

Optimist and Pessimist

The optimist says: "Go ahead; there's not a chance to lose;

The time is now, and on the dead, you really can't refuse."

The pessimist says: "Wait a bit, and look before you leap;

If there is any good in it, the chance will surely keep."

The optimist sees but the sun, the pessimist the rain.

The optimist prepares for fun, the pessimist for pain.

The optimist pulls forward, and the pessimist pulls back;

The one throws wide the throttle and the other sands the track.

This world would be monotonous if folks were all the same;

With no one 'round to raise a fuss 'twould be a tiresome game.

The optimist with his glad song, the pessimist so blue,

We really couldn't get along unless we had the two.

Your cheese stock is not complete without Velveeta



VELVEETA is no experiment. Repeat sales to the consumer have already established an acceptance for this new health food surpassing every expectation.

For here is a product with a universal appeal. Delicious in flavor—containing all of the healthful properties of rich whole milk—slicing firmly when chilled—spreading like butter—a cheese product which blends perfectly with all other foods in cooking. A health food for everyone. Velveeta is highly relished by all who try it.

Velveeta has unusual qualities. It is an attractive, new item and has big sales possibilities. Now is the time to get behind its sale. Ask your wagon distributor or jobber.

KRAFT-PHENIX CHEESE CORPORATION, General Offices, CHICAGO
Makers of "Philadelphia" Cream Cheese

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 6, 1929

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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.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

WAR ON WASTE.

Only Way To Keep Retailer Off the Rocks.

Last Tuesday night there existed a rather keen apprehension with respect to the course of security prices. Since that time, happily, we have come to see more clearly that the stock market is not the principal barometer of business, and that our American prosperity is deeply and firmly rooted.

Unmistakable proof of this is revealed in the figures released by the Department of Commerce, showing that stocks of manufactured goods are at the same levels as last year at this time, and give no indication whatever of any undue accumulation. And our economist friends tell us that congested inventories are the surest sign of trouble.

There is nothing of that sort in sight at all. And since production is running 10 per cent. ahead of last year, this certainly seems to indicate steadily increasing outlets for consumption—surely an encouraging situation.

Retailing in America to-day is, on the whole, well conducted and forward looking. All the more unfortunate, therefore, are those cases where retailers seem unable to attain success. I feel that we can make a major contribution toward the maintenance of American economic stability if we can provide practical help and guidance for retailers who fear that they are headed toward the rocks.

Too many retail merchants have proceeded on the theory that their own natural intelligence and knack for shrewd dealing were sufficient to carry them through. But sad experience, ending too often in disaster, proved that those qualities were really not enough.

Plainly, the Government cannot go into a man's store and run his business for him. But the Government can, should and must chart the business seas."

We have no prejudiced, preconceived notions on any business subject. We hold no brief for any particular class or element. The conflict in business, in so far as there need be any, should not be between one class or group and another—chain versus independent, or wholesaler versus direct-selling manufacturer—but should on the contrary be war on waste in merchandising.

What we are after is facts. Business men have got to know what is actually happening. They must have precise knowledge as to operations, trends, costs, methods and everything else.

The many private agencies have done really splendid work. They have gathered countless facts and interpreted them. But in many cases their activity has, of necessity, been only partial or local in scope.

Nation-wide commercial surveys—comprehensive and penetrating—can, I think, be made effectively only by the Government. Only the Government has the necessary resources and facilities—and the impartiality.

There is to-day a simply enormous amount of overlapping and interpenetration in the business world—and that condition is developing apace. The various so-called "groups" are in many cases so closely linked or co-extensive that they can scarcely be disentangled for purposes of study.

The only thing to do, it seems to us, is to consider distribution not as the work of separate groups with conflicting or divergent interests but as an essentially unified process which should be examined as a whole. The Government is trying to enable every factor to operate more efficiently, with the assurance of a sound, healthy and useful future.

There is a special need for the best type of aid for the benefit of the retailer. There is no doubt whatever that the independent retailer will continue to control by far the greater part of the 85 per cent. of the Nation's total retailing which now falls to his share if he will only maintain a rigorous efficiency.

The primary requirement is that he must keep more records. He must know as much about the cost of the several operations in his business as the manufacturer

knows about his factory production costs.

For one thing, the best estimates available indicate that the total yearly instalment sales for consumer goods amount to four or five billions of dollars. Credit running into such staggering sums surely demands very careful oversight, and adequate supervision is simply impossible without adequate basic facts.

Such facts have not been available in the past. We are trying to get them now through a National retail credit survey. The results of this investigation, we hope, will help to correct much that has been wrong in our retail credit system. Julius Klein.

Ass't Secretary of Commerce.

Small Banks Advised To Paddle Their Own Canoe.

The nature of my labors in Michigan makes it inevitable that I should daily run head on into the far flung bank merger trend which is sweeping Michigan. A previous article of mine in the Tradesman has secured several rises from those of opposing opinions on the question of the moral right or wrong of the banking chain.

It is given me on good authority that when a local bank is taken into merger relations with a metropolitan group the local stock is called in and exchanged for holding-house stock. In which case, the claim that there is no influence upon, or control of, the local bank is not true.

I am wondering about the liability of the stockholders in the case of the failure of a local bank. Under the law, as I understand it, in the event of a deficit, holders of stock in a given bank are subject to assessment up to the par value of all stock held by them, individually. But if this stock is all called in and exchanged for holding stock, there is no stock out for the local bank, literally. Then upon whom will this assessment be made?

There is no question in my mind that there is something behind all this which will not bear the light of publicity. And my misgivings find strength in a statement in the Michigan Investor, issue of Oct. 26, page 13, under the heading, "Small Banks Advised To Paddle Their Own Canoe."

In this article, James F. Corcoran, president of the Iron County National Bank, at Crystal Falls, Michigan, is quoted. Considering the fact that Mr. Corcoran's bank is located in a town of 4,000 population, in a section where the average individual's capital is what it is in that section; and considering that this bank shows deposits in excess of one million dollars, one might infer that Mr. Corcoran is qualified to express an opinion with some

weight as an individual banker. Listen to his statement:

Although information released by these banking chains states that they will exercise no influence or control upon the policies of the individual banks, the statement is untrue.

If that isn't politely giving the lie to the syndicate operators in his own line of business, I can't understand English. I frankly confess that I am not sure as to the actual identification of the culprit, but I am sure that there is an Ethiopian gentleman in the woodpile somewhere, and I should be obliged to anyone who will give me a description of him. Now, when a banker steps out boldly and slaps a public question mark on the veracity of the merger bank's propaganda, I gather that my misgivings have some ground in fact and I continue to seek more facts. While seeking, I refuse to look kindly upon bank mergers, because I, as a consumer, have been too long fooled by syndicate propaganda, which once sounded just as nice to me as this newer version of the same old line sounds to-day. W. H. Caslow.

Confident About Toy Outlook.

No serious decline in toy sales is expected during the holidays should any slump of proportions develop in retail sales because of the debacle in the stock market. The budget of the average family, it was said, will make provision for toys even if other items have to be neglected. The possibility exists, however, that higher-priced toys may be somewhat affected. No cancellations of importance have as yet been noted. Retailers in many instances are now beginning to arrange their toy departments in holiday array to develop earlier consumer-buying than usual.

