehyde, lb.	14 1/2 @ 35
Lime and Sulphur		Licorice, powd.	20 @ 30	Gelatin	80 @ 90
Dry	08 @ 22	Orris, powdered	30 @ 40	Glassware, less 55%	
Paris Green	24 @ 42	Poke, powdered	35 @ 40	Glassware, full case 60%.	
Leaves		Rhubarb, powd.	@ 1 00	Glauber Salts, bbl.	@ 02 1/2
Buchu	@1 05	Rosinwood, powd.	@ 50	Glauber Salts less	04 @ 10
Buchu, powdered	@ 1 10	Sarsaparilla, Hond.		Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30	ground	@ 1 10	Glue, Brown Grd	16 @ 22
Sage, 1/4 loose	@ 40	Sarsaparilla, Mexic.	@ 60	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Squills	35 @ 40	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Squills, powdered	70 @ 80	Glycerine	20 @ 40
Senna, Tinn. pow.	30 @ 35	Tumeric, powd.	20 @ 25	Hops	75 @ 95
Uva Ursi	20 @ 25	Valerian, powd.	@ 1 00	Iodine	6 45@7 00
Oils		Seeds		Iodoform	8 00@8 30
Almonds, Bitter,		Anise	@ 35	Lead Acetate	@ 20 30
true	7 50@7 75	Anise, powdered	35 @ 40	face	@ 1 50
Almonds, Bitter,		Bird, ls	13 @ 17	face, powdered	@ 1 60
artificial	3 00@3 25	Canary	10 @ 16	Menthol	8 50@9 50
Almonds, Sweet,		Caraway, Po. 30	25 @ 30	Morphine	12 83@13 98
true	1 50@1 80	Cardamon	2 50@3 00	Nux Vomica	@ 30
Almonds, Sweet,		Coriander pow.	40 @ 25	Nux Vomica, pow.	15 @ 25
imitation	1 00@1 25	Dill	15 @ 20	Pepper, black, pow	57 @ 70
Amber, crude	1 25@1 50	Fennell	35 @ 50	Pepper, White, pw.	75 @ 85
Amber, rectified	1 50@1 75	Flax	7 @ 15	Pitch, Burgudry	20 @ 25
Anise	1 25@1 50	Flax, ground	7 @ 15	Quassia	12 @ 15
Bergamont	9 00@9 25	Foenugreek, pwd.	15 @ 25	Quinine, 5 oz. cans	@ 59
Cajeput	2 00@2 25	Hemp	8 @ 15	Rochelle Salts	23 @ 40
Cassia	4 00@4 25	Lobelia, powd.	@ 1 60	Sacharine	2 60@2 75
Castor	1 55@1 80	Mustard, yellow	17 @ 25	Salt Peter	11 @ 22
Cedar Leaf	2 00@2 25	Mustard, black	20 @ 25	Seidlitz Mixture	30 @ 40
Citronella	1 00@1 20	Poppy	15 @ 30	Soap, green	15 @ 30
Cloves	3 00@3 25	Quince	1 00@1 25	Soap mott cast.	@ 25
Cocoa nut	27 1/4 @ 35	Sabadilla	45 @ 50	Soap, white Castile,	
Cod Liver	2 00@2 45	Sunflower	12 @ 18	case	@ 15 00
Croton	2 00@2 25	Worm, American	30 @ 40	Soap, white Castile	
		Worm, Levant	6 50@7 00	less, per bar	@ 1 60
Tinctures		Seeds		Soda Ash	3 @ 10
Aconite	@ 1 80	Anise	@ 35	Soda Bicarbonate	3 1/2 @ 10
Aloes	@ 1 56	Anise, powdered	35 @ 40	Soda, Sal	02 1/2 @ 08
Arnica	@ 1 50	Bird, ls	13 @ 17	Spirits Camphor	@ 1 20
Acacfoetida	@ 2 28	Canary	10 @ 16	Sulphur, roll	3 1/2 @ 10
		Caraway, Po. 30	25 @ 30	Sulphur, Subl.	4 1/2 @ 10
		Cardamon	2 50@3 00	Tamarinds	20 @ 25
		Coriander pow.	40 @ 25	Tartar Emetic	70 @ 75
		Dill	15 @ 20	Turpentine, Ven.	50 @ 75
		Fennell	35 @ 50	Vanilla Ex. pure	1 50@2 00
		Flax	7 @ 15	Vanilla Ex. pure	2 25@2 50
		Flax, ground	7 @ 15	Zinc Sulphate	06 @ 11
		Foenugreek, pwd.	15 @ 25		
		Hemp	8 @ 15		
		Lobelia, powd.	@ 1 60		
		Mustard, yellow	17 @ 25		
		Mustard, black	20 @ 25		
		Poppy	15 @ 30		
		Quince	1 00@1 25		
		Sabadilla	45 @ 50		
		Sunflower	12 @ 18		
		Worm, American	30 @ 40		
		Worm, Levant	6 50@7 00		

GROCERY PRICE CURRENT

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

ADVANCED

Apricots
Raisins

DECLINED

Pork
Smoked Hams

AMMONIA

Quaker, 24-12 oz. case 2 50
Quaker, 12-36 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep, 12, lre. case 2 25



APPLE BUTTER

Quaker, 24-12 oz., doz. 2 25
Quaker, 12-36 oz., doz. 3 35

AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

Per case
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 6 85
10 lb. size, 1/2 doz. 6 75

BLUING



JENNINGS

The Original

Condensed

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

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

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 9 50
White Hand P. Beans 10 25
Cal. Lima Beans 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 Lacquer, 1 gross pkg., per gross 16
Dbl. Lacquer, 1 gross pkg., per gross 16 1/2

