

ONE DAY AT A TIME

One day at a time, with its failures and fears,
With its hurts and mistakes, with its weakness and tears,
With its portion of pain and its burden of care;
One day at a time we must meet and must bear.

One day at a time to be patient and strong,
To be calm under trial and sweet under wrong;
Then its toiling shall pass and its sorrow shall cease;
It shall darken and die, and the night shall bring peace.

One day at a time—but the day is so long,
And the heart is not brave and the soul is not strong.
O Thou pitiful Christ, be Thou near all the way;
Give courage and patience and strength for the day.

Swift cometh His answer, so clear and so sweet;
"Yea, I will be with thee, thy troubles to meet;
I will not forget thee, nor fail thee, nor grieve;
I will not forsake thee; I never will leave."

Not yesterday's load we are called on to bear,
Nor the morrow's uncertain and shadowy care;
Why should we look forward or back with dismay?
Our needs, as our mercies, are but for the day.

One day at a time, and the day is His day;
He hath numbered its hours, though they haste or delay.
His grace is sufficient; we walk not alone;
As the day, so the strength that He giveth His own.

Annie Johnson Flint.

3 fast selling items



SEMDAC Furniture Dressing has proved its superior polishing qualities on all fine furniture — pianos, radio cabinets, phonographs, bookcases and other highly finished surfaces. It gives a brilliant and durable lustre. It requires a minimum amount of rubbing.



SEMDAC Auto Polish removes "smoke film," grime and "rain spots" with least effort, and restores the maximum lustre to lacquered, enameled and varnished automobile surfaces. The improved formula put out this year gives an unexcelled finish and does it in less time than ever.

THE three Semdacs sell readily and repeat constantly. Widely advertised throughout the Middle West in newspapers and with street car and bus cards, Semdac Liquid Gloss, Semdac Furniture Dressing and Semdac Auto Polish offer to grocers quick sales and rapid turnover at a handsome profit.

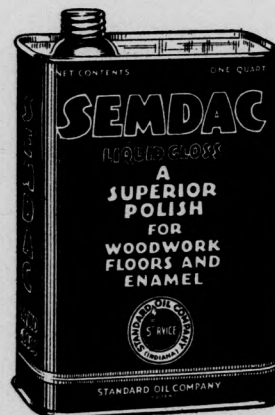
Window displays, window strips, counter displays, and store hanger cards will help you tie up this general advertising with your store.

Send for the above dealer helps if you stock any of the Semdac polishes. If you do not stock them, ask or write for special discount offer to dealers.

STANDARD OIL CO. (Indiana)

General Offices: 910 South Michigan Avenue Chicago, Illinois

SEMDAC Liquid Gloss should be recommended for cleaning and polishing all woodwork and floors. It is ideal for use on floor-mops from which the original oil has partly dried out. Housewives like to use a few drops of it on the dusting cloth to prevent dust from flying.



The 3 Semdacs

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 23, 1929

Number 2405

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 ce..ts.

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.

Sidelights on the Career of John Almy.

The present generation, it is presumed, possesses little, if any, knowledge of John Almy. Peter R. L. Pierce, who served the citizens of Grand Rapids in the offices of county clerk, State senator and postmaster years ago wrote a sketch of Mr. Almy's life, in which he stated that "few persons in Grand Rapids among either the dead or the living, did more in his way to give the now bright and growing Valley City an enviable reputation than John Almy." He was a native of Rhode Island, educated and trained as a civil engineer. Mr. Almy resided in his early manhood in Genesee, N. Y. In the year 1834 he was appointed city engineer of Detroit and while so employed laid out and supervised the construction of many sewers and streets. In 1835 he came to Grand Rapids and platted the village of Kent, now an important section of the city, for Lucius Lyon and N. O. Sargeant. Eventually, Charles H. Carroll, in whose honor Carroll F. Sweet was named, purchased the Lyon interest in Kent plat. Judge Almy then took charge of the property and built for himself an imposing stone house on a section of the lot now occupied by the Regent theater and became an active and zealous promoter of the welfare of the city. While en route to Grand Rapids from Detroit, Almy and wife suffered many hardships. Mrs. Almy recorded incidents of the journey as follows: "At the Thornapple River, when the day was very dark, we decided not to proceed further for fear we should be upset in the stream. We saw near a campfire a group of Indians and walked toward them, but they fled. We camped out as best we could and spent the night without food. At daylight we resumed our march, crossed the river and met Rix Robinson and the chiefs who came to learn the kind of people we were. Mr. Robinson explained to the Indians that we were friends and that our purpose was the building of a big town at the

"Rapids." We were furnished with pork, potatoes, bread, tea, wild honey, an extra dish with short cake, with which we refreshed ourselves. We renewed our journey to Grand Rapids, arriving at night. We experienced difficulty in crossing Plaster Creek and other streams en route. Richard Godfrey and Louis Campau gave us shelter in their homes. Not much time was taken in getting settled, after which surveys were made for the canal. Later it became necessary for us to return to Detroit, for which journey Mr. Godfrey furnished a lumber wagon and team with a Frenchman to drive it. We were ten days going. (The trip is now made, with present transportation facilities available, in less than five hours). Mr. Almy purchased a steamboat in Detroit and his friends named it "John Almy." She was loaded with pork, flour, mill stones and other articles needed in the community. Very rough weather wrecked the boat soon after she sailed from Detroit."

Mr. Almy held several important places of trust while a resident of Grand Rapids—such as a member of the State Legislature, Judge of the County Court, Surveyor general, Engineer of improvements of the Kalamazoo river. Mr. Almy was a skilled draughtsman and in the application of water colors and India ink unexcelled. He was a devotee of the sciences, methodical and exact in the conduct of his business. He had studied law and was admitted to practice at the bar. He was a man of mark among his fellows. Arthur Scott White.

Gabby Gleanings From Grand Rapids.

The C. E. Long & Co. stock of men's furnishing goods at 16 South Ionia avenue was sold this week to a Detroit auction house for \$4,000. The stock was inventoried at \$8,000. Several purchasers stood ready to pay \$7,000 for the stock and one man would have paid as high as \$7,500. On the face of things it looks as though the stock was needlessly slaughtered by the young man in charge who happened to have no knowledge of merchandise values.

Sammy Evans, the elephantine tea salesman, has been confined to his home for the past two weeks with severe pains in his back, side and abdomen. He obtained no relief through his regular physicians—three in number—and finally stumbled on an osteopathist, who stopped the pain. He expects to be strong enough to resume his road work in about two weeks.

Mrs. Richard D. Warner has been seriously ill with neuritis, but is on the mend. Little Dick says a better name for her ailment "newwrongus."

The Old Time Traveling Men's sec-

ond dinner party will be held at River-view Inn, Lowell, Oct. 27. Dinner will be served at 1:30 p. m., consisting of baked ham, pumpkin pie and all the fixins. About forty reservations have been made already. If you want to get in on this, phone George W. McKay, 4301, at Grand Rapids Trust Co., or his home, 86648. All reservations must be in by Oct. 25.

Frank E. Lewellen, formerly engaged in the bean business at Shelby, Grand Rapids and Owosso, is now located at Los Angeles, where he is reported to be building up a big business in the canning of ocean fish. He has an irrevocable franchise to fish for salmon along 800 miles of coast line in Mexico, which, it is claimed, is worth many millions dollars on account of the growing scarcity of salmon on the Pacific Coast.

Will Someone Please Answer?

Just why is it that a merchant can spend ten or fifty dollars on a ball game, a bet or a trip without batting an eye; but when a number of merchants are debating a co-operative program of self-preservation and self-help, a five dollar bill looks like a half interest in the United States Mint?

Is it not suggestive that the average independent merchant will often put himself out of the way of taking advantage of a fine opportunity simply because opportunity demands an investment which means an expenditure for the time being, kidding himself that he is saving himself money by so doing?

Does this not remind one of the Scotchman who denied himself the luxury of a surgical operation on the ground that the undertaker's prices were cheaper?

Pondering which, I am reminded of the statement of a large chain store executive who recently told me that his company was constantly on the lookout for all the judicious expenditures it could possibly make. It was his declaration that his company couldn't find enough wise ways in which to spend its money; and the reason it was looking for more such places was that when it ceased to spend money, it would cease to make it.

Can it be possible that this is one reason why some of our good merchants are not making the money they should be making? Apparently, a dollar is like the corn of wheat. Except it "die", it must "abide alone."

W. H. Caslow.

It's what we learn after we think we know, that counts.

There is no failure except in no longer trying.

Leaving Sweets Alone.

There will be few mourners over the grave of the Lucky Strike anti-sweets advertising. No doubt it increased cigarette sales substantially. Apparently it did not prevent expansion of confectionery volume. But the criticism it evoked is not met by evidence of this character. "Knocking" the other fellow may be successful for a time. In the long run the results are pretty sure to be detrimental, either through reprisals of one kind or another, or a generally unfavorable public reaction. Besides, business as a body is against warfare, private or public. It expects and engages in the keenest competition. It has become familiar with rivalries among industries. It tolerates, more perhaps than it should, extremes of enthusiasm in advocacy. It draws the line, however, at invidious comparisons that are calculated to gain advantage at someone else's expense. The American Tobacco Co. shows good sense, we think, in returning to copy that deals only with the peculiar merits of its own product. It uses good strategy, also, in signaling the change by an increase in the space filled by its advertisements. It has learned that dominating advertising pays and it is determined to make the most of a rising market for its cigarettes. Whatever the reason for discontinuing its uncomplimentary allusions to sweets, the company has evidently found nothing in its experience to discourage liberal use of printer's ink as a means of expanding consumer good will.

From the Diary of a Traveling Salesman.

Buyers are human and it is only human to be irritable occasionally.

But let us not take a buyer's unpleasantness in a personal way.

Let it never ruffle our own good tempers.

Let it never spoil our own good day.

Let it never shake us from our own normal brightness, patience and good manners.

It is just a part of our day's work to be cheerful and patient with the irritable buyer.

To live content with small means; to seek elegance rather than luxury, and refinement rather than fashion; to be worthy, not respectable, and wealthy, not rich; to study hard, think quietly, talk gently, act frankly; to listen to stars and birds, to babes and sages, with open heart; to bear all cheerfully, do all bravely, await occasions, hurry never; in a word, to let the spiritual, unbidden and unconscious, grow up through the common—this is to be my symphony.—W. E. Channing.

A frown has no cash value.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

For some time an elderly gentleman has been calling on Michigan stockholders of the Coca Cola Co. for the purpose of securing permission to represent them in an attack on the present management, with a view to securing the declaration of dividends on all classes of stock. The activities of this person have been suddenly terminated by the receipt of a warrant for his arrest, sworn to by a former client, who alleges embezzlement or breach of trust. The writer was recently appealed to to pass judgment on the advisability of holding or disposing of this stock. The conclusions reached were as follows:

The company owns all of Toledo, and Michigan except Detroit, Battle Creek and Muskegon.

The Toledo plant is doing so well it could be sold outright for enough money to pay all the stockholders 100 per cent.

Business in Grand Rapids during August was 350 per cent. ahead of August last year.

Business in the entire territory was 98 per cent. better this August than last August.

The capital stock of the company is as follows:

\$244,000 Preferred A
173,000 shares Preferred B
50,000 shares Common, no par

The present plan is to begin paying dividends on the A stock in 1930, on the B stock in 1931 and on the common stock in 1932.

As the dividends on the A and B stock are cumulative holders will have a nice sum to their credit.

Obviously in articles like these there can't be a great deal of humor. Therefore I publish the following letter, not alone because it contains some humor, but also because it involves a real legal question which supplies a sufficient reason for discussing it:

York, Neb.

The following item appeared in our daily paper:

Damage Suit is Filed Against the Smith Co.

Edith Burgess has filed suit against the Smith Co. and Paul Tobey, a salesman for the Smith Co. at the time that business organization maintained an agency for the Maytag washing machine, seeking to recover damages for an injury which she received on account of the alleged carelessness of the agent in giving her instructions about preparing fuel for the motor on the machine.

Mrs. Burgess alleges that Mr. Tobey told her to heat the fuel for the gasoline motor before attempting to start it during cold weather and as the result of her following the instructions of the salesman, she was seriously injured when the fuel exploded.

Damages to the amount of \$32,150, with interest from February 5, 1926, the date of the explosion, have been asked by Mrs. Burgess, who resides on a farm near Arborville.

The facts of the case are that we were selling Maytag washing machines at that time and had resale men doing this work. Our resale man, Mr. Paul Tobey, furnished his own automobile and we furnished him with the washing machine and it was agreed that he

was to be paid \$25 on each machine he sold on his own account. He did sell these people a washing machine and they were foolish to put gasoline in a pan of some kind and put it on the stove to warm it, and in so doing it caught fire and she grabbed the pan and threw it out doors, got it on herself and burned her hand and possibly burned her otherwise.

Last year the same party filed the same suit against the Maytag Co. of Newton, Iowa, but it was thrown out of court before trial.

Any information you can give us in regard to this claim will be appreciated.
A. A. R.

On the surface it appears a perfectly incredible thing that any salesman, clothed and in his right mind, should tell a woman she must heat her gasoline before using it in a gasoline motor or that any woman should believe him if he did. Yet here is a law suit for \$32,150 growing out of such a situation, and this correspondent must meet it.

You can laugh at it all you like, but you can't laugh a \$32,000 law suit out of court. You must employ attorneys and go through with it, and plenty of juries have given verdicts in cases as ridiculous as this seems to be.

So having enjoyed the humor in the incident—which doubtless appeals less to the correspondent than it does to us—let us proceed to consider the legal question in it.

And that is this: If Tobey, who sold this washer, was this correspondent's salesman, and if Tobey really did tell this woman she had to heat the gasoline, and if she did no more than follow his instructions, is this correspondent, the employer, responsible for the damages which ensued?

My answer to that hypothetical question is yes, he is, and I think no less so because the woman was a fool.

But notice there are three "ifs" in the question as stated. First, if Tobey was an employe. If he was merely a sort of dealer, who bought machines from this correspondent and resold them at a profit on his own account, he was neither an employe nor an agent of the correspondent and the latter is not responsible for his acts.

The rule is that an employer is responsible for the negligent acts of his employe because the latter is his agent. If no relation of employer and employe exists, there is no agency, and the rule doesn't apply.

The correspondent doesn't give enough facts to enable me to form an opinion as to whether Tobey was a salesman, in other words, an employe. From what he says he might be either.

The second "if" is if the salesman told the woman to heat the gasoline. I am very sure he did not, but nevertheless she may have plenty of witnesses to the contrary. If the whole case depends on the evidence as to whether he did tell her, or didn't, I should be apt to feel worried as to what a jury might do, if this case is presented in court, as I think it will be.

The third "if" is as to whether the woman merely followed instructions as to heating the gas. I mean this: Assuming that Tobey did tell her to warm it, he may have given her some simple, safe way of doing it—if there

is a safe way—which she ignored, choosing her own way of heating it on the stove. In that case she would have no claim against anybody.

To sum up, this correspondent has these three strings to his bow of defense. If any one of them succeeds, he is free. If all three fail him, I am bound to advise him that he may find himself saddled with a big damage verdict.
Elton J. Buckley.

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Recent Mercantile Changes in Indiana.

Ft. Wayne—The market of E. F. Hoover, 2728 South Calhoun street, was entered recently by bandits and looted of \$56.

Arcadia—J. H. Dawson has sold his meat market to Fred Allison.

Brighton—Will Gay has sold his meat market to Willis Haskins.

Michigan City—W. W. Schweize will open a meat market in the Star grocery at 729 Franklin street.

Monon—Ray Ellis and Albert Solf have opened a grocery and meat market here.

Shelbyville—Virgil Babb, proprietor of the grocery and meat market at 231 Colescott street, died at his home.

Warsaw—Some improvements are being made to the grocery and meat market of Herbert Robinson on East Market street.

Indianapolis—T. J. Heady has moved his grocery and meat market from 4232 E. Michigan street to 5120 Burgess street.

Jamestown—John Hedge has purchased the interest of his partner, Mr. Davis, in their Regal market and is now sole owner.

Jamestown—Nathan Davis has taken over the Jamestown market and will remodel and install new equipment.

Marion—Samuel Stout has opened a grocery and meat market at 223 North F street.

Michigan City—Tittle Brothers will open a branch market at 727 Franklin street.

Muncie—Wm. H. Hutchinson, proprietor of the grocery and meat market at 115½ East 12th street, died at his home.

New Castle—A meat market has been opened by H. C. Johnson at 1341 South 14th street.

Seymour—Julian H. Betz and Walter J. Rebber, proprietors of the Sel-Rite meat market at Second and Ewing streets, will open a branch market on East Tipton street.

Shelbyville—Carl A. Gartner has opened a delicatessen store at 213 South Harrison street.

Findlay's Final Appearances in Michigan.

Paul Findlay, merchandiser of the National League of Commission Merchants, talked to a fine gathering of the business men of Kalamazoo in the Park-American Hotel on Wednesday night, Oct. 16. There were some 150 present and they remained in their seats, eagerly attentive, for nearly two hours.

This gratifying meeting was the result of splendid teamwork on the part of the Kalamazoo Chamber of Commerce and the Taylor Produce Co.

"Whenever a Chamber of Commerce gets the right idea of my work," said Findlay to the Tradesman in reporting his Kalamazoo experience, "we get good meetings. This because chambers and boards of commerce are not limited to any sets or selections of merchants. They have equal interest in all local trade bodies and in individuals; they seek to make the town grow in size and prosperity, and having no special interests to serve they get splendid results."

Findlay also met with the Kalamazoo Ad-Craft Club at its noon luncheon on Thursday, when he outlined his work among retailers to improve distribution of perishables.

On Thursday evening, Oct. 17, he met with the Grand Rapids grocers in the Morton Hotel for a similar discussion and, as usual, the audience was silently attentive to his clear black-board demonstrations.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Rich Steel Products Co., Springfield Place.

B. & M. Transfer Co., Grand Rapids.

Door Control Co., Detroit.

I. N. Delamater Co., Jackson.

C. J. R. Co., Detroit.

Detroit Lighting Fixture Co., Detroit.

LaVerne Hotel Co., Battle Creek.

Jackson Gravel Co., Jackson.

Allied Packers, Inc., Detroit.

Soo Silver Fox Co., Sault Ste. Marie.

Prichett-Powers Co., Grand Rapids.

Wabunga Land Co., Detroit.

Family Electric Shop, Detroit.

Saginaw Specialty Co., Saginaw.

Harper Meat Market, Detroit.

J. E. Stephens Co., Detroit.

Southern Michigan Oil Co., Coldwater.

M. Allen Sign Co., Detroit.

International Share Corp., Detroit.

S. M. S. Co., Detroit.

Hastings Manufacturing Co., Hastings.

East Side Sign and Decorating Co., Detroit.

Premier Cushion Spring Co., Detroit.

Royce and Passmore, Detroit.

Wisconsin Ornamental Iron & Bronze Co., Lansing.

Trench Coat Opinion Divided.

A great deal of interest has been shown in the last few days regarding the outlook for the trench coat in men's wear. In some quarters a strong revival of interest in these garments, which met with extremely heavy sale last season, is noted. One of the leading raincoat companies is said to be unable to meet the demand. Other opinions expressed are to the effect that the trench coat has now seen its best demand and that it will be replaced by the slicker, particularly the yellow style.

Linoleum Used For Scrap Baskets.

A new use for linoleum in the fashioning of novelty scrap baskets has been developed by a manufacturer who is now putting these items on the market. The exterior of the baskets is hand carved in a variety of designs, while the interior is the reverse side of regulation linoleum. The baskets are available in round and oval shapes in both large and small sizes. Three colors are available at present, brown, blue and black. The merchandise wholesales from \$2 to \$5 per basket, depending on size.

National Growth

brings
investment opportunities
in public utilities



With the rapid increase in population, the development of new communities and the popularization of electricity in the home, the demand for the products of public utilities multiplies.

The international firm of E. H. Rollins & Sons was a pioneer in the financing and development of public utilities, and has long been recognized as a specialist in this field. By providing capital for constructive utility projects, it places essential services at the command of numerous localities, and by distributing sound income-bearing securities to legions of investors, it contributes to the comfort and happiness of countless people.

Most investment lists can be strengthened by the inclusion of a well-selected group of public utility securities. Our specialists in this particular field will be glad to assist you in such a selection.

E. H. Rollins & Sons

Founded 1876

GRAND RAPIDS

BOSTON — NEW YORK — PHILADELPHIA — CHICAGO
DENVER — SAN FRANCISCO — LOS ANGELES
LONDON — PARIS — MILAN

MOVEMENTS OF MERCHANTS.

Pittsford—Carl Rumsey has sold his grocery and meat market to Mr. Rubin.

Howell—H. D. Lehman has opened a modern grocery and meat market here.

Constantine—The Charles Hardy market has been equipped with a new front.

Monroe—Nick Costel will move his grocery and meat market to a new location.

Ionia—Romeo Glossi has sold his grocery and meat market to David Gloslyn.

Millets—Ray Stillman has purchased the grocery and meat market of A. L. Larrabee.

Cedar Springs—D. H. Hunter, of Rockford, has engaged in the clothing business here.

Saginaw—The Junedale meat market has been opened at 109 South Jefferson street.

Detroit—Walter Dajnowski has sold his meat market at 8534 Harper avenue to Alex Zielonko.

Centerville—The Gerardo Stores Co. has purchased the meat market of Snook & Frisbey.

Detroit—Joseph Nienatoski has sold his meat market at 8313 Harper avenue to Joseph Ryszewski.

Calumet—The Merchants & Miners Bank has increased its capitalization from \$200,000 to \$300,000.

Grand Rapids—John W. Rietdyk will open the Quality meat shop at 1109 West Leonard street.

Grand Rapids—G. Hondorp has taken over the meat market of A. Witte at 956 Wealthy street.

Detroit—Henry Orłowski has purchased the meat market at 12742 Mile Road East from Frank Mazeiko.

Iron Mountain—Carl Hanke has opened a sausage factory here under the management of Alex Bertagnoli.

Pontiac—L. D. Mills & Sons have opened a modern grocery and meat market at Pine and Lafayette streets.

Battle Creek—H. C. Latta has sold his grocery and meat market at 186 West Main street to W. G. Hastings.

Howell—H. D. Lehman has opened a meat, vegetable and fruit market in the new Howell theater building on East Grand River.

Dundee—Remer Dutton has disposed of his City Market to Albert Morscheuser, who is handling a complete line of staple groceries and meats.

Detroit—Miller & Miller, who are in the meat business at 1957 First National Bank building, will erect a store building on Jefferson street.

Grand Rapids—Samuel Sherman has engaged in the grocery business at 1435 South Lafayette avenue. The Worden Grocer Co. furnished the stock.

Battle Creek—Harry Misner is sole proprietor of the grocery and meat market at 30½ South Jefferson street having purchased the interest of his partner, Mr. Yau.

Kalamazoo—Clark Cretsinger has purchased the William Dees drug stock and store fixtures and will continue the business at the same location, 521 Harrison street.

Detroit—The Baetz Shoe Store, 7921 Vernor Highway, West, has been

incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in.

McBride—Neff's Bank has been incorporated under the style of the Neff State Bank with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Battle Creek—The Lakeview State Bank of Battle Creek has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Flint—Roxy, 434 West Second street, has been incorporated to deal in women's wear at retail with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

Elwell—The Peoples Elevator Co. has been incorporated to deal in farm products, lumber and fuel, with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and paid in in cash.

Holland—Tony Last, proprietor of the Royal Bakery, has removed his equipment to his new location, the corner of 8th street and College avenue. The new plant has a capacity of 300 1½ pound loaves a day.

Hamtramck—Galperin Bros., Inc., 3711 Tyler street, Detroit, has been incorporated to deal in women's wearing apparel at retail with an authorized capital stock of \$15,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—Milgrain, Inc., 2989 West Grand boulevard, has been incorporated to deal in women's apparel, jewelry and novelties, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—Ansoerge & Schleh, Inc., 11550 Woodward avenue, has merged its drug business into a stock company under the same style with an authorized capital stock of \$8,500, \$4,250 of which has been subscribed and paid in in cash.

Detroit—The Autofont Co., 7881 Conant avenue, has been incorporated to deal in carbonated beverages and vending machines with an authorized capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and paid in in cash.

Kalamazoo—Peter A. Koerts, 239 Portage avenue, has merged his business into a stock company under the style of the Koerts Paint & Glass Co., with an authorized capital stock of \$25,000, \$11,000 of which has been subscribed and paid in in cash.

Detroit—Knott & Garllus, 3045 A street, dealer in all kinds of health equipment, have merged the business into a stock company under the style of the Knott & Garllus Co., Inc., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Benton Harbor—The R. B. Collis Sprayer Co., 144 Elm street, has merged its business into a stock company under the style of the R. B. Collis Co., with an authorized capital stock of \$50,000, \$40,000 of which has been subscribed, \$3,500 paid in in cash and \$29,500 in property.

Kalamazoo—Hill & Corson, jewelers

at 121 North Rose street, have dissolved partnership, Harvey E. Hill taking over the interest of his partner and continuing the business at the same location, while Frederick C. Corson has engaged in the jewelry business under his own name at 168 Portage street.

Detroit—J. Lee Hackett, 3-123 General Motors Bldg., dealer in tools and machinery, has merged the business into a stock company under the style of the J. Lee Hackett Co., with an authorized capital stock of \$100,000, of which amount \$64,000 has been subscribed and paid in, \$8,371.61 in cash and \$55,628.39 in property.

Houghton—J. P. Wallace, for several years manager of the Houghton branch of the Cudahy Packing Co., will return to Houghton shortly to resume his former duties. Wallace was transferred to Duluth several months ago to become manager of the branch in that city. He left here with the understanding that should he desire to return to Houghton his request would be granted.

Allegan—Burrell Tripp has purchased from his son, Harold, the drug store the latter has conducted the past several years and has taken charge. The latter is engaged as a salesman in bonds with W. L. Davis & Co., of Detroit. Burrell Tripp is back where he started in Allegan many years ago as a druggist. Meanwhile he built up a big business with his department store which he finally sold to the J. C. Penney Co. He is still in business in Otsego in general merchandise.

Newaygo—Louis I. Thompson, formerly one of the proprietors of Mary-Lou Inn at Hess lake resort, who now is to make his residence at Port Clinton, Ohio, has held the secretaryship of the local chapter of Royal Arch Masons for a continuous period of twenty-five years, missing only eight meetings in that time. Mr. Thompson also has been a local grocer forty-two years in the same building. Mr. Thompson and his wife are to conduct a hotel at Port Clinton which also will be named Mary-Lou Inn.

Manufacturing Matters.

Detroit—The Republic Gear Co., 1536 Temple avenue, has increased its capital stock from \$100,000 to \$400,000.

Detroit—The Ex-Cell-O Aircraft & Tool Corporation, 1200 Oakman Blvd., has increased its capital stock from \$300,000 to \$500,000.

Detroit—The Detroit Woodcraft Corporation, 2280 Hendrie street, has removed to Bay City and changed its name to the Woodcraft Corporation.

Detroit—The Anchor Tool & Die Co., 1831 Van Dyke avenue, has been incorporated with an authorized capital stock of \$10,000, \$2,800 of which has been subscribed and paid in in property.

Detroit—Ibers Chrome & Metal Plating Co., 1422 East Larned street, has been incorporated with an authorized capital stock of \$20,000, \$8,400 of which has been subscribed and \$6,400 paid in in cash.

Detroit—The Monarch Radio Corporation, 8330 West Vernor Highway, has been incorporated with an author-

ized capital stock of 5,000 shares at \$1 a share, \$1,500 of which has been subscribed and paid in.

Charlotte—The Chicago Automatic Machine Co. has been incorporated to manufacture and sell Ropp baseball machines with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed and paid in in cash.

Ypsilanti—The George L. Ennen Co., 110 River street, has been incorporated to manufacture auto sundries and parts, metal stampings, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and \$30,000 paid in in cash.