Ten New Readers of the Tradesman.

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

J. C. Shipman, Grand Ledge.
E. N. Gortner, White Pigeon.
S. W. Reid, Ironwood.
F. P. Burch, Dowagiac.
Geo. F. Lower, Parma.
M. E. Kiely, Saginaw.
J. P. Jacobson, Whitehall.
K. L. Grant, Shelby.
C. F. Schuster, Shelby.
Newton L. Coons, Lowell.

Withhold Action For the Present.

The Tradesman has received several complaints against the Harjac, Inc., of Terre Haute, Ind., which purports to give gift cards to be exchanged for Harjac playthings. The proposition does not look good on the face of things and patrons of the Tradesman are advised to withhold closing with the concern, pending the investigation now in progress.

A good salesman is one who keeps his word, his temper and his friends.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Here is a case which makes an interesting point about the chance which a defrauded buyer—or one who thinks himself defrauded—has to get damages from the seller whom he accuses of misrepresenting the thing bought. The thing sold in this case was a stock of goods, but the principle laid down here applies to the purchase and sale of almost anything.

Two men, Phillips and Boyer, owned a retail business, which they decided to sell. The main asset was the stock of goods which they decided—without taking inventory, it seems—was worth \$7,000, and they decided to sell for that price.

A buyer appeared. He wanted an appraisal, which the sellers agreed to, and he himself selected the appraisers. They apparently didn't inventory, but really only looked the stuff over. After this they told the buyer they thought the stock was worth \$7,000. Before the matter was closed the sellers themselves looked over the stock again and told the buyer they thought it was worth \$8,000 instead of \$7,000. They insisted on a real appraisal, or the payment of \$7,500 as a compromise. The buyer refused to go through with it except on the \$7,000 basis, which was finally accepted and the sale went through.

Some few months after this the buyer became suspicious that he had been done, and for the first time had a real inventory taken, checking up with sales and purchases since he took the stock over. It showed that instead of being worth \$8,000, or \$7,000, it was only worth \$4,557.67. The buyer then brought suit for the difference between \$7,000 and \$4,557.67 on the ground that the seller's statement that the goods were worth \$8,000 was a misrepresentation.

The jury gave the plaintiff a verdict for all he claimed, but the trial court set it aside, and the appeal court upheld this, on a ground which is present in almost every case where a buyer of something claims to have been deceived as to it—quality, or grade, or quantity, or something else—by the buyer, and to have bought because of the misrepresentation.

The court said that a seller has a right to express an opinion as to the value of what he is selling, without becoming liable for a misrepresentation even though the opinion is grossly exaggerated. Also, no matter what the seller said, if the buyer had a clear opportunity to check him up and didn't do it, or did it with unsatisfactory results, there wasn't any misrepresentation. This is from the decision:

No affirmation of the value of the goods, nor any statement purporting to be a statement of the seller's opinion only, shall be construed as a warranty.

The burden was on plaintiff (buyer) to show the making of a fraudulent representation of a condition, relied on to his injury. Here the statement complained of was that the goods sold for \$7,000 (but actually only worth \$4,557.67—E. J. B.) were worth \$8,000. There was no evidence to show that defendants (sellers) did not honestly

believe this to be true, and in the absence of such proof, the action of deceit falls. Such statements of value are not fraudulent in law, but are considered merely trade talk and mere matters of opinion, which are allowable.

If knowledge of the fact claimed to have been presented is easily obtainable by either party on enquiry, and the buyer has been given full opportunity to determine the truth for himself, he cannot subsequently complain of a mere false assertion of value when no warranty was intended.

The point of the above case is really a point especially for buyers. It is this. Don't take the seller's word. Treat the thing as a matter of business and make your own investigation. The law expects you to, and you are charged with the duty of doing it. If you don't do it, but rely on what the seller said, you are liable to find yourself in the position of the man who paid \$7,000 for what was only worth \$4,557.67.

Elton J. Buckley.

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The fraudulent oil promoter uses the mails almost exclusively. It is his best aid. In the first place, he escapes the supervision of the various State Blue Sky or Security Boards, since his letters are his only salesmen and his operations enjoy the immunity and protection of interstate commerce. He can send his letters from one state to another and the Blue Sky Boards of neither state can interfere. One person operating in this manner held himself out as a licensed broker, although the Blue Sky Law makes no provision for licensing brokers, because he knew that persons in states where such laws exist would believe that he was operating under a Blue Sky broker licensing law.

Further, a sales argument made by letter is often superior to a sales talk because the promoter can, by a skillful use of high-pressure propaganda, direct the thought of the subject and cut off all embarrassing questions that might otherwise occur to him. The idea all promoters keep uppermost is ever the big quick pay-off! The possibilities of dry-holes, the delays from lost tools, and all the hazards of the oil business are kept out of sight, while the possibilities of success and fortune are presented with apparent certainty. Many promoters are now taking advantage of the credulity of the public and claiming that the use of scientific instruments has enabled them to determine positively the presence or absence of oil under the ground. No person or device has yet been able to do this, although it has been possible to determine the probable existence of so-called structures and salt domes, where oil or gas may likely exist. The promoter who guarantees a well or a sure thing is knowingly committing a fraud. Then, too, the average oil well is far from a gusher, and will make only a few hundred barrels, yet all prospective producers are gushers to the fake oil promoter.

It is also a very common thing for promoters to speak of "our wells" in such cases as oil is actually found. The usual interest which an oil company has in a lease is $\frac{7}{8}$ of all the oil produced, the other $\frac{1}{8}$ going to the land

owner. Usually the interest controlled by the promoter is only a small fraction of either the $\frac{7}{8}$ or the $\frac{1}{8}$, which of course means a limited return to the purchaser if indeed he ever receives a dividend.

The sale of perpetual tax exempt royalty interests is now popular with many promoters. They will buy a half of the landowners' royalty ($\frac{1}{16}$) for ten or fifteen cents an acre in rank wildcat or non-producing territory. They will then split the $\frac{1}{16}$ interest and sell it in units of $\frac{1}{64}$ or $\frac{1}{8}$ of the landowners' royalty, which is $\frac{1}{4096}$ or one barrel out of every 4,096 which may be produced. These tiny interests retail at from \$8 to \$10 per section or 640 acres, and are practically worthless. They are dressed up by a conveyance of a royalty deed, which conveys property which is taxable. Maps of the county in which the royalty interests lie are pictured showing the royalty land as almost within the shadow of oil derricks although such wells may be fifteen or fifty miles distant. In Texas, land five miles from production is usually considered wildcat, although sometimes dry holes occur within a few feet of producing oil wells.

The payment of dividends has been mentioned. It is frequently the case that money used to pay dividends comes from the sale of stock or interests, which is, of course, fraudulent.

The dishonest promoter always has a list of persons who have bought stock or interests in other companies. These lists sell among such promoters from a few hundred to several thousand dollars each. Naturally, having paid that much for a list, a promoter will try to get the most out of it. His usual method is to sell stock or interests to the persons on the list, whom he calls his associates or stockholders. Then he will sell them preferred stock, notes, or bonds, depending on their power to absorb or endure. Finally, when his company is completely broke, he will have a reorganization or consolidation and transfer the worthless properties to a new company offering to exchange the old stock for new upon paying an additional sum.