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 174 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 2 70
Pep, No. 202 2 90

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

Post Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 2 85

Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s 1 70
Wheatena, 18s 3 70

BROOMS

Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. 9 85
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES

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

SHOES

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40 30
Tudor, 6s, per box 30

CANNED FRUIT

Apples, No. 10 6 50
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 7 50
Blueberries, No. 10 13 00
Cherries, No. 2 3 25
Cherries, No. 2 1/2 4 00
Cherries, No. 10 13 00
Cherries, No. 10 12 50
Peaches, No. 10 Mich. 3 75
Peaches, No. 2 1/2 Mich. 2 20
Peaches, 2 1/2 Cal. 2 25@2 60
Peaches, 10, Cal. 8 50
Pineapple, 1 sil. 1 35
Pineapple, 2 sil. 2 45
P'apple, 2 br. sl. 2 25
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, sil. 3 80
P'apple, 2, cru. 2 60
Pineapple, 10 crushed 9 00
Pears, No. 2 3 00
Pears, No. 2 1/2 3 75
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 15 00
Rhubarb, No. 10 4 75
Strawberries, No. 2 3 25
Strawb's. No. 10 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 85
Clam Ch., No. 2 2 75
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Flannan Haddie, 10 oz. 3 80
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35

Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 00
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, Kless 5 25
Salmon, Red Alaska 3 00
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1m, 1/4, ea. 10@23
Sardines, 1m, 1/4, ea. 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/2, Curtis, doz. 2 80
Tuna, 1/2, Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sil. 1 60
Beef, 3 1/2 oz. Qua. sil. 2 25
Beef, No. 1, But. sil. 4 00
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s 2 20
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 18 oz. 95
Fremont, No. 2 1 25
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 90
Van Camp, med. 1 15

CANNED VEGETABLES

Asparagus.
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65@1 75
W. Beans, 10 7 50
Green Beans, 2s 1 65@2 25
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 85
Beets, No. 2, cut 1 25@2 35
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 3 1 45
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 45@1 60
Pumpkin, No. 10 5 00@5 50
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 45@1 60
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Spinach, No. 10 6 50@7 00
Tomatoes, No. 2 1 20@1 80
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 7 00@7 50

CATSUP

Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, 8s 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 65
Sniders, 16 oz. 2 35
Quaker, 8 oz. 1 30
Quaker, 10 oz. 1 45
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 11 00
Quaker, Gallon Tin 7 50

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 16 oz. 2 30
Sniders, 8 oz. 2 80

CHEESE

Roquefort 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisy 27
Wisconsin Flat 27
New York June 33
Sap Sago 42
Brick 34

CHEWING GUM

Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
Beeman's Pepsin 65
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

CLEANER

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

COCOA



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

CHOCOLATE

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

CLOTHES LINE

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



COFFEE ROASTED

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

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

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

CIGARS

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

Worden Grocer Co. Brands

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

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'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
Malted Milk Lozenges 21

Hard Goods Pails

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

Cough Drops Bxs

Putnam's 1 85
Smith Bros. 1 50

Package Goods

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

Specialties

Pineapple Fudge 23
Italian Bon Bons 17
Banquet Cream Mints 25
Silver King M. Malloes 1 25
Handy Packages, 12-10c 80

Bar Goods

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

COUPON BOOKS

50 Economic grade 2 60
100 Economic grade 4 00
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

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

Apricots

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

Citron

10 lb. box 40

Currants

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

Dates

Dromedary, 36s 6 75

Peaches

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

Pearl

Lemon, American 30
Orange, American 30

Raisins

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

California Prunes

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

Hominy

Pearl, 100 lb. sacks 2 50

Macaroni

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

Bulk Goods

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

Pearl Barley

GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 06
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
bukeye, 18 oz., doz.	2 00

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westinbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 90
Blue Seal, 144	4 85
Reliable, 144	4 09
Federal, 144	5 25
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6 10 lb. Blue L.	4 45
Faimetto, 24, 2 1/2 lb.	5 75

NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish, 125 lb. bags	12
Filberts	32
Pecans Salted	80
Walnuts	67

MINCE MEAT

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

OLIVES

5 oz. Jar, Plain, doz.	1 40
10 oz. Jar, Plain, doz.	2 35
10 oz. Jar, Plain, doz.	4 00
Pint Jars, Plain, doz.	3 16
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs, each	8 00
3 1/2 oz. Jar, Stuffed,	1 35
6 oz. Jar, Stuffed, doz.	2 25
9 1/2 oz. Jar, Stuffed, doz.	3 50
1 Gal. Jugs, Stuffed, dz.	2 75

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

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

PETROLEUM PRODUCTS.

From Tank Wagon.

Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

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

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

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



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

PICKLES

Medium Sour

5 gallon, 400 count	4 75
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Sweet Small

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

Dill Pickles

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

PIPES

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

PLAYING CARDS

Battle Axe, per doz.	2 65
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

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

Veal

Top	22
Good	21
Medium	20

Lamb

Spring Lamb	24
Good	22
Medium	20
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	14
Medium hogs	16
Heavy hogs	15

Lojn, med	22
Butts	19
Shoulders	16
Sparr ribs	16
Neck bones	06
Trimnings	14

PROVISIONS

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

Lard

Pure in tierces	14
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	13
Compound tubs	13 1/2

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@27
Hams, Cer., Skinned	
16-18 lb.	@27
Ham, dried beef	
Knuckles	@44
California Hams	@17½
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45

Beef

Boneless, rump	28	00@38	00
Boneless, rump	29	00@32	00

Liver

Beef	20
Calf	65
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

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

RUSKS

Dutch Tea Rusk Co.