Royal Oak—The Flexo Splintz Corporation, 201 East Lincoln avenue, has been incorporated to manufacture and deal in splints, with an authorized capital stock of 20,000 shares at \$1 a share, \$20,000 being subscribed, \$2,500 paid in in cash and \$7,500 in property.

Detroit—The Hampshire Packing Co., 1744 Howard street, has been incorporated to manufacture and sell food products and beverages with an authorized capital stock of \$20,000, of which amount \$3,250 has been subscribed and \$2,750 paid in in property.

Detroit—The Drying & Conveying Equipment Co., 17333 Healy street, has been incorporated to build and install factory equipment with an authorized capital stock of 7,500 shares at \$10 a share, \$45,000 of which has been subscribed, \$13,500 paid in in cash and \$500 in property.

Lansing—The LaFontsee Manufacturing Corporation, 419 East Shiawassee street, has been incorporated to manufacture and sell to jobbers, articles for beauty parlors, with an authorized capital stock of \$50,000, \$6,700 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Electroaire Co., 804 Penobscot Bldg., has been incorporated to manufacture and sell electric water heaters with an authorized capital stock of \$50,000 preferred and 50,000 shares at \$1 a share, \$70,000 of which has been subscribed, \$8,000 paid in in cash and \$50,000 in property.

Detroit—Golf Products, Inc., 2302 First National Bank building, has been incorporated to manufacture and sell golf equipment with an authorized capital stock of 10,000 shares of class A stock at \$10 a share, 44,000 shares of B at \$1 a share and 54,000 shares no par value, of which amount \$51,500 has been subscribed and \$12,000 paid in in cash.

The need for honesty cannot be overestimated. Most of us are honest in big things, but there are many who are not so scrupulous in small matters. There is, for example, the man who robs his employer of time by failing to observe working hours or wastes the time of others by not being punctual in keeping appointments. The salesman who fails to be at the buyer's office punctually at the appointed hour labors under a self-imposed handicap before he starts his solicitation. In the final analysis, being honest is simply showing proper consideration for the property of others, whether it be time, money, or goods.

Essential Features of the Grocery Staples.

Sugar—The market is the same as a week ago. Jobbers hold cane granulated at 6.10c and beet granulated at 6c.

Canned Fruits—Fruit prices are generally firm, with peaches showing up strong as a partial reflection of the potent condition of the Coast market, where standard 2½ clings are now quoted at \$2.20. Pie fruits are scarce and high. Maine blueberries are worth \$13.50 here for gallons. Packers are asking \$13, and at that basis demand from buyers here is limited.

Canned Vegetables—The market is strong, and at primary points asking prices are sustained, in some instances showing an advancing tendency. Southern tomatoes rule quiet as compared with recent past weeks, but packers' ideas remained high, and prices on surplus stocks are found to be stable. The No. 3 size is apparently short, and the market there is especially strong, with standard quality quoted at \$1.32½ to \$1.35 a dozen, and with extra standards bringing \$1.65. No. 10s are held at \$4.50, generally. The tomato situation in California is still problematical, as there are a couple of months more of packing possibilities ahead. However, the idea here, gained from packers' reports, is that the pack will be substantially short. In corn, peas, string beans and other vegetables trading is narrow, and the market has undergone no changes of importance.

Dried Fruits—There have been no outstanding features to the dried fruits market this week, and few features of any importance at all have taken place. Trading has been light, though a slight improvement in the general demand has been noted in the last three days on account of the colder weather. Holiday lines have been moving in seasonal volume, particularly dates and figs. Fig prices show a definitely upward trend, though market levels held unchanged and firm this week. Smyrna layers and bricks are hard to buy on the spot, and most of the larger operators have little goods on hand for prompt delivery, and are only quoting subject to passing inspection. Choice Smyrna bags have sold here at from 15c to 16c a pound. Arrivals of new crop dates have been fairly large, but most of them have gone out on early contracts. Fards have become scarce, and little, if any, are being quoted. Additional steamers are due to arrive in the next week or ten days, and heavier quantities of Fards will then be available. In the major lines of dried fruits, such as raisins, prunes, apricots and peaches, the spot market has remained unchanged, failing to reflect a somewhat weaker tone on the Coast, where a quiet business has caused packers to reduce their prices slightly on all lines.

Canned Milk—Canned milks are generally steady, and there are no important price revisions. Trading is quiet on all descriptions.

Nuts—The 1929 domestic walnut crop has attracted an enthusiastic demand on account of the attractive prices, and the generally good quality of the crop. Almonds in the shell are without feature, and there are no price

alterations, either on California or foreign types. Cables from primary almond-growing countries abroad are firm, but mostly unchanged. Cables on all kinds of shelled filberts are mostly on the advance.

Pickles—The demand throughout the entire line of pickles still exceeds the supply, as shipments are cleaned up as soon as they reach the market. Manufacturers are insisting upon assorted shipments, turning down offers for separate carloads of any one size. Some have cut from their lists the mediums and large pickles until they can catch up with pack orders. The crop is practically harvested in the Midwest. Buyers are having difficulty in placing orders for dills, most packers having sold their usual quota. The cucumber crop is the shortest since 1924, and carryover is comparatively light in all distributing and packing centers. The market as a whole is in a strong position, and some factors in the trade are predicting even higher prices than now exist before the year is over. Surplus stocks are in strong hands, with little or no speculation.

Sauerkraut—Most manufacturers are still withdrawn from the market until they can see where they stand as regards the late cabbage crop. The price of raw cabbage is extremely high, and a considerable quantity is going into consumption green. Manufacturers intending to make purchases on the open market are met with such high prices that they hesitate to buy for fear of much lower prices developing later on.

Rice—Prices on Blue Rose and long grain rices have undergone no revision. In the South there has been little improvement in the market, and Blue Rose is still freely offered at 3¾c for extra fancy and 3¼c for fancy, f. o. b. mill, though in certain quarters a barely perceptible stiffening tendency is noted, which might indicate that the market is at the bottom. Arkansas has at last entered the market with cheaper and more free offerings of Blue Rose, quoting prices on the same basis as Texas and Louisiana. Samples of the Arkansas crop received here proved of excellent quality. The long grain varieties ruled steady in the South all week.

Vinegar—The market continues fairly active but there is no change in the situation, and prices quoted here and at primary points are firm and unaltered.

Review of the Produce Market.

Apples—Wealthy command \$1.75@2; Wolf River, \$1.50@1.75 (bakers, \$2.25); Shiawasse, \$2@2.25; Jonathans, \$2.50@2.75; Snow, \$1.75@2; Baldwin and Talman Sweet, \$1.50@1.75.

Bagas—90c for 50 lb. sack.
Bananas—7@7½c per lb.
Beets—30c per doz. bunches; \$1.25 per bu.

Brussel Sprouts—28c per qt.
Butter—The market is weaker and 1c lower than a week ago. Jobbers hold prints at 45c and 65 lb. tubs at 43c.

Cabbage—\$1.25 per bu. for white and \$2 for red.

Carrots—20c per doz. bunches; \$1.25 per bu.

Cauliflower—\$1.75@2 per doz.
Celery—40@60c per bunch.
Celery Cabbage—\$1.20 per doz.
Cocoanuts—\$1 per doz. or \$7 per bag.

Cranberries—\$4 for ¼ bbl. of 25 lbs.
Cucumbers—\$1.50 per doz. for Calif. stock.

Dried Beans—Michigan jobbers are quoting as follows:
C. H. Pea Beans ----- \$8.50
Light Red Kidney ----- 9.00
Dark Red Kidney ----- 8.75

Eggs—The market is stronger than a week ago. Local jobbers pay 44c for strictly fresh candled. Cold storage operators are offering their holdings as follows:

XX April ----- 40c
X ----- 36c
Checks ----- 34c

Egg Plant—15c apiece.
Garlic—23c per lb.
Grapes—Calif. Malaga and Tokay are held at \$1.75 per lug; home grown Niagaras and Concord, \$2.25 per doz. 4 lb. baskets; Delawares, \$3.25.

Green Onions—Shallots, 85c per doz.
Green Peas—\$5.50 per bu. for Calif. grown.

Honey Ball Melons—\$3.75 per crate.
Honey Dew Melons—\$2 per crate.
Lemons—The price remains the same.

360 Sunkist ----- \$16.00
300 Sunkist ----- 16.00
360 Red Ball ----- 16.00
300 Red Ball ----- 16.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate --- \$4.50
Imperial Valley, 5s, per crate --- 5.00
Hot house grown, per lb. ----- 13c
Lima Beans—30c per qt.
Limes—\$1.50 per box.
Mushrooms—65c per lb.

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

126 ----- \$9.00
150 ----- 8.00
176 ----- 7.75
200 ----- 6.75
216 ----- 6.00
252 ----- 5.25
288 ----- 4.50
324 ----- 4.25

Onions—Home grown yellow, \$2 per 100 lb. sack.

Parsley—40c per doz. bunches.
Peaches—Michigan grown Banners, freestone and yellow, command \$2.75@3 per bu.

Pears—\$2.50 per bu. for Clapp's Favorite; Calif. Bartlett, \$4.25 per box.
Peppers—Red, 40c per doz.; Green, 30c per doz.

Persian Melons—\$3.50 per crate of either 4 or 5; Casabas, \$2.50 per crate of 5.

Pickling Stock—Little white onions, \$1.25 per 10 lb. box.

Potatoes—Home grown, \$1.75 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.25.

Poultry—Wilson & Company pay as follows:
Heavy fowls ----- 25c
Light fowls ----- 16c
Heavy broilers ----- 20c

Light broilers ----- 20c
Pumpkin—15@20c apiece.

Quinces—\$3 per bu.
Radishes—20c per doz. bunches.
Spinach—\$1.40 per bu.
Squash—Hubbard \$3 per 100 lbs.
Tomatoes—\$1.50 for 10 lb. basket.
Turnips—\$1.40 per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 19c
Good ----- 16c
Medium ----- 13c
Poor ----- 10c

Real Civic Progress.

An optimistic note is struck in the current bulletin of the Philadelphia Bureau of Municipal Research concerning the great advances which have been made in the quality and methods of municipal government in this country in the last quarter of a century.

Since 1906, when the first Municipal Research Bureau was established in New York, the movement has spread to more than forty American cities.

A decade earlier the National Municipal League was launched. Nearly its entire program of reforms set forth at that time has been put into effect in one form or another in most of the large cities of the land. The progress toward better things has been truly remarkable, and this is worth remembering in moments of discouragement. But, as this bulletin observes, these efforts to improve city government cannot be relaxed but must go on.

Watching Trend in Mufflers.

Muffler manufacturers and furnishings retailers are waiting to see which way the style trend as reflected by consumer purchases will crystallize. The question is whether squares or throw-over styles will assume outstanding leadership, a development that will guide later purchases. Consumer purchasing to date has not been active enough to afford a definite answer. It is held certain, however, that the season will be one strongly favoring cut silk and rayon merchandise, with neat patterns and more conservative colors the rule.

Sun Tan Vogue Guides Accessories.

Early indications are that lines of women's wear accessories, including handbags, novelty jewelry and cosmetics, for the winter resort and spring seasons will be planned with the expectation of another sun tan vogue. If anything, this vogue will be stronger during the coming seasons than it was during the past spring and summer. The sun tan fashion, it was pointed out, will have time to reach localities where it was of little or no importance last year. No conflict between the new silhouette and the sun-tan trend is likely, it was added.

One or the Other.

Conductor—How old is your little boy?
Fond Mother—Four.
Conductor—How old are you, my little man?
Boy—Four.
Conductor—Well, I'll ride him free this time, but when he grows up he'll be either a liar or a giant.

INDEPENDENT MERCHANT.

Why He Can Meet Chain Store Competition.

This is a question, which those best qualified, have so far been unable to answer. Certainly no question has had greater consideration or been given deeper study.

Advice and suggestions in abundance have been offered to the independent retail merchant, most of which have been accepted and put to the test. Some of these suggestions were:

Re-arrange your store, make it more up to date, put in a modern front, polish your windows and decorate your interior. If a grocery store, arrange your stock in chain store style so that your patrons can wait on themselves, put a plain price card on every bin or every lot of goods. If a dry goods store, do away with show cases and shelf boxes and all such antiquated fixtures. Display your goods attractively on tables, every lot marked in plain figures which helps the buyer to decide. See that your store and stock are kept spotless and in perfect order. Train your clerks to be courteous and attentive, always on the alert to sell to each customer some article in addition to the item which he came in to buy. Reduce your overhead by using these more modern methods. Select certain items and mark them at cost or less in order to catch the prospective customer's eye. Know where to put on profit sufficient to offset your loss on these underpriced goods, put your cut prices on goods well-known as to value, but which are not in big demand and put your profit on the goods where volume will tell.

In thousands of independent stores all of these suggestions have been faithfully and carefully carried out. Wholesalers and manufacturers have added their help in selecting such articles as would most readily attract the buyer when underpriced. They have helped to bear the burden of any loss incurred in these sales. They have reduced their own profits in order that they might put the independent merchant on the right basis, until to-day, most independent merchants own their merchandise cheaper than their chain store competitor and are actually selling it for less, but has these efforts solved the problem? Most of the independent merchants will tell you that it has not and if it has not, then what important thing has been overlooked and what further changes are necessary and can such changes be made?

The one change which is absolutely necessary, before the independent merchant can successfully meet the competition of the chain store, is to change the minds of the misguided public, who are sold on the idea that the chain store has a great buying power which enables them to buy for less than the local merchant and that with such advantage they can, and do, sell cheaper, and with this popular, yet sadly mistaken idea firmly fixed in their minds, what can the independent merchant do more than he has already done?

Can the buying public be educated along right lines? Can they be convinced that they are not saving by

patronizing the chain stores? Can it be made plain to them that by an imaginary or even a real saving of a few cents here and there, that they are actually destroying the taxable wealth of their communities and making it impossible for the younger generation coming on to establish any kind of a business for themselves or to find a decent position of any kind such as every fine American boy and girl is worthy and capable of filling?

I believe that the people can and are willing to be convinced, but it must be done through a wholehearted effort on the part of independent industry. Cities, whether they be large or small, must join hands with the independent merchant whose home-owned store is an asset to their city and state and every local or independent institution in the town must do its part and you will already have the great majority. The earnestness of that majority will serve to convince those who are not in business, but whose property is being lessened in value, and the future chances of their boys and girls swept away.

Until proper and well-organized efforts are made to educate the buying public, the independent merchant will continue to lose ground, and the public continue to make the mistakes which will sooner or later mean their own downfall, and they will not be entirely to blame, because they would have responded to the right kind of appeal. Remember, that they, as a rule at least, are not merchants nor posted in the buying, selling or value of merchandise and while they may also suffer from the failure of independent industry, the fact will bring no consolation to the independent merchant who has been forced to retire.

W. A. Masters.

Gay New Materials For Coats.

For Fall coats again the answer is largely tweed, with a very wide selection of other wool fabrics, that are nevertheless generally referred to as "tweeds." A diverting group of materials for sports, steamer, motor and college service includes two-face diagonals, reversible plaids, brush-face and deep-pile camel's hair and knitted ombre plaid, and novelty jersey-like material that will be used for sports skirts for cold weather as well as coats.

Coatings of frosted or glaze effects in narrow stripings in two or three tones and woven broadtail are designed for informal coats for everyday town wear. Nothing has been offered to supplant broadcloth in the favor of women who desire style and elegance in a coat for formal dress, and the new weaves are both dull and satin faced. There are also the suedes and the variety of velvet texture cloths in black, which is ultra-smart this season as Redfern, Patou, Talbot and Ardane are showing, and in dark browns, green, dark raisin and garnet. In the novelty coatings some rich and beautiful samples are coming from the American looms with a metal thread interwoven with the wool.

Fur is used on both coats and suits, with restraint in some models as for just the collar and cuffs, or collar

alone; in others, quite lavishly in bands, godets and parts of the garment. Both the long and the short furs are seen with new treatments of the neck and new styles of sleeves and cuffs. Fox and the various kinds of long fur are most fashionable for tweeds and the sports type of dress, while for the smooth cloths and fine woolens the short soft furs are used.

In costumes of all black, broadcloth combined with flat black furs is exceedingly fashionable. A smart illustration of this comes from Patou, a coat of black broadcloth and Persian lamb. The coat proper is close-fitting and long, and the fur is added in a band to form a rolling collar, carrying down the front where it becomes a part of a wide, flaring peplum.

The length of the new fur coats varies according to the style and the kind of fur. The long coat made to cover the new skirts and cut to the finger tips is approved, as is the middle-of-the-road or three-quarters coat, which is considered equally good for street or afternoon occasions. The novelty furs and the youthful models are thought to be most chic in the three-quarters lengths or shorter. Also in Persian lamb, mink and other furs of conservative type, the short coat leads for formal street wear or afternoon.

Two or three fur capes have arrived from the Paris Autumn collections—versions of an old-fashioned wrap. These are made to cover the shoulder to the waist, and are circular or cut with a deep point at the back.

Beautiful Tribute To Peter Mohrhardt.

On Friday, Oct. 17, the Grand Rapids Retail Grocers and Meat Dealers Association suffered the loss of their second Vice-President, Peter D. Mohrhardt, who was unexpectedly called to his heavenly reward by the Great Master of the Universe.

Peter D. Mohrhardt ranked as one of the most successful retail meat dealers of Grand Rapids and was President of the Grand Rapids Packing Co., organized a few years ago.

Mr. Mohrhardt had been suffering with heart trouble during the past year and had been only partially active in his business for some time, due to his affliction. He apparently had been regaining his strength and health and, undoubtedly, overestimated his progress by over exertion, which caused his sudden death.

Peter D. Mohrhardt will long be remembered by the officers and members of the local association for his never-failing loyalty to the Association and his faithful attendance at all meetings and events of the Association. This attitude served to inspire other retailers to imitate him in their Association affiliations.

Herman Hanson, Sec'y.

No man works harder against his own interests than the man who works for them exclusively.

An Investment Policy

Investors are more and more deciding on one reliable institution with which they can share the responsibility of building their bond accounts.

If you feel your investing should be more successful, it will pay you to consult an institution definitely interested in continuous sound investment rather than the mere sale of securities.



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

Early Day Newspaper Men of Cedar Springs.

The Continental Improvement Co. constructed the Grand Rapids & Indiana (at present Pennsylvania) railroad in sections. In the year 1868 the grading and laying of rails on the first section of twenty miles was completed between Grand Rapids and Cedar Springs, a quiet little hamlet in the Northern section of Kent county. Several sawmills were erected and put into operation, stores filled with various lines of merchandise were opened, churches and schools were built and the village rapidly assumed considerable importance, socially and commercially. All that the town needed was a newspaper.

James H. Maze appeared on the scene with a printing outfit and claimed the support of the people for a weekly newspaper. He was received kindly and the Clipper set to sail under a full canvass from the start. Maze and his immediate successor, Col. L. McKnight Sellers, ceased to ornament this mundane sphere years ago, but the Clipper is still operated effectively in the field of its birth. Maze was a printer-editor. He was tall and thin, yet as active as a cat in its efforts to defeat the evil purposes of a vicious dog. He did not waste time nor paper nor writing fluid when the impulse to spill the contents of his mind for the instruction of readers of the Clipper moved him. Standing before a case of type he would compose an article so correctly that alterations were not deemed necessary when proofs were taken. Maze's mind contained an assortment of sarcasm, irony and invective, which he used effectively in the discussion of political topics. Friends compared many of his expressions to a mixture of nitric and muriatic acids. Maze, at the end of a decade, sought a larger field for the exploitation of his talents. L. M. Sellers, who had been an employe in the office, purchased the Clipper and continued its publication along the lines of the founder. Maze moved to Grand Rapids and entered the employ of C. C. Sexton as an associate editor of the Times. "He's a-Maze-ingly clever," Sexton remarked in expressing his appreciation of the work of his assistant.

McKnight Sellers added politics to his former activities. For many years, in association with Neal McMillen, formerly a druggist of Rockford, the Republican party in Northern Kent county responded to their orders. McMillen was elected for several terms to represent the third district of Kent county in the State Legislature. He also served the general government at different periods as its postmaster at Rockford and as its consul at one of the Canadian ports of entry.

Sellers did not follow Maze's economical streak in regard to the use of paper and ink. He preferred to conserve brain power. A batch of local items, suitable for use during certain months of the year, were kept in type to be reprinted during the corresponding months of the year to follow. For instance, a statement that "farmers have commenced spring plowing," pub-

lished in April, would be preserved for reprinting in April one year later.

Sellers was elected to represent the third district of Kent county in the State Legislature several times. He served one term as its speaker pro tem. Arthur Scott White.

Author of Poem on Front Cover.

Miss Flint was born in Vineland, N. J. Her parents died before she reached the age of 6, and she and a younger sister were adopted by a childless couple who lived until Miss Flint was about 23. When she was about 14 the family moved to a town near Camden, where the young girl had two years of public school, followed by one year in the normal school at Trenton and three years of teaching. Then it was that arthritis laid its first touch upon her, strengthening its grip so rapidly that in less than five years she was unable to walk. Hearing of cures made at the sanitarium at Clifton Springs, N. Y., she went there, but the disease proved to be too far advanced for help. However, she found the spiritual atmosphere of the place so satisfying and stimulating that she made Clifton Springs her home ever since.

Miss Flint was 9 years old when she discovered that she could put words together in rhythm and rhyme. Her first poem was descriptive of frost pictures on the window-pane. From that time everything around her went into rhyme, her lessons, school incidents and happenings of all sorts, both real and imaginary. Before she was 12 years old she was setting poems to music and she hoped to be a composer and a concert pianist. This dream was abandoned when she became unable to play and she was shut in to the one mode of expression, that of poetry. The titles of her five booklets of collected verse are: "Songs of Faith and Comfort," "Songs by the Way," "Songs of Out of Doors," "Songs of Grace and Glory," "Songs of the Blessed Hope." (Taken from the Evangelical Christian and Missionary Witness, Toronto, Ont.)

For Quiet Weddings.

With the growing sentiment in favor of quiet weddings some brides prefer to be married in less formal dress, made like an afternoon gown, or in an ensemble that will answer for the going-away dress. Many such costumes are being made of lovely materials, transparent velvet, satin and crepe, by the best dressmakers on this side of the Atlantic. Transparent velvet is the season's high light for afternoon. A coat of the velvet will complete the costume, or later, a fur wrap.

In an outfit of this description a one-piece gown, with separate wrap, and the three-piece ensemble of skirt and coat and a blouse matching the coat lining are equally suitable. Besides velvet there are the soft satin gowns that answer for many occasions the year round, and that may be worn for a simple home wedding.

Men's Neckwear Trade To Gain.

Indications are that the men's neckwear trade will have a holiday volume in excess of last year, with cut silk

merchandise retaining its leadership. Stripes are steadily gaining in favor. Manufacturers are watching with great interest predicted return of knitted neckwear. Several outstanding retailers have lately begun to feature knitted ties of the hand-crocheted variety

and consumer reaction is being carefully watched. The spring season in neckwear will be marked by much closer collaboration in the production of shirt-neckwear ensembles.

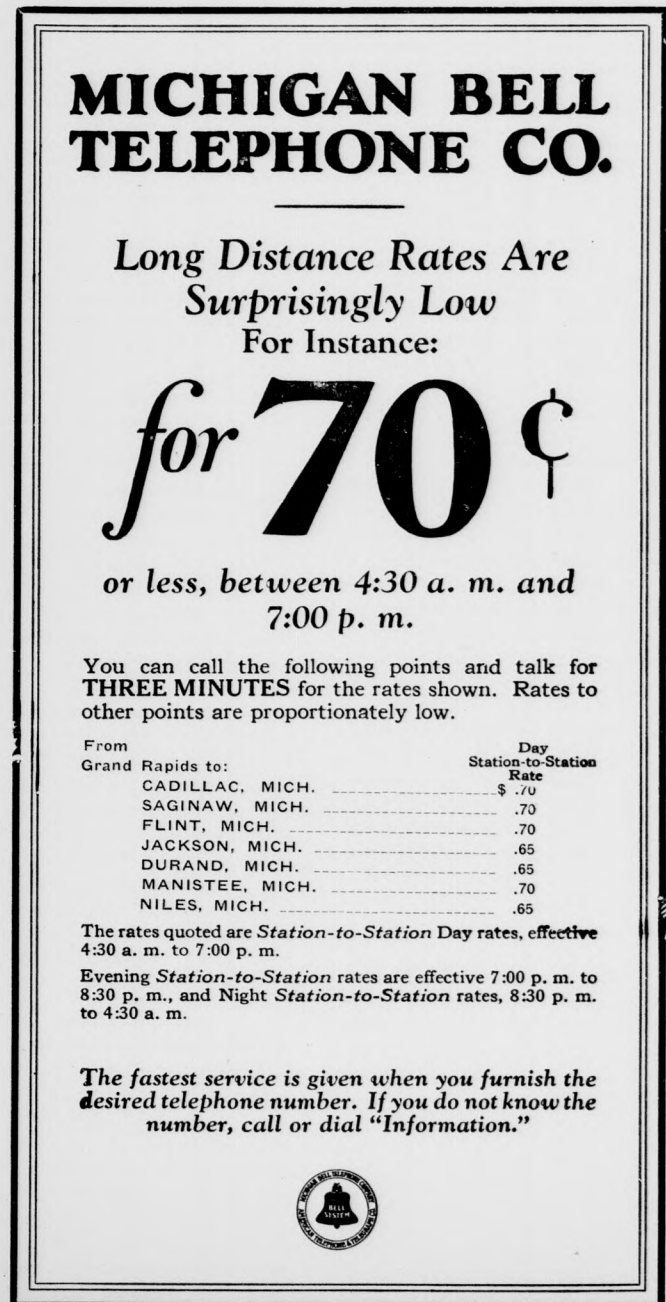
The road to wisdom is always slow.



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LADY VERNON
CHOCOLATES

SUPPLY YOUR CUSTOMERS WITH
THE BEST

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Long Distance Rates Are
Surprisingly Low
For Instance:

for **70¢**

or less, between 4:30 a. m. and
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You can call the following points and talk for
THREE MINUTES for the rates shown. Rates to
other points are proportionately low.

From	Day Station-to-Station Rate
Grand Rapids to:	
CADILLAC, MICH.	\$.70
SAGINAW, MICH.	.70
FLINT, MICH.	.70
JACKSON, MICH.	.65
DURAND, MICH.	.65
MANISTEE, MICH.	.70
NILES, MICH.	.65

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.

The fastest service is given when you furnish the
desired telephone number. If you do not know the
number, call or dial "Information."



CHANGING THE CALENDAR.

The referendum vote taken by the United States Chamber of Commerce upon the proposal to change the calendar into a uniform "thirteen-month year" reveals a strong business sentiment in favor of the change. Newspaper opinion has generally supported this verdict.

We do not believe that the project will be accepted on so one-sided a basis. The change may be logically right. It would undoubtedly make great savings in book-keeping and accounting. It would, so to speak, put the modern theory of efficiency and "mass production" into the calendar. But what would it do to the Ultimate Consumer? What would it do to the cost of living?

It would make thirteen rent days, without increasing the number of weekly pay checks. It would make thirteen telephone bills instead of twelve. It would bring the month "bill day" around once more often during the year.

From the large business view this would release many millions of frozen credit. It would permit a more rapid turnover. This, of course, is in line with the American efficiency preached by Mr. Hoover and practiced by Mr. Ford.

But there would surely be great hardships in the process of change. The cost of living would have, at least, a temporary increase. Efforts would be made by fair-dealing landlords and public utility corporations to see that the uniform four-week months would not wreak an unfair increase of charges upon the consumer. But renters are unorganized and they face grasping, as well as fair, landlords. Also, public utility rates are controlled by state commissions which act with cumbersome slowness. The average citizen, we fear, would not see the eventual economies which should result from the new calendar. He would not believe that the savings would be handed back to him.