Promoters even take advantage of the vigilance of the United States Post Office Inspectors in attempting to prevent fraudulent use of the mails. They know that many people think they would not dare send a false or misleading statement through the mails and they sometimes say so in their letters. But they also know that the Inspectors must wait until a complaint comes in from a suspecting victim and that it often takes from one to three years to work up a case so that shrewd and highly paid criminal lawyers cannot shoot it full of holes. In that time the harvest has been gathered and the promoter may have flown. Even after serving terms in prison, these promoters start right in again, and tell their associates that they were "framed."

The usual way to mark an unscrupulous promoter is by his urgent solicitation to hurry and buy before the books close finally next Saturday night—don't write, telegraph. Get in

on the big pay-off. It is far better to write some responsible parties about the promoter before buying than blindly to buy a worthless stock and learn of the loss afterward. The mere fact that a company is incorporated and operating under a charter or even a Blue Sky permit from a state is no guarantee that the individuals behind it are all right. Write in for facts about the company or its officers. The honest operator welcomes investigation. Only the dishonest promoter has something to hide.

If a stranger offered you a gold brick which he claimed was worth \$100,000 for \$5, would you buy it?

Most investors would be inclined to turn the gold brick promoter over to the police, and yet if this same type of fantastic bargain were offered in the form of shares of stock in a speculative investment, it is a known fact that many thoughtless investors would turn over their savings to the promoter in the hope of making large profits.

Each investor must decide for himself whether he desires to risk his savings, or any part of them, in a speculative investment. If a decision is made to speculate, the investor should determine through investigation that his funds will be used for legitimate speculation. Failure to do this is to risk savings and in many instances has resulted in a needless contribution to a swindler. Billions of dollars worth of stock in gold brick promotions have been sold to credulous investors who for one reason or another failed to make any investigation of the promoters or their get-rich-quick offerings.

There is no reason why an investor should hesitate to make enquiry to determine the facts before an investment is made. Any legitimate concern will willingly submit to investigation. Many banks and responsible brokers will give available information on investments to their clients.

Re-orders Heavy on Curtains.

Re-orders on curtains of all materials have been plentiful during the last two weeks as stores prepare for an expected rush of business in the weeks before Thanksgiving. Lace curtains show a proportionately larger degree of action than the other types. Due to the popularity of the tailored edge in the latter, sales have been well in advance of the figures for last year. The heavy call for these styles has prompted the trade to feature them in Spring lines. It is believed that the vogue will be good for another year at least.

Pewter Ware Again in Demand.

Buyers of tableware and home novelties are showing a renewed interest in pewter, and orders for smoking sets, table pieces, vases and candle sticks have been heavy. The pewter vogue started over a year ago, but died out during the Spring and Summer of this year. Its return to popularity has proved a surprise to many in the trade. Pieces with conservative decorations and severely simple designs are selling best. Popular retail price ranges are from \$5 to \$10.

Of all the thousands of coffee blends only one has this famous flavor

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"Turnover"

WHEN even the North began sending to
Nashville for the treasured coffee of the
old Maxwell House, coffee merchants quickly
took notice, and soon many rival blends ap-
peared, each claiming to be "just as good."
Of such, today there are thousands. But the
inimitable flavor of Maxwell House tri-
umphed over all its rivals and today this
Southern-pedigreed blend is the largest sell-
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that it offers such extraordinarily rapid turn-
over, for its unique and matchless quality is
backed up by the largest advertising cam-
paign ever put behind any coffee.

MAXWELL HOUSE *Coffee*



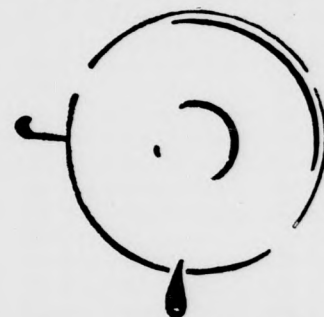
GOOD



to the



LAST



DROP

MOVEMENTS OF MERCHANTS.

Lakeview—J. Cameron succeeds C. J. Holman in the grocery business.

Detroit—The Triangle Shoe Co., 7251 Gratiot avenue, has filed a petition in bankruptcy.

Bay City—The Peoples Commercial & Savings Bank has increased its capital stock from \$400,000 to \$500,000.

Marcellus—Fire destroyed the dry goods stock and store fixtures of H. C. Crawford, entailing a loss of about \$30,000.

Detroit—The boot and shoe store of Meyer S. Friedman, 6732 West Fort street, has been closed under a chattel mortgage.

Ionia—Gerald Stitt has purchased the Art Peterson grocery store and gasoline station located at Haynor and has taken possession.

Ishpeming—The Ishpeming Store Co., with an authorized capital stock of \$30,000 has engaged in the shoe and general mercantile business.

Lansing—George Lum has opened a modern cafe at the corner of Washenaw street and Washington avenue under the style of the Golden Star.

Muskegon—The Vogue Fashion Shop, 211 West Western avenue, has opened a shoe department in connection with its women's wearing apparel stock.

Mass City—L. J. Maloney & Co., dealer in boots and shoes, has dissolved partnership and the business will be continued by Nelson Contin, who has taken over the stock.

Kaleva—H. S. Salonen, recently of East Tawas, has leased the Kaskinen building and will occupy it with a stock of jewelry and silverware, also a watch repairing department.

Ionia—Orin Stone has purchased the interest of his partner, Mrs. Winchell, in the furniture and undertaking stock of Winchell & Stone and will continue the business under his own name.

Detroit—The Sloan Creamery Co., 1327 South Telegraph avenue, has been incorporated with an authorized capital stock of \$50,000, \$24,410 of which has been subscribed and paid in in property.

Wyandotte—The Detroit and Wyandotte Waste Paper Co., 901 Grove street, has been incorporated with an authorized capital stock of \$10,500, of which amount \$8,000 has been subscribed and paid in.

Battle Creek—The Sun Drug Co., 119 West Michigan avenue, has been incorporated to deal in drugs at retail with an authorized capital stock of \$14,000, \$7,020 of which has been subscribed and paid in.

Detroit—Geraldine, Inc., 1410 Washington Blvd., has been incorporated to deal in women's apparel and furnishings, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Harbor Springs—William J. Barney and A. Stuart MacArthur have organized the Barney & MacArthur Linens, to conduct linen stores in Petoskey in the summer and a year round store at 205 East 34th street, Indianapolis, Ind.

Allegan—The Zervas Implement Co., 128 Hubbard street, has merged its business into a stock company under the same style with an authorized

capital stock of \$25,000, \$6,900 of which has been subscribed and paid in in property.

Ferndale—Krieg Bros., Inc., 523 Nine Mile Road, West, dealer in paints, varnishes, lacquers, etc., has merged the business into a stock company under the same style with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed, \$2,500 paid in in cash and \$15,850.52 in property.

Pontiac—Lester Moss, formerly proprietor of the Moss Cut Rate store at Royal Oak, is on trial in circuit court on a charge of arson, growing out of the burning of his store last spring. Chief Charles Henning and Detective Elmer Ball testified they found merchandise in the store soaked with kerosene and gasoline.