Brand	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALE RATUS

Arm and Hammer	3 75
Granulated, bbls.	1 80
Granulated, 60 lbs. cs.	1 60
Granulated, 36 2 1/2 lb. packages	2 40

COD FISH

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

HERRING

Holland Herring

Mixed, Kegs	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	18 00
K K K K, Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Boned, 10 lb. boxes	17

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35

Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT

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



Per case, 24, 2 lbs.	3 40
Five case lots	2 80
Iodized, 24, 2 lbs.	2 40



Iodized, per case	1 75
Rapid Running	1 75

BORAX

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

SOAP

Am Family, 100 box	6 30
Crystal White, 100	4 10
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 05
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 lb	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm. 2	10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Triply Soap, 100, 10c	7 25
Williams Barber Bar,	95 60
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 70
Grandma, 24 Large	3 70
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	oz.
3 85	
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	10 20 oz.
3 85	
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 50 doz.	2 10
Wyandotte, 48	4 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22

THANKSGIVING DAY.

Lest We Forget Its Deeper Higher Meaning.

Calling attention to the peace and plenty and prosperity with which as a Nation we have been blessed, our President some weeks ago issued the usual proclamation for the last Thursday in November. The stores will close, the factories will shut down, the schools will take at least a one-day vacation. As this issue of the Tradesman goes to press, the country is on the eve of the celebration of one of our great National holidays.

For what is this cessation from customary activities? What does it all mean?

Feasting in cottages and in mansions throughout the land, renewal of the ties of blood and of close friendship, and in some places where weather and other conditions permit, amusements, sports, races and the like, for which the period of leisure offers favorable opportunity.

Does it signify anything more than an extra good dinner, enjoyable family reunions, and such diversions as those mentioned? The reply is that it has the spiritual significance from which it took its origin—it is a time set apart for the giving of thanks for blessings received. The churches will hold services. There will be thanksgiving and praise in the hearts of thousands of persons in the privacy of their own homes.

The observant moralist may press this last enquiry further and ask, "Stating matters frankly and candidly, does the religious meaning of Thanksgiving Day have as strong a hold on the generality of people as it had in the early times of our country's history, or as it had fifty or even twenty-five years ago?"

Before we make answer to this last, the writer would like to bring in two ideas, which were recently heard expressed, both of which have a bearing on the matter under consideration.

One is that gratitude is not a dead virtue just because there is less spoken acknowledgment than formerly, of good things received. The proponent of this thought holds that the sharing of plenty with want is the practical, present day method of rendering thanks, and that in the outpouring of generosity to the unfortunate at Thanksgiving time, and even more in the aid and comfort that are extended steadily and continuously at all seasons of the year to the deserving poor, there is the strongest evidence that many are sincerely grateful for having received abundantly.

The other idea is that the family reunion, usually regarded mainly as a social function, is, at its best, almost a sacramental rite as well. Kin from far and near gather at the dwelling of some common relative. Sons and daughters who have gone out from the old home return to it. If host and hostess are of reverential spirit, there is a hallowing influence felt by everyone of the assembled guests. There may be nothing of ceremonial more than the asking of a blessing at the

table, if such is the custom of the house, and perhaps the reading of a thanksgiving psalm, but all that pertains to the occasion—the bountiful meal, the delightful chat and friendly visiting that follow the renewal of old ties and the revival of precious memories—these are in their way sacred and confer upon each soul who is present their lasting benediction. There is no one who is not made nobler and braver and stronger by attending such a gathering.

Both of these thoughts are worthy of further study, the one indicating that human nature often is better than we give it credit for being, the other that Thanksgiving Day still holds much of priceless value. Now as to the moralist's question. Although reluctant to do so, perhaps for truth's sake we must admit that the proportion seems to be increasing of those to whom Thanksgiving Day means little more than good "eats" and a good time, the latter not always of the highest character. But the admission should be made not in despair but in hopefulness.

No one can give a single reason that will account for many deplorable tendencies that now exist. They are due to a combination of causes, one of the chief of which is doubtless the wide unsettling of religious belief that has taken place in recent years. May we not trust that the next swing of the pendulum may be toward a greater stability of faith?

And now what can we as individuals do in order to celebrate Thanksgiving more worthily, and so be able to receive its deeper lessons?

For those whose duties permit, it is an excellent thing to attend a church service, or at least to listen to a sermon over the radio, giving careful attention to the words some earnest minister will try to press home to us.

But whether we attend church or not, and whether or not we are professing Christians; whatever our creed or even if we do not have any definite creed; without stopping to settle all the doubts and difficulties of our own religious problem, this is suggested:

If we have allowed the good old practice of counting our blessings to fall into the discard, ought we not and can we not, before the Thanksgiving season is over, take a quiet hour or more with our own thoughts, and consider soberly and earnestly the good and wholesome and pleasant and profitable things that have come to us, and do it with sincere and heartfelt gratitude?

And having called to mind our many blessings, it would be well if we take up at least a few of the main ones and ask ourselves frankly how we have reacted to this or that beneficent gift. If abounding health has been ours, have we shown sympathy for the sick and the suffering? If an outstanding success has come to us, as great wealth or power, have we been thoughtful of those who were needy or in sorrow? Or have we become hard and arrogant, attributing our good fortune wholly to our own initiative and energy, deceiving ourselves with the thought that all

others could be in just as good circumstances if only they had made an equal effort?