Who changes the calendar, anyway? It is laid down as a hypothesis that the change would have to come by international agreement. It is evident that unless all the civilized people accepted the new scheme of dates the result would be confusion instead of convenience. Therefore we presume the matter would be first a subject of negotiation by the President through the State Department. It would have to take the form of a treaty to be ratified by the Senate.

Such a proposal is full of political dynamite.

In it lies, first, the natural human opposition to change. We can quite understand the London parades which mark the last change in the calendar. Those banners reading "Give us back our eleven days" showed the average reaction against altering a familiar and established schedule of time. The loss of those eleven days meant to the London poor that one rent day had to be met eleven days sooner than they had every right to expect. Back of this revolt there was a decided disinclination among the intellectuals to aban-

doning something that rested on historic association.

These same influences will doubtless be felt to-day, even though they will be lessened by the general advance in education. The new calendar will have to obtain a strong and definite business support before it enters the field of political reality. It will have to be made part of a National party platform. At least we believe that it should be. It will have so important an effect upon the lives of the people that the people are entitled to their say upon it.

There are alternatives to this. The proposal may remain as vague and unreal as the idea of changing the name of America to "Usonia" or the ideal of a universal language.

MILL MEN ARE HUMAN.

Because the industry is one which has suffered from overproduction as much as or more than any other in the country, special interest attached during the week to the remarks of Walker D. Hines, president of the Cotton-Textile Institute, at the annual meeting of that organization. The institute was formed two and a half years ago to attempt the solution of problems in the industry, chief of which was and is the overproduction evil. Mr. Hines reported some progress but did not fail to emphasize the difficulties.

At one point in his address he probably pointed to the principal drawbacks in the program of adjusting output to demand. He said: "I have found in discussion with many mill executives and their representatives a feeling that you can't afford to keep production in line with demand because it increases your costs of production, and that the only way to offset that is to see that there are increases in prices which will take care of the increased cost of production."

Explaining that while this was illogical it was also a "powerful position," Mr. Hines went on to say: "I think that many mills deceive themselves into thinking they are promoting their interests by producing more than the market demands because thereby they reduce their costs, and they fail to appreciate that by their overproduction they demoralize the price situation to the point where they lose much more in the price than they gain in the saving cost."

His view is one that will appeal to all factors and yet many are always ready to take the chance that a market for a surplus will somehow be found and that in the final accounting a profit will be shown. Mill men are human and hope springs eternal in their breasts.

CONSUMER GIVEN HAND.

In at least three important particulars, the Senate debate on the tariff has brought action calculated to protect the interests of the public as consumers and to prevent hidden moves for fixing unjust rates. The first step was in making income tax data available to find whether the industries seeking additional protection really deserve it. The second was in having

final action under the flexible provisions placed with Congress and not with the Executive so that the public might be acquainted with these adjustments and why they are sought and made.

During the past week, the third move toward giving the public a hand in tariff business was undertaken when the Senate voted for the proposal to have a consumer's counsel on the Tariff Commission who would not only sit on the flexible tariff hearings but also be empowered to initiate adjustments in the public interest.

All these decisions of the Senate will undoubtedly provoke only the bitterest condemnation by the reactionary elements in business, but they are welcomed by those who recognize not only their benefit to consumers but their benefit to business as well, since business depends on the consumer. To say that unfair rates help industry is to say that the public buys more when prices are higher. To add that higher prices are not sought through tariff boosting is to "make believe" that great effort, large sums of money and a lot of time are expended for no gain.

With the feature cited, the Senate bill begins to shape up to some purpose although there is added doubt whether the legislation will be completed.

EXTRA-FARE TRAINS.

It is not quite clear what the Interstate Commerce Commission expects to learn from its investigation of the extra fares charged on certain trains. The practice has been sanctioned for forty years. Two weeks ago the New York Central and the Pennsylvania put several new twenty-hour flyers in service between New York and Chicago with the customary extra fares. Lines between Chicago and the Pacific Coast have also added recently to their number of trains de luxe.

The surcharge on Pullman tickets, which goes to the railroads, has been the subject of much complaint, but there has been little protest against the additional cost of riding on exceptionally fast and luxurious trains. It seems to be generally recognized that the extra service is worth the price.

For those who prefer them there are cheaper trains. Although the labels are different, our principal railroads seem to be tending toward supplying classes of service analogous to those of Europe. First, second and third classes abroad are roughly approximated by American travel in trains de luxe, in ordinary Pullman cars and in day coaches, although such coaches are frequently included in fast trains possessing Pullman equipment.

An interesting recent development is the train which is composed of day coaches of a new style, with comfortable armchairs, and which carries a dining car and sometimes an observation car as well, with no Pullmans. With the railroads providing service to fit all purses, it is not likely that reason will be found for official condemnation of the high cost of extra luxury and speed.

SPOTTY EVIDENCES AGAIN.

After a brief advance the trend in steel operations is once more downward and the spotty condition of industry is again emphasized. The recession in steel at a time when activities are generally mounting is accounted for by reduced consumption from its largest customer, the automobile industry. Shipments to the motor car producers are reported to be the lowest in eighteen months and the increased buying of steel by the railroads is not sufficient to offset the loss.

Reduction in automobile output, made necessary to prevent further accumulation of stocks, has caused unemployment in Detroit and adversely affected trade there. The question is whether this condition is likely to spread and bring about the situation which developed in 1927.

For the time being there is no clue to this prospect from labor statistics. The figures for September showed a small gain over August in employment and a rate still well over a year ago, and the data on payrolls were even better.

For the first time in many weeks the last carloading figures failed to equal the volume of a year ago. The merchandise and miscellaneous groups, however, were higher. Bank clearings have become spotty and in the last week the declines far exceeded the sprinkling of increases in cities throughout the country. Another index of business conditions also pointed to the need for watchfulness. Insurance sales last month dropped 11.7 per cent. under September, 1928. However, 14 per cent. more ordinary insurance was sold.

DRY GOODS CONDITIONS.

While reports from many quarters, both retail and wholesale, have cited ready acceptance of the new designs launched this season in women's wear, it becomes clearer that only the modified designs are finding general favor. In the meantime, opposition to the changes has developed a stronger front and it is a question whether any but moderate innovations will make real headway. As in all fashion developments, however, the retailers will have to keep a close watch on consumer demand to determine just what to buy and promote.

Of equal importance with the style problem just now is the matter of deliveries in not a few lines of merchandise. Conditions are improving over what they were a few weeks ago and the rather slow retail business has helped to bring about a better adjustment. From present indications, difficulties will be overcome within the near future.

The delay in shipments on seasonal lines, however, has had the effect of promoting better preparations for holiday business. The wholesale markets report very active buying on Christmas lines and gift merchandise in general. This was a feature of the week in the merchandise trades. The number of buyers on hand continued under the same period last year, but an increase is expected shortly.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

We had as our guest Saturday Paul Findlay, who is conceded to be the best informed man on food topics in this country. He may not know as much about the chemistry of foods as some other men, but when it comes to the handling of foods at retail his information is both complete and comprehensive. Mr. Findlay visited Grand Rapids under the auspices of the National League of Commission Merchants, which organization maintains him in the field for the avowed purpose of teaching the retail dealer how he can increase his sales of fruits and vegetables. Notwithstanding the publicity given his talk to the retail merchants of Grand Rapids Thursday evening—at no cost to them—less than 100 availed themselves of this opportunity to learn how to become better merchants and to increase their incomes by augmenting the sale of two important departments of their business. At Kalamazoo the night before he had an appreciative audience of 150 and at Chicago this week he will speak to audiences in excess of four figures on four or five different occasions.

I do not wonder Grand Rapids merchants are so unappreciative in matters of this kind, because they have been fooled so many times in the past that they seem to have lost all confidence in anything which emanates from some sources. Some years ago the wholesale dealers of the city inaugurated a so-called Merchants Congress, in which speakers of note were engaged to come here and talk on the ethics of merchandising. The affair was wretchedly managed, because it was turned over to the Association of Commerce, whose officers had no proper conception of the importance of the event and the benefit it could be made to the retail dealer by the selection of proper topics and the engagement of speakers who would talk along practical, instead of theoretical and technical, lines. The result was that both attempts of this kind—held in the winter time a year apart—fell flat. Even local merchants who could easily have spared an evening to listen to speakers of note stayed away, while the merchant from other towns and cities who braved the stormy periods which prevailed during the meetings both years felt illy repaid for their expenditure of time and money. Such affairs are made very valuable in other markets where the management is placed in the hands of practical men, instead of being turned over to bunglers and nitwits.

During the afternoon Mr. Findlay discussed the chain store situation with great freedom. He does not believe the present tendency to denounce the chain stores on general principles will ever get the radicals who do the denouncing anywhere. He believes the chain store has a place in the field of distribution; that it serves a useful purpose to the woman who goes to market with a shawl over her head and

a few pennies in her pocket. It will never supplant the independent store, so long as the latter handles high grade goods and brands which the chain store does not and will not handle and also gives satisfactory service. He believes the two classes of merchants can work together in peace and harmony. He has two friends who owned stores adjoining their independent stores. As the stores were vacant, they leased them to chain stores. In both cases the volume of the independents increased and continued to increase, because the chains drew new trade which in some cases had to be supplied by the independents, because the chain carried mostly cheap goods and, to some extent, inferior brands which customers of discrimination would not purchase.

At Conklin I found the McNitt & Son store with an extra large supply of fresh goods in a rear room. I asked the reason and was told they had purchased the Hanna grocery stock at Marne and added it to their own. Having a vacant store on his hands Will Hanna conceived the idea of re-engaging in the grocery business. He bought his opening stock in Grand Rapids, but his sales amounted to only \$30 in three days, so he concluded it would be the part of wisdom for him to retire while the way was open and before his good became shopworn. A sale was made to the McNitts without delay.

At Ravenna I had the pleasure of meeting William P. Conklin, who conducted a mercantile business in Ravenna about forty years in company with his brother, Oscar F. Conklin, who now resides in Illinois. Mr. Conklin is 89 years old, but he is as sprightly and full of fun as a man of 50. "O. F." will soon be 100 years old and every appearance indicates that "W. P." will also make a similar record.

I talked with several friends in Muskegon who had invested money in oil wells. In no case have the results been so satisfactory as to warrant any great degree of enthusiasm over the situation. The impression appears to be that the leasers and drillers have made more money than the owners. The latter got their pay—\$15,000 to \$25,000 per well—whether the men who furnished the capital got gas, oil or dry holes. So far as my observation goes, more of the money invested in oil wells came from outside sources than from Muskegon people, many of whom have refused to contribute a penny to the work of development.

I have it on the assurance of a close personal friend of Clarence Thomas that the single hardware store he recently started in this city, with a view to making it the nucleus of a chain of hardware stores, will be the Alpha and Omega of his ambition in that direction. In the days when he had a chain of grocery stores he could satisfy the requirements of his customers by carrying 900 items. Now he finds that it requires 15,000 items to meet the re-

quirements of a discriminating line of hardware customers, many of whom are not willing to carry home a length of stove pipe or a washing machine under their arms in order to patronize a cash and carry chain store.

E. A. Stowe.

Importance of Air and Water.

Grandville, Oct. 21—Air and water are the two indispensable elements in nature that go to make the life of all living things on the earth. Lacking either one and death comes at once.

The two are bosom friends and yet if not rightly understood very often lead to tragic results as we see day by day in the recorded tales of air planes going astray.

Despite the fact that air and water are two life giving forces, they are at the same time very dangerous elements when wrongly handled. Wrecks on the ocean wave have been with us since first the sailor man set his bark on the murmuring sea. Great storms have wrecked innumerable ships, even fleets, and water on the rampage is a most terrible enemy.

Also we may say the same of air in motion. Whirlwinds, and storms which whip across the plains accompanied by clouds of rain. Air and water combined make havoc at unexpected times. One smothered without sufficient air, also drowns with a plethora of water. Two indispensable friends, yet two most destructive elements in nature.

Wrecks on sea have been innumerable, deaths caused by wind are of equal force on land as on the sea. What does all this combining of wind and wave disasters lead to. To the fact that man is often the victim of circumstances over which he has no control.

The news columns of the daily press have of late teemed with air wrecks in different quarters of the globe. We may well ask why this high flying which has proven so dangerous to human life? The human animal is prone to seek adventure, even going to the gates of death in search of it.

Will much good accrue to humanity because of the present day air exploitation? Perhaps the object sought is worth the candle, and yet we sometimes feel to doubt that this is so. Is it really necessary for man to scour the skies in planes imitating the feathered flyers of earth?

Invading the seas is wholly another matter, a case of necessity in fact, but as bird imitators the human race has so far lamentably failed. Nature never intended that we should soar as eagles, yet there are those who seem to think it is necessary to do this. Life is not as precious as it once was. Adventurers are throwing it away regardless, and the rest of the world applauds.

A shipwreck is a terrible thing, an air plane crash is equally frightful although usually a less number of human lives are involved. Since an early day men have aspired to mount the skies, as witness the numerous stunts to the upper air in balloons.

There were tragic happenings in those early balloon days. I call to mind one Thurston who ascended from Marshall, Michigan. His machine was out of repair. While engaged in fixing the car, the balloon started to ascend. Thurston snatched at the balloon proper and was carried skyward with the velocity of a rocket.

It must have been near night, since the aeronaut disappeared in the upper air and was never seen thereafter. Thurston's fate was the talk of the country for many years. A long time thereafter a skeleton man was found in a marsh in Ontario and was thought to be the remains of the long lost man.

At another date two balloonists went up from this shore of Michigan and a gust of wind carried them over Lake Michigan. A thunder storm followed and neither man was again seen

or heard of. One of the mysteries with which our world abounds and which are destined never to be solved.

Columbus was a great discoverer, a brave man, and yet the present day sky flyer is equally courageous, and may bring to light mysteries as great as those solved by the first great discoverer.

Air and water, the two principal life giving fuels for man are as dangerous if not properly handled as dynamite in the hands of a child. One of the early disasters in our own State was the big wind of September 1856. Vast windfalls were that day created to cause wonder and remark by later investigators.

Think of Niagara and jot down the fact that this water is a tyrant that cannot be handled by man with impunity, and yet human life would disappear from the earth were it not for water such as composes this waterfall.

Once upon a time a man pined away and died, a business man, his ailment puzzling the doctors completely. The post mortem revealed a myriad of minute cancers throughout the internal parts of the body. And then it was learned that the man had an antipathy for water and seldom drank of it. The physicians at once diagnosed as a fact that the man came to his death for want of sufficient water.

The well-known fact that the human body is composed of three-quarters moisture goes to show how necessary for life and longevity is the water we drink.

Shut off the air for a few brief minutes and the lungs collapse and leave a once strong human cold in death. Air and water are certainly of tremendous moment to all of us. It has been said that the blood is the life, but what of the blood if any portion of necessary air or water is lacking the human anatomy?

Men do not attach enough importance to these little things which go to make up our lives. The importance of air and water in the human economy should be taught the young in our schools to the end that the learners may not neglect their bodies in this most important particular.

Old Timer.

Seek Individual Gift Items.

One feature of the business being done in gift wares for the holiday season is the increased call for individual pieces, of which only one or a few of a kind are available. Some of the gift wholesalers have developed a special section to take care of this demand. At the moment Chinese pieces are being featured, these items costing from \$4 to \$15, wholesale. Included are such items as amber ash trays and cigarette boxes, book ends of camphor and other precious woods, antique effect perfume bottles and hand carved boxes of red cinnabar with jade inserts. The number of gift buyers in the market has been steadily increasing, wholesalers say.

Greeting Card Sales Improve.

Re-order business on holiday greeting cards is now making its appearance in the market and the season is expected to be well started in another week. Although Christmas card business has not been up to expectations so far, manufacturers report that the sale of birthday and general greeting cards has run from 5 to 10 per cent. ahead of last year. An increasing trend toward informality in all types of greeting cards is reported. Credit conditions in the industry continue to be unsatisfactory.

Rounded Out Fifty Years With One House.

A half century of faithful service as a salesman with the Edson Moore Co. wholesale dry goods firm, is the record that Louis J. Koster of this city is celebrating this week. Wednesday afternoon he received a beautiful Hamilton white gold wrist watch from his house in recognition of fifty years of unflinching devotion to the business which is but a few years older than this record of the oldest salesman.

A letter accompanied the watch which Mr. Koster said was one of more importance than any gift could be. It is a testimonial from the officers, part of which follows, "This is a great span of years. Fifty years of unflinching devotion to one concern is a record only a few can equal. I am writing this letter to let you know that we are happy and wondrously glad that you can continue serving with the same enthusiasm, the utmost integrity and unshakable belief. It is a high mark to be able to do all this, not for



Louis J. Koster.

one year or a few years, but for a half century.

"All the officers with whom you started have passed on, yet we of a younger generation consider you as one of our most valued assets. Throughout all these fifty years you have kept your territory intact, your customers believing in you as much as you believe in us."

The letter goes on to say, "the gift is a token of our respect and admiration for the finest Christian gentleman ever connected with the grand old firm of Edson Moore & Co."

There is one older salesman on the force, E. S. Campbell, best man at Koster's wedding. He has always remained in Detroit as the home salesman.

Mr. Koster recalled the early days of traveling in Michigan when a salesman rose at 4 a. m., caught a train to stop at some small station where a horse and a wagon were waiting for the eight or more big trunks probably and a drive of fifteen to twenty miles.

Year in and out, winter and summer, Mr. Koster has covered every inch of

Northern Michigan from Grand Rapids to Mackinaw City. In the early days the trips were made with horse and wagon, then came the railroads and now they have almost been supplanted by the automobile.

The salesman to-day throws a few suit cases in his car, starts from the house Monday and returns Friday or Saturday. "Many a year I started from the house with eight big trunks and was gone from four to six weeks. It was a big event to the small store keeper when the salesman came in. The merchandise was spread over the store and the buyer went over his purchases piece by piece, buying for months at a time. A bill of sale for \$2,500 was a common one, Mr. Koster recalled.

Now the merchant buys for a week at a time or from hand to mouth. "This is a better way, I believe, for the merchant turns his goods over faster and keeps his capital working more rapidly," said Mr. Koster.

"What changes I have seen," he continued, "in days gone by Winter underwear was a big line. Great heavy fleece lined under garments and red flannels for the lumbermen and their wives. Now I carry my samples and ladies underwear in a small case. Just as thin and small as possible is the rule with warmth of no consideration."

A salesman must understand and know his merchandise. The veteran salesman told the following story to illustrate the point. A salesman seemed very familiar with a line of cashmere he was selling and remarked he was personally acquainted with the mother of the lamb from which the fleece was taken.

"If you don't show your goods, you fail," he said. "I can pack and unpack a trunk in a few minutes. Never overload a customer has been one of the rules of the company. To induce a merchant to cancel an order given another house in favor of Edson, Moore & Co., meant a dismissal. The house has been in business for fifty-seven years and a finer group of men never existed, Mr. Koster says.

Mr. Koster spoke feelingly in this respect as he went to Edson Moore fifty years ago from a house of which the president would not even speak to his salesman.

Four years ago Mr. Koster was ill and obliged to be home several weeks. The company urged him to cease his activities although the monthly check came in as usual. But to know Louis Koster is to realize he cannot keep still. Never is he so happy as when active. He still continues his beat, although it has narrowed to towns nearer by, and each week sees him starting out Monday morning on bus or train to make the rounds among the stores which are now run by the younger generation. But this is the secret of Mr. Koster's success. He has kept pace with them.

For thirty-three years he has been an usher in the Presbyterian church missing few Sundays in that time. Many times he has gone down the aisle when he feared he might not get back, but go he would. He has been an officer there for thirty-five years.



AN INSTITUTION FOR RETAIL DEALERS PRODUCING TRADE ENLARGEMENT

IT IS A BIG HUMAN INTEREST GAME

Individuals play it . . . Neighbors and relatives form combinations to play it . . . Churches, schools, lodges, societies, athletic teams—as organization units—play it. Individual competes with individual; combination with combination; organization with organization.

The Red Arrow Game has more of the fun element than football, baseball, golf or any other game—There is no audience—everyone plays, o'd and young.

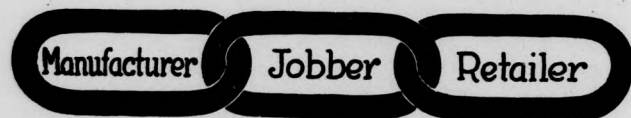
To play the Big Red Arrow Game, as an individual, combination or organization, in a small way or in a big way, requires purchases to be made at the store directing the Game.

The incentive to buy from the store conducting the Red Arrow Game is so natural and so great that an increase in business is assured.

NOTE: Any store, large or small, in any line of business may successfully operate the Red Arrow Institution. The program is simple but very comprehensive. The Red Arrow Game has a cumulative growth from week to week. If you are near a city in which Red Arrow is in operation, motor over and see it.

RED ARROW SERVICE COMPANY
Springfield Illinois

CHAINS



We have always maintained that the manufacturer who sells Chain Stores direct and then solicits the Independent Retailer's account through a jobber is asking too much when he expects the Independent Grocer to Push his products.

PURITY OATS COMPANY
KEOKUK, IOWA

Born in Detroit, Mr. Koster married in 1889, but after a few years returned from Detroit and has made Grand Haven his home since.

Fifty years of service would seem to deserve a respite but Mr. Koster has no idea of quitting. His energy, his pleasure in his work and his long service to the company make him a valuable man.

Known over the State as one of the oldest traveling men, Louis Koster would be missed by both the older and younger men of the "Knights of the Grip" among whom there is a fraternal spirit born of the comradeship of being "on the road."—Grand Haven Tribune.

Chains Must Watch Step To Escape Control.

"The chain store has been the object of hostile and discriminatory legislation in several states. It is the subject of economic surveys by Governmental and private agencies. It has been denounced as monopolistic, and it has been urged that there be investigation of its competitive practices. It is resented because it does dislodge fundamentally existing channels of distribution, and because it is regarded as a danger to the man who has headed a small enterprise and who has been looked upon as a distinctly American institution. With all these disturbing cries it is well that the chain store should take stock of what it is doing, clarify its obligations to the public and be sure that it has adjusted its methods to the economic policies of the Federal Government."

This warning was uttered by Col. William J. Donovan former assistant to the Attorney-General of the United States, in his address at the second annual convention of the National Chain Store Association in Chicago. He continued, in part, as follows:

"The decision in the case of United States vs. Trenton Potteries makes definite and conclusive such illegality. No rule of reason can be invoked in such a situation, because as in the fixing of prices the mere agreement of allocation, no matter how beneficent the intent, is violative of the law. The mere indication of these possibilities of danger ought to bring home to a great and still growing industry, such as this, the necessity of self-regulation by the members in order to avoid regulation by the Government.

"The general principle is that a state legislature may under its police power regulate prices and charges; that the extent to which regulation may reasonably go depends upon the nature of the business, where it touches a great many people and may afford opportunities for impression and repression. A business is not affected with a public interest merely because it is large, but because the public is warranted in having a feeling of concern in respect to its maintenance.

"The chain store has reached its present growth at a time when the American business man was realizing to the fullest extent the profits which might be derived in fair and honest business practice. The chain store has so far succeeded by following this policy. It has made its profits ultimately

by giving to the consuming public a good product at a reasonable price. This has been made possible by the most rigorous and efficient management. There is nothing in our anti-trust laws which puts a penalty upon efficiency and intelligence in business. Nor is there anything in our anti-trust laws which gives to the inefficient the right to exist.

"If you follow the policies which you profess to have, serve the American consumer with a better product at a reasonable price, and if your merchandising is of a higher quality than that of your competitors, and if you do not abuse your power of bargaining to intimidate and make suffer the producer and the manufacturer, then the fear of restrictive or repressive legislation is not great. So long as public opinion feels that there is a square deal it is not impelled to strike. Only when aroused by unfair and unjust methods, which are usually the result of stupidity, does it bring down its hand."

Handbag Volume Ahead.

Orders for women's handbags have been steadily growing, with reports indicating the seasonal volume will be ahead of last year. Leather bags are strongly stressed, interest in fabric styles being largely confined to types for evening wear. Antelope and suede are reported leading from a fashion standpoint, but the demand for calfskin in a variety of colors has lately forged ahead. Pouch, strap and under-arm bags share the demand, with black, brown and blue dominating in color preference. Considerable success has been met with tapestry bags in the larger sizes, equipped with novelty frames.

Call For Better Grade Lamps.

A "trading up" tendency in the purchase of floor and table lamps intended for Christmas gifts is reported by manufacturers who are now busy with holiday orders. The demand for pottery and china table lamps continues strong, although metal lamp manufacturers report they are getting a larger share of the business this year than they did last. Bronze lamps of Colonial design are said to be best in the higher-priced goods. The use of candle effects is noticeable in the lines now being shown. Lamps with two and three artificial candles are most popular.

Confer on Conover Fabric Plan.

Practical means for putting the Conover "integrity-in-fabrics" plan into effect, and determination of how inclusive or limited its scope will be, form the basis of conferences recently held on the plan by rayon, silk and cotton trade representatives. It may be a considerable time yet before the working stage of the scheme is reached. Meanwhile, reaction of trade associations and others to the plan is being sounded out, which will eventually lead to a financial set-up providing working funds. The plan features the hall-marking of fabrics meeting certain quality standards.

Forget yourself and other people won't.

There must be a Magnet in that JELL-O package



WHEN IT comes down from your shelves, along come a lot of OTHER things, to hop into the market basket, too. Canned fish and meats—condiments—vegetables (fresh or canned)—these, in addition to the dessert fixings that you always DID sell with Jell-O.

Surprising things to be accompanying a Jell-O package? They WOULD have been, not many months ago.

But today, women all over the country know about Jell-O's new uses. Jell-O advertising—Jell-O radio talks—Jell-O recipe booklets are telling them . . .

Jell-O's all through the menu now!

As an appetizer—an entree—a relish—a salad—a dessert—Jell-O is starring in a'l sorts of new roles! (And if your wife hasn't served you some of these new Jell-O good things, she's holding out on you, that's all).

All of which brings about greater Jell-O turnover. Makes it easy to sell three Jell-O packages at a clip. And just as frequently as you sold SINGLE packages, before. Use that wonderful silent salesman—the Jell-O Jumble Display!

JELL-O

Distributed by

GENERAL FOODS SALES COMPANY, Inc.

Factory at LeRoy, N. Y.

(C) 1929, G. F. Corp.

FINANCIAL

Manners Pave Way For Most Effective Influence.

A brief definition of manners is decent and respectful behavior, civil conduct. There are a number of other words which are used as synonyms to manners which have delicate shades of meaning as applied to character, and they are worth studying. For instance, politeness is graciousness of manner united with a desire to please others, and finds its expression in obliging attention. Gentility is graciousness of mien; courtesy is graciousness of manner connected with kindness of heart. Then there is the word "gentlehood" which, to me, is expressive of a type of character which we generally stamp as good breeding. An intrinsic element in the definitions of all those words is that of sympathy, which means fellow feeling. Down underneath as a foundation for manners, politeness, gentility, courtesy and gentlehood lies this fellow-feeling. Unless it is there as a corner stone in the wall of character, all the expressions of the individual which may seem to illustrate the character represented by these words is a sham. No matter how polished one may be in manner, unless the outward expression finds its roots in genuine kindheartedness, it is counterfeit, and you know the most dangerous counterfeits are those which have the greatest similitude to the real thing. There is nothing so like gentlehood as its most striking counterfeit hypocrisy.