Flint—Carpenter Bakeries, Inc., 107 East Court street, has been dissolved and the Carpenter Bakery Co. organized in its place with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property. The company will conduct a wholesale and retail bakery and deal in confectionery.

Manufacturing Matters.

Monroe—The Detroit Stoker Co. has plans for factory additions to cost \$20,000.

Detroit—The Walter Machine Co., 500 Bellevue avenue, has changed its name to the Walter Machine & Screw Co.

Lansing—Lansing has seventy-seven industrial plants manufacturing practically everything from gum to automobiles, according to a list compiled by the Chamber of Commerce.

Kalamazoo—The All Tile, Inc., capital \$50,000, has been organized to market all-tile silos on the basis of patents held by Percy Fish, for many years with the Michigan Silo Co. and now president of the new concern.

Detroit—The Industrial Soap Vending Corporation, 2113 Grand River avenue, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed, \$1,000 paid in in cash and \$12,500 in property.

Detroit—The Acme Soap Co., 325 West Jefferson avenue, has been incorporated to manufacture and deal in soap and janitors' supplies, with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in property.

Ionia—The Ionia Corporation, 240 South Steele street, has been incorporated to manufacture and deal in goods and wares with an authorized capital stock of 5,000 shares at \$10 a share, \$28,500 being subscribed and paid in in cash.

Argentine—Harry S. Bennett, of Detroit, is treasurer and general manager of the Argentine Manufacturing Co., which will establish a furniture plant at this place. The holdings of the Argentine Light and Power Co. have been acquired.

Detroit—The Stannus Propeller Corporation, 3401 Illinois street, has been incorporated to manufacture marine and other propellers and marine engine parts, with an authorized capital stock

of \$22,000, \$16,820 of which has been subscribed and paid in.

Detroit—The Acme Janitor Supply Co., 324 West Woodbridge street, has been incorporated to manufacture and deal in soap, perfume and laundry supplies with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in property.

Detroit—The New Era Case & Manufacturing Co., 955 East Vernor Highway, has been incorporated to manufacture and sell show cases and other store fixtures, with an authorized capital stock of 5,000 shares at \$10 a share, \$10,820 being subscribed and paid in in property.

Kalamazoo—The Paper Products Manufacturing Co. will increase its factory space to 45,000 square feet and will double its capital stock structure from 30,000 to 60,000 shares of no par common. After giving effect to present financing, the company will show total resources of \$228,427.58.

Incidents of Pioneer Days in Ionia County.

In recalling the experiences of the early settlers of Grand River Valley, writers of history devote pages to the hardships and sufferings the pioneers were obliged to endure. Still there were many humorous incidents in the lives of the people, some of which have been preserved. Alonzo Sessions, an intelligent farmer of Ionia county, remembered an occurrence in which John C. Blanchard, a noted attorney of the latter part of the past century, was a participant. Blanchard often appeared in the trial of civil and criminal cases in Grand Rapids and was highly esteemed by Judge W. B. Perkins, Mark Norris, Fred A. Maynard and other veterans of the bar of Kent county. Blanchard was active in politics. As a spell binder he had few equals. He was also a devout member of the Methodist church at Ionia.

Two girls named Hunt, who went into the woods to gather blackberries, treed a bear. One stayed for the purpose of keeping the animal up the tree, while the other ran to Blanchard's office for help. Blanchard rallied several men, who went to the spot with dogs and guns in short order. Finding the bear still in the tree, instead of shooting the animal, the men decided to have some sport. Bruin was invited to come down and play with the dogs. Instead of responding to the invitation, Bruin indicated his disinclination to play with dogs. Blanchard offered to bring him down. The tree forked near the ground. Bruin occupied one branch and Blanchard, seizing a club, sprang up the other and struck the bear, who seemed to feel deeply insulted. Clinging with one paw to the limb the bear made a sweep with the other, missing Blanchard by one inch. Blanchard's coat, vest and shirt were ripped off by the blow, but he clung to the limb, badly scared. The men of the party came to Blanchard's relief and shot the bear.

Blanchard was a master of ceremonies at a wedding of a pair of pioneers in a log house with but one room. The officiating officer was a newly-elected justice of the peace, who

had never witnessed a marriage ceremony. Being a justice, he knew it was his duty to swear people, but he was sadly puzzled as to what kind of an oath he should administer to the applicants for matrimonial service. All were ready; the couple had descended from the loft on a ladder and were duly paraded by Blanchard before the justice. He (the justice), greatly confused, did not know how to proceed. He stood as if petrified until Blanchard ordered him to go ahead. The justice finally said: "Jeremiah Hunt, hold up your hand. Do you swear by God Almighty that you will take this woman for your wife?"

The groom answered, "Yes."

"Miss Anna Prip, do you swear by God Almighty that you take this man for your husband?"

The bride answered, "Yes."

"Then I swear by God Almighty that you are man and wife, and God Almighty's curse be on the one that shall separate you. Amen."

Blanchard and a young companion were students in the office of Lawyer Ruffe. On a certain occasion Mr. Ruffe sent them to a justice court, located in a neighboring township, to try a case. En route the young men discussed animatedly their first case. It was arranged between them that Blanchard should examine the witnesses, while his companion would plead. The justice lived in a log house located on the side of a hill. The rear was several feet above the ground. Young Blackstone arose. After the testimony of witnesses had been taken he began to present his plea. "May it please the court, sir," he commenced. And then found himself unable to proceed. He hemmed and hawed and finally uttered, "May it please the court, Sir!" and stuck again. Growing desperate for the third time he exploded, "May it please the court, sir!" Stepping back the orator fell through an open door and tumbled head over heels down the hill. Crawling back on hands and knees to the open door he exclaimed "You can go to Satan's paradise with your old court."

Mr. Sessions was responsible for the following story, related to Franklin Everett. Old parson Jennings visited the log cabin of a parishoner. The wife of the owner complained of hard times. He took her to task for grumbling, which he said was unchristian, declaring that if one had a supply of potatoes and salt he should be content and thankful to God for the blessings he enjoyed. Of course, in deference to the dictum of the preacher, she became silent. In due time the preacher was invited to take supper with the family. On the table he noticed a fine lot of baked potatoes and some salt—nothing else. The minister reverently and with full expression of thankfulness invoked a blessing and sat down. Looking at the table and then at the woman, he said: "Potatoes and salt are good food and we ought to be thankful to God for His bountiful supply of them. But it does seem to me that since I am a minister of the gospel, I ought to have a little butter."

Arthur Scott White.

Essential Features of the Grocery Staples.

Sugar—The market is lower than a week ago. Jobbers hold cane granulated at 6c and beet granulated at 5.80c.

Canned Fruits—Canned fruits are quiet, and there is very little buying for replacement here. No marked changes have been effected.

Canned Vegetables—Prices on canned foods have shown little fluctuation this week and there have been no outstanding revisions anywhere in the list. The tomato market has ruled quiet in all quarters, but prevailing quotations are about the same as two weeks ago, with a slight tendency among some of the more impatient canners to reduce prices on 2s and 10s. Corn and peas have failed to arouse much local interest and there is apparently not a great deal of need here for spots. Jobbers have been buying pumpkin from the South and Mid-West in a fair way, anticipating Thanksgiving and fall requirements. String beans are held rather firmly by Southern packers, as a better general demand seems to have developed.