If we have had happy homes and many friends, have we been appreciative of the good people who walk the way of life with us? If in youth we were trained to noble ideals, have we held ourselves to high standards of thought and conduct?

Living in a country that seems to have been blessed above all the nations of the earth, have we been grateful citizens? Have we taken the trouble to keep ourselves informed on public questions? Have we voted intelligently and with a clear conscience, or as selfish interest or a desire to "stand in," may have dictated?

If we have not had all we wanted in the way of possessions, or just what we wanted, what then? Have we acted like spoiled children? Have we sulked and made ourselves miserable? Have we turned sour? Have we been envious? Or have we accepted our lot cheerfully, not forgetting the many precious things that have been ours, and taking heart from the example of plucky souls who carry on cheerfully under difficulties and losses greater than our own? Do we remember that the half sometimes is better than the whole, and that the measure of prosperity that compels frugality and self-restraint, may be more wholesome in its effects than a lavish profusion?

Ella M. Rogers.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 15.—In the matter of Benjamin F. St. John, formerly doing business as Crystal Dry Cleaners & Dyers and as Central Dry Cleaners & Dyers, Bankrupt No. 3571. The first meeting has been called to be held Nov. 27.

In the matter of Walter Kowalczyk, Bankrupt No. 3578. The funds have been received and the first meeting of creditors has been called for Nov. 27.

In the matter of Earl G. Reed, Bankrupt No. 3570. The funds have been received and the first meeting has been called to be held Nov. 26.

In the matter of Frank Johnson, Bankrupt No. 3574. The funds have been received and the first meeting called for Nov. 27.

In the matter of Ira & Noel Scheiren, partners, Bankrupt No. 3580. The funds have been received and the first meeting called for Nov. 27.

In the matter of David Cooper, Bankrupt No. 3576. The funds have been received and the first meeting has been called for Nov. 26.

In the matter of Frank Plant, Bankrupt No. 3524. The funds have been received and the first meeting has been called for Nov. 26.

In the matter of Lafayette P. Deal, Bankrupt No. 3530. The funds have been received and the first meeting has been called for Nov. 26.

In the matter of Harold A. Jones, Bankrupt No. 3581. The funds have been received and the first meeting has been called for Nov. 26.

In the matter of T. S. Sebring, trading as Sebring Tire & Battery Shop, Bankrupt No. 3451, the attorneys for petitioning creditors have reported no assets and an order no trustee has been entered and the case closed and returned to the district court, as a case without assets.

In the matter of Roy M. Amos, Bankrupt No. 3228, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 23. The trustee was present and represented by attorneys Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bills for administration expenses were approved. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 5.84 per cent. Creditors voted funds to oppose the discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Kalkaska Produce Co., a corporation, Bankrupt No. 3584. We have to-day received the adjudication

and reference. 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 list of creditors as well as the list of assets will be made herein.

Nov. 15. On this day was held the first meeting of creditors in the matter of Albert B. Lewis, Bankrupt No. 3564. The bankrupt was present in person and represented by attorney W. B. Perkins, Jr. Creditors were present in person. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Anway-Peerless Furniture Co., Bankrupt No. 3290, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 23. The bankrupt was not present or represented. The trustee was present in person, and represented by Fred G. Stanley, attorney. S. H. Wattles, attorney was present for certain parties. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the payment of tax claims and a first and final dividend to creditors of 3.1 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Nov. 15. On this day was held the first meeting of creditors in the matter of Milarch Tire & Battery Co., formerly Milarch-Olsen Tire Store, Arthur J. Milarch and Arnold Milarch, copartners, Bankrupt No. 3575. The bankrupt Arthur J. Milarch was present in person. The bankrupts were represented by attorney A. H. Lyman. Creditors were represented by Belcher & Hamlin, attorneys and G. R. Credit Men's Association and Fred G. Timmer. Claims were proved and allowed. The bankrupt present was sworn and examined, before a reporter. William Bolton was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

In the matter of Samuel P. Berns, Bankrupt No. 3165, the adjourned first meeting was held Nov. 16. The bankrupt was not present owing to illness. Mrs. Berns was present in person. The bankrupt and Mrs. Berns were represented by attorneys Knappen, Uhl & Bryant. Mrs. Berns was sworn and examined without a reporter. The adjourned first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of Joshua I. Elenbaas, Bankrupt No. 3326, the trustee has filed its return showing that there are no assets in the estate, and the case has been closed and returned to the district court as a case without assets.

Nov. 15. On this day was held the first meeting of creditors in the matter of Louis K. Goss, Bankrupt No. 2572. The bankrupt was present in person and represented by attorney F. L. Bake. Creditors were present in person and represented by attorney Charles H. Lillie. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Nick Koning, Bankrupt No. 3583. The bankrupt was present in person and represented by attorneys Hilding, Hilding & Tubbs. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Nov. 15. We have to-day received the schedules, reference and adjudication in the matter of Gerrit Van Lengen, Bankrupt No. 3589. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$875 of which \$250 is claimed as exempt with liabilities of \$1,652.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Young & Chaffee, Grand Rapids	\$140.00
DeKorne Furn. Co., Grand Rapids	250.00
Commonwealth Loan Co., G. R.	300.00
Blodgett Hospital, Grand Rapids	8.00
Beatrice Witzel, Grand Rapids	33.00
Liberal Credit Clothing Co., G. R.	35.00
Costlows, Grand Rapids	3.50
Brownings, Inc., Grand Rapids	10.00
Prange's Credit Dept. Store, G. R.	75.00
Wurzburg's Dry Goods, Grand R.	9.00
Herpolsheimers, Grand Rapids	100.00
Paul Steketee & Sons, Grand Rap.	35.00
Douma & Sons, Grand Rapids	12.00
Perkins & Water, Grand Rapids	20.00
Fred F. Timmer, Grand Rapids	24.00
L. Kleiman & Son, Grand Rapids	50.00
Wm. H. Veenboer, Grand Rapids	250.00