Birth has a good deal to do with manners, and often a style of manners is typified in several generations of a family. Polish as a birthright, linked with genuine goodness, is a legacy of the best sort. Environment has a great deal to do with the development of good manners. Association with well-mannered people naturally awakens like qualities in ourselves. We imitate unwittingly. Once during my schoolboy days we had a teacher, greatly beloved, who had an impediment in his speech, and before we knew it many of us developed this same hesitancy in communication. A leader among a bevy of boys who has a swaggering gait will soon have imitators and, unknown to themselves, they will develop the same peculiarity. Let one of you enter into conversation with an attractive companion who has vivacity of speech that is winsome to you, if he brings in the expression "don't you know," or "absolutely" or "sure," quite often before you know it you will be inducting the same phraseology in your part of the conversation. I sat at table not long ago with a group of cultivated men and one of them, a leader, quite frequently used the word "understand?" with an upward inflection into his conversation, and just for my own amusement I watched the effect on the group and before the conference ended, over half of them in one way or another used this word in carrying on the discussion. No matter how strong minded one may be, association with sympathetic and lovable companions will result in the adoption of some of their mannerisms. Unfortunately, in many of us

the instinct of choice in this imitation is not highly developed and we find our selves imitating bad manners as well as good ones. So the importance of constantly being on our guard in the development of gentility and politeness in lieu of brusqueness and boorishness becomes vital.

A man who appears often before the public ought to have a close friend who will fearlessly remind him of unpleasant mannerisms. I have often wished that a good minister whom I often hear uttering the phrase "the firmament above, the earth beneath and the waters under the earth" had that kind of a friend to remind him of the absurdity of his frequent repetition.

One method of exhibiting questionable manners lies in self-adulation. I mean by that, talking about one's self and one's experiences and dwelling upon them to the exclusion of other lines of conversation far more interesting. You know Thackeray says in his definition of a boor: "It is a man who talks so much about himself that I have no time to talk about myself." I think self-abasement is as unfortunate a habit in mannerism as self-complacency. Some people seem to take great pleasure in telling how wicked they are and what a lot of mistakes they are making and how they never expect to go to heaven because of their sinfulness, and all that sort of thing. It gets to be somewhat tiresome and an unpleasant factor in life associations.

The most important place to exhibit good manners is in the home. It means more there than anywhere else. I know of men who are the pink of politeness to other people who seem to take it out on their own families and exhibit the worst side of them in connection with those they ought to love the best. The opportunity for little acts of courtesy and civility and lovable attentions in the family circle is always present, and these things mean more in the family circle than anywhere else in the world. One evening I sat in a family of five, father and mother and three young daughters, before the grate fire and while we were talking together very pleasantly suddenly the father arose and said to his youngest daughter, "You are not quite happy Edith, let me get you a chair so that your feet will touch the floor," and he exchanged the higher chair for one in which the little girl would be more comfortable. It was a little thing to do, but it showed the innate civility of the father. I have known those daughters as they grew into womanhood and took their places in the world, and the courtesy toward them in their childhood they were constantly passing on to others in their womanhood. Nothing is more gracious than the civilities of life, and nowhere can they be made more effective than in dealing with little children and aged people.

Street manners are open to the public and good habits in meeting people and giving them thoughtful attention are constantly making a deep impress. A former judge in Grand Rapids was coming down the street with his little boy and just at the head of Monroe

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street there was a blear-eyed tramp who lifted his hat to the judge and the judge affably raised his own tile and gave a pleasant word of greeting. After passing along, the little boy said, "Daddy, what did you raise your hat to that old duffer for?" and the reply was, "My son, I won't be outdone in politeness by a tramp."

Not long ago on a windy day as I came out of the bank I looked across Ionia avenue and there was an old lady somewhat bent, evidently a little afraid to make the crossing. There were several men standing around, but they paid no attention to her. A little newsboy on the corner stepped up to one of the men standing there and said, "Hold these papers, sir, for a minute" and turned around and with both hands took the old lady's hand in his and led her across safely to the other side. Then he came right back, thanked the man for holding his papers and it just seemed to be a natural thing for him. A few minutes later when I came back from my trip the same little boy was, there calling his papers, and the wind blew a man's hat off into the middle of the street. The newsboy dropped his papers on the sidewalk and scudded around among the automobiles, picked up the hat and brought it back. In the meantime the wind had taken his papers and scattered them about, and there were a dozen men after those papers and gathering them up for the little boy who was doing the courteous act. The civility was catching and a lesson in street manners came to a number of people.

I think our attitude toward people who work with their hands is of serious import. As we go in and out among people and we find men and women who are earning their living by severe tasks, a courteous word, a thoughtful expression, a smile of greeting, may bring lightness and better thoughts into the lives of these wage earners. We cannot afford to neglect these opportunities.

In a Sunday school not far from here one day a strange little girl was greeted by the superintendent and he pointed to a class of girls and said, "Those girls are about your age and I think there is the place for you," and his attention was called immediately to some other duty and the little girl went to the class and stood before the teacher. At first she did not notice her, but as she stood there she finally turned and said, "Anything I can do for you?" and the little girl responded "Isn't this Miss Burkhart's class?" and when the answer was in the affirmative she said, "The man up there told me to come to Miss Burkhart's class." "Oh, yes, I will place you in the seat by myself here." And all the girls in the two seats made no offer by moving along to take in the new addition to the class, but all of them stared at her. She was not dressed quite so well as any of them. The teacher, instead of saying, "We have a new little girl come to us and we are glad to see her and what is your name, my dear," and introducing her to all members of the class, simply ignored her and went on with the usual routine. All this I

saw and felt that the teacher and her pupils were sadly lacking in a kind of training that would fit them for the best service in life.

There are a great many things in character which are emphasized that I would eliminate rather than gentleness. Above all things let our behavior be of such a character as to be an object lesson in manners for the younger ones with whom we are intimately associated. In all the ways of our lives—in the home, in neighborly visits, on the street or in public places—let us watch ourselves and be thoughtful of the feelings of others and so comport ourselves as to awaken the sympathetic regard of everybody with whom we associate. And whatever education we may acquire through our contacts in life, let it be most evident in our manners and it will pave the way for the most effective influence.

Charles W. Garfield.

Colonel Ayres Sees Hidden Bear Move

Colonel Leonard P. Ayres in this month's Cleveland Trust bulletin likens the recent stock market decline to the rich man's panic of 1903 in milder form and recalls J. P. Morgan's explanation then that the markets had been clogged by an excessive accumulation of undigested securities. For months this year the public took Wall Street's outpourings of new securities with avidity but the edge of its appetite finally was worn off and when speculators recognized this they began to sell.

Colonel Ayres calls attention to the rapid expansion in capital flotations of the past year and a half. Emissions of this character now run twice the volume of 1926 when business was in record-breaking proportions. But less than one-quarter of the funds recently raised through capital emissions have gone into production. Most of it has gone into refinancing and reinvestment programs. This very rapid expansion in the volume of funds turned into new financing and investment trust companies explains in part "the accelerated activity of the stock market in the past two years, the rapid growth in the numbers of separate issues dealt in, the mounting totals of loans to brokers, and reflects perhaps some of the reasons why the stock market is now showing signs of suffering from an attack of security indigestion."

To what has frequently been said in this column regarding the presence of a 1929 bear market in disguise Colonel Ayres adds emphasis by his contribution of additional statistics. Not long ago it was pointed out here that more than 60 per cent. of the stocks listed on the New York Stock Exchange had lost ground since the beginning of the year. What Colonel Ayres does is to take the market month by month and show for each month the number of stocks that lost or gained ground in that month. He finds that in February, March, May and September more stocks were moving down than up. In September 70 per cent. of the stocks fell whereas 23 per cent. rose. In August and July the gains and losses were about even. In June more rose than fell. In May 72 per cent. fell and only 16 per cent. rose.

Taking the year to date he finds that "in a real sense there has been under-way during most of this year a sort of

creeping bear market that has been hidden by the fact that many of the utility stocks, and some of the rails,



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Uncle Jake Says

"The reason so many men fail in business is because they are always going on its dimples instead of trying to remove its freckles." Years ago when we started to make



KVP Delicatessen Paper we thought it was pretty good, but we were not satisfied to let it go at that and so we asked our customers to point out to us the "freckles" if they discovered any, with the result that we improved and kept on improving until now we can frankly say to you that there is nothing better, in its line, for wrapping greasy and moist foods than KVP Delicatessen Paper.

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and certain other issues, have advanced so much as to carry the figures of most of the well-recognized stock averages upward to new high levels from month to month until the sharp decline of September began."

Paul Willard Garrett.
[Copyrighted, 1929.]

Attractive Yields of First Lien Issues.

With the decline in stocks is coming the first evidence in more than a year of a return to popularity for bonds but the changing psychology to date has done little more than check the recession in these descriptions.

To such an extreme has sentiment in this country swung in the last eighteen months that few realize that as recently as early 1928 common stocks and high-grade bonds were selling on precisely the same yield basis. The investor interested purely in a cash return on funds could have obtained 4.30 per cent. either from a portfolio of quality stocks or bonds early last year. In the markets since then the disparity between stock and bond yields has become the widest in history with the advantage on the side of bonds.

Never before has the market offered to investors in bonds a yield so attractive with relation to that offered by stocks as now. Until recently bonds were always regarded as the safest instrument for investment and sold on levels yielding less than stocks. Nobody expected to obtain the increased safety available in a bond without paying for it. The craze for stocks changed all this. Now an average yield of 4.76 per cent. is available from high-grade bonds in the open market whereas stocks offer but 2.98.

More stocks have gone down this year than up. In their disappointment many stockholders are turning a sympathetic ear once more to the bond market. Some consider the purchase of bonds as the surest way to protect stock profits. Some have watched their stock profits dwindle away and turned to bonds as the best vehicle after all. Some seek simply to ride the bond market until stocks start up again.

Whether the new flood of enquiries regarding bonds actually develops into a buying move sufficient to reverse the downward trend in fixed-interest-bearing obligations is a question nobody can answer but throughout the country investment institutions do report signs of a changed psychology. Doubtless the answer to the question depends partly on the performance of the stock market itself. With declining stocks and declining interest rates the bond market will have a better chance than with a revival in speculative activity.

Paul Willard Garrett.
[Copyrighted, 1929.]

Detroit newspapers are magnanimous, to say the least. Following the local primary election of last week most of them granted that those who exercised their franchise at the polls, "so far as so-and-so was concerned," knew what they wanted. Of course, the other things are left open to conjecture.

Wafted Down From Grand Traverse Bay.

Traverse City, Oct. 21—The State Legislature provided ample means for the erection of greatly needed buildings and the installation of equipment at the State hospital in this city. For some reason, known only to the State officials at Lansing, nothing has been attempted toward carrying out the plans of the Legislative body. The hospital is indecently overcrowded. A large number of patients await admission to the institution. The hospital needs more land. The only tract available for an increase of its acreage is owned by a lady, Mrs. Moore Thompson. The State's purchasing agent, has bickered and haggled over the reasonable price Mrs. Moore asks for her property several years and hopes to beat it down. If the State authorities in control of the treasury, could be induced to engage in the erection of buildings during the coming winter, employment would be provided for a large number of mechanics and laborers who need it.

Farmers are busily employed in gathering apples and potatoes, placing them in cold storage or shipping them to points either within or beyond the limits of the State. There is a demand for helpers in the orchards and fields. Producers of the Old Mission peninsula are shipping a considerable quantity of their crops by water from Bower's Harbor and Old Mission. Apples on the trees are sold for prices ranging from 50 to 90 cents per bushel. Grocers complain of slow delivery of apples to their stores. Consumers pay \$1 to \$2 per bushel for choice varieties.

"If it were not for the resort and tourist trade it would not be profitable for us to maintain a store in this city," remarked the manager of a leading mercantile establishment. "Our trade in June, July, August and September this year was large and profitable. A report reached my office a day or two ago to the effect that a certain wholesale corporation, operating in this district, had made sales here to the amount of \$700,000 during the summer season.

The Johnson-Randall Co., manufacturer of fiber furniture, is considering a proposition to open a branch factory at Elk Rapids. If a sufficient number of workmen shall be found to be available the old warehouse of the Dexter & Noble Iron Co. will be purchased or leased.

J. A. Thornton and wife will spend the winter months in Miami, Fla. The Thorntons deal largely in antiques, millinery and kindred goods and conduct successfully a tea garden during the summer months.

Traverse City is a well managed community. Its small police and fire departments are efficient. Persons and property are protected and the moderate taxes imposed upon property are judiciously disbursed. Four commissioners and a mayor give watchful attention to the welfare of citizens.
Arthur Scott White.

If the individual executive can divest himself of the departmental point of view and can see the whole of a business from a broad perspective, grasping all its fundamentals, he will become a bigger man and better equipped to grapple with the problems that confront him.

He gets the breaks who knows how to break through.

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MUTUAL FIRE INSURANCE

Examination of Chimney Important.

The arrival of the season, in this latitude, when heat is necessary in the home makes it important that chimneys should be carefully examined. When it is remembered that defective chimneys and sparks on the roof are responsible for about one-half of the rural fires, a little care in this respect will be found to be the best fire prevention possible. When it is further remembered that about fifteen minutes is all the time necessary to make a careful examination of any chimney, this little precaution will pay big dividends in the saving of fire losses and even possible death. Were it not for fire insurance protection you may rest assured that these danger points would be carefully watched by the owner of the property. The safety of the family would receive this consideration.

Every mutual fire insurance company, especially those covering on rural property, should make it a point to either make an inspection of its risks, or call the attention of the owner to some simple precautions which will go far to prevent unnecessary fires. In this connection an article in Farm Fire Prevention would seem to be especially apropos at this season. The attention of every mutual policy holder should be called to the matter between this time and the time for starting fires. This is what Farm Fire Prevention has to say:

"Chimneys, stoves and stove pipes cause many fires. The chimneys built long ago, and some lately, by incompetent workmen are veritable fire traps. Enough care is not exercised in building chimneys safely. The brick is not properly laid and they are often not well pointed between bricks.

"A safe, well-built chimney, kept free from cracks and breaks, into which sound and safely hung stovepipes enter, to which are attached safe heating stoves and heating plants, with inflammable material a safe distance therefrom, tells the major part of the story. It is in this combination that most dwelling fires get their start. Many are faulty in some respects and when they are fires are very likely to start with destructive results.

"It would seem that when the gerat-est of all fire dangers is confined within this small area, it would not be difficult for any careful, ambitious man to make and keep it safe.

"Many of the older chimneys built years ago by inexperienced workmen are so constructed that where they pass through the roof, bricks rest on the rafters or ridge. When the chimney settles, the roofing holds up that part of the chimney resting thereon and as the lower part settles, an opening occurs usually all around the chimney, through which fire brands and sparks pass into the dry roofing or attic, and a fire is sure to result.

An inspection would show up this danger quickly. It would require but a few minutes' time and the condition would be known. One of the most successful ways to test a chimney for soundness is to put a board over the

top and burn corn cobs or rags in the stove or furnace firebox. If there are any cracks or breaks in the chimney, the smoke will puff out and the defect can be quickly located.

It would be necessary for someone to climb on the house roof in order to place the board on the chimney top, but before doing so, drive a nail in the board and attach a string to same (long enough to reach to the ground) that you may pull the board off the chimney without climbing on the roof again.

Cost of Fire Insurance Is Decreasing.

According to C. W. Pierce, Vice-President of the Fidelity-Phoenix Fire Insurance Company, owners and tenants have saved millions of dollars in their fire insurance premiums during the past few years. He ascribes this decrease to better construction of the average buildings being erected throughout the country. Said Mr. Pierce:

"Thousands of more or less antiquated buildings of different types in all sections of the Nation have in recent years been supplanted by new, slow burning and fire resisting structures. The results have been clearly reflected in the average fire insurance rate, construction being the first consideration in figuring the basis charge for fire insurance protection.

"In 1914, the average fire insurance premium charged by the leading stock fire underwriters of the country was \$1.03 a hundred dollars of coverage, while by 1928 it had declined to 83.4 cents. On the amount of gross insurance written by 234 leading companies last year the difference in the premium rate meant a decrease of about \$283,000,000 in income as compared with what these underwriters would have reported under the 1914 rate. It represents, therefore, approximately that much saving to the public last year."

There can be no doubt that fire insurance costs have been declining under the improved construction. The installation of sprinkler equipment in many of the larger buildings has been rapid. Then also factory building has been made more fire resistive, largely under the influence of the factory mutuals which have done much in reducing the fire costs of very many of the manufacturing plants as well as mercantile buildings. Statistics recently published show that of the insurance on sprinkler equipped buildings the mutual fire insurance companies have insured over one-third. And the reduction in premiums comes largely from reduction of rates on specially equipped buildings. It will thus appear that while the stock fire companies claim much credit for this reduction of rates of premiums, yet the fact remains that this reduced premium condition is almost wholly due to the competition of mutual fire insurance companies in the field of the better protected classes of buildings. The greater part of new factory construction is, and has been for years, made in accordance with the plans and specifications of the factory mutual fire insurance companies. This is one way in which rates are being reduced.

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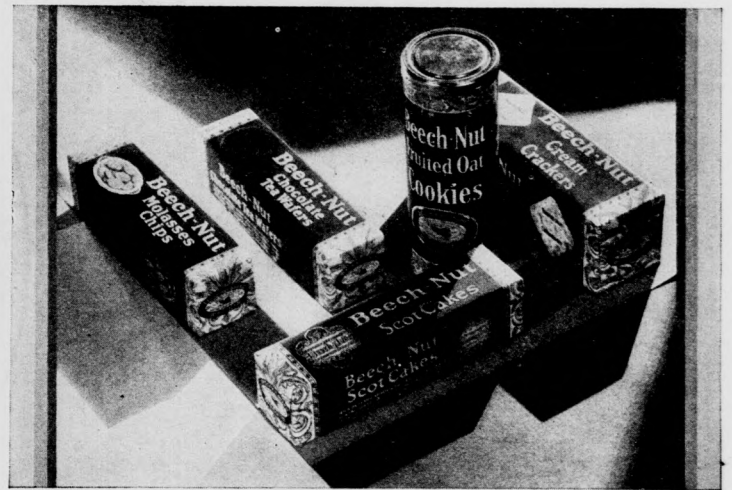
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Note: Beech-Nut is on the air every Friday morning. Over 19 stations of the Columbia Broadcasting System. Mrs. Ida Bailey Allen is telling leading home makers about new and fascinating ways to prepare and serve Beech-Nut Foods.

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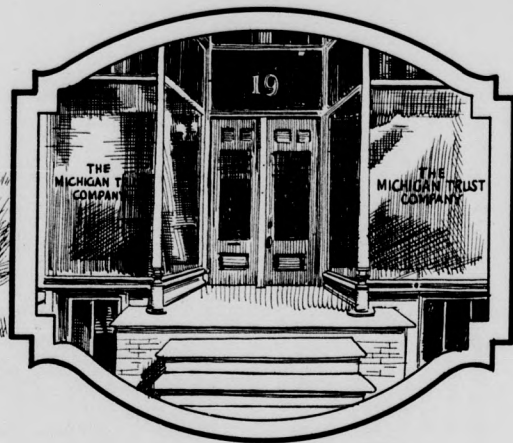
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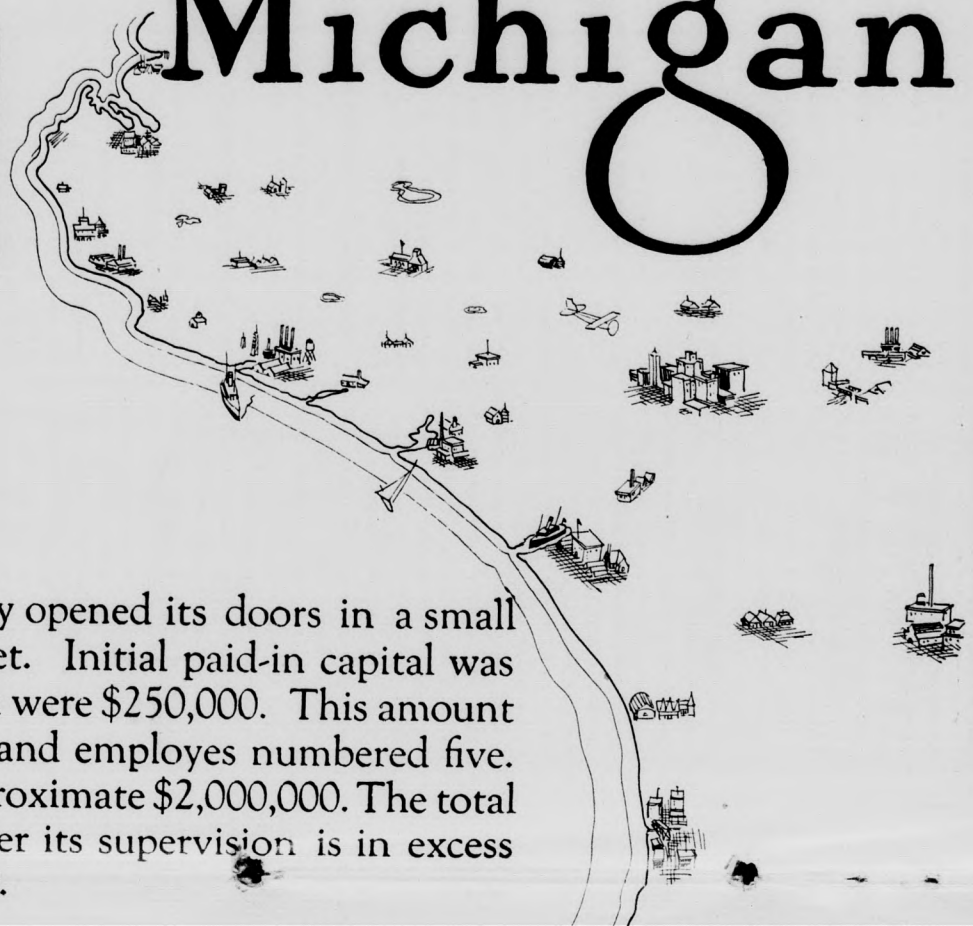
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The stone dwelling and tower which once marked the site at Pearl and Ottawa on which Grand Rapids' first "skyscraper," The Michigan Trust Building, was erected.
Of historic interest is the fact that the furniture industry, which has earned for Grand Rapids the title "The Furniture Capital of America" and given it an international reputation, had its humble beginning in a small cabinet shop in this dwelling.



The store front at 19 Fountain Street which was occupied by The Michigan Trust Company as its first home in 1889.



ON July 2, 1889, The Michigan Trust Company opened its doors in a small rented space at Number 19 Fountain Street. Initial paid-in capital was \$200,000. Trust funds under administration were \$250,000. This amount represented the value of 17 active trusts. Officers and employes numbered five. TODAY, capital, surplus and undivided profits approximate \$2,000,000. The total property value of several thousand active trusts under its supervision is in excess of \$200,000,000. Officers and employes number 140.

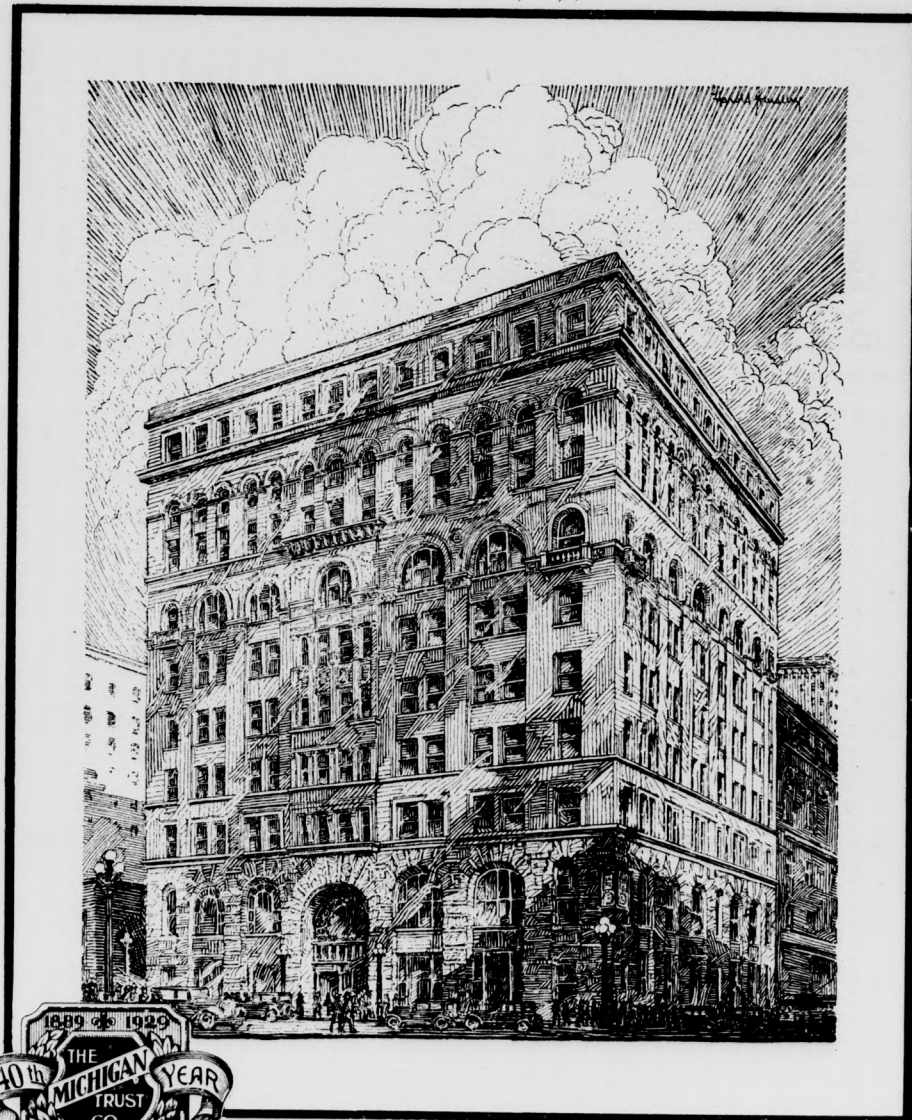
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From the little office around the corner in the old Hartman Block, The Michigan Trust Company has grown until it celebrates its 40th Anniversary as one of the country's outstanding Trust organizations.

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A Company owned and directed by Grand Rapids and Western Michigan business men of outstanding achievement in their own lines of activity—a Company operated by men who are known in this City and Community, it is ideally equipped to serve those seeking the counsel and assistance of a dependable Trust organization.

It is with a deep sense of gratitude that we express our appreciation to those who in the past have so generously given to us of their confidence. To keep faith with our friends and to justify that confidence, has been and will continue to be the guiding policy of The Michigan Trust Company in the years to come.



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Much Embroidery Seen on Dresses For Afternoon.

Embroidery is widely used on afternoon dresses of satin, velvet or crepe in most of the Paris showings. Martiel et Armand and Premet feature small embroidery motifs on many blouses for day time, and occasionally apply embroidery also to the skirt.

A detail which contributes a new note to frocks for young women is the little tailored bow which is used as a trimming. Sometimes several are placed in clusters or perpendicular rows, in the front or at one side of the bodice. The neck, too, is receiving attention from the modistes, who are using a little scarf tied in a precise bow, or a jabot of the same goods as the dress placed directly at the point of a V-neck. In the frocks of sheer stuffs the jabot is sometimes edged with lace or on printed goods with a band of plain colored material.

With the new Autumn silks in many instances resembling woolen fabrics in both weave and color, the dainty collar and cuff sets are certain to return to their former styles prestige. As proof of it, some of the most conservative designers of women's neckwear are using imported laces as well as domestic ones. Sometimes entire collars are made of real lace, in which case they are cut in accordance with the latest vogue, in irregular necklines. One collar is applied to fall in soft ripples in back and yet remain quite short over the shoulders. The front is finished to form a V. Ecu batiste is also used.

A lace evening wrap of Paris make is fashioned with an unusual yoke cut to fit the shoulders and come well down in back in a most flattering manner. The yoke is embroidered in colors to match those forming the all-over printed effect on the remainder of the wrap.

Now the Collapsible Umbrella.