Canned Fish—Fish packs rule quiet, with prices steady on the spot and in primary centers.

Dried Fruits—The chief activity in the dried fruits business has been the arrival of goods from primary markets, as buying has been quiet, with most of the trade well covered for the time being. Interest has centered in the holiday lines, with figs, dates and raisins coming in for a good share of buyers' interest. There have been a few, but no heavy arrivals of new crop dates from abroad during the past few days, and the situation at present may be described as fairly strong, with the comparatively low prices attracting an unusually good consumer demand. Half-boxes have sold exceptionally well this year, and spot stocks have been materially reduced, so that the outlook is for a firm market on this size. Heavy shipments of dates from Persia are scheduled to arrive next week, and prices may decline on a number of items. New new shipments of Smyrna figs have entered this country in the past two weeks, and with stocks already extremely light, a very strong market is in evidence. Few offerings are being made and prices are nominal. A good many cellophane packaged figs have been detained by the inspection officials, and it appears as though there will be a shortage this year in that item. During the next three weeks a number of shipments of Smyrna figs are due to arrive, and these are being anxiously awaited by the local importers. In the major dried fruits, activity has been lacking, although the everpresent routine trade is being cared for, and the market is maintained with a fair degree of steadiness. Price-cutting has been a little more general lately, but no underlying weakness is signified, as it is the result of prolonged quiet demand rather than an overloaded condition.

Salt Fish—Salt mackerel are in good demand according to reports from Gloucester, but the shore fleet has not landed any fish for some time. Lo-

cally, the market is rather quiet, although a normal seasonal business is passing. No recent news in regard to fishing in Ireland or Norway has been received.

Nuts—There has been a good movement of all nuts in the shell this week, in keeping with the season, and grocers generally have been covering their holiday needs in satisfactory volume. The market has held firm at former levels, with no price changes occurring in the major items. Brazils in the shell have sold well, and so have domestic walnuts, these two varieties have attracted interested buying ever since the season began, apparently on account of the attractively low prices that have prevailed. Word comes from Georgia that the pecan crop in that State is showing more distress effects of the storm last summer than was earlier believed. An estimate of the total output this year indicates only 20 per cent. of a crop. One of the important dealers in Georgia is reported to have advanced his prices on all varieties of pecans in the shell to the extent of 4c per pound. Demand is brisk from all distributing centers and holders are not inclined to part with their goods unless at higher prices. Shelled nuts have sold in normal volume, but there has been no drastic change in market conditions during the week. Spot prices have held firm, and cables from primary centers have shown no reductions.

Pickles—Packers are still withdrawn on most pickles. Genuine dills are scarce, and it is heard that deliveries will not amount to more than 60 per cent., against contracts. Owing to the short pack this year prices rule high on all varieties. Large pickles are in short supply, and this has turned the demand to mediums. Most packers are confining their sales to their regular trade, turning down any new business. Sweet pickles of all sizes, as well as sweet mixed and sweet relish, are selling in good volume to distributing centers all over the country. A general shortage of all pickles throughout the coming season is anticipated, with a higher range of prices.

Rice—There is still some pressure to sell Blue Rose in the South, but the market down there does not weaken further, and in the other varieties a firm undertone prevails. Statistics rather favor the market.

Sauerkraut—Demand for shipping cabbage has been strong all fall. Prices have ruled high, so that kraut packers have had stiff competition. Most packers are still withdrawn from the market and some have already announced pro rata deliveries. The general belief up-State is that deliveries of bulk kraut will reach about 90 per cent.

Vinegar—The market is quiet, with quotations unchanged.

Review of the Produce Market.

Apples—Wealthy command \$1.75@2; Wolf River, \$1.50@1.75 (bakers, \$2.25); Shiawassee, \$2@2.25; Jonathans, \$2.50@2.75; Snow, \$1.75@2; Baldwin, \$1.50@1.75; Talman Sweet, \$2.25; No. 1 Northern Spys, \$2@2.50; No. 2 ditto, \$1.50.

Bagas—90c for 50 lb. sack.

Bananas—7½@8c per lb.

Beets—\$1.25 per bu.

Brussel Sprouts—28c per qt.

Butter—The market is stronger and 2c higher than a week ago. Jobbers hold prints at 45c and 65 lb. tubs at 43c.

Cabbage—\$1 per bu. for white and \$1.75 for red.

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

Cauliflower—\$2@2.25 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.

Early Black; Late Howe commands \$4.50 for ¼ bbl. and \$8.50 for ½ bbl.

Cucumbers—\$2.50 per doz. for Calif. hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$7.75

Light Red Kidney ----- 8.50

Dark Red Kidney ----- 8.25

Eggs—The market is about the same as a week ago. Local jobbers pay 50c for strictly fresh hen's eggs and 40c for pullet's eggs. Cold storage operators are offering their holdings as follows:

XX April ----- 42c

X ----- 38c

Checks ----- 34c

Egg Plant—15c apiece.

Garlic—23c per lb.

Grape Fruit—\$4.50@5 for all sizes.

The quality of the Florida crop is especially good this season.

Grapes—Calif. Emperors are held at \$2 per lug.

Green Onions—Shallots, \$1 per doz.

Green Peas—\$5.50 per bu. for Calif. grown.

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 -- \$3.50

Imperial Valley, 5s, per crate -- \$4.00

Hot house grown, per lb. ----- 10c

Limes—\$1.50 per box.

Lima Beans—30c per qt.

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, \$1.75 per 100 lb. sack; white, \$2.25.

Parsley—40c per doz. bunches.

Pears—Kieffers, \$1@1.50 per bu.; Calif. Bartlett, \$4.25 per box.

Peppers—Red, 40c per doz.; Green, 30c per doz.

Potatoes—Home grown, \$1.75 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.25; Idaho stock is meeting with an increasing demand on the basis of \$4

per 100 lb. bag; Idaho bakers command \$4.15 per box of 60 or 70.

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—60c per doz. bunches of hot house.

Spinach—\$1.40 per bu.

Squash—Hubbard, \$3 per 100 lbs.

Tomatoes—\$1.50 for 10 lb. basket, Florida stock.

Turnips—\$1.40 per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c

Good ----- 15c

Medium ----- 12c

Poor ----- 10c

Pitiless Fashion.

Fashion is as indifferent as the wind to the effect of its changes. A variation in woman's costume may ruin a whole industry, but this possibility does not prevent the change.

Statisticians have been telling us that if the length of women's dresses were increased by six inches the change would make the dress goods industry more prosperous than it has been since short skirts began to be worn. The vogue of silk stockings has seriously affected the business of the makers of cotton stockings, and the use of natural or artificial silk instead of cotton for dresses has reduced the demand for cotton and reduced the profits of the cotton growers. The cotton mills also have suffered because of the falling off in the demand for what they make.

And now word comes from South Africa that the change in millinery fashions has ruined the ostrich-raising industry. For more than thirty years the ostrich raisers were the most prosperous farmers in that part of the world. There were about 750,000 ostriches in captivity. A pedigreed breeding bird was worth from \$5,000 to \$7,000, and the land on which the birds were kept sold for \$1,000 an acre. But in 1913 the demand for ostrich feathers began to decline as the picture hat was superseded by something smaller and less spectacular. There was no room on the new hat for a flowing plume.