Wm. L. Bettison, Grand Rapids -- 5.00
F. F. Hardy, Grand Rapids -- 15.00
Dr. Holmes, Grand Rapids -- 3.00
St. Mary's Hospital, Grand Rapids 100.00

Nov. 15. We have to-day received the schedules, reference and adjudication in the matter of William O. Smith, Bankrupt No. 3590. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a restaurateur. The schedules show assets of \$240.60 with liabilities of \$2,028.11. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Harris Sample Furn. Co., Grand R. 120.35
Heyman Furn. Co., Grand Rapids 64.95
Grinnell Bros., Grand Rapids -- 45.00
General Motors Acceptance Corp., Grand Rapids -- 80.00
Woodhouse Co., Grand Rapids -- 165.02
G. B. Anderson Publishing Co., Grand Rapids -- 36.00
Folger Bottling Works, Grand Rap. 34.35
Coffee Branch, Grand Rapids -- 55.95
Kelly Ice Cream Co., Grand Rapids 134.07
Van Eerden Co., Grand Rapids -- 30.41
Coca Cola Bottling Co., Grand R. 14.00
W. P. Wagner, Grand Rapids -- 12.18
VandenBerge Cigar Co., Grand R. 8.14
Van Blatz Brewing Co., Grand R. 3.30
Ferris Coffee & Nut Co., Grand R. 19.63
Bayuk Cigars, Grand Rapids -- 19.85
P. D. Mohrhardt, Grand Rapids -- 164.69
Gas Light Co., Grand Rapids -- 33.95
Consumers Ice Co., Grand Rapids 29.70
Consumers Power Co., Grand Rapids 46.46
E. B. Gallagher & Co., Grand R. 11.01
Burr J. and Myra Thompson, G. R. 900.00

Nov. 14. We have to-day received the schedules, reference and adjudication in the matter of Louis E. Dean, Bankrupt No. 3591. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$1,230.75. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Charles F. Hext, Grand Rapids -- \$108.75
Paul Zehinski, Grand Rapids -- 497.00
A. J. Maholic, Grand Rapids -- 200.00
C. C. Smith, Cedar Springs -- 400.00
A. C. Barr, Shepherd -- 25.00

Nov. 15. We have to-day received the schedules, reference and adjudication in the matter of Charles L. Cook, Bankrupt No. 3592. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$200 of which the full interest is claimed as exempt, with liabilities of \$1,306.14. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Liberal Clothing Co., Grand Rapids -- 3.45
Peter Stilsonberg, Grand Rapids -- 20.00
Heizen & Heizen, Grand Rapids -- 33.25
Richards Motor Co., Grand Rapids 13.00
Fires de Industries, Adrian -- 60.00
Dr. Wedgewood, Grandville -- 75.00
Dr. Hirschberg, Galewood -- 6.00
Wyoming Lumber & Fuel Co., Wyoming Park -- 245.00

P. Van Dyke & Son, Wyoming P. 45.00
M. A. McDonald, Grand Rapids -- 145.00
Beverly Meat Market, Grand Rap. 8.00
Vanderwal & DePint, Grand Rapids 6.64
B. Zroff, Grand Rapids -- 4.95
Personal Finance Co., Grand Rap. 147.00
Wm. Tasma & Sons, Grand Rapids 10.25
Herman Vandenberg, Grand Rapids 8.00
National Dis. Corp., Grand Rapids 250.00
White Sewing Machine, Grand R. 115.00
Galewood Wyoming State Bank, Galewood -- 108.00

Nov. 15. We have to-day received the schedules, reference and adjudication in the matter of John Baker, Bankrupt No. 3593. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a brick layer. The schedules show assets of \$500 of which \$250 is claimed as exempt, with liabilities of \$1,101.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Midwest Commercial Credit Co., Grand Rapids -- \$165.00
Dan Bloom, Rock Valley, Ia. -- 14.00
Fopee Store, Rock Valley -- 80.00
Dr. Kessler, Rock Valley -- 14.00
Peter Klien, Rock Valley -- 2.50
Rock Valley Lumber Co., Rock V. 85.00
Rock Valley Garage, Rock Valley 88.00
Fred Smith, Rock Valley -- 24.00
A. F. Schemmer, Rock Valley -- 14.00
John Ver Wey, Rock Valley -- 311.50
Jessie Ver Wey, Rock Valley -- 64.00
Bert Ver Wey, Rock Valley -- 11.50
Anna Ver Wey, Rock Valley -- 11.50
Henry Ver Wey, Rock Valley -- 11.50
Paul Smith, Doon, Iowa -- 45.00
L. M. Mandge, Lowell -- 160.00
E. DeBoer, Grand Rapids -- 15.00

Nov. 16. We have to-day received the schedules, reference and adjudication in the matter of Peter Stawarz, Bankrupt