Umbrellas, under the urge of general demand, have suppressed their recent tendency to greater length, and, thwarted in that direction, have sought means of becoming shorter to the point of invisibility—for surely when an umbrella can be short enough to be carried, collapsible cane cover and all, in one's handbag, it is as nearly eliminated as an umbrella can ever hope to be.

The new midget umbrellas have collapsible wire ribs breaking in two places so that when the umbrella is closed, it is, including its stubby cane handle, but ten inches in length. It has for a case a protective cover in three collapsible cane sections, so that the umbrella can be dropped into the bottom of the handbag without danger of its being torn or stained by the other contents. Between showers, the umbrella may be left at normal length, slipped into its expanded cane cover and used as a walking stick.

A portfolio handbag, of the same color as the midget umbrella, is sometimes combined with it. It has an accommodating fold into which the umbrella may be slipped. If carried in this way, a silk cover with one of the new patented fastenings is sufficient to guard it from injury.

Umbrellas in solid colors are ever stylish, but those with circular stripes are really more practical now that the stripes manage to utilize three distinct colors in their make-up, for they enable the owner to carry the umbrella with costumes in any of the tones of those colors. One successful model has inch-wide stripes, beginning at the ferrule in fairly light gray and darkening almost to black, followed by a series in coral red and then one ranging from taupe to dark brown. Another design has an even greater number of shades to harmonize with the costume in narrow stripes which are jacquarded in a zigzag design of superimposed shadow colors. In still another, the stripes are themselves pinched in two tones.

A clamor of barnyard noises would prevail in the umbrella department if all the different fowls and animals which perch as handles on the new models were to be given voice. The only silent members would be "Hunky and Dunky," the little rabbits' heads carved out of natural wood, whose smartly perked ears are shaped out of leather to match a leather wristband.

There are ducks' heads of all breeds, but perhaps the most proudly sufficient of all is the duck whose carved and enameled head has a red crest, red beak and a band of red leather about his neck, all to be in keeping with a red silk cover. Wooden dogs cock their ears alertly or lay them back meekly; there is even an elephant umbrella with a head of painted ivory, tiny ivory replicas as the tips of the ribs and a solid elephant foot in ivory as the ferrule.

Linen Trade Generally Active.

An unusually heavy demand for Porto Rican luncheon sets is one of the outstanding features of current business in the linen field. Night work in finishing departments here is necessary to keep up with the demand, which has assumed record proportions. The feature in damask table cloths and napkins is the increasing call for solid colors, in which jade, ivory and gold stand out. Business in linen handkerchiefs is substantially ahead of last year. Men's linen suitings are selling extremely well for November-December deliveries. Stocks of this merchandise in importers' hands are now very low, with little chance of replenishment before the end of the season.

Pajama Ensembles Popular.

Manufacturers of women's three-piece rayon pajama ensembles, which include a coat which can be worn over the tuck-in blouse and trousers, are experiencing difficulty in meeting the demand on such goods which has developed throughout the East. Deliveries are reported to be from five to six weeks behind. A call for this type of ensemble developed shortly after

labor day and has been an important factor in the trade ever since. The most popular outfits from the standpoint of sales are those which retail between \$6.95 and \$9.95. The demand on these goods for the holiday trade is expected to be exceptionally heavy.

Wood Batik Designs in Silks.

Printed silks showing designs inspired by the wood batik designs of Mme. Lazarka, Franco-Polish artist, featured the collection of spring silks which Cheney Brothers opened last week. Spanish modernistic effects known as "Pinturas," were also introduced. The new formal silhouette, which accents natural curves of the figure, has influenced the designs of the silks, which are squared floral, dot and geometric effects. These patterns, it was said, are required to show the new silhouette to advantage by contrast. The outstanding colors, all clear in quality, comprised greens, beiges, reds and orchids.

Women's Glove Demand Active.

Business in women's gloves has been gaining steadily, the recent call covering both kid and fabric gloves. The long glove is showing marked acceptance as an accessory for the new silhouette, although the novelty cuff retains a prominent position. The brown and tan shades continue to figure strongly in color preference. Men's gloves have been moving slowly. Retailers as yet have had very little action from consumers, but cooler weather is expected to cause hurry-calls from retailers who placed a light advance business.

Window Glass Orders Gain.

The position of the window glass market, while admittedly less favorable than at this time a year ago, is showing some improvement. Orders from the jobbing trade were reported in better volume this week, but are still considerably below normal for early October. Distribution of plate glass is along quite satisfactory lines. Demand on the part of the mirror manufacturers is in very good volume. New business from the jobbing trade is also holding up exceptionally well. Orders, however, from automobile manufacturers are in smaller volume.

Link, Petter & Company

(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING
 GRAND RAPIDS, MICHIGAN

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.

**Do You
 Want Big
 Volume, New
 Customers,
 Large Profits,
 Brisk Future
 Business?
 Or If You Want
 To Retire From
 Business**

**—Then You Want a
 Jos. P. Lynch 10 Day
 Sale.**

A large immediate increase in sales, no drastic mark-downs, and hundreds of new customers at practically a normal advertising cost. That is what a Joseph P. Lynch 10 day sale can do for your store.

Furthermore — a Jos. P. Lynch sale tones up store morale, and actually creates tremendous good will which results in larger future business.

May we furnish definite, convincing proof of how the Jos. P. Lynch 10 day sale achieves success in any store, large or small, regardless of where located, or local business conditions? Write today For Full Details. There is no obligation.



Nationally known merchandising expert, whose original, dignified and high class sales methods have won the endorsement of hundreds of leading stores from coast to coast.

**The
 JOSEPH P. LYNCH
 SALES CO.
 3rd Floor Home State Bank
 Bldg.
 GRAND RAPIDS, MICH.**

SHOE MARKET

Michigan Retail Shoe Dealers Association
 President—Elwyn Pond.
 Vice-President—J. E. Wilson.
 Secretary—E. H. Davis.
 Treasurer—Joe H. Burton.
 Asst. Sec'y-Treas.—O. R. Jenkins.
 Association Business Office, 907 Transportation Bldg., Detroit.

Shoe Dealer Who Provides Chiropodist Service.

The free services of a registered chiropodist to patrons with foot troubles has been found a record sales volume and good-will builder for the Queen Quality Boot Shop, Minneapolis.

After little more than one month's trial, W. W. Wilson, manager of the store, said, "Our sales have mounted daily in the Arch Form shoes we specialize in, since we have offered this service to our patrons. New customers, too, are coming in all the time on the recommendation of our pleased patrons. We have made the point, and lived up to it, that any woman who comes into the store for the chiropodist's services is under absolutely no obligation. Women appreciate that."

During the early part of May, Queen Quality Boot Shop was completely remodeled. Taking this as an opportune time to launch the new service, Mr. Wilson engaged the part time services of Dr. Martin Nordvedt, a very prominent Minneapolis chiropodist, who maintains offices in a downtown office building. Mr. Wilson made an agreement with him to be at the store for one hour each week day. Dr. Nordvedt's prominence in his field in the city added considerably to the success of the plan. Patrons welcomed the opportunity to obtain his services when buying a pair of shoes as being more valuable than consulting him after they had bought shoes that might or might not have fit.

"In order to get the plan off to a good start, we figured our advertising very carefully," Mr. Wilson said. "In order to reach the people most in need of the service we chose the direct mail method, though we used considerable newspaper space also. All of our letters were extremely personal. They were addressed to the woman personally and signed by me. Through years of selling Arch-Form shoes, we have gained a large mailing list. We sent out letters to all of these women. However, to reach others, people who had never taken advantage of the Arch-Form shoes, we decided to make a bid for the patronage of certain classes of women. The first of these, and the only ones we have been able to try so far, were the school teachers of the Minneapolis public schools. Letters were sent out to them personally, making note of the fact that school teaching requires a woman to be on her feet a great deal of the time, thus causing undue strain. For their benefit we have arranged with Dr. Nordvedt to be at the store between 4 p. m. and 5 p. m. on Thursdays and Fridays instead of between 2 p. m. and 3 p. m., his usual hours. The response has been extremely gratifying to us. Minneapolis teachers have certainly appreciated the service. Later on we hope to do the same for nurses in the city."

At the Queen Quality Boot Shop,

which has for many years made a specialty of dealing in shoes which have style appeal as well as comfort, all the salesmen are given special courses of training, to enable them to talk intelligently and fit intelligently patrons who come in to buy shoes. Queen Quality makes a point to sell shoes not only for weak arches but also for other foot ailments and it is, therefore, necessary that the salesmen know how to fit shoes under all conditions.

Because this store makes a specialty of fitting shoes for people with foot troubles, it must not be supposed that it limits itself entirely to this trade. It does not. A large portion of its business comes from people who just want shoes with style and who have no particular foot ailments. The aim, first and last, with Queen Quality Boot Shop, is to give style and price service. In between, however, it manages very successfully to give foot service also.

High Finance Difficult.

An engineer who saw service in the aviation branch during and after the war was urged to take some stock in the initial offering of a very large aviation holding company. He looked through the directors of this company and failed to find one technical man in the list. He turned down the advice, and now feels he did quite the right thing, because the stock has been declining steadily. He has heard that there is a scramble at last for the technical men who were so conspicuous by their absence on the board. He feels that aviation has been "financed to death" and put under the direction of "high-pressure" management, which has failed to look after the proper technical progress which would furnish planes that would sell through meeting what the public requires.

The plight of some of the aviation companies is similar to that found in other fields, particularly where what used to be called "high finance" has been in chief control. The tire industry is cited as a conspicuous case. An advertising man declares practically all the companies are making the same product and all trying to find different points of superiority. His answer to the problem is a merger. The technical man's answer is the development of a superior article.

Several theories are entertained concerning the effect of the huge consolidations now in progress. A sound one is that as management is removed from the direct contact with the actual processes of business its chances of error are multiplied. The financing through capital in place of bank loans is viewed in some quarters as of benefit to management, since it removes what is sometimes the overconservative counsel of the banker. On the other hand, the value of having the banking viewpoint and check is stressed.

Luggage Orders Show Up Well.

Orders for luggage for both holiday and winter resort sale have been received from retailers in good volume. Lightweight types are meeting with marked favor, the range including suit-

cases, hat boxes and combination wardrobe types. Gladstone bags are meeting with an active call, both in popular and higher price ranges. Overnight cases of leather and imitation leather, in fitted styles, promise to be leading items for the holiday trade.

Steady Linoleum Demand.
 Business in the hard-surface floor

coverings market has been holding up well during the past few weeks. Re-orders through the mails have accounted for the majority of transactions. Green continues as the most popular hue among the colorful types of linoleum which are in demand. Interest in the new patterns to be offered the trade at the seasonal opening Dec. 16 is keen among both jobbers and retailers.

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av. Grand Rapids, Mich.

**MICHIGAN SHOE DEALERS
 MUTUAL FIRE INSURANCE CO.**

MUTUAL PROGRESS

CASH ASSETS

1912	-----	\$ 460.29
1917	-----	7,191.96
1922	-----	85,712.11
1927	-----	151,393.18
1929	-----	200,661.17

Meanwhile, we have paid back to our Policy Holders, in Unabsorbed Premiums,

\$380,817.91

for
 Information write to

L. H. BAKER, Secretary-Treasurer
 LANSING, MICHIGAN

FAST SELLING IONIA FLOWER POTTS

Fancy, Plain or Assorted.

If we send you this crate of quick sellers we will sell you more.

36	— 4 in. pots and saucers @ 2½c	\$.90
36	— 5 in. pots and saucers @ 5c	1.80
24	— 6 in. pots and saucers @ 7c	1.68
12	— 7 in. pots and saucers @ 11c	1.32
6	— 8 in. pots and saucers @ 16c	.96

Total net -----\$6.66

You can double or treble your money on this assortment.

IONIA POTTERY COMPANY
 IONIA, MICHIGAN

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hooning, Grand Rapids.

Second Vice-President—Wm. Schultz, Ann Arbor.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

Trustees—O. H. Bailey, Lansing; M. C. Goossen, Lansing; Grover Hall, Kalamazoo; O. L. Brainerd, Elsie; Ole Peterson, Muskegon.

Utter Foolishness of Advertising Specials For Saturday.

There is an "independent" food store located at an important neighborhood trade center in—let us say Pittsburg. That it is a busy store is indicated by its average weekly sales of \$4,000. Looks fine to have a business of more than \$200,000 in retailing foods, in a single store, individually owned, as we glance over the figures. But when we take the week apart and inspect the daily sales, things are not so good.

For then we find that Monday, Tuesday and Wednesday run \$300 each; Thursday runs \$600; Friday brings in \$800, and Saturday accounts for \$1,700 of the week's business. One asks the owner whether Saturday is top-heavy with sales; whether the store is not then overloaded and if such sales records are not way out of balance. His answer is: "Oh, yes, they are. On Saturday we have too much business; have to hire extra help, and as it is seldom good help, we have more than we can properly attend to."

Examine further and we find that this food merchant advertises at considerable cost, using space in his Thursday local newspaper, offering "Week-end Specials." What is the effect of such policy? Plainly, it is to pile more of a burden on the day already overburdened while leaving the sales level flat, with his usual sales force half occupied, during the first three days of each week.

This merchant is an intelligent man. Argue with him that his policy is all wrong and that he spends money to give himself trouble and rob his business of profits and he is about half convinced. Tell him that his proper policy is to advertise special offerings effective Monday and Tuesday and then to be rigidly withdrawn, and he asks:

"Suppose the average Mrs. Smith comes in on Friday or Saturday and your specials are withdrawn, won't she then go to the chain, which has its specials on sale, and if she goes, won't she buy all her things there?"

The answer is manifold. She may go to the chain for some of its specials, but the very fact that she came into this man's store shows that she likes to trade there; so it's an even chance that she will return after she has bought the chain specials and get the remainder of her stuff from our store. The fact that she comes for specials shows that she is a bit of a bargain hunter, so she will watch next Monday for our specials and come in then. Your sales force will thus be relieved from the bargain hunters on the day when luxuries sell freely to customers who are much more worth while than any bargain hunters ever were. So those folks will get better service, will

be better satisfied and will become even more of the steady class of customers.

Business building requires and deserves both time and pains. Nobody's sales will go up with a bang the first time he offers special inducements good for Monday and Tuesday. But such offerings are apt to be scanned more carefully on those days because housewives have less to do than on Saturday. And remember that every sale of a special on Monday and Tuesday adds business where it is wanted, at a time when additions pay even at some concession. You are, in fact, getting back something for your concession, something valuable for your sacrifice, when you make price inducements on the first two days, whereas such concessions for the end of the week merely add to your perplexities, your worries and your expenses.

Let this man pursue the policy I advocate for six months and he will never go back to what he is doing now. He will have found by then that if we build sales in the beginning of the week, the end will take good care of itself. Saturday business always has taken care of itself, and always will be as big as the general character of the business, the merchandise and the management deserve, without any special advertising whatever.

I do not know whether that big market man will act on the suggestions made, but so long as he does not, he is working under an unnecessary handicap; and so are all other food merchants—and other merchants—who follow similarly unsound practices.

How do we know? Aside from experience, which those who have tried it can vouch for, we have the department stores which always have advertised their specials for Monday's sales. But now we have another indication of the awakening of a large organization.

The Atlantic & Pacific Tea Co. is breaking away from the mere bargain-inducement and seeking stabilized sales on a basis of improved service, display and general business character. And I have before me a half page advertisement clipped from a metropolitan daily, which was published on Sunday, Sept. 29, in which the A. & P. offers forty-nine articles to back up its contention that "We're offering values in fall groceries."

The type and display are such as have characterized this organization for a long time, but there are no indications that such offerings are for any particular days. True, the prices will hold good, probably, on the Saturday of the following week. This organization so long has operated on the price-bargain basis that it could not wisely break with all its traditions at once, and so long as it is handicapped by being limited to cash sales, it must follow a policy in line with such business. But the neighborhood food dealer is not so limited. He can get the best people of his district on the credit basis and he better cultivate them and prepare to hang on to them before the A. & P. may install credit and delivery and take all that trade too. If that ever comes to pass—and it may come

(Continued on page 31)

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

Cantaloupes, Peaches, "Yellow Kid" Bananas, Oranges, Lemons, Fresh Green Vegetables, etc.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

A NEW DEMAND FOR YEAST

Yeast-for-Health is known to almost everyone through the extensive Fleischmann advertising.

Now a recent discovery which adds vitamin D, the "sunshine" vitamin to this familiar health food, will be featured in a new advertising campaign and a nationwide Radio campaign. These cakes contain as much of this vitamin as can be obtained from a whole day in the sun.

All this advertising will create a new demand and send more people to you for Yeast.

Your Fleischmann man will tell you how to take advantage of this advertising.

FLEISCHMANN'S YEAST

Service

INDEPENDENT MERCHANTS

We help you overcome Chain Store and Mail Order Competition and build your business permanently to a higher level, at a cost not exceeding 1% of your sales.

60 days credit.

Very successful in small towns and the suburbs of cities. Write for full information.

Merchants National Advertising Co.

1505 Race St.

Philadelphia, Pa.

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—Plus Goedecke, Detroit.
 Next meeting will be held in Grand Rapids, date not decided

Heavy Hams Advised As Economical Meat.

Customers will buy more meat if they can buy it for less money.

Are you taking advantage of this truth now by recommending that your customers buy heavy hams?

Are you prepared to suggest methods of utilizing such hams without making the diet too monotonous?

Any one interested in taking advantage of this opportunity for increased sales will find valuable suggestions in the following radio talk prepared by the New York office of the Bureau of Agricultural Economics:

"Right now there is a considerable difference in prices of large and small smoked hams. Whenever a particular kind of meat moves slowly, or is over-produced, or for any reason the supply becomes heavy, prices usually are lowered enough to move the product into consumption.

"There is no necessary difference in dietary value between smoked hams weighing 14 to 16 pounds and others weighing 8 to 10 pounds each. Of course, the heavier ham does not sell so well to small families, and so they pay what is necessary for the smaller size. In some cases the difference in price is at least 15 per cent. It is freely conceded that a 16-pound ham is a lot of meat for two or three people, and unless they are to be ham-fed to death, no matter how good the ham is they will want a smaller piece. But they can buy half a ham at the same price as a whole ham, or they can club in with a friend and thus use up the ham.

"There are so many ways to use ham that two small families have no difficulty in getting away with a 16-pound ham, and the good-sized family can do the same before any one gets tired of it. Sliced ham is always delicious for breakfast, and when the evenings are cool there is nothing better nor more appetizing for dinner with mealy boiled potatoes and other vegetables on the side. Ham hash is always good and ham croquettes are dainty and delicious.

"The ham should be mildly cured and well smoked. This is essential. There are any number of hams on the market that fully measure up to these requirements."

Expenditures For Meat Found To Vary Widely.

All industries catering to the wants of the public benefit when the country as a whole is prosperous and a high wage level prevails. The more people make, the more they buy.

Few branches of the food industry suffer as much during periods of general depression as the meat trade, and few benefit as much during periods of prosperity.

The extent to which expenditures for meat vary with the income of buyers is shown in a report recently made

by the Federal bureau of labor statistics on the food budgets of families of Government employes in Baltimore, Boston, New York, Chicago and New Orleans. Five hundred and six families reported, and the average size of these families was 4.56 persons.

Meat was the largest item of cost. For all the families the yearly average cost of fresh meat was \$118.46, and for salt meat \$31.89. Poultry cost \$31.89 also; fish and other sea food, \$24.24; eggs, \$45.06; milk, \$80.45; butter and substitutes, \$50.19; bread, \$51.66; potatoes, \$18.83; and so on.

A further classification was made by income. In the case of fresh meats the group having an income of \$1,500 or less used only \$69.21 worth a year. Stepping up \$300 per group in income, there was a steady gain in the amount spent for meat to \$189.03 for the group having an income of \$3,600 and up. Furthermore, all families used fresh meat except 2.1 per cent. of those having incomes under \$1,500.

Cowbells No Longer Made in Michigan.

A forgotten Michigan industry is the manufacture of cowbells. In the 40's of the last century there was a cowbell factory at Royal Oak, about twelve miles from Detroit's downtown business district of those times. At the first Michigan State Fair, held in Detroit in 1849, there was an exhibit of Royal Oak factory made cowbells.

In the early pioneer days and down to about five decades ago cowbells were indispensable to many thousand farmers. Woods with more or less thick underbrush were the cow pastures. Only by having a bell on one of them could a farmer find his cows in the brush when it came morning and evening milking time. On a clear summer night a cowbell could be heard for upwards of a mile. With the disappearance of densely wooded pastures vanished cowbells.

Recently in one of New York's largest hotels was "a rare collection" of cowbells. The Ohio Society of New York arranged the collection and formally resolved to have an Ohio cowbell instead of a gavel at its future meetings. Michigan assuredly should not be behind Ohio in assembling a collection of specimens of what men still living recall as one of the tools of every farm, if so be a cowbell is a tool.

1928 Best Year For Livestock Since War.

In general, the year 1928 may be characterized as one of the outstanding years in the history of the livestock industry, declares the Bureau of Agricultural Economics, U. S. Department of Agriculture. As measured by total income to producers, by apparent profits, and by the general level of prices of all meat animals, the year was more favorable than 1927; in fact, the Bureau says, it was the most favorable year of the post-war period.

The man who tries just to get by will get the good-by.


They complain of hard times who do not work hard.

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

Grand Rapids, Mich.

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS, MICHIGAN

Don't Say Bread

— Say

HOLSUM

HARDWARE

Michigan Retail Hardware Association.
 President—W. A. Slack, Bad Axe.
 Vice-Pres.—Louis F. Wolf, Mt. Clemens.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Looking Ahead To the Holiday Trade.

The wide awake hardware dealer always looks ahead. While he does his utmost to get the maximum results from immediate effort, he is likewise preparing for the selling campaign of a week or a month hence, or even longer.

In the hardware business, the holiday season, starting before Thanksgiving day and culminating on Christmas Eve, offers big opportunities for business getting. Also, it entails a lot of hard work. Throughout the holiday season, the hardware dealer and his staff are usually kept on the jump.

So, if you can do anything, by preliminary planning, to make things easier while the season is on, now is the time to plan and to prepare.

"Do your Christmas shopping early" is a trite slogan. Not so long ago it was customary through the local press to appeal to the buying public to shop early and save the poor, tired clerk the agony of that "last awful week." Such newspaper appeals were well meant; but the results they produced were rather negligible.

Some years ago the retailers in a small city tried an experiment along the line of stimulating early buying. In the first place they entirely disregarded the humanitarian appeal. They approached the subject of Christmas shopping from a different angle.

"If we want people to buy earlier," they argued, "we've got to start selling earlier."

Usually they had left their Christmas displays and their Christmas advertising until about December 7. The main Christmas display and the bulk of the Christmas advertising were both left until around December 20. Which was a good deal like starting a furnace fire at 11:55 a. m. in order to get the house warm by noon.

This year the retailers started to "talk Christmas" toward the end of November, immediately after Thanksgiving day. Special Christmas circulars and booklets were sent out several weeks in advance. Striking Christmas displays were put on before December 1. Christmas advertising in the newspapers was begun the last week in November.

In other words, the Christmas selling campaign was launched about November 26, in that particular year. And the Christmas buying became noticeable about December 3—a week before the Christmas campaign had usually started.

In this concerted campaign no humanitarian appeal was involved. The merchants simply said, "Come early and avoid the rush. Select your Christmas gifts before everything is picked over. We'll set anything aside on payment of a small deposit." "The early customer gets the best service. Why wait until the stores are crowded?" This, in effect, was their advertising argument; and they backed it up by filling their newspaper space and their

window displays with practical gift suggestions.

That effort got results. Not exactly the results anticipated. The buying unmistakably started a lot earlier. But in place of a let up in the last week, the customers seemed to come back for more stuff—items that normally would have been overlooked or forgotten in the usual short campaign.

It is worth remembering that the response to advertising is rarely immediate. If you advertise an article in the newspaper, or put on a window display, a few people may come in right away; but the biggest results come after you've run the advertisement or continued the display for several days. Hence, if you want results for a specific day, you should launch your advertising effort several days in advance. The average individual does not respond immediately; he takes time to turn a proposition over in his mind—and then, quite often, he needs a reminder to prod him into action.

Hence the value of an earlier start for your Christmas campaign.

The special advertising for the Thanksgiving holiday, the last Thursday in November, paves the way for the Christmas campaign. You cannot very well talk Christmas before Thanksgiving is over; but the one campaign merges logically into the other.

But while the Christmas advertising cannot be launched until after Thanksgiving, a lot of preparatory work can be done right now.

First, look to your stock. Know what you are likely to need. Make an intelligent effort to determine just what your public will absorb. Then see to it that you have your holiday lines in stock just when you need them. Christmas lines that don't arrive until, say, December 10 haven't a fair chance.

Your Christmas stock, or the bulk of it, should be either in the store, or on the way, or at least definitely arranged for by mid-October. Take time, if you have not already done so, to get acquainted with your Christmas stock. Make sure that you have the goods your public will want. Dig out, also, those forgotten lines for which the public are not so clamorous, but which may be featured and sold if you are willing to put forth a little extra effort.

Determine in your own mind what lines of stock you intend to specially feature, and how you will feature these lines.

Some thought may well be given right now to special store arrangements. These need not be elaborate. Quite often elaborate arrangements and unusual decorative effects are very helpful in producing sales. Yet more simple effects are sometimes equally good. The main thing is: if you are going to rearrange the store interior and provide anything extra in the way of Christmassy decorations, now is the time to plan these items. Put your ideas on paper, outline your proposed rearrangements. This done, it will be an easy matter, when the proper time comes, to put your ideas into effect. You will find this process a lot

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)

Direction Bowman Management
WM. J. CHITTENDEN, Jr., Managing Director

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

smoother and easier than waiting until the start of the campaign and then attempting to rearrange things.

It will be worth while, too, to spend some time planning your special Christmas window trims. Some merchants make a practice of clipping display suggestions from trade papers and jotting down ideas that occur to them at odd moments. If you have any material of this sort accumulated, look it over now. Elaborate it. One idea is apt to suggest another. Get some paper, and work out your displays at least in outline. Talk over your ideas for window trims with your salespeople. They may be able to offer helpful suggestions.

Then, look up everything you need in the way of display accessories—stands, forms, background materials, decorative items, and the like. If you have a Santa Claus dummy, get him out of storage and retouch him where needed.

Later, when the store is full of Christmas stock and crowded with Christmas customers, it will be difficult to find these display accessories at a moment's notice, if you don't take the precaution to locate them now.

A great deal of your newspaper advertising and other printed matter can be put on paper weeks ahead of time. You know right now what lines you intend to feature for the holiday trade. Or, if you don't know, you can readily find out by looking over your stock. With this knowledge at your finger tips, you can write practically all your advertising "copy" in mid-October or early November.

True, something may occur to necessitate a change in your advertising program. But it is an easy matter to adjust your "copy" to changed conditions; a lot easier than to improvise an advertisement at a moment's notice.

Many hardware dealers use direct-by-mail advertising at the Christmas season. It is a good plan to send out a circular letter immediately after Thanksgiving. Such a letter can be prepared now. Emphasize the advisability of buying Christmas gifts early—getting the first and best selection from the stock—getting the best of service from the salespeople.

Such a letter ought to get some results. It will be sure to get results, however, if you send with it a carefully prepared list of gift suggestions. Make this the sort of list that the recipient will keep and use when the time comes to pick his gifts.

You can approach the task of preparing such a list from several different angles. With most customers the primary difficulty is to find a gift suitable for some specific person. So you can suggest gifts for various individuals: father, mother, daughter, son, sister, brother—him, her, the baby—and so forth.

With other customers, the great task is to find something within a specific price. So in another list you can suggest gifts at specific prices, ranging, if necessary, all the way from 5 cents to \$500.