The South African ostrich farmers are killing their birds. The land on which they are kept is devoted to tobacco raising, perhaps to supply cigarettes to the women who no longer care for feathers. And the great feather market where the plumes were bought and sold is devoted to less picturesque uses. And the ostrich raisers who did not adjust themselves in time to the changing fashion are bankrupt. They are not like the American carriage makers, who devoted their shops to the manufacture of automobile bodies when the motorcar boom came.

It takes no longer to build a good character than a bad one, so why waste time acquiring a moral liability?

When Landlords Are Responsible For Leaky Roofs.

Where a retail merchant occupies leased premises, the question of his right to hold his landlord liable for injury to goods, caused by a failure to make proper repairs, may be one of considerable importance. In other words, if a landlord refuses or neglects to repair a roof, gutter or piping and the merchant's stock is damaged through leakage, is the landlord liable for the loss?

In the first place, it may be stated broadly that the rights of a merchant in a situation of this kind will usually depend upon the terms of his lease. But, assuming that under a lease it is the duty of a landlord to keep the roof, guttering, etc., in condition, as is usually the case where several tenants occupy the same building, the landlord's liability for a loss caused by leakage will depend upon whether or not he has been negligent in his duty to make repairs. For example:

If a sudden and violent storm springs a leak in a roof which results in the drenching of a merchant's stock, the landlord would hardly be liable and might well contend that the loss was caused by an act of God. So too, if a loss from leakage results from broken pipes or defective roof, of which the landlord had no notice in time to repair, he would not be held liable merely because he was the landlord.

On the other hand, where a landlord has due notice of a defective roof and refuses or neglects to make needed repairs, in the face of his duty to do so, he will usually incur liability if his tenants suffer injury thereby. In other words, the landlord may be held liable on the ground of his negligence. And, some courts have even held that though the lease provides against liability of the landlord for damage caused by leakage, this does not excuse his negligence. To illustrate:

In one case of this kind, a merchant leased a store room in a building. The lease was for a term of years, and contained, among other things, the following provision:

"It is expressly agreed that the landlord shall not be liable for any damage by water or other leakage in or about the said building."

Now, at this point, it may be noted that the landlord had control of the roof, hallways, entrance, and other parts of the building that were used in common by the tenants. A leak developed in the roof, and the landlord was notified of this fact but neglected to have it repaired for several months. Following this, during a heavy rain, the water backed up on the roof and poured through into the merchant's store room, causing great damage to his stock. In construing the exemption provision in the lease, and in holding the landlord liable, the court said:

"The landlord is not to be liable for damages caused by wear and tear, or inherent defects, or the action of the elements, although by the exercise of active vigilance he might have prevented such damages; but it does not exempt him from his liability to repair actual defects, when called to his attention, or from acts of affirmative negligence.

"The tenant cannot repair the parts of the building in the landlord's control, and it was obviously the intent of the parties that the landlord should continue to make these repairs. If he is negligent in making them when called to his attention, the lease should not be interpreted as exempting him from liability.

"Applying this rule to the fact in this case the landlord is liable for his failure to repair the roof, if he had actual knowledge that the roof was leaking during a period when he could have repaired it; but he is not liable for his failure to discover the leaky condition during a period when a landlord could not reasonably be expected to discover such condition. In other words, he may be liable on the theory of actual notice, but not on the theory of constructive notice."

It is clear that, since each case of this kind must necessarily be decided in the light of its particular facts, the subject cannot be covered by the statement of any hard and fast rule. However, as illustrated in the case reviewed, where there is a duty resting upon a landlord to repair and he has actual notice of the need of repairs, he will usually be liable for his negligence in failing to make them. In view of which, a merchant tenant should, for his own protection, promptly notify his landlord of needed repairs of this kind in order to keep the record clear, in case damage to his stock results from a failure of his landlord to heed such notice. Leslie Childs.

Side Lights on Gen William A. Richmond.

A substantial old style solid brick house surmounts the highest point of land in the city of Grand Rapids. It is located on North College avenue, a short distance from Carrier Creek. Its elevation above the roadway is upward of one hundred feet. The house was erected many years ago by General William A. Richmond. From its windows wonderful views of the city and its surrounding regions are obtainable. General Richmond occupied the house from the day of its completion until his death occurred, more than fifty years ago. The late Rebecca Richmond, noted philanthropist, and her sister, Mrs. Charles Kendall, daughters of General and Mrs. Richmond, were born in this house.

General Richmond, a pioneer settler of Grand Rapids, was prominent in the affairs of the local community as well as the State. A short biography, written by Rebecca Richmond, reveals modestly the activities of her father.

General Richmond was born at Aurora, N. Y. on Jan. 28, 1808. He studied in private schools and Cayuga Academy. Intervals of study were devoted to his father's farm. In the year 1826 he obtained employment as salesman for Henry Howard, a merchant. In later years Mr. Howard moved to Michigan and eventually won an election to the office of State Treasurer. General Richmond came to Michigan in 1826, joining an exploration party, which penetrated the wilderness as far as Pontiac. Upon his return to New York he was employed as a salesman by a dealer in silks, with

whom he remained two years. Afterward he engaged in selling merchandise on his own account. In the summer of 1834, he again came to Michigan with the intention of locating. "Having been attacked," Miss Richmond wrote, "with cholera and afterward with bilious fever—the faithful guardian of Western wilds—he retreated from the apparently unfriendly soil."

In 1836 General Richmond decided to try his fortunes again among the Wolverines and traveled from Aurora to Grand Rapids, a smart little trading post of 200 people, on the back of a horse. He decided to locate here and purchased a one-eighth interest in Kent plat and became a dealer in real estate. In the same year he was elected a delegate to a convention called for the purpose of framing a constitution for the organization of the territory of Michigan as a state. President Van Buren appointed General Richmond as receiver of the Government land office at Ionia. In 1845 he received from President Polk an appointment as superintendent of Indian affairs. From 1842 until 1845 he was a member of the State Senate; in 1850 a candidate for Lieutenant Governor and was actively employed as a promoter of enterprises designed to build a system of railroads on State account. He was a director of the Michigan Southern, now an important division of the New York Central Railroad. When war between the states of Ohio and Michigan became imminent over the question of the boundary line between the states, Governor Barry conferred the rank of general on Mr. Richmond. Although he was untrained in military tactics, he prepared himself for efficient service when needed. A few companies of militia were organized, armed, equipped and prepared for a war which did not materialize. The Congress of the United States conveyed the region known as the Upper Peninsula to Michigan and permitted the State of Ohio to retain the disputed Toledo strip. General Richmond's name is enrolled among Michigan's honored pioneers. He died at his home in Grand Rapids in 1870, aged 62.

Among the many generous contributions made by Miss Richmond during her life were substantial sums for schools, churches and charitable institutions and a beautiful tract of land

for the use of the public, known as Richmond Hills. The name does not indicate the appreciation citizens feel for the generosity of Miss Richmond. A beautiful park on the Western boundary of the city bears the honored name of John Ball, a worthy pioneer. "Richmond Hills" does not confer upon Miss Richmond the distinction that the city authorities gave to Mr. Ball. Why not change the title of the park to Rebecca Richmond Hills?