No. 3594. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a baker. The schedules show assets of \$1,544.66 of which \$490 is claimed as exempt, with liabilities of \$2,371.23. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids -- \$25.88
Paul Syrek, Grand Rapids -- 5.00
Polish American Bank, Grand Rap. 350.00
L. & L. Jenison Co., Jenison -- 60.75
G. R. Paper Co., Grand Rapids -- 26.80
Pullman Coal Co., Grand Rapids 53.48
E. B. Gallagher & Co., Detroit -- 69.96
Kent Storage Co., Grand Rapids -- 23.53
Ryskamp Bros., Grand Rapids -- 89.67
Globe Sales Co., Baltimore, Md. -- 19.75
Becker Bros. Co., Grand Rapids 719.35
Red Star Yeast Co., Grand Rapids 97.46
Roseberry-Henry Elec. Co., G. R. 1.95
Kiefer's Garage, Grand Rapids -- 60.17
Comstock & Grave, Grand Rapids 58.30
John Vanderveen Co., Grand Rap. 101.65
Watson-Higgins Milling Co., G. R. 46.95
Swift & Co., Grand Rapids -- 79.54
Worren Grocer Co., Grand Rapids 14.00
Wolverine Spice Co., Grand Rapids 80.84
Peter D. Mohrhardt, Grand Rapids 5.10
Hekman Biscuit Co., Grand Rapids 31.61
Floriss Hartog, Grand Rapids -- 350.00
Leo J. O'Riley, Grand Rapids -- 5.00
Mary Macarski, Grand Rapids -- 42.00

Nov. 18. We have to-day received the schedules, reference and adjudication in the matter of Leopold Shindorf, Bankrupt No. 3595. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Easton township, and his occupation is that of a farmer. The schedules show assets of \$7,278.90 of which \$250 is claimed as exempt, with liabilities of \$6,316.97. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Clayton Rathbun, Ionia -- \$24.00
Cecil Rathbun, Grand Rapids -- 13.00
Henry Rathbun, Ionia -- 7.00
Frank Shindorf, Belding -- 6.00
Alma Taff, Belding -- 120.00
Chas. Criger, Belding -- 8.00
Verne Taff, Belding -- 30.00
Martin & Lowrie, Ionia -- 685.00
Virginian Joint Stock Land Bank, Charleston, W. Va. -- 3,037.46
Elgin W. Condon, Smyrna -- 65.00
D. H. Hammond, Charlotte -- 27.00
National Bank of Ionia -- 921.26
Fin's Oil Co., Ionia -- 321.85
Joseph Powell, Sr., Ionia -- 275.00
Geo. Hill, Orleans -- 74.00
Adam Powell, Ionia -- 75.00
Mutual Fire Inc. Co., Ionia -- 35.00
M. L. Stout, Orleans -- 42.00
E. C. Hoppough, Orleans -- 35.30
Charles Scheidt, Ionia -- 10.00
Dr. Wm. Ferguson, Ionia -- 4.00
Belding Mercantile Co., Belding -- 6.40
Charles Helmer, Ionia -- 50.00
Martin & Lowrie, Ionia -- 40.70

Nov. 18. We have to-day received the schedules, reference and adjudication in the matter of Albert Sydney Lynn, Bankrupt No. 3596. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$900 of which \$500 is claimed as exempt, with liabilities of \$1,090.50. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Personal Finance Co., Muskegon \$265.00
J. P. Olson, Muskegon -- 21.00
Colonial Finance Co., Muskegon -- 62.00
Hackley Hospital, Muskegon -- 138.00
Enwald Bros., Muskegon -- 15.00
Jorgenson Grocery, Muskegon -- 32.00
Mrs. Rochon, Muskegon -- 235.00
Fair Dept. Store, Muskegon -- 9.25
Tobaison & George, Muskegon Hts. 2.50
Chances Drug Store, Muskegon -- 3.75
Larson Grocery, Muskegon -- 7.00
Dr. A. J. Larson, Muskegon -- 65.00
Fox Jewelry Store, Grand Rapids 35.00
Dr. H. B. Loughery, Muskegon -- 22.00
Budds Jewelry, Muskegon -- 7.00
Dr. R. A. Risk, Muskegon -- 4.00
A. L. Wood, Muskegon Hts. -- 82.00
Dr. A. D'Alcorn, Muskegon -- 13.00
Dr. Sol Cohen, Muskegon -- 11.00
Macdonald & Macdonald, Muskegon 35.00
I. Gudelsky & Son, Muskegon -- 13.00
Home Outfitting Co., Minneapolis 9.00

Nov. 19. On this day was held the first meeting of creditors in the matter of Joseph Stanley Charkowski, Bankrupt No. 3557. The bankrupt was present and represented by attorney Willard J. Meader. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting adjourned without date, after the examination of the bankrupt, without a reporter, and the case has been closed and returned to the district court as a case without assets.

F. M. Strouse & Son, dealers in hardware and groceries at Stanton, in renewing their subscription say: "We could not very well get along without the Tradesman."

Facing Facts on Costs and Other Business Elements.

(Continued from page 20)

in weighing: that weight be exact—neither more nor less than precisely the pounds and ounces you set out to put up. And that weighing be done in such manner as to promote good will and confidence on the part of the customer.

It is bad practice to over-fill a bag or package and then have to take goods out of it until the correct weight is attained. A customer looking on always gets nervous under such process. It is excellent practice to underfill the package and then put more goods into it until you arrive at the desired weight.

Using an even balance scale, this is accomplished by under-filling and then "feeling" the scale by holding the finger on the scoop to sense how much more is to go in. This can be done rapidly, because practice will make accurate checking easy and quick. With the late model fan-dial scales all that is necessary is to keep your mind on the job, so see that the indicator travels where it belongs and no farther.

Paul Findlay.