In compiling these lists, don't restrict yourself to obvious gift lines. In addition to what might be called regular holiday lines, the everyday hard-

ware stock contains a lot of items quite suitable for gift purposes, yet not often thought of in that connection. Thus, a kitchen range, a complete set of aluminum ware, an electric washer—items like these have their gift aspects. One hardware dealer sold paint for the house, delivered at Christmas for use next spring—and a woman who had nagged for years on the subject of house painting spent the quietest and happiest Christmas on record. The very oddity of a suggestion will quite often make the sale. Many people are eagerly looking for new, unusual gift ideas.

The modern trend is toward practical gifts. Quite often, now a practical article is ornamental as well, but between the ornamental and the practical, most people will choose the practical. It is worth while to stress the fact that the hardware store is headquarters for practical gifts.

Another item of preparation is to hold a staff conference of some kind and discuss your Christmas sales plans with your staff. Don't be satisfied with your own ideas; make an effort to secure theirs. Talk over this or that gift line you intend to feature, discuss the advertising, the window display, the store arrangements. Make arrangements now for what extra help you need. Here, as in Christmas buying, the first comer gets the pick, and you have the added advantage that you can give your extra helpers a little preliminary training.

Preliminary planning in October and November will make December an easier and at the same time more profitable and satisfactory month for you.

Victor Lauriston.

The New Fashion.

From a number of industries comes word that the new styles introduced to women this season mean additional business in one way or another. Most of these accounts are factual. They deal with orders already received. Some industries will benefit by additional volume, while others will be revived after a long spell of almost complete inaction.

Appraisals of what the new modes mean go beyond actual business developments, however, and leading feminists have rallied to the banner of opposition and see nothing in the swing of fashion to more formal design but a return to "slavery" after a hard-won victory over Victorian manners.

Even among those manufacturers who will benefit from change now in progress there is not the decisive view that women will desert freedom in dress for long. Many believe that the pendulum will swing back in short order.

But since the new mode has "caught on," from all reports, industries within and even without the apparel lines will do well to keep in very close touch with developments. The automobile producers have something at stake. The home furnishing manufacturers will probably find that more formal styles will have a decided influence on their designs.

Memory makes or mars our life.

If you want a new treat ask your grocer for

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The Dutch Boy on every package

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HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, Oct. 18—I notice that Will Curtis, owner of Hotel King, Red City, is offering his property for sale at a bargain. Some live hotel man could do no better than to acquire it. The property is very desirably located and is certainly one of the attractions of a live city. I had the pleasure of making a careful investigation of this property three years ago and feel reasonably sure that I know what I am talking about.

Another veteran Michigan hotel man has gone to his reward. William A. Waker, for forty years owner and operator of the Lake View Hotel, St. Joseph, passed away a few days since after an illness of three years. Mr. Waker was well known and liked among traveling men, his establishment being almost exclusively patronized by the fraternity. Some months ago James Christie, formerly operating the New Ludington Hotel, Escanaba, took over the property under lease and has since been operating same.

Muskegon capitalists are agitating the construction of a hotel to be devoted exclusively to the entertainment of the Negro race. William Bell, colored real estate dealer has secured an option on a suitable site and plans for erecting a 150 room hotel, modernly constructed, to be known as the Idlewild, are to be formulated at once. Colored people have made a financial success of their resort hotel near Baldwin, which has been operated for several years.

Work has been started on the new half-million dollar W. K. Kellogg Hotel, at Battle Creek, and its completion is expected May first of next year. It will be managed by George Southerton, a well-known operator, who is in charge of Kellogg Inn, that city, which in turn will be converted into an apartment hotel.

The American Hotel Association placed itself on record on a very important topic when it requested its membership to adhere strictly to the policy of prosecuting criminally, instead of compromising with offenders who defraud hotels. If restitution is offered by or on behalf of such an offender, before the acceptance thereof, the secret service department will make an effort to find out if such is a first offense, in which case leniency may be practiced. Otherwise the culprit will be prosecuted to the full extent. Many thousand dollars annually have been lost to hotel operators through the passing of bad checks and also by what is known as "skippers"—individuals who fade out without stopping at the cashier's desk at the time of their departure. The pioneer national organization, succeeded by the A. H. A., supplied a service which was of unquestioned benefit in locating frauds of this character, and it is now proposed to re-install same.

Several of my Los Angeles hotel friends speak in the warmest praise of the efforts of my old friend, W. J. Chittenden, Jr., managing director of the Detroit-Leland, to entertain them during their convention visit. Just the same faithful, cheery landlord we all know so well.

Walter P. Hill, the successful Mackinac Island hotel operator, owner and manager of Bennett Hall and cottages, has been appointed general manager of the Metzner estate properties, the new Indian River Hotel, Florida. Mr. Hill has been identified for years there and his promotion to active and entire

control is decidedly complimentary to a man who has indeed made good in his own affairs as well as the work entrusted to him by others.

Mrs. J. A. Smith, manager of the Leonide Hotel, Los Angeles, has been visiting her son, J. A. Smith, who runs the Lake Orion Hotel, at that famous Wolverine resort.

Another step was taken toward the pushing forward of labor day from the first to the third Monday in September, at the A. H. A. convention in Detroit. This is a matter close to the heart of resort hotel men throughout the Northern section of the country and particularly in Michigan, where the matter has been talked of at every annual hotel convention. Of course there would be no real reason for changing the date of this particular holiday and I do not see where it could possibly have an effect on the length of the resort season. The real reason for closing the season is the said ceasing of activities in concurrent with the opening of the fall term of public schools throughout the country and it will be some task to accomplish this without shortening the school period which coincidentally ends with the resort openings in early summer.

Wonder if the hotel man has got to go back to the old-fashioned tin teapot as a receptacle for his valuables? Here we read about one marauder extracting, at the point of a gun, a considerable sum from the till of the Kellogg Inn, Battle Creek, and another skimming off the cream at the Royal Palm Hotel, at Detroit. In both cases night clerks were the victims.

E. M. Koontz, who has conducted Hotel Flint, at Flint, for the past nine years, has sold his property to Ohio parties and has announced plans to retire. The Flint is a 50 room house and has proved highly successful under Mr. Koontz's management. He was one of the organizers of the Flint Hotel Association, and has, for many years, been unusually active in the Michigan Hotel organization. He talks about spending the winter in Florida and California.

While not an active hotel operator in the strict sense of the word, Senator A. J. Doherty, Clare, and his interest in the hotel which is operated by his son, Fred J., was of a nature which brought him in contact with a large element of travelers who enjoyed his friendship. I had the honor of his acquaintance and highly treasured his friendship. His public career is written in the history of Michigan.

Stanley A. Mast, formerly with Van Etten Lodge, at Oscoda, has been appointed night manager of Royal Palm Hotel, Detroit, under general manager, William F. Loos.

Several years ago I had the pleasure of viewing a certain historical collection of interesting relics relating to historical happenings of the past century, assembled by John Schuch, Hotel Schuch, Saginaw. At the time of my visit I made mention of same in the Tradesman. Now I see that he has been mentioned in one of the national magazines. Mr. Schuch invests a certain stated sum each year in increasing and housing this most wonderful collection of books, documents and other valued relics, which some day will prove a wonderful acquisition to some public institution.

Radical changes are being made in the restaurant equipment of Hotel Wolverine, Detroit, which is under the direct supervision of Harold A. Sage, general manager of the hotel. Among

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

HOTEL ROWE

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



Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

E. L. LELAND, Mgr.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -- Sandwich Shop

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Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

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HOTEL BROWNING

Grand Rapids
Room & Bath \$2 to \$2.50. No Higher
Three Squares from Station,
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HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.
Conducted on the European Plan. Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. Rates reasonable.

WILL F. JENKINS, Manager

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KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.
Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.
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RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
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Wolverine Hotel

BOYNE CITY, MICHIGAN
Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up. Open the year around.

HOTEL OLDS

LANSING
300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
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FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon -- Michigan

Columbia Hotel

KALAMAZOO
Good Place To Tie To

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley. Edgewater Club Hotel, St. Joseph, Mich., open from May to October. Both of these hotels are maintained on the high standard established by Mr. Renner.

Park Place Hotel

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

CODY HOTEL

GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

Dutch room in the basement of the hotel, which will be featured henceforth.

J. J. McDonnell, resident manager of Hotel Downey, Lansing, owned by F. C. Martindale, recently committed matrimony, but further information I lack. He has my best wishes, however, for he is a good fellow.

Mr. and Mrs. James A. Perry, of St. Johns, have leased the Hotel DeWitt, at DeWitt, and have re-opened it after much redecorating and refurbishing. It was operated for some time by Mrs. Clara Knight, who relinquished it recently. The new operators plan to specialize on dining room service.

The name of Hotel Savoy, Detroit, has been changed to Hotel LaSalle and August Lovenich, formerly manager of the Harmony Club, of that city, has been appointed resident manager of this 720 room institution, which was built four years ago. The reason for the change in name is not given. The Savoy was modern in every respect but has not proven an alarming success financially. Albert B. Riley, formerly of the Harvey System, was its first manager, but resigned two years ago to assume a position in Texas.

Miss Ruth Mary Myhan, manager of the Shamrock Hotel, South Haven, has been elected chairman of the recently organized South Haven Resort Association. Knowing much about the activities of the young lady in connection with the doings of the Michigan Hotel Association I am going to predict there will be something stirring at all times when the organization starts to function. The new organization includes virtually all the hotels and resorts within a radius of ten miles of South Haven. Miss Myhan announces the association will promptly have a membership of at least one hundred, and I believe it. When it comes to membership and the securing of same, she sure "knows her onions." Frank S. Verbeck.

When On Your Way, See Onaway.
Onaway, Oct. 22—Readers of the Tradesman who have not read Charles Garfield's article on "Relation of Health to Character and Happiness," should do so; then read it the second time and after that read it again. After having done so, by all means practice its teachings religiously and note the benefits received.

I have heard different subscribers to "Physical Culture" say, "Oh yes, I read it regularly," but do you practice it? "Well, not very frequently."

Then from where are the benefits derived? True, we cannot all follow its teachings, but all of us can, I believe, follow the advice of Charles Garfield, who speaks the truth in calling our bodies a "wonderful piece of machinery." The brain, which is a human dynamo; the spinal cord or the main cable and the network of smaller nerves completing the human electro machine requires all our skill to maintain and keep in good condition.

We cannot deny the fact that the mind controls the body. The laugh, the cry, the crimson blush, the paleness, the trembling and perspiring may all be caused by the influence of the mind over body.

Have you ever thought of the constant strain on the body caused by driving a car, sitting at a wheel for hours in one position? What is it that tends to relieve that strain? It is the change in scenery, the motion and the act of going somewhere.

If one were compelled to sit by himself in a chair and told to grasp an object and hold fast to it for an hour or more with nothing to relieve the

monotony he would become thoroughly exhausted; try it.

I sometimes think that riding becomes a habit when walking would be more beneficial to health.

Truly, we become unbalanced physically as well as mentally. The harder a man works the more he requires the cooling off process. What would become of the race-horse unless he was rubbed, walked and blanketed after his labors? But what does a man do when he becomes tired? Usually throws himself onto a couch or any easy chair and puts himself out of condition.

A hard working laboring man says: "Oh, I get plenty of exercise," but let him change his occupation and he will immediately realize that he is very much out of balance.

Now about the liquor and tobacco habit. It seems almost useless to try and control the habits of the younger generation when the older people set such examples as are constantly before our eyes. Glaring billboards featuring dozens of brands of cigarettes; magazines illustrating prominent actors, athletes and noted people using famous brands of this and that.

With all due respect to the old gentleman who enjoys his cigar or pipe and tobacco, when did he learn to use it? Think back. At one time he became a violator of some rule or command. At what age is the permit granted? Was it with the mutual consent of father and especially mother? If so, when will the ban be removed permitting your children to indulge without objections?

Same applies to liquor. You cannot deceive the young people. They will surely find you out. "Do as I say and not as I do" is a worthless command. Quoting "So and So" as having used liquor and tobacco all his life is worthless argument and equally dangerous.

A man who takes just one drink is just one drink drunker than he was before he took it. He cannot take one drink and be a teetotaler, because he cannot be both temperate and intemperate at the same time. He becomes a hybrid. Squire Signal.

A Fashion Show—What Made It a Success.

Whether the style changes that are on this fall really are of great consequence seems to be a mooted question. There are those who hold that these are more pronounced than we have had for several years past, and that they presage still more striking changes in the near future. There are others who regard them as only trifling variations from the fashions that have prevailed for a considerable time, and who stoutly maintain that the pendulum will not swing far in the new directions.

Is the "flapper-type" to go for good and is the "siren-type" about which we hear so much, already here to stay, or is the latter a mere figment of the imagination, soon to vanish? With this feeling of uncertainty in the air, it is natural that the seasonal fashion show should occupy a large place both with those whose calling in life is to supply milady with what she will wear, and with the buying public. Those who sell have been anxious to know how their customers would react to the present offerings, while the women-folk who will be the purchasers have been eager to see just what the things are like from which they can make selection.

Last week the merchants of Los Angeles held their fashion show, giving it the euphonious name of "The

Modes of Autumn, 1929," and devoting to it three whole days and the previous evening. They regard it with well-earned satisfaction and consider it an extraordinary success, both actually and in comparison with previous efforts along the same line.

In this short article no attempt will be made to describe even a few of the many, many costumes, dresses, wraps, millinery creations and what not of apparel that have been on display, each remarkable for richness or beauty or novelty or cost or smartness or modishness—most of them for a combination of some two or more of these qualities. As any verbal account of good music or of a masterpiece of painting always is wholly unsatisfactory, just so no one can tell in words the sheen of a handsome satin, or the charm of a well-designed, well-constructed, and elegant garment, or the intriguing loveliness of the best fur.

Besides, most Tradesman readers who handle dry goods and women's apparel have seen this fall's modes and fabrics and colors and shades and color combinations. Not a few doubtless have been participating in fashion shows. All have noted that correct ensembling is being featured now—you display not only a gown, we will say, but the right coat, hat, shoes, gloves, purse, perhaps even some bits of jewelry to go with it. So much is made of accessories these days. Shrewd business isn't it, to sell not one item alone but half a dozen?

And as no attempt will be made to describe separate items, still less is it the purpose to make comparisons between this fashion show on the Far West Coast and other similar affairs held in cities of like size in the East and Middle West. Local pride and preference often are very funny when sent far afield. But as this is the time to consider what goes to make up a good and resultful exposition of styling, what it costs and what it comes to, and as this one that has been held here in Los Angeles is the one close at hand, the writer will make a brief analysis of the elements that, in her estimation, have made it a success. The reader can check with his own ideas and observations and experience.

1. Co-operation. This was especially fine. The exhibition was of city-wide participation, practically all of the leading and many of the smaller downtown merchants who have to do with dry goods and women's apparel, taking part in it. And there seems to have been a noteworthy freedom from bickering and backbiting. No one store alone, however large and well-stocked, could have put on much of a fashion show. But a large number of merchants working together for the same end, could bring about something really worth while. Competition there must be in business, but petty scrapping among dealers, and the unfair taking advantage one of another, are antiquated and productive only of loss to all.

Mention must not be omitted that the whole-hearted co-operation of the many forces of employes, so essential to the success of any such undertaking,

seems to have been enlisted in a remarkable degree.

2. Preparation. This may be considered in two aspects. First the general being-ready-for-the-occasion, from having full and well-selected, well-bought stocks of goods. That some firms cater to the highest class of patronage, others to the trade of those who must buy at popular prices, and still others to the very large clientele that lies "betwixt and between" these two, made it possible to bring on an exhibition offering a wide range of values. The other aspect of preparation is found in the well-thought-out-beforehand program for display and decoration which each store made and carried out with efficiency. As a head window trimmer in one leading establishment told me—"We knew just what we were to do and went at it and did it."

3. Publicity. There was an ample and wisely practical application of publicity. Through the newspapers and other mediums of advertising it was widely and thoroughly made known that the exposition was to be held. The name, "The Modes of Autumn, 1929," was a happy choice. A touch of the spectacular marked the opening. From 5:30 in the afternoon the stores were left dark. The exhibits, some of them put in two days before, had been "veiled"—that is, the shades were kept down. Promptly at seven in the evening, at the sounding of the signal by Boy Scout buglers stationed at the street corners, the shades went up, lights in the windows and in the interiors were turned on, and the show began.

How well publicity had done its work may be known from the crowds of femininity in attendance. Here was an opportunity to learn the latest dictums of Madame la Mode. It was improved not only by wealthy society women whose wardrobe expenditures run up into high figures, but by thousands on thousands of those whose outlay for clothing must be carefully budgeted. College girls, business women, the holding of whose positions depends on neat and tasteful dressing, thrifty matrons who plan for their daughters as well as themselves, designers, modistes, dressmakers, housewives—all these were there in large numbers and all were alert for new ideas.

There was no evening selling. In the daytime it was to be noted that the stores of the highest class were placing emphasis, not on large sales at this time, but on the favorable impressions that would bring their harvest in the days and weeks to follow.

Two points should be stressed. One is that when anything new is to be offered—anything with which customers are not familiar—some work, time and money must be spent in educating people to want it. The other is that merchants of shrewdness and vision will watch carefully the results of a fashion show, to see how the methods employed may be bettered in succeeding seasons.

Ella M. Rogers.

Loyalty means dependability and wholehearted service.

DRUGS

Michigan Board of Pharmacy.
 President—J. C. Dykema, Grand Rapids.
 Vice-Pres.—J. Edward Richardson, Detroit.
 Director—Garfield M. Benedict, Sandusky.
 Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.
 President—Claude C. Jones, Battle Creek.
 Vice-President—John J. Walters, Saginaw.
 Secretary—R. A. Turrell, Crosswell.
 Treasurer—P. W. Harding, Yale.

When Other Druggists Are Friends.

Lament there was because the druggist was not drawing the desired business. Competitors there were developing trade much better. Oh, what dull times there were! Profits—not up to expectations. Interest and enthusiasm—well, these were waning. And would you pray tell how a druggist can expect to build a satisfactory business when these two essential elements are wanting? Would you, please? Pity, indeed, the druggist who has to conduct a store when his heart simply's not in it. Depression and dejection points to darkness.

Is that druggist mayhap envying his competitors? Does it come home to him that likely other druggists are the cause of much of his misery, of his disappointment? Are his competitors friends or—are they only enemies? Does that druggist stay away from his competitors? Does he consider them people to be shunned? Cannot they be friendly competitors? Cannot they be co-operative competitors? Cannot they work together progressively, to mutual advantage? Something worth pondering, here!

Consider the countless possibilities when the druggist visits occasionally his competitors. They are his friends now. No such a thing as a dark look. Your druggist, in fact, is looking forward to these visits. They are something to profit by. And these in ways divers.

Consider particularly when the druggist is especially downcast. He so would like to get away, if only for a spell, however brief, so he can absorb things refreshing. Something new, indeed, is desired. Hies he away, then, to one of his friendly competitors. Object: shop-talking. Very well. Enquires he how his friend is getting along. And how! What that visiting druggist finds out! What to his credit now has been achieved! Maybe that visit wasn't worth the time involved. And the "trouble"—does that druggist think it as such? Nay, nay, it is nothing such; your visitor considers it the greatest pleasure.

Bent he was on acquiring increased knowledge. On the outlook was he for novel stunts, new sales ideas—and ideas also that really only were new to him. Consider the innumerable ideas that may be old, yet which are comparatively brand-new to those unknowing. Those ideas are available. But the druggist—as likewise his assistants—must be scouting-bent.

At the store of his friendly competi-

tor the visitor comes upon things inspiringly fresh. First of all, there are the interesting window-trims he sees. And inside—well, if there is not inspiration and the atmosphere of heartening promise, then never there elsewhere was. Here, to be sure, there is something really inspiring.

Eyes widening, the observant visiting druggist views the new interior fixtures, all up-to-date. Now, if this isn't something that his own store needs! Much pertinent questioning in order. How does his friend himself like the new fixtures? And, what do customers think about them? Has any comment been made? And what? By whom? Isn't it interesting, indeed, to know just what Mrs. Brown thinks of the new arrangements, and also what Mr. Golding thinks about it all, especially when Mr. Golding is an interior decorator? Some of your customers, to be sure, can make some very valuable observations.

Now, comes the important query, where did this druggist buy all those fixtures? It is learned that he is mightily proud of his store the way it is now. And ready he is to pass the good word along. Visiting druggist—he has obtained some helpful information. The idea has given birth that his own shop stands in need of exactly similar new equipment.

Amply he has been repaid for his visit here alone. The attractive exterior and interior displays assuredly awaken considerable thought in themselves. In the store the observant visitor also notices the show cards, conspicuously placed, that simply induce purchase of one article or another. Well, if this isn't also something that he himself needs in his store! More inquiring in order. And what your inter-rogative, curious druggist not learns!

But let's pass over all that. Other matters crave mentioning. Your enquiring druggist is prodded to question regarding the salesmanship problem. How he has been troubled particularly with same! At the shop of his friendly competitor there is a force of capable, enthusiastic and loyal salespeople. How does the owner go about it? How does he succeed in holding onto them? Only a few representative questions, all relevant, and productive of knowledge useful. The visiting druggist finds that the more asking he does the more he learns. If this isn't worthwhile education, then what is?

On this one salesmanship subject alone the knowledge seeking druggist has concentrated briefly, but when he to his store returns he is possessed of information assuring better guidance. Less figurative groping in the future, for him! Less blind operating, taking on some Tom, Dick or Archibald, hoping to high heaven that somehow things will turn out all right! No; your druggist knows more what's what.

And what does he not find out about advertising? Friend druggist has something to transmit of immense importance. More than experimented has he in advertising. Has something, first hand. Got the low-down on drug-store advertising, so far as his own

place is concerned, anyway. Details there are regarding expense, specific newspaper lay-outs, particular reader comments, notable results. Knows just which advertisements pulled best, and why. Knows just what items were magnets for profits in his advertising. He has something in the future to go by. He is cognizant of the bounteous opportunities embraced in timely, persuasive advertising. Well aware is he that certain merchandise, advertised more interestingly, will bring bigger trade to the store. Conversant with the fact is he, too, that even the most dusty shelf-warmers can be transferred speedily into hands of customers, all by means of harmonizing advertising. What that visiting druggist doesn't find out relative to advertising!—well, if it doesn't represent a veritable cornucopia of helpful knowledge!

Problems to be solved. Here, also, other druggists can be of aid. A given puzzling and discouraging trouble seemingly unsolvable within your own drug store, suggests knowledge-seeking outside. There are other drug stores, with problems similar. Those at the head with them are grappling; problems daily, of the most time-consuming and the most knottiest, are being solved. Just how do these druggists go about it? Something serviceable to unearth here. And this but scratches possibilities.

The druggist, as also his assistants as already suggested, can store up additional knowledge by means of a handy note-book. Calling at other establishments, the information-hunting individual may wish to put down, in black and white, his new findings. Very well, if there isn't wise method in his madness! Unable to memorize certain particulars he may be, or it may be expedient to record graphically his new discoveries, so nothing may escape, and so that he has down everything to a nicety. Statistics, rough pencil drawings, special remarks, particular noteworthy data—these suggest but a few possible findings worth recording accurately for future reference.

Mr. Friendly Druggist can swap ideas aplenty with his competitors. They all have their own individual experiences. Occasional trading of these experiences assure mutual progress. Pitfalls can be shown, and avoided. Each helping one another, onward, to success. No black looks. Friendliness, good fellowship, all around, instead. And how those visits are refreshing! How those periodical calls inspire one to things greater! How they dispel the dreariness, the dull and drab that one beset particularly with melancholy may take on! How those occasional friendly calls, opportunities for knowledge-swapping, can show the ways to advance to success.

Frank V. Faulhaber.

Items From the Cloverland of Michigan.

Sault St. Marie, Oct. 22—The Bacon drug store has been remodeled and decorated and will be occupied by Alex. Des Jardin when completed as a soft drink parlor and confectionery store. Mr. Des Jardin was formerly

proprietor of the Empire, which was destroyed by fire over a year ago.

The McGirr block, on Portage avenue, has been completely redecorated and renovated and will be opened in the near future as a hotel by Dorothy Sisco, of Bay City. The new hotel will be known as the Travelers Hotel. Miss Sisco has had considerable experience in hotel management. She is the new owner of the McGirr block and will also be its manager. Miss Sisco has been a summer visitor here for a number of years. The realization that the Soo needed another hotel, especially during the tourist season, prompted her to make the venture. All new furniture is being installed, as well as a new furnace. All of the twenty rooms will be furnished with new beds and up-to-date furnishings, easy chairs, stands, dressers and rugs. A large lobby has been arranged on the ground floor at the East entrance of the building.

Character is important, I suppose, but most bankers are mighty particular about the collateral.

John Dion, the well-known meat dealer, who has returned from an extended vacation in the East, is now back on the job again. He is enjoying the best of health, but glad to get back into business here and likes the Soo better than any of the places he visited.

Charles Carr, the popular golf pro at the Country Club for the past two seasons, expects to leave for Chicago about Nov. 2 to act as instructor at the indoor golf school at Logan Square during the winter. He will return to the Soo in the spring and take charge of the golf club here again.

Everybody knows how to express a complaint, but few can utter a graceful compliment. It is a matter of practice.

We are to have two new roads next year, one leading from Trout Lake to Strongs; also a road from U. S. 2 to Barbeau. Both of these roads are to be constructed next year. Both will be a decided improvement on the country roads, especially the road to Barbeau. The money has been appropriated for the construction of the roads.

E. M. and M. B. Welch, owners of the gasoline station and store near the tourist camp, last year built seven tourist cabins, which were filled all during the season. They have let the contract to build twenty more cabins of a larger type than what is usually built for the tourists. They plan to make a driveway on the 80 foot strip, building cottages on each side and erecting an arch over the drive where it meets the street. They are to be 16x20 feet in dimensions, containing three rooms. One room will be a combination kitchen and parlor, while the other rooms will be bed rooms. The plans call for the installation of electric lights, electric grills for cooking and the addition of permanent electric heating. It is expected that the cabins will be ready for next year's tourist season.

Life is something like continuous vaudeville. Half of the people are looking around for "This Way Out" and the other half for "This Way In."

Ham Hamilton, of the Pickford Grocery Co., was a business caller last week, bringing in a load of farm produce and taking back a load of supplies.

William G. Tapert.

Psychology Helps Ease Money.

Explanation for the recent relaxation in money at a season when normally rates stiffen is to be found in no tangible items so much as in the market's own psychology.

Nobody would claim that the movements up and down in money reflect simply the whims of a market but what nobody can deny is that the essential difference between the situations now

and two months ago is in the public's attitude toward securities rather than in the statistics. Indeed brokers' loans still stand substantially higher than they did then. What has been reversed is the disposition of the public and the banks to extend their demands for funds regardless of underlying conditions.

For a long time the statistical position of the Federal Reserve has been exceedingly strong but so long as the market persisted in creating additional credit for speculative use the money authorities were in no mood to let down the bars. It has been evident right along that once the market sobered down the Reserve when the occasion demanded would be ready to apply the stimulant of easier rates on any convincing sign of an approaching recession. So long as the market's demands were multiplying the Reserve stood firm. Consequently it took no great increase in these demands to produce flurries in the money market.

Just as a relatively small balance on the side of expanding demands for credit was sufficient to tighten money materially it took no very pronounced shift in the trend to make conditions more comfortable. With the slackened pace in industry and the changed attitude momentarily at least toward the stock market the trend lately has been one of contracting rather than expanding bank credit.

While the Reserve has given no clear indication of a reversal in policy it is becoming increasingly plain that the money authorities will not allow the present receding tendencies in business to go far without a consideration of a change in program. What the Reserve wants most of all is to assure itself that industry needs a stimulant and that if given it will go where intended. Six weeks of falling stock prices doubtless has made the Reserve more sym-

pathetic toward the possibility of a change in its program than before but it has been reluctant indeed to take the step. Paul Willard Garrett, [Copyrighted, 1929.]

Playing Card Sales Heavy.