Arthur Scott White.

Why Margin Is Figured on Selling Price.

1. Because neither margin nor profit is made until the sale is made.
2. Because all other retail business figures are based on relation to sales.
3. Because expenses are figured in relation to sales.
4. Because taxes are based on sales.
5. Because total sales are usually available at glance.
6. Because allowance and discounts are made on sales.
7. Because commission payments are always based on sales.
8. Because chain stores, department stores and all successful stores everywhere figure margin on selling price.
9. Because this method truthfully represents the per cent. you make on a sale to a customer.
10. Figuring selling price on cost exaggerates the percentage and is misleading. A mark up of 100 per cent. is only 50 per cent. of selling price.

Practice Plainly Illegal.

The idea of doing things secretly rather than openly does not reach back to the motive only as it affects legislation, but it is a general principle. It has just been given further recognition by the Federal Trade Commission in connection with rules governing trade practice conferences. Formerly the giving of rebates, refunds, credits, etc., to certain purchasers or employees of customers was accepted as a group two rule, or expressions of the trade, in declaring the practice to be unfair. Now the term "secret" has been inserted in the rule, so as to cover secret rebates, etc., and made a group one rule, meaning that the practice is plainly illegal.

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Degenerated Into a Piece of Excess Baggage.

There is, in Michigan, a Chamber of Commerce, very charitably so-called. To apply the name truthfully requires that the keenest of imaginations must be strained to the limit. Instead of being a two-fisted advocate of anything and everything that could be designed for the good of its community, it has degenerated into a piece of excess baggage, whose only visible functions consist in paying a secretary's salary, furnishing facilities for a weekly noon luncheon and struggling to keep a remnant of its one-time membership still whipped into line, as paying members.

The local men of Main street have ceased to complain of its lack of spine and initiative. They recognize it for just what it is—a splendid candidate for the undertaker. They merely hope against hope that the next election will see it pass out without further struggle and remain only a memory of things that were good in their day, but long outlived.

This is pitiful. Certainly, the average community never needed an active Chamber of Commerce more than to-day. There never was a time in the career of the independent merchant when a local Chamber could be more directly contributive to his benefit and help. It is a sorry picture when merchants look upon a Chamber failure and decide that the failure is proof of the failure of Chambers of Commerce in general.

But that is not the worst.

In that same locality, the manager of a large chain store is already active in working up a little clique of his own, with the idea of reorganizing the Chamber of Commerce along lines of his own designing, and in keeping with the National policy of his house, which is widely known for its "participation in community affairs."

Needless to say, this gentleman has gathered about him other syndicate-minded men to promote his plan. Some of them are independent merchants, but men who are pro-syndicate in their personal leanings. If he is successful in his plan, the Chamber of Commerce will re-organize and go on, not as a spineless thing that has failed to help the local independent, but as a dynamic thing that will deliberately oppose anything that may not suit the purposes of the independent's syndicate enemies.

This is no hypothetical case. It is actually a local condition in a Michigan community, whose name I omit for obvious reasons. When, in the name of sense, will local merchants wake up to the two-fold fact: (1) That they must have a Chamber of Commerce or some kindred organization to safeguard their common interests in the community; and (2) That it must be kept free from entanglements with those who come in from outside, operating as leeches upon the neighborhood and who can have no possible legitimate concern for the local community, except as it shall be fully subservient to their cash registers? How long, Michigan, how long? Will the time ever come when our Chambers of

Commerce will be as local in their rosters as they are local in their programs? A defunct Chamber of Commerce is sad enough, but far preferable to one which has fallen into the hands of outside pirates whose sole purpose is its exploitation to suit their selfish ends.

This case came to my attention this past week, while going about the State on my regular duties. I bring it to attention here as a vivid horrible example of what should not be, some of the opinions of my critics to the contrary notwithstanding.

W. H. Caslow.

When On Your Way, See Onaway.

Onaway, Nov. 5—The second week of the October term of the Circuit Court is in session at Onaway, Judge Fred P. Smith presiding. The cases, both criminal and civil, are long drawn out and will consume at least two full weeks.

Potato hauling is the order of the day. Two cars were shipped out this week at \$1.25 per bushel. The yield is fair and the quality excellent.

Presque Isle county is rapidly coming to the front as a potato section, owing to the reputation of its certified seed.

The large barn on the Brenizer farm burned Friday night, consuming sixty tons of hay and valuable implements. The origin of the fire is unknown, but believed to be spontaneous combustion.

Our sister village of Millersburg suffered a very serious fire Friday night, wiping out several store buildings. Hawk's hardware store, Atkins shoe, clothing and furniture store, Roadhouse general store, Lown grocery and other buildings. Onaway fire engine responded, also fire truck from Rogers City.

Presque Isle county sent the following delegates to the East Michigan Tourist meeting, held in Bay City Oct. 24: J. R. Snody and Will B. Gregg, of Onaway; Richard Noffze, of Hawks, and Max Kowalewsky, of Metz. It was the largest and most enthusiastic meeting in the history of the organization.

The annual joint banquet, embracing the East Michigan Tourist Association and the Northeastern Development Bureau was held in the evening at the Wenonah Hotel. It brought out a gathering of nearly 500 and the capacity of the auditorium was tested. A group picture was taken outside the log office in the afternoon. Emory Parnell, the one-man band of Detroit, supplied music for the banquet. Vaudeville acts included Dawn, Hamilton and Eva, three girls known in big time vaudeville as "We Blondes," and Helen Simkins, pianist, who has played over radio WWJ and WJR. Michael Gorman, managing editor of the Flint Journal, acting in the capacity of toastmaster was a whole show. Prominent speakers were R. G. Schreck, supervisor Huron National Forest; Congressman Roy O. Woodruff, Bay City; Arthur W. Stace, Ann Arbor; Grover C. Dillman, State Highway Commissioner; A. C. McKinnon, Bay City; Floyd A. Allen and Louis C. Crampton.

Principal topics: Michigan's fine scenery, climate, pure water, beautiful lakes, road building, re-forestation, winter sports, agriculture, dairy and fruits. Squire Signal.

Objection Sustained.

Coo: They tell me college men can't work their way to Europe on cattle boats any more.

Lidge: Why is that?

Coo: The cattle objected.



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CRITICISM OF THE SENATE.

Derision and censure are accorded the Senate for its delay in tariff legislation, but a fair examination of its work in all but a few particulars does not uphold its critics. A reactionary Senator was at great pains recently to analyze the time used in debate and he utterly failed to show how much had been consumed up to the point where the Senate received the proposed legislation. The White House statement issued last week was wide open to the charge of striving obviously to create the impression that the Senate had disposed of no business, because it was still engaged on Schedule 1, with fifteen schedules to work out. Actually, its most important business was completed when the administrative provisions of the new tariff were disposed of, since these sections are admittedly the heart of any tariff.

What the critics of the Senate have not taken into account is that a fair bill would have encountered little trouble and probably no delay. If the President had insisted upon his campaign promises and his recommendations to Congress, the House bill would not have contained its ridiculous increases and schemes for piling further boosts on these increases. The House was commended for its speed, but it was the speed of a theft. In the last analysis the administration is responsible for having sanctioned any such proposals to come before the Senate.