AUCTION SALES

By order of the United States District Court I shall sell and to the highest bidder the assets of

KANT FALL MANUFACTURING COMPANY, Bankrupt

Sturgis, Michigan
on Tuesday, November 20th, 1928, at 11:00 A. M. Central Standard time, consisting of the entire stock in trade, fixtures, machinery, tools, equipment, office furniture, baby carriages, automobile jax, and allied products which is appraised at approximately \$12,710. All sales are for cash and subject to confirmation.

ABE DEMBINSKY

Court Auctioneer
Saginaw, Michigan
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.
DENNIS L. KANE, Trustee,
Sturgis, Michigan.

By order of the United States District Court I shall sell and to the highest bidder the assets of

DURABILT METAL PRODUCTS COMPANY, Bankrupt

Niles, Michigan
on Wednesday, November 21st, 1928, at 11:00 A. M. Central Standard time, consisting of machinery, tools, equipment, office furniture and fixtures, factory supplies and sundries, all for the use in a complete wood and metal product manufacturing business. All sales are for cash and subject to confirmation.

ABE DEMBINSKY

Court Auctioneer
Saginaw, Michigan
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.
C. R. ADAMS, Niles, Trustee.

By order of the United States District Court I shall sell at public auction and to the highest bidder on Thursday, Nov. 22d, 1928, at 2:00 P. M. Central Standard time, the assets of the bankrupt estate of

MILARCH TIRE AND BATTERY COMPANY

462 River street, Manistee, Michigan
the entire stock in trade and fixtures consisting of tires, tubes, automobile accessories, parts, etc., which is scheduled by the bankrupt in the approximate sum of \$2,926.00. All sales are for cash and subject to confirmation.

ABE DEMBINSKY

Court Auctioneer
Saginaw, Michigan
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.
MAX C. HAMLIN, Manistee, Custodian.

By order of the United States District Court I shall sell at public auction and to the highest bidder on Monday, November 26th, 1928, at 2:00 P. M. Central Standard time, the assets of the bankrupt estate of

GEORGE L. PHENEY

515 Lincoln Ave., N. W.,
Grand Rapids, Mich.
the entire stock in trade consisting of plumbing materials, fittings, etc., used in an operation of a plumbing store together with office furniture and trucks, at the inventory amount of \$3,293.00, ap-

proximately. All sales are for cash and subject to confirmation.

ABE DEMBINSKY

Court Auctioneer
Saginaw, Michigan
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.
C. C. WOOLRIDGE, Custodian.

By order of the United States District Court I shall sell at public auction and to the highest bidder on Monday, Nov. 26th, 1928, at 11:00 A. M. Central Standard time, the assets of the bankrupt estate of

ARCHIE W. BAXTER

744 Bagley St., S. E., Grand Rapids, Mich.
the entire stock in trade and fixtures consisting of wall paper, paints, decorating supplies, together with tools, equipment, office furniture, etc., which are appraised at \$2,080.77. All sales are for cash and subject to confirmation.

ABE DEMBINSKY

Court Auctioneer
Saginaw, Michigan
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.
CHESTER C. WOOLRIDGE, Custodian.
Notice: For further information regarding these sales enquire of the auctioneer, custodian or trustee.

HON. CHARLES B. BLAIR,
Referee.

Business Wants Department

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

For Sale—Growing hardware business in excellent location. No competition. Reason for selling, have other business. Address No. 973, c/o Michigan Tradesman. 973

SHERIFF SALE—The Good Furniture Co., stock of furniture and undertaking. Sheriff sale for the satisfaction of two mortgages. Monday, Nov. 26, 1928, ten o'clock, at the store, Marshall, Michigan. 974

Wanted — For Northern Indiana and Ohio territories. Specialty salesman. Aggressive. One with experience in the flavoring extract business preferred. Address No. 971, c/o Michigan Tradesman. 971

FOR SALE Close Out Prices

One refrigerating machine. Erie Mfg. Corp.

One McCray 1926 refrigerator 8x12—10 ft. high two compartments.

Two McCray 1926 refrigerator counters, 8 and 12 ft.

One Hobart meat chopper.

Two meat blocks.

Two fine Barnes scales.

The above all bought in 1926 and in fine condition.

Two high grade National cash registers, individual drawers, one cheaper register. Many other items. We are going out of business. E. R. Clarke & Co., Coldwater, Mich.

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

FOR SALE — HANDLE BUSINESS. Manufacturing commercial handles, location Northern Wisconsin. Abundant raw material available. Doing good business, bright prospects. Bargain. Address OAK GROVE HANDLE CO., 10 Sherwin Block, 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

CASH FOR MERCHANDISE

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

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

CASH For Your Merchandise!

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

LOUIS LEVINSON, Saginaw, Mich.

Consult someone that knows
Merchandise Value.

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

ABE DEMBINSKY

Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.
Buyers inquiring everyday—

NEW ISSUE

\$2,500,000

Federated Publications, Inc.

FIFTEEN YEAR 6% SECURED GOLD NOTES
(WITH STOCK PURCHASE WARRANTS)

To be dated November 1, 1928.

To mature November 1, 1943.

Principal and semi-annual interest, May 1 and November 1, payable at the Guardian Trust Company of Detroit, Trustee. Callable on thirty days' notice, in whole or in part on any interest payment date at 105, to and including November 1, 1933, the premium decreasing thereafter 1/2 of 1% per annum up to and including Nov. 1, 1942 and thereafter at a premium of 1/2 of 1% on May 1, 1943. Coupon notes of \$1,000 denomination, registerable as to principal only. Interest payable without deduction for Federal Income Tax not exceeding 2%. The Corporation will agree to refund certain State Personal Property or Income Taxes, including the specific tax on these notes under Act 142, P. A. 1913 of Michigan as amended, upon application made, as described in the Trust Indenture.