Sales of playing cards in sets of two and four decks have become a more important factor in the trade, according to manufacturers. Cards with novelty backs and encased in ornamental boxes which may be used about the house after the cards have been worn out are finding a ready market throughout the country. Sales at the present time are well in advance of those last year and prospects for holiday business are considered encouraging.

Sweater Call Clears Market.

Sudden interest in sweaters and sweater coats has swept the market clean of goods for spot delivery. Sales agents for mills are refusing to take orders for delivery earlier than a month from the date of order. Crew and V-neck styles are both being sold in large volume and re-orders are heavy. Colors favored by most buyers are navy, black and maroon. Little business is being done in the bright shades which were a feature last year. Sweaters are selling best at retail prices from \$2.98 to \$5.98.

"Male" Designs For Underwear.

Novelty patterns featuring narrow hair-line stripes and jacquard designs are being developed for men's rayon underwear for the coming season. Manufacturers believe that the potential market can be increased to a large extent if patterns different from those used in women's underwear are employed. For this reason they are seeking patterns which will give the garments a distinctively masculine appearance.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.)	9 @ 20	Boric (Xtal)	9 @ 20	Carbolic	38 @ 44	Cutric	52 @ 66	Muriatic	3 1/2 @ 8	Nitric	9 @ 15	Oxalic	15 @ 25	Sulphuric	3 1/2 @ 8	Tartaric	52 @ 60																																																																																																																																																													
Ammonia	Water, 26 deg.	07 @ 13	Water, 18 deg.	06 @ 13	Water, 14 deg.	5 1/2 @ 15	Carbonate	20 @ 25	Sulphuric (Gran.)	09 @ 30	Balsams	Copaiba	1 00 @ 1 25	Fir (Canada)	2 75 @ 3 00	Fir (Oregon)	65 @ 1 00	Peru	3 00 @ 3 25	Tolu	2 00 @ 2 25																																																																																																																																																										
Barbs	Cassia (ordinary)	25 @ 30	Cassia (Saigon)	50 @ 60	Sassafras (pw. 60c)	@ 50	Soap Cut (powd.)	35c	20 @ 30	Berries	Cubeb	@ 90	Fish	@ 25	Juniper	11 @ 20	Prickly Ash	@ 75	Extracts	Licorice	60 @ 65	Licorice, powd.	60 @ 70	Flowers	Arnica	1 50 @ 1 60	Chamomile (Ged.)	@ 50	Chamomile Rom.	@ 75																																																																																																																																																	
Gums	Acacia, 1st	50 @ 55	Acacia, 2nd	45 @ 50	Acacia, Sorts	35 @ 40	Acacia, Powdered	35 @ 40	Aloes (Barb Pow)	32 @ 40	Aloes (Cape Pow)	25 @ 35	Aloes (Soc. Pow.)	75 @ 80	Asafoetida	50 @ 60	Pow.	90 @ 1 00	Camphor	87 @ 95	Guaiaac	@ 60	Guaiaac, pow d	@ 70	Kino	@ 1 25	Kino, powdered	@ 1 20	Myrrh	@ 1 15	Myrrh, powdered	@ 1 25	Opium, powd.	21 00 @ 21 50	Opium, gran.	21 00 @ 21 50	Shellac	65 @ 80	Shellac	75 @ 90	Tragacanth, pow.	@ 1 75	Tragacanth	2 00 @ 2 35	Turpentine	@ 30																																																																																																																																	
Insecticides	Arsenic	08 @ 20	Blue Vitriol, bbl.	@ 08	Blue Vitriol, less	09 1/2 @ 17	Bordea, Mix Dry	12 @ 26	Hellebore, White	powdered	15 @ 25	Insect Powder	47 1/2 @ 60	Lead Arsenate Po.	13 1/2 @ 30	Lime and Sulphur	Dry	08 @ 22	Paris Green	24 @ 42	Leaves	Buchu	@ 1 05	Buchu, powdered	@ 1 10	Sage, Bulk	25 @ 30	Sage, 1/2 loose	@ 40	Sage, powdered	@ 35	Senna, Alex.	50 @ 75	Senna, Tinn. pow.	30 @ 35	Uva Ursi	20 @ 25	Oils	Almonds, Bitter, true	7 50 @ 7 75	Almonds, Bitter, artificial	3 00 @ 3 25	Almonds, Sweet, true	1 50 @ 1 80	Almonds, Sweet, imitation	1 00 @ 1 25	Amber, crude	1 00 @ 1 25	Amber, rectified	1 50 @ 1 75	Anise	1 25 @ 1 50	Bergamont	8 00 @ 8 25	Cajeput	2 00 @ 2 25	Cassia	3 00 @ 3 25	Castor	1 50 @ 1 80	Cedar Leaf	2 00 @ 2 25	Citronella	75 @ 1 00	Cloves	4 00 @ 4 25	Cocconut	27 1/2 @ 35	Cod Liver	1 50 @ 2 00	Croton	3 00 @ 3 25																																																																																																							
Seeds	Anise	@ 35	Anise, powdered	35 @ 40	Bird, Is	13 @ 17	Canary	10 @ 15	Caraway, Fo.	30 @ 35	Cardamon	2 50 @ 3 00	Coriander pow.	40 @ 30	Dill	15 @ 20	Fennel	35 @ 50	Flax	9 1/2 @ 15	Flax, ground	9 1/2 @ 15	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	Tinctures	Aconite	@ 1 80	Aloes	@ 1 50	Asafoetida	@ 1 50	Arnica	@ 1 50																																																																																																																										
Roots	Alkanet	30 @ 35	Blood, powdered	40 @ 45	Calamus	35 @ 85	Elecampane, pwd.	25 @ 30	Gentian, powd.	20 @ 30	Ginger, African, powdered	30 @ 35	Ginger, Jamaica	60 @ 65	Goldenseal, pow.	6 00 @ 6 50	Ipecac, powd.	5 50 @ 6 00	Licorice	35 @ 40	Licorice, powd.	20 @ 30	Orris, powdered	45 @ 50	Poke, powdered	35 @ 40	Rhubarb, powd.	@ 1 00	Rosinwood, powd.	@ 50	Sarsaparilla, Hond. ground	@ 1 10	Sarsaparilla, Mexic.	@ 60	Squills	35 @ 40	Squills, powdered	70 @ 80	Tumeric, powd.	20 @ 25	Valerian, powd.	@ 1 00																																																																																																																																					
Paints	Lead, red dry	13% @ 14 1/2	Lead, white dry	13% @ 14 1/2	Lead, white oil	13% @ 14 1/2	Ochre, yellow bbl.	@ 2 1/2	Ochre, yellow less	3 @ 6	Red Venet'n Am.	3 1/2 @ 7	Red Venet'n Eng.	4 @ 8	Putty	5 @ 8	Whiting, bbl	@ 4 1/2	Whiting	5 1/2 @ 10	L. H. P. Prep.	2 80 @ 3 00	Rogers Prep.	2 80 @ 3 00	Miscellaneous	Acetanalid	57 @ 75	Alum	06 @ 12	Alum, powd and ground	09 @ 15	Bismuth, Subnitrate	2 25 @ 2 52	Borax xtal or powdered	05 @ 13	Cantharides, po.	1 50 @ 2 00	Calomel	2 72 @ 2 82	Capsicum, powd	62 @ 75	Carmine	8 00 @ 9 00	Cassia Buds	38 @ 45	Cloves	40 @ 50	Maik Prepared	14 @ 16	Chloroform	49 @ 55	Choral Hydrate	1 20 @ 1 50	Cocaine	12 80 @ 13 00	Cocoa Butter	60 @ 90	Corks, list, less	30-10 to 40-10	Copperas	03 @ 10	Copperas, Powd.	4 @ 10	Corrosive Sublim	2 25 @ 2 30	Cream Tartar	35 @ 45	Cuttle bone	40 @ 50	Dextrine	6 @ 15	Dover's Powder	4 00 @ 4 50	Emery, All Nos.	10 @ 15	Emery, Powdered	@ 15	Epsom Salts, bbls.	@ 03 1/2	Epsom Salts, less	3 1/2 @ 10	Ergot, powdered	@ 4 00	Flake, White	15 @ 20	Formaldehyde, lb.	13 1/2 @ 35	Gelatin	80 @ 90	Glassware, less	55%	Glassware, full case	60%	Glauber Salts, bbl.	@ 02 1/2	Glauber Salts less	04 @ 10	Glue, Brown	20 @ 30	Glue, Brown Grd	16 @ 22	Glue, White	27 1/2 @ 35	Glue, white grd.	25 @ 35	Glycerine	18 @ 40	Hops	75 @ 95	Iodine	6 45 @ 7 00	Iodoform	8 00 @ 8 20	Lead Acetate	20 @ 30	face, powdered	@ 1 50	Menthol	8 00 @ 9 00	Morphine	13 53 @ 14 33	Nux Vomica	@ 30	Nux Vomica, pow.	15 @ 25	Pepper, black, pow	57 @ 70	Pepper, White, pw.	75 @ 85	Pitch, Burgudry	20 @ 25	Quassia	12 @ 15	Quinine, 5 oz. cans	@ 60	Rochelle Salts	28 @ 40	Sacharine	3 60 @ 3 75	Salt Peter	11 @ 22	Seidlitz Mixture	30 @ 40	Soap, green	15 @ 30	Soap mott cast	@ 25	Soap, white Castille, case	@ 15 00	Soap, white Castille less, per bar	@ 1 60	Soda Ash	3 @ 10	Soda Bicarbonate	3 1/2 @ 10	Soda, Sal	02 1/2 @ 08	Spirits Camphor	@ 1 20	Sulphur, roll	3 1/2 @ 10	Sulphur, Subl.	4 1/2 @ 10	Tamarinds	20 @ 25	Tartar Emetic	70 @ 75	Turpentine, Ven.	50 @ 75	Vanilla Ex. pure	1 50 @ 2 50	Vanilla Ex. pure 2	25 @ 3 50	Zinc Sulphate	04 @ 11

HOLIDAY GOODS

Now on Display in
Grand Rapids

Come in and look them over

Hazeltine & Perkins Drug Co.

Grand Rapids Michigan Manistee

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

Table with columns: ADVANCED, DECLINED. Items include Canned Pineapple, Lard.

AMMONIA



MICA AXLE GREASE

APPLE BUTTER

BAKING POWDERS

K. C. Brand

JENNINGS

BEANS and PEAS

BURNERS

BOTTLE CAPS

BREAKFAST FOODS

CANNED FISH

CHEESE

CHEWING GUM

COCOA

CONFECTIONERY

FANCY CHOCOLATES

GUM DROPS

LOZENGES

CHOCOLATE

CLOTHES LINE

COFFEE ROASTED

MELROSE

ROYAL CLUB

Bar Goods

CATSUP

CHILI SAUCE

OYSTER COCKTAIL

CIGARS

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

WATER

COFFEE EXTRACTS

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

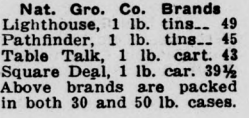
MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

McLaughlin's Kept-Fresh



Nat. Gro. Co. Brands

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

COUPON BOOKS

CREAM OF TARTAR

DRIED FRUITS

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK

CONDENSED MILK

MILK COMPOUND

EVAPORATED MILK



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

JELLY AND PRESERVES
Pure, 30 lb. pails 3 30
Imitation, 30 lb. pails 1 75
Pure, 6 oz., Asst., doz. 90
Pure Pres., 16 oz., dz. 2 40

JELLY GLASSES
8 oz., per doz. 36

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



Nucua, 1 lb. 21
Nucua, 2 and 5 lb. 20 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 Top, 144 box 5 00
Ohio Blue Top, 720-1c 4 00
*Blue Seal, 144 4 50
*Reliable, 144 3 65
*Federal, 144 4 75
*1 Free with Ten.

Safety Matches
Quaker, 5 gro. case 4 25

NUTS—Whole
Almonds, Tarragona 25
Brazil, New 17
Fancy Mixed 24
Filberts, Stilly 22
Peanuts, Vir. Roasted 11
Peanuts, Jumbo, std. 13
Pecans, 3, star 25
Pecans, Jumbo 40
Pecans, Mammoth 50
Walnuts, Cal. 27@29
Hickory 27

Salted Peanuts
Fancy, No. 1 14

Shelled
Almonds 70
Peanuts, Spanish 12
Filberts 32
Pecans, Sailed 80
Walnuts Manchurian 55

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

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

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

PEANUT BUTTER



Bel-Car-Mo Brand
24 1 lb. Tins 22
8 oz., 2 doz. in case 11
15 lb. pails 16
25 lb. pails 16

PETROLEUM PRODUCTS
From Tank Wagon
Red Crown Gasoline 11
Red Crown Ethyl 14
Sollite Gasoline 14

In Iron Barrels
Perfection Kerosene 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 30
Parowax, 100 lb. 8.3
Parowax, 40, 1 lb. 8.55
Parowax, 20, 1 lb. 8.8



Semdac, 12 pt. cans 3 00
Semdac, 12 qt. cans 5 00

PICKLES
Medium Sour
5 gallon, 400 count 4 75

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

Dill Pickles
Gal. 40 to 1 in, doz. 9 60
No. 2 1/2 Tins 2 25
32 oz. Glass Picked 2 75
32 oz. Glass Thrown 2 40

Dill Pickles Bulk
5 Gal., 200 4 75
16 Gal., 600 9 25
45 Gal., 1200 20 25

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

PLAYING CARDS
Battle Axe, per doz. 2 65
Torpedo, per doz. 2 25
Blue Ribbon, per doz. 4 25

POTASH
Babbitt's, 2 doz. 2 75

FRESH MEATS
Beef
Top Steers & Heif. 25
Good Steers & H'f 15 1/2@23
Med. Steers & H'f. 21
Com. Steers & Heif. 16@20

Veal
Top 22
Good 19
Medium 16

Lamb
Spring Lamb 24
Good 22
Medium 20
Poor 20

Mutton
Good 11
Medium 13
Poor 11

Pork
Light hogs 16
Medium hogs 16
Heavy hogs 1
Loin, med 26
Butts 24
Shoulders 19
Spareribs 16
Neck bones 06
Trimmings 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 12 1/2
60 lb. tubs 14
50 lb. tubs 14
20 lb. pails 14
10 lb. pails 14
5 lb. pails 14
3 lb. pails 14
Compound tierces 12
Compound, tubs 12 1/4

Suasages
Bologna 18
Liver 18
Frankfort 21
Pork 21
Veal 37
Tongue, Jellied 19
Headcheese 18

Smoked Meats
Hams, Cer. 14-16 lb. @26
Hams, Cert., Skinned 16-18 lb. @25 1/2
Ham, dried beef @45
Knuckles @45
California Hams @17 1/2
Picnic Boiled
Hams 20 @25
Boiled Hams @40
Minced Hams @21
Bacon 4/6 Cert. 24 @34

Beef
Boneless, rump 28 00@38 00
Rump, new 29 00@32 00

Liver
Beef 17
Calf 55
Pork 10

RICE
Fancy Blue Rose 06
Fancy Head 07

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

SALERATUS
Arm and Hammer 3 75

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2 1/2 lb. packages 1 20

COD FISH
Middles 20
Tablets, 1/2 lb. Pure 19 1/2 doz. 1 40
Wood boxes, Pure 30 1/4
Whole Cod 11 1/4

HERRING
Holland Herring
Mixed, Kegs 1 00
Mixed, half bbls. 9 75
Mixed, bbls. 18 50

Milkers, Kegs 1 10
Milkers, half bbls. 10 50
Milkers, bbls. 20 00
K K K K Norway 19 50
8 lb. pails 1 40
Cut Lunch 1 50
Boned, 10 lb. boxes 16

Lake Herring
1/2 Bbl., 100 lbs. 6 50

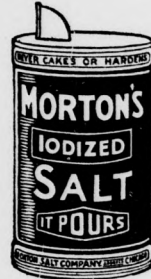
Mackeral
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00

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

STOVE POLISH
Blackne, per doz. 1 35
Black Silk Liquid, dz. 1 49
Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 35
Enameline Liquid, dz. 1 35
E. Z. Liquid, per doz. 1 40
Radium, per doz. 1 35
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 80
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. 3 00

SALT
Colonial, 24, 2 lb. 95
Colonial, 36-1 1/2 1 25
Colonial, Iodized, 24-2 2 00
Med. No. 1 Bbls. 2 85
Med. No. 1, 100 lb. bk. 95
Farmer Spec., 70 lb. 95
Packers, Meat, 50 lb. 57
Crushed Rock for ice cream, 100 lb., each 8
Butter Salt, 280 lb. bbl. 4 40
Block, 50 lb. 24
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



Pure Ground in Bulk
Allspice, Jamaica @35
Cloves, Zanzibar @46
Cassia, Canton @38
Ginger, Corkin @35
Mustard @32
Mace, Penang 1 39
Pepper, Black @55
Nutmegs @59
Pepper, White @80
Pepper, Cayenne @37
Paprika, Spanish @45

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

SOAP
Am. Family, 100 box 6 30
Crystal White, 100 4 20
Big Jack, 60s 4 75
Fels Naptha, 100 box 5 50
Flake White, 10 box 4 20
Grdma White Na. 10s 3 75
Jan Rose, 100 box 7 85
Fairy, 100 box 4 00
Palm Olive, 144 box 10 50
Lava, 100 box 4 90
Octagon, 120 5 00
Pummo, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 1/2
Grandpa Tar, 50 lge. 3 50
Quaker Hardwater
Cocoa, 72s, box 2 85
Farbank Tar, 100 bx 4 00
Trilby Soap, 100, 10c 7 25
Williams Barber Bar. 9s 50
Williams Mug, per doz. 48



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s 1 62 1/2

Brillo 85
Climaline, 4 doz. 4 20
Grandma, 100, 5c 3 50
Grandma, 24 Large 3 50
Gold Dust, 100s 4
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 94
Rinso, 40s 3 20
Rinso, 24s 5 25
Rub No More, 100, 10 oz. 3 85
Rub No More, 20 Lg. 4 00
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapolio, 3 doz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 12 Large 2 65
Speedee, 3 doz. 7 20
Sunrite, 50s 2 10
Wyandots, 48 4 75
Wyandot Deterg's, 24s 2 75

SPICES
Whole Spices
Allspice, Jamaica @25
Cloves, Zanzibar @38
Cassia, Canton @38
Cassia, 5c pkg., doz. @40
Ginger, African @19
Ginger, Cochin @25
Mace, Penang 1 39
Mixed, No. 1 @32
Mixed, 5c pkgs., doz. @45
Nutmegs, 70@90 @59
Nutmegs, 105-110 @59
Pepper, Black @46

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 30
Garlic 1 35
Ponelty, 3 1/2 oz. 3 25
Kitchen Bouquet 4 50
Laural Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

STARCH
Corn
Kingsford, 40 lbs. 11 1/4
Powdered, bags 4 50
Argo, 48, 1 lb. pkgs. 3 60
Cream, 48-1 4 80
Quaker, 40-1 07 1/2

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 62
Argo, 8 1/2 lb. pkgs. 2 97
Silver Gloss, 48, 1s 11 1/4
Elastic, 64 pkgs. 5 35
Tiger, 48-1 3 30
Tiker, 50 lbs. 06

SYRUP
Corn
Blue Karo, No. 1 1/2 2 77
Blue Karo, No. 5, 1 dz. 3 91
Blue Karo, No. 10 3 71
Red Karo, No. 1 1/2 3 05
Red Karo, No. 5, 1 dz. 4 29
Red Karo, No. 10 4 01

Imit. Maple Flavor
Orange, No. 1 1/2, 2 dz. 3 50
Orange, No. 5, 1 doz. 4 99

Maple and Cane
Kanuck, per gal. 1 50
Kanuck, 5 gal. can 6 50

Maple
Michigan, per gal. 2 75
Welchs, per gal. 3 25

COOKING OIL
Mazola
Pints, 2 doz. 6 75
Quarts, 1 doz. 6 25
Half Gallons, 1 doz. 11 75
Gallons, 1/2 doz. 11 35

TABLE SAUCES
Lea & Perrin, large 6 00
Lea & Perrin, small 3 25
Pepper 1 61
Royal Mint 2 40
Tobasco, 2 oz. 4 25
Sho You, 9 oz., doz. 2 25
A-1, large 4 75
A-1 small 3 15
Caper, 2 oz. 3 30

TEA
Japan
Medium 35@35
Choice 37@52
Fancy 52@61
No. 1 Nibbs 54
1 lb. pkg. Sifting 14

Gunpowder
Choice 40
Fancy 47

Ceylon
Pekoe, medium 57

English Breakfast
Congou, Medium 28
Congou, Choice 35@36
Congou, Fancy 42@43

Oolong
Medium 39
Choice 35
Fancy 50

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

VINEGAR
Cider, 40 Grain 22
White Wine, 80 grain 25
White Wine, 40 grain 19

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

WOODENWARE
Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 80
Market, drop handle 90
Market, single handle 95
Splint, extra 1 60
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
3 to 6 gal., per gal. 16

Pails
10 qt. Galvanized 2 60
12 qt. Galvanized 2 85
14 qt. Galvanized 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy 4 00

Traps
Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 1 00
Rat, spring 1 00
Mouse, spring 30

Tubs
Large Galvanized 8 75
Medium Galvanized 7 75
Small Galvanized 6 75

Washboards
Banner, Globe 5 50
Brass, single 6 25
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

Wood Bowls
13 in. Butter 5 00
15 in. Butter 9 00
17 in. Butter 18 00
19 in. Butter 25 00

WRAPPING PAPER
Fibre, Manila, white 05 1/4
No. 1 Fibre 06 1/2
Butchers D F 06
Kraft 06 1/2
Kraft Stripe 09 1/2

YEAST CAKE
Eagle, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 35
East Foam, 3 doz. 2 70
East Foam, 1 1/2 doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30

Rapid Growth of Motor Bus on the Coast.

Los Angeles, Oct. 18—While Los Angeles has been hanging up records for herself in almost every endeavor, there has sprung up here an infant industry which has spread to the far corners of the United States—the motor stage and motorbus industry and the operation thereof.

From a very humble beginning here in 1912, when a couple of flivvers were the first introduction to the industry, this business has grown to such an extent that during the past year its various factories turned out over 10,000 busses which in turn carried nearly two billion passengers, proving that this method of transportation is becoming immensely popular as well as an important item in the commerce of the country.

When you consider that reasonably reliable statistics prove that more than five million individuals were brought into or carried out of Los Angeles in twelve months past, from regular bus terminals, one begins to realize why the railroads are looking upon this particular industry with a great deal of concern.

For instance, one bus depot alone, in this city, covers 36,000 feet of ground floor space and has waiting rooms capable of accommodating several thousand people, with accompanying restaurants and other service departments, and outside of this are parking facilities for loading and unloading more than twenty motor coaches at one time, so systematically handled that no confusion is noticeable during the rush hours. Additional space is also provided for parking and servicing twenty additional busses without interfering in the least with the handling of passengers.

No matter where you want to go, at the ticket office one can procure through transportation for self and baggage to any part of the United States, with arrangements for sleeping accommodations en route. They even go so far in the line of service as to arrange, for such as do not wish to travel at night, for lodgings at various hotels along the way at certain fixed rates, such accommodations being immediately available on the arrival of the bus at any given point.

A slight idea of the busy scenes that are going on at the Los Angeles union stage depot—which is only one of several similar institutions—may be gained from the fact that there is a motor coach leaving for some point approximately every four minutes during the day and more than 15,000 people use them daily. Twelve different transportation companies operate from this particular station.

Now one of the larger organizations has begun the erection of hotels at several important points along its various lines, to be used for taking care of their own traffic. You can take a bus from here that will deliver you in Chicago, 2200 miles away, in four and one-half days, providing you are willing to journey nights. Or you can stop in a perfectly comfortable hotel room every night, departing and arriving at reasonable hours and make it in just nine days.

Some of the coaches one sees ready for departure for the East or North are palatial in character, including parlor, dining and sleeping equipment. The fares to the East are about one-half those charged by the railroads, while the opportunities for viewing the scenery along the route are immeasurably greater than by any other method.

A United States senator feels that he has to be investigating something or somebody to prove to his constituency that he is alive. Now that the senators have started on the navy lobby they have again made up their

minds to scrutinize lobbyists of all sorts and conditions—the wets, the dries, the blues, the reds and all their ilk. This session was supposed to provide a farm relief bill and fix the tariff on wheat, but the solons are going ahead with a program which is expected to provide entertainment for all America. The politicians feel that the only way in which they can attract attention to themselves is by investigating somebody else. At least they seem to proceed on that basis. The trouble is that every now and then some statesman falls into the scandal he was building for somebody else.

Everybody who has ever seen Ken Maynard on the screen admires him because he is clean-cut and seems to realize at all times that he has to appear by proxy before audiences that are largely composed of imitative youth. At a breakfast club session the other morning, he explained that he will never take a drink or smoke in any picture, because he feels that he excites the admiration of boys who might want to copy him. Nor will he permit anything in one of his plays which is vulgarly suggestive. "I'd like to make the kind of Western pictures you could use in school to teach the history of the West," he said. "You can make a picture historically true and sincere in atmosphere without making it dirty. I know when I was a boy I imitated men I saw in acts, and I don't want to be responsible for any boys imitating me in any wrong thing."

They poke fun at California for her offerings of climate and its vagaries. And it does cut up capers at times and refuses to be entirely guided by the weather man.

This seems to have been an off year. The spring was unusually cool and adjacent to it, the summer was remarkably prolonged and exceedingly hot. Some have insisted that earth disturbances changed the undersea ridge and deflected the Japan current. Others claim that forest fires jumped up the general temperature.

Even the desert experienced remarkable storms. Summer is the rainy season in Arizona and cloudbursts are not unusual. But they seemed to be the regular order this year and lasted much longer. In Los Angeles the maximum temperature was 99, which mark was exceeded several times by some Eastern cities. In Arigona it went as high as 120. But the astonishing thing is that not a single case of sunstroke was reported from any quarter.

But when we come to look at it squarely the whole Northern Hemisphere has had an unusual period. The climate in Europe has been off its feed. Tourists who went abroad for comfort experienced discomfort greater than they would have had at home. But, in California at least, one may pick his climate. One can shift from the sea levels to the high Sierras in a few hours and select just about the temperature he enjoys most. He can have surf or snow at his pleasure. And then there is Death's Valley if one really wants to do penance for something.

Propagandists seem to thrive on the statement made that the use of intoxicants has increased in Canada since the government undertook to dispense liquor direct to the consumer. This might be something of an argument were it not for the further fact that the bootlegger has almost ceased operations over there, because of the lower prices established for different beverages by the government. It is more than likely that the public, when price is also a factor, prefers to buy from the public authorities, and then there is also the added element of safety in

doing business through reliable channels. If we are interested in a proposition, even along the line of a possible reform, we like to think it is a going institution, and usually say so, even if deep in our hearts we are a bit skeptical, and a lot of publicists on both sides "approximate" their estimates.

Some years ago a professor casually remarked to his class that a fortune awaited the youth who would make aluminum commercially profitable. The imagination of one of his boys was fired and he took the stuff that was then worth upwards of a dollar a pound and converted it into pots and pans at a profit. Recently he gave his alma mater a cool million of that which the idea enabled him to acquire. It is being much talked about and surely a cool billion awaits the person of water and re-arrange their personal affairs so that they become synthetic food. Then we will not have to grow corn, beets and potatoes, for every glass of water will contain a potential meal.

I look for the food tablet, very much concentrated, to come at any time. It has been talked about and joked about for some time, but in a general way, to a certain extent, it has been applied to food offerings in and through the process of dehydration. But this is not very far along in the way to the food tablet, which, requiring an infinitesimal space, will at once contain the elements of nutriment required by humanity.

This should be followed up by methods looking toward the utilization of a lot of things which are now going to waste. There is the heat of the sun which, in time, will be bottled up, and power development of the tides which are to come some day, we know not how soon. But youth will accomplish it just the same, possibly in our own day, and it will be regarded as a mere matter of course.

Frank S. Verbeck.

Late Business Changes in Ohio.

McConnellsville—Walter Finley has sold his meat market o C. L. Kendle.

Ashtabula—Conklin & Hart's meat market was recently damaged by fire.

Wapakoneta — Walter & Hartard, operating a wholesale and retail meat packing house on the Dixie Highway South of Wapakoneta, have dissolved partnership. Aldo Walter purchased the interest of his partner, Joseph S. Hartard, and has taken into partnership with him his son, William Walter, who has been employed at the plant for several years. The business will be conducted hereafter under the name Walter & Son.

Cincinnati — The People's Packing House Co. has completely remodeled its market at 123 Elder street. The store now has a meat counter forty-six feet long and handles fish, bakery goods, fruits, vegetables, groceries and delicatessen articles. The People's Packing House organization now operates forty-three markets in Cincinnati and eighty in Chicago.

Dayton—Henry Bender has sold his grocery and meat market at 517 Neal avenue to Walter J. Meier.

Woodville — The meat market of Frantz Chiarolli was damaged by fire.

Ashland—T. O. Carberry has purchased the grocery and meat market on College avenue from H. E. Oborn & Son.

Cedarville—Mr. Thomas has sold his

interest in the Crouse & Thomas Grocery and Meat Market to his partner, Mr. Crouse, who is now sole proprietor.

Cleveland—The M. & W. Market, now at 4228 Pearl road, will be moved to a new location.

Mansfield—C. W. Sowers has sold his market to Ed. Muth.

Norwalk—The Conklin & Hart meat market on Main street was damaged by fire.

Orrville—Paul Beebtol has sold his Sanitary Meat Market to John Fouch.

Pomeroy—The Modern Markets Co., Inc., opened a meat market at Second and Mill streets.

Toledo—H. W. Schneider has purchased the grocery and meat market at 554 Toronto avenue from F. Reisch.

Lace Gains a Vogue.

Lace is being revived for evening gowns and is sponsored by leading houses in costumes of formality and elegance. For these as well as for gowns that are suitable for almost any occasion there is a great variety of "allover" patterns in charming colors. One is a fairy-like lace of cobweb texture in sea green and silver, and others, in pale blue, rose, yellow or mauve, are threaded with metal or silk of brilliant sheen.

Some of the fashionable laces are the hand-threaded point d'Alencon, Chantilly and a new velvety lace in deep cream. Effective little frocks for dining or dancing are made of the laces dyed in vivid orange, green, poppy red, violet and some colorful open-mesh laces embroidered all over in bright flower shades. White lace, Chantilly excepted, is out of the season's fashion picture, and the smart shades are butter, cocoa, tan, smoke and tobacco.

The jacket as part of the evening costume retains its vogue, and is shown in lace with some of the latest models, sleeveless, to be worn over a decollete frock on informal occasions. It is never lined and in some of the new styles is a mere gesture of a coat, with the fronts cut narrow and the back sometimes several inches longer. Some pretty little coats just shown are made of net and of chiffon delicately embroidered in jet and in metal.

A new use for lace in an evening wardrobe is seen in the costume slips made to be worn under the gown. These are really not properly lingerie slips, but the foundation or separate lining cut to match the contour, decolletage and general architecture of the dress.

Cigarette Cases To Be Featured.

While lighters are expected to meet with an active call as men's gifts for Christmas, indications are that cigarette cases will compete with these items more actively than was the case in the past two holiday seasons. New models of cigarette cases have been brought out that manufacturers believe will stimulate the call. Sterling silver cases coated with "unbreakable enamel" are being featured in the better grade lines, many of them featuring designs showing eggshell inlay effects. Ensembles will be strongly played up, the groupings including lighters, cases and pocket flasks to match.

Utter Foolishness of Advertising Specials For Saturday.

(Continued from page 20)

—the individual grocer will at last realize therein lay his own best chance, and how he has missed it by observing the green pasture over the fence instead of recognizing that which lay in his own back yard.

My thought in all this is emphasized by my recent observations of the United Grocers of Cleveland. That is an organization of individuals got together last June mainly for the purpose of co-operative advertising and selling. Fundamentally, no purpose could be sounder. That the members find improvement in their business only proves part of the tale. It proves again the well-known fact that any advertising is better than none.

But all of these men are now emphasizing special prices and offerings for the week end. "Week end extra specials" is in fact the institutional headline. This notwithstanding that the convenience of the telephone is stressed quite skillfully, so that it would be about the easiest line of argument to show how the housewife may save herself the feverish Saturday rush by purchasing what she wants for her Sunday dinner—the weekly family feast on which she is always willing to spend extra money—over the telephone.

Tell her, then, that on the Monday, when she is not so busy, she can come and select real bargains. Or if she is busy with washing on Monday as some of the old-fashioned women probably still are—it will pay her to dry her hands, don her street clothes and take enough of a breathing spell to come for her Monday bargains.

Well, that's the argument. I expect it will gradually penetrate. I only hope it may not be so long percolating that the chain may beat us to it.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 9—In the matter of Herman Knoop, Bankrupt No. 383, the trustee has filed his first report and account, and an order for the payment of expenses of administration and a first dividend to creditors of 10 per cent. has been made.

In the matter of Horace T. Dekkar, Bankrupt No. 3864, the sale of assets at auction was held Sept. 6, and the official auctioneer has filed his report of the sale. The trustee was present. The auctioneer was present. Numerous bidders were present in person. The stock in trade and fixtures were sold to Louis Silk, of Saginaw, for \$610. The sale was confirmed and the matter adjourned without date.

In the matter of William H. Knox, Bankrupt No. 3893, the sale of 3 assets at auction was held Sept. 26. The auctioneer has filed his report of the sale, from which it appears that the trustee was present; the official auctioneer was present; numerous bidders were present. The stock in trade and fixtures of the estate were sold to Harry Himmelstein, of Grand Rapids, for \$925. The sale was confirmed and the matter adjourned without date.

In the matter of William H. Knox, doing business as Knox Shoe Co., Bankrupt No. 3893, the trustee has filed his first report and account, and a first dividend of 5 per cent. has been declared and ordered paid to creditors, as well as expenses of administration and preferred claims.

Oct. 9. We have to-day received the schedules, reference and adjudication in the matter of Harry Craner, Bankrupt No. 3925. 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 schedule shows assets of \$1,350 of which the full amount is claimed as exempt, with liabilities of \$822.68. The court has written for funds

and upon receipt of same, first meeting of creditors will be called, note of which will be made herein.

In the matter of Robert Meek, Bankrupt No. 3909. The funds have been received and the first meeting of creditors has been called for Oct. 24.

In the matter of Mark Scheiern, Bankrupt No. 3910. The funds have been received and the first meeting of creditors has been called for Oct. 24.

In the matter of Chris Nastos, Bankrupt No. 3922. The first meeting of creditors has been called for Oct. 24.

In the matter of Evert Fibre Furniture Co., Bankrupt No. 3820. The first meeting of creditors has been called for Oct. 24.

In the matter of Orlean E. Barker, doing business as O. E. Barker, formerly O. E. Barker Co., Bankrupt No. 3920. The first meeting of creditors has been called for Oct. 24.

In the matter of the Prouditt Loose Leaf Co., Bankrupt No. 3823, the trustee has filed its first report and account, and an order for the payment of current expenses, taxes and labor claims has been made.

Oct. 10. On this day was held the first meeting of creditors in the matter of Walter Geutrs, Bankrupt No. 3891. The bankrupt was present in person, but not represented by attorney. Creditors were present in person and represented by attorneys Wicks, Fuller & Starr. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Wallace A. Schroll, Bankrupt No. 3877. The bankrupt was present in person represented by attorney T. Rogers Lyons. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harry R. Rodgers, Bankrupt No. 3894. The bankrupt was present in person and represented by attorney J. W. Plauk. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harry E. Gearhart, Bankrupt No. 3896. The bankrupt was present in person and represented by attorney James Sloan. 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.

Oct. 11. We have to-day received the schedules, reference and adjudication in the matter of Carl Johnson, Bankrupt No. 3926. 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 schedule shows assets of \$340 of which \$295 is claimed as exempt, with liabilities of \$1,830. The first meeting will be called promptly, note of same will be made herein.

Oct. 10. On this day was held the first meeting of creditors in the matter of John Henry Hamming, Bankrupt No. 3892. The bankrupt was present in person and represented by attorneys Fox & Fox. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Oscar W. Nelson, Bankrupt No. 3899. The bankrupt was present in person and represented by attorney Charles V. Hilding. No creditors were present or represented. 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 Richard A. MacDonald, individually and doing business as the Grandville Electric Service, Bankrupt No. 3697. The final meeting of creditors has been called for Oct. 28. The trustee's final report and account will be approved at such time. There probably will be a first and final dividend for creditors of this estate.

In the matter of Archie Herbert Bradford, Bankrupt No. 3676. The final meeting of creditors has been called for Oct. 28. The trustee's final report and account will be approved at such meeting.

There probably will be a small dividend if any.

In the matter of Arthur E. Kanitz, individually and as Arcadia Co., Bankrupt No. 3687. The final meeting of creditors has been called for Oct. 28. There probably will be a first and final dividend for creditors.

In the matter of St. Joseph Motor Supply Co., Bankrupt No. 3668. The final meeting of creditors has been called for Oct. 28. The trustee's final report and account will be approved at such meeting. There probably will be a first and final dividend for creditors.

In the matter of Lynn C. Gardner, Bankrupt No. 3673. The final meeting of creditors has been called for Oct. 28. The trustee's final report and account will be approved at such meeting. There probably will be a first and final dividend for creditors.

Oct. 14. We have to-day received the schedules, reference and adjudication in the matter of Ralph E. Struble, Bankrupt No. 3927. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a welder. The schedule shows assets of \$350 of which \$250 is claimed as exempt, with liabilities of \$7,784.44. The court has written for funds and upon receipt of same, the first meeting of creditors will be called and note of same made herein.

Oct. 11. On this day was held the first meeting of creditors in the matter of Curtis E. Monaweck, doing business as Consumers Roofing Co., Bankrupt No. 3905. The bankrupt was present in person and represented by attorneys Jackson, Fitzgerald & Dalm. Creditors were represented by attorneys Howard & Kimball and Fred G. Stanley, and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was present in person. The bankrupt was sworn and examined without a reporter. M. N. Kenedy, of Kalamazoo, was elected trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Walter Delanter, Bankrupt No. 3900. The bankrupt was present in person and represented by attorneys Howard & Kimball. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Clarence E. Fye, Bankrupt No. 3897. The bankrupt was present in person and represented by attorney L. H. Bibbey. 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.

Oct. 15. We have to-day received the schedules, reference and adjudication in the matter of Lavina M. Jacobson, Bankrupt No. 3929. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kent City, and her occupation is that of a housewife. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$3,285.82. 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.

Oct. 11. On this day was held the first meeting of creditors in the matter of Graphic Arts Sign Co., a corporation, Bankrupt No. 3906. The bankrupt corporation was present by several of its officers and directors and represented by attorneys Ward & Strawhecker. Creditors were present in person and represented by attorneys Wicks, Fuller & Starr and by Central Adjustment Association and Grand Rapids Credit Men's Association. Claims were proved and allowed. The secretary and treasurer of the corporation was sworn and examined with a reporter present. Harold F. Lusk, of Grand Rapids, was elected trustee, and his bond placed at the sum of \$2,000. The first meeting then adjourned without date.

Oct. 14. On this day was held the first meeting of creditors in the matter of Bernice Taylor, individually and as "Rustic Inn," by attorney Clair S. Beebe. 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.

In the matter of Claude E. West, Bankrupt No. 3859, the first meeting of creditors, as adjourned, was held Oct. 1. The bankrupt was present in person and represented by attorney R. G. Goebel. 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.

Black Leads at Millinery Show.

Black predominated in the displays of mid-winter millinery which featured the fashion show held under the auspices of the Retail Millinery Association of America in New York City last week. Close-fitting felt hats with turn back brims were featured for street wear. Evening hats of gold lace made in close-fitting models were also shown. About 500 buyers and trade factors attended the exhibition. A total of seventy-eight different styles were exhibited, most of them designed by domestic houses.

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.

Mr. MERCHANT—If you want a real outstanding sale, conducted on SUCCESSFUL MERCHANDISING METHODS, write Theodore Jeter, Champaign, Ill. Terms, references. 174

DRUG STORE For Sale—Inside two-mile circle, well stocked, doing business \$50,000 a year. Rexall agency, liquor permit. Same owner eleven years. \$6,000 to handle. Buy from owner. Drugs, 8001 Puritan, Detroit, Mich. 175

Want to BUY—Shoe or general merchandise stock in Ohio or Southern Michigan. J. N. Mangette, Tiffin, Ohio. 176

CAPITAL—An experienced, dependable broker will aid in financing projects of merit. Amster Leonard, East Orange, New Jersey. 162

For Sale — Variety store, in a good town. Rent reasonable, good location. Clean stock. Good reason for selling. Address No. 170, c/o Michigan Tradesman. 170

FOR SALE—Only men's furnishings and staple dry goods stock in thriving town on U. S. 16. Good business. Will sell for less than inventory, account of sickness. Box 196, Webberville, Michigan. 172

FOR SALE—Good business for a small town. Only one competitor, who is an independent grocer. My stock consists of groceries and dry goods, some hardware, and meats. Good fixtures and good building. Reasonable rent and six years' lease. Reason for selling, ill health. Had an operation last summer and am unable to handle the work with my other duties. Address No. 173, c/o Michigan Tradesman. 173

For Sale—Write Box 459, Lawton, Mich. for a home. Tourist's Inn — parking ground, auto laundry. On paved highway. Grand Rapids-Kalamazoo. Investigate. 165

If you are interested in buying a business anywhere in the United States or Canada, write for our monthly bulletin, UNITED BUSINESS BROKERS, 2365 1st National Bank Bldg., Detroit, Mich. 157

For Sale — Solid oak tables, desks chairs and other office equipment. Used only a few months in office of a local broker. Cheap for cash. On display at our office. Tradesman Company.

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Established 1909

Late News From the Michigan Metropolis.

Harold A. Sage, former manager of Hotel Wolverine, in this city, has been appointed manager of the Hotel Tuller and will take over his new duties Nov. 1. Mr. Sage succeeds Ward B. James, who tendered his resignation to Lew W. Tuller, owner of the Tuller, last week.

William I. ("Billy") Livingston, well known Detroit merchant tailor, was found dead in his home, 810 Bedford road, Grosse Point, Monday. Livingston, conducted a tailoring business at 1416 Griswold and had been engaged in business in the same neighborhood for approximately sixteen years.

Mrs. Frank E. Bogart, wife of the president of the Farrand, Williams, McKesson Co., died in Harper hospital Monday evening of pneumonia, following a short illness. Mrs. Bogart was an active church worker and was prominently associated with the old visiting nurses association. Surviving are her husband, her son, Frank E., Jr., and a daughter, Mrs. Maxwell S. Austin, Birmingham.

Forced to move from the hall occupied by them for a number of years because the building at 1522 Randolph was razed to be replaced with a modern structure, Perry Newton, secretary of Detroit Council, No. 9, announces the selection of new meeting quarters in the G. A. R. building at Grand River and Cass avenues. The first regular meeting in the new hall will be held Saturday evening Oct. 26. Harry E. Annett, 2146 Alter road, is the Senior Counselor of the Detroit Council.

As a directors meeting of Burroughs Adding Machine Co., held last week, the number of directors was increased from seven to nine by the election of Harold S. Chase, Santa Barbara, Cal., and H. E. Candler, of Detroit.

George Feldman, vice-president of the Colonial Department Stores on Shelby street, died last Thursday as a result of carbon monoxide poisoning. Feldman was born in Poland. As a youth he went to Toledo, where he engaged in the baking business. He came to Detroit twenty years ago and started in the mercantile business. He was a member of the Knights of Pythias; Findlater lodge, F. & A. M., and Detroit lodge of Elks. Surviving are his widow, Rebecca, and three daughters, Maxine, Jeanne and Elsie. The Colonial stores were closed during the funeral.

Casmir Marcinkiewicz died of heart disease at his desk in the Detroit Savings Bank branch at Canfield avenue and Russell street Tuesday. He was manager of the branch. Marcinkiewicz, whose residence was 13467 Moenart avenue, was born in Buffalo about fifty years ago. He taught school in Bay City and came to Detroit as a clerk in the Detroit Savings Bank fifteen years ago. He leaves his widow, four children and four brothers, Charles, a dentist; Adam, a priest of St. Alberta parish; Joseph, a sales-

man and Edward, of the Packard Motor Car Co.

Unless unforeseen difficulties arise, the Ambassador bridge over the Detroit river will be ready for traffic about Nov. 10, R. G. Cone, engineer in charge announced this week. Formal opening of the bridge may be advanced several weeks from its original date, Dec. 1, Cone said. Pouring of concrete for the pavement foundation was completed last week.

Donald E. Lawrence, president of the Equitable Detroit Co., has announced the appointment of Robert C. Williams and Storm Van Derzee to positions in the business extension department. Mr. Williams is a native Detroit and at one time was in the lumber business, associated with the Lloyd Hellman Co., of Seattle. Since 1925 he has been in real estate activities. Mr. VanDerzee came to Detroit in 1925 and was with the Better Business Bureau for two years, later entering the real estate field.

Charles Storrs Isham, traveler, writer and for years a potash broker in this city, died Oct. 18 at his office, 240 W. Jefferson avenue. The doctor attributed his death to heart disease. Mr. Isham was a brother of the late Frederick S. Isham, author and playwright, and of Mrs. Alfred M. Low, of Detroit.

Paul C. Cussens is now the owner of the drug store formerly owned and conducted by E. V. Thomczek at 7640 Mack avenue.

Walter L. Dunham, president of the Detroit Savings Bank, announced the appointment last week of Mr. Bogan as assistant vice-president of the bank. Mr. Bogan brings to the Detroit Savings Bank the experience and knowledge gained during twenty-five years of service with what is now the Peoples Wayne County Bank. Mr. Bogan was born in Rosebush, Mich. Between 1911 and 1913 he served as a member of the Detroit school board. Mr. Bogan has assumed his new duties with the Detroit Savings Bank.

Lieut. Commander Charles Emery Rosendahl, commander of the United States Navy Dirigible Los Angeles, spoke last week before the members of the Purchasing Agents Association at a meeting and banquet in the Detroit-Leland Hotel. Rosendahl recently crossed the Atlantic on the Graf Zeppelin as an observer for the United States Navy.

A further recession in automobile production at a number of the plants in Detroit was noted during the past week. This does not mean that output is on a low scale, but that it is smaller when measured against the number of units made in the spring and early summer months.

A good feature, however, is shown in reports from various sections of the country showing gains in retail sales. At the present time many rural districts are purchasing automobiles at an increasing rate.

Industrial employment in Detroit at this writing is on a fairly high level, although somewhat under the same period a year ago.

Producers believe the replacement

market is growing every year. Experts in this line foresee a replacement of from 3,500,000 to 4,000,000 cars every year in the near future.

There has been considerable recession in the truck market recently. The truck and commercial car manufacturers, as a whole, have enjoyed excellent trade during the first nine months of the present year. Domestic sales have been good and there has been a heavy gain in exports. Truck men are already at work preparing to ship many commercial units overseas during the coming year. A great number of trucks will go to South American points, where an immense amount of construction work is under way.

The Consolidated Indemnity and Insurance Co., of New York, announces that it has opened a local office, with Harley M. Penn as resident vice-president and State manager in charge. For the last three years Mr. Penn has been manager of the bonding department of the Michigan Insurance Agency. His first Detroit connection was with the Fidelity and Deposit Co., of Maryland, as assistant manager for the American Employers Insurance Co., of Boston.

Detroit automobile manufacturers have expressed the opinion that more sales will be made at the National automobile shows during the coming January than ever before. They point out that a large number of new models will be displayed and that these exhibitions are attracting increasing public attention. James M. Golding.

Ample Timber For Leadership at White Pigeon.

White Pigeon, Oct. 22—How big is a town? As large as its population? Then White Pigeon is a small town, with its population of 1,200. But, since the stature of a man is not measured by a yardstick, then no town can be measured by its populace. And that goes for this little Southern Michigan village, which is, to my mind, one of the big little towns of the State.

It was my privilege to address an audience of some forty-five guests at the annual meeting and banquet of the White Pigeon Chamber of Commerce last evening at the Reed Inn. It was a real feed, with all the fellowship and wholesome neighborliness of spirit that must prevail to make any feed a good one. Ma and Pa Reed were at their best as hosts of the evening and it was a session which will not soon be forgotten by those present. Least of all, yours truly.

Charlie Sisson, the postmaster, is the retiring president of the Chamber of Commerce. It was with genuine regret that the membership heard his emphatic statement that he would not consider another term in office. P. T. Cady, secretary, likewise made known his determination to be replaced by another. However, it develops that White Pigeon has ample timber for her own leadership and the Chamber looks forward to a bigger year than ever.

The principal characteristic of White Pigeon's Main street is, to my mind, the fact that she possesses a fighting backbone of men who are not afraid to stand on their own feet. When our plan for meeting the syndicate enemies of the local community was presented, the response was unanimous to a man. The result is briefly stated, but heavy with future promise. The men of White Pigeon's business frontage are launching into a fight, in which they propose to meet

their foes toe to toe and call for a showdown.

There are things to be done in White Pigeon and these gentlemen have a very concrete conception of the manner in which these things are going to be done. It required but twenty minutes for them to make up their minds what they wanted to do and it now requires only that they do it.

Murray Benjamin, the village banker, was present, much to our satisfaction. Mr. Benjamin is one of those men who knows how to talk when he wishes to speak, but he has the much more important capacity to listen as intelligently as he speaks. It did us good to hear his short but emphatic statement with reference to the merger influence among banks throughout the State and it was evident that the single sentence which he uttered held weight in the minds of his fellow business men. It is always a wholesome condition in any town when the local banker can express himself in a few words which carry the weight of volumes in the estimate of his local people.

I must refer again to Ma and Pa Reed, the joint proprietors of the Reed restaurant. It seems that when they opened up the place about two year ago, everyone seemed pleased, but expressed themselves as feeling "sorry" for Mr. and Mrs. Reed, because a restaurant couldn't make good in White Pigeon. To-day, Pa and Ma are serving from sixty to 100 meals daily, and not less than 150 Sunday dinners every Sunday. They like to repeat the expressions of "sympathy" which were so kindly given and laugh about it and Pa says that if that is what "sympathy" does, he wants folks to keep on feeling sorry for him and Ma. Personally, I don't blame him. As for me, I feel honestly sorry for anyone who attempts to lay away everything before him, when the Reeds set the table. Having had two meals there, I speak from experience. It just can't be done.

Not the least of White Pigeon's distinctions is a newspaper which dates back to 1834. It is to be complimented for a number of achievements, especially its masterly handling of the White Pigeon Centennial in August, 1928. More than 8,000 people were drawn to town at one time during the big celebration. But antiquity does not rule alone in White Pigeon. There has just opened one of the most modern public and high schools in the country, featuring elaborate domestic science rooms, gym, auditorium and complete shower baths. So splendid has the accomplishment been that it has received prominent notice in the National educational publications.

Not only does White Pigeon enjoy a situation of extreme advantage at the junction of U. S. highways 12 and 131, but it is making the most of its strategic location. Rich in traditions and folklore, with many volumes of history for its background, it continues its strides in step with the times, never forgetting those things which are behind, yet always pressing on to things ahead, and never ashamed, but rather proud, of the fact that she is a small town in numbers, but large in heart, in purpose and in opportunity.

W. H. Caslow.

Six New Readers of the Tradesman.

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

Foster, Stevens & Co., Grand Rapids
M. Fein, Holly
Conklin Hardware, Conklin
F. E. Thatcher, Ravenna
M. O. Hoig, Curtis.
F. A. Davis Co., San Francisco, Calif.

WORDEN GROCER COMPANY
The Prompt Shippers

Bear In Mind That

Morton House
COFFEE

Will Make Friends For You

WORDEN GROCER COMPANY
Wholesalers for Sixty-one Years
OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

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THE MILL MUTUALS
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Representing the
MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group
\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

K C

Baking Powder

Same price for over 35 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

we have established the price—created a demand and **insured your profits.**

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

*Millions of Pounds Used by Our
Government*

PILES CURED

Without the Knife

**AT THE
BURLESON
SANITARIUM**

**Not One
Cent Until Cured**



We guarantee a cure in every case we accept or make no charge for our services. Also, upon completion of the treatment each patient is given a written guarantee reading: "Should the above trouble ever return we agree to give all treatments necessary to again effect a cure without any additional charge." This guarantee assures

you of permanent relief. The Burleson Treatment has been successful for more than 25 years . . . in over 25,000 cases. It is painless and involves no danger to the patient. Furthermore, patients are not confined to a hospital but are guests of the sanitarium . . . free to come and go as they please.

Wife Cured By One Treatment

"My wife had been suffering with protruding piles since she was three years old," writes Mr. Geo. Miller, Road Foreman of Engines, Southern Ry. System, Meridian, Miss., "which were cured by one treatment at your sanitarium."

"Suffered for 28 Years; Cured at Last"

"After having suffered with hemorrhoids (piles) for twenty-eight years," writes Mr. D. O. Steward, Gainesville, Fla., "I can hardly realize that I am cured at last." "For five years I was afflicted with piles and hemorrhoids," writes M. D. Christie, Druggist, Fairmont, W. Va., and "At times I would be unable to walk or look after my business affairs. A year or more ago a fistula appeared. I suffered torments. Friends advised an operation, as did several physicians. I sent for one of your catalogs, and wrote six people in different parts of the United States asking them about the institution and treatment. I received an answer from every one, saying that they had all been entirely cured and speaking in the highest terms of the Sanitarium and its management, so I lost no time in getting there myself. I spent five weeks there, was entirely cured of the piles, had six hemorrhoids and a fistula removed, never suffered any pain, and never went to bed from the treatment."



The Largest Institution in the World for the Cure of Diseases of the Rectum (EXCEPT CANCER)

"Since My Piles Were Cured, Other Troubles Disappeared"

That is what the Rev. E. W. Sprague, 975 West Canfield Ave., Detroit, Mich., wrote, while Dr. S. C. Sims, Sterling, Ill., wrote: "Judging from my professional as well as personal experience I regard your method of treating hemorrhoids (piles) to be the most commendable, when considered from all angles, of any method in vogue at the present time." He is only one of many, many physicians who have taken The Burleson Treatment . . . and all of them feel the same way about it: That the Burleson Treatment is the most successful ever discovered for the cure of diseases of the rectum (EXCEPT CANCER.)

"Four Doctors Told Me I Could Never Be Cured, But I Was"

Mr. C. S. Holden, Clarksburg, W. Va., was pronounced incurable by four of the best physicians in his state, but The Burleson Treatment cured him, just as it has cured thousands of others. Mr. J. B. Harlan, Chief Special Agent of the L. & N. R. R., Louisville, Ky., wrote: "The Burleson Treatment is a quick, sure and permanent cure," and A. J. Racicot, Webster, Mass., wrote: "I am convinced beyond doubt that all cases that you accept can be cured." We guarantee it, and our Lifetime Guarantee protects you.

THE BURLESON SANITARIUM

Dept. M
GRAND RAPIDS, MICH.

Write for Free Booklet and List of People Who Have Been Cured

Send for this booklet at once. Read the amazing facts contained in it. It contains all details about the treatment, how administered, facilities for patients (with photographs) pictures of the medical staff and an outline of their experience; also scores of letters from grateful men and women who have been cured permanently by The Burleson Treatment. If you suffer from any disease of the rectum, (EXCEPT CANCER), by all means get and read this wonderful booklet. Send for it today. Simply clip the coupon at the right, fill it out and MAIL IT. . . . TODAY SURE.

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Grand Rapids, Michigan

Gentlemen: Please send me your book, describing The Burleson Treatment and containing testimonial letters of those who have been cured.

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