Each Note will be accompanied by non-detachable Stock Purchase Warrant entitling the holder thereof to purchase Common Stock represented by Voting Trust Certificates on or before November 1, 1933, at \$35.00 per share, in the ratio of 15 shares for each \$1,000 Note.

GUARDIAN TRUST COMPANY OF DETROIT, Trustee

CAPITALIZATION

	To be Authorized	To be Outstanding
15 Year 6% Secured Gold Notes (this issue)	\$2,500,000	\$2,500,000
Convertible Preferred Stock—\$2 Dividend	52,000 Shares	52,000 Shares
Common Stock—No par value	150,000 Shares*	50,000 Shares

*52,000 shares reserved for conversion of Preferred Stock and 37,500 shares reserved for warrants attached to the Secured Gold Notes. Subsidiary Companies have no funded debt or preferred stocks outstanding.

MR. A. L. MILLER, PRESIDENT OF THE CORPORATION, SUMMARIZES HIS ACCOMPANYING LETTER AS FOLLOWS:

BUSINESS

Federated Publications, Inc., organized under the laws of Delaware, will own all of the outstanding capital stocks, except Directors' qualifying shares, of the subsidiary companies publishing the following well-established, successful and growing newspapers:

Lansing State Journal, Lansing, Michigan
The Grand Rapids Herald, Grand Rapids, Michigan
Battle Creek Enquirer & News, Battle Creek, Michigan.

All of these papers are members of the Associated Press and, as such, are entitled to certain exclusive uses of Associated Press news. As certified by the Audit Bureau of Circulation, these papers have 90,000 daily net paid circulation. The Corporation will also own all of the outstanding capital stock, except Directors' qualifying shares, of the Newspaper Engraving Company, Grand Rapids, Michigan, which operates a modern and fully equipped engraving plant and which will supply the above newspapers with etchings, engravings, and kindred services.

SECURITY

These Secured Gold Notes will be direct obligations of Federated Publications, Inc., and will be secured by pledge of all of the outstanding stock, except Directors' qualifying shares, of the companies named above.

Messrs. Palmer, DeWitt & Palmer, of New York City, nationally known newspaper appraisers, have examined the business and properties of the subsidiaries of Federated Publications, Inc., and have certified to an aggregate valuation, free and clear of debts and contingent liabilities, of \$5,076,103, or more than \$2,000 for each \$1,000 Note to be presently outstanding.

EARNINGS

Earnings of the consolidated companies, after giving effect to certain non-recurring items (which non-recurring charges were \$69,178 in 1925; \$74,330 in 1926; \$63,392 in 1927; and \$65,900 for the year ending August 31, 1928) according to certified audits of Lawrence Scudder & Company, are as follows:

Calendar Year	Gross Revenue	Net Earnings after depreciation, available for interest and Federal Taxes
1925	\$1,879,116	\$343,179
1926	2,089,330	457,070
1927	2,118,574	440,202
1928 (12 mos. ended Aug. 31)	2,163,911	446,919

As shown above, net earnings after depreciation for the twelve months ending August 31, 1928 are over 2.9 times the interest requirements of this issue. Average net earnings after depreciation for the four twelve-month periods as shown above have also been over 2.8 times these interest requirements.

INDENTURE

Among other provisions designed to protect the holders of these Notes, the Indenture will specifically provide that, while any of these Notes are outstanding:

The subsidiaries of the Corporation will create no debt maturing more than one year from the date of its creation except for purchase of machinery and/or supplies for current operations upon terms of credit which may exceed a period of one year, and except that additional property may be purchased subject to existing liens or purchase money mortgages, provided net earnings of the subsidiary acquiring the additional property are 2 1/2 times the interest requirements of all indebtedness of the subsidiary. Such lien or purchase money mortgage shall not exceed 60% of the value of the additional property. Subsidiary companies may issue additional capital stock only when it is pledged as security for this issue.

The Corporation will not create any indebtedness maturing more than one year from the date of its creation, except at such times as the consolidated net earnings of the corporation and subsidiaries for the preceding year, after depreciation as defined in the indenture, have been 2 1/2 times the interest requirements of the then outstanding secured notes and additional securities proposed to be issued.

SINKING FUND

A Sinking Fund will be established under terms of the Indenture, which will provide that \$50,000 plus 10% of the consolidated net earnings of the Corporation and subsidiaries, as defined, will be deposited with the Trustee annually, commencing March 1, 1930, for the retirement of this issue. These deposits will be used for the purchase of these Notes at not to exceed the prevailing call price or, if not so available, for redemption by lot at the call price.

PRICE 99 1/2 AND ACCRUED INTEREST

All legal matters relating to this issue of Notes will be passed upon by Messrs. Armstrong & Mead, Detroit, Mich., counsel for the Bankers, and Messrs. Dickinson, Smith, Farrell & Wham, Chicago, Ill., counsel for the Corporation.

The above Notes are offered when, as and if issued and received by us, and subject to the approval of counsel. It is expected that temporary notes or interim receipts will be delivered on or about December 11, 1928.

The above information is obtained from reliable sources, and, while not guaranteed, is believed to be accurate.

Fenton, Davis & Boyle

Fidelity Trust Company
DETROITGuardian Detroit Company
INCORPORATEDNichols, Terry & Company
INCORPORATED

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



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

and its associated companies

COMBINED ASSETS OF GROUP

\$45,267,808.24

COMBINED SURPLUS OF GROUP

\$17,368,052.31

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**