To the difficulty of having absurd plans and rates to consider, the Senate has also been handicapped by its uncertain political complexion. The newly formed coalition has naturally had to go slow to conserve its gains. Its members have had to make doubly sure that the iniquities of the bill were exposed so that their voting strength might be sustained and extended if possible.

Neither ridicule nor reprimand should be visited upon this valiant attempt to defeat reactionary forces which would place additional burdens on the public and injure the real business welfare of the country. The present critics of the Senate are the first to deplore public lack of interest in the affairs of Government. It is strange to see them laughing or angry at a sincere attempt to have the average citizen know what the tariff is all about.

LESSON OF THE STOCK CRASH

The real cure for disasters like last week's stock crash lies in the return to a simpler, saner mode of life. It is the fear of want, being left behind, being outdone, being non-inclusive in a set where wealth is the password rather than worth which sets the pace. It required something like last week to reduce things to their true proportions. The material world is standing too near us all, and only in these moments does the spiritual world have a chance to make its appeal felt. Any discipline, however severe, to our hearts, thoughts and works should be welcomed.

Many persons believe that to get is to be happy; that to have is to be satisfied. They neglect spiritual riches for material riches which do not bring

happiness. Happiness depends on what we are and what we are to become rather than on what we possess.

The end of life is to acquire not material riches, but riches of character. Material riches are perishable things that can be stolen by thieves and spoiled by rust, but the riches of the soul bring happiness on earth and are treasured up in Heaven. It is not riches, however, that are evil; it is the love of riches that is the root of evil.

An interesting analysis of the American mind may be obtained from the Wall street crash. It reveals the great and cumulative power of the instinct fear, and the weak and hesitant power of faith. These characteristics also reveal themselves in the field of religion and conduct. Faith in God is an easy and perfunctory thing, so long as times are prosperous and worries are few; but let a catastrophe, financial or otherwise, occur, and faith seems to depart on wings.

The man who builds a niche for himself in this world, who focuses his life on high levels, who strives to develop a purposeful personality, will have something strong and sound to stand on when disaster confronts him and his faith will fortify him in all his problems.

SOUND BUSINESS PROOF.

Back of tremendous happenings in the security markets last week, business pursued much of its recent course. Strangely enough, although entirely in line with what was expected, commodity prices reflected only to a very slight degree the collapse in stocks. This testified again to the lack of speculation in commodities and the sound condition of business. The Analyst weekly index of wholesale commodity prices fell only 1 per cent. but merely followed the trend which has been in force since July. The index now stands at 144 as against 148.8 a year ago, the principal declines having occurred in textiles and farm products. Only the miscellaneous and metal groups show gains.

In industry there was little in the way of development with the single exception of the Ford cut in prices. This was done, it was stated, to help business, but the trade saw in it a move to clear the way for new models. The market for automobiles has not been helped, of course, by the sums lost in Wall Street and the sales have been lagging. Output is also curtailed, which affects employment and also activities in supplying industries. Steel operations continue to feel losses from this cause and the recent rate of operations is barely held. Building contracts for October may disclose a decline of 26 per cent. under last year.

From a leading city last week came word that a moratorium on first mortgages was being sought. This may or may not prove significant as evidence that, despite easier financing for building as a result of the release of funds from the stock market, there remains an inflated real estate market to be dealt with. Time will tell whether there is to be deflation here and in the great volume of goods involved in instalment purchasing. These are agreed

to be tinder which the security explosion may have ignited.

MOVES TO AID CONFIDENCE.

Since business was in good shape when the bottom fell out of the stock market, it was natural to expect that numerous assurances would be given that while woe had befallen security holders there was nothing wrong with trade or industry. But in many directions ways have been found and used to mitigate the losses and unfavorable influences caused by the collapse in stocks. Several large concerns went to the aid of employees caught in the Wall Street maelstrom. Stores advertised that they would pay cash, if needed, to manufacturers who had bills not yet due. Others advertised cash offers for merchandise.

From high quarters came the advice to credit men that, while they should exercise due caution, it would hurt the situation for them as well as others to press debtors or to tighten up on lines of accommodation. A restriction of credit would only serve, it was pointed out, to reduce buying, cut manufacturing operations, lessen employment and adversely affect purchasing power.

Merchants are advised to make no drastic changes in their merchandising activities until it is very certain that the condition or type of demand has turned definitely one way or another. Manufacturers are urged to proceed with their operations and not to dismiss workers whose buying power is so urgently needed to enable trade and industry to maintain smooth progress.

All this is sound counsel and business should benefit if it is fully heeded. After all, though it scarcely reconciles them to their losses, the speculators lost in most cases only surplus funds which were not being utilized for trade purposes. Business may even gain as the Street loses its attraction.

RETAIL THEME CHOSEN.

The organized dry goods retailers have chosen the theme for their convention next February, but the slogan to express it has not yet appeared. "Store-mindedness" is a rather awkward idea to capture neatly in a fitting phrase. The thought covers, however, a number of very important matters in store management and, if applied, possesses high potentials of profit and good-will.

Primarily, "store-mindedness" means a shaping of merchandising practice so that the whole store, its owners, management and personnel, may benefit and in turn translate those benefits into economies and service to the consumer, value to the community and satisfactory business for its supply sources.

In a practical fashion, "store-mindedness" should bring more even results throughout the store and add to its net profits. It should lead to thoroughgoing analysis of all departments so that profits may come from all and not from a minority of departments, as the case is so often now. If such an end is only partially achieved, it would mean great progress.

The theme chosen by the retailers also means the promotion of ensemble

selling—team-work in buying and selling to enable customers to shop more easily and with more satisfactory results.

After all, when "store-mindedness" is analyzed it means store teamwork. At college this is called spirit—college spirit. "Store Spirit" may be the phrase that is sought, and, whether it is or not, it is what successful stores have.

DRY GOODS CONDITIONS.

What the past month will show when the trade returns are ready is just now rather difficult to judge. The closing days yielded uncertain results and the earlier part of the month suffered from weather and style hesitation. However, it is felt that the comparison will not be so unfavorable, considering these circumstances. The first large mail-order company to report its October sales cited a gain of 20 per cent. over the same month last year. This brought its increase for ten months to 29 per cent. The head of this concern stated that both mail order and chain store sales had gained and that the increases were distributed through all sections of the country.

So far the wholesale markets report no appreciable reaction from the stock-market decline. Orders have not been heavy, but they have suffered no serious contraction. Cancellations are not notable. Fortunately, the markets were in an unusually good position to withstand shock. Supplies were not only scant in most lines, but deliveries backward. The feeling is now that the recovery in stocks, the easing of money rates, the absence of distress merchandise and the general effort to push business should overcome temporary hesitation and finally result in good holiday volume, if there are no unfavorable developments in the meantime.

NEW HUMAN MODELS.

Dr. Yusaburo Noguchi, a Japanese biologist, has undertaken a large order in declaring that through electrical nutrition and glandular control he can change the racial characteristics of human beings, even to the pigmentation of their skin. Before we can quite believe that Japanese can be turned into Caucasians we shall have to see the experiment performed.

Nevertheless, there is no question that the increasing knowledge of the scientist concerning the causes of differing human characteristics is opening a wide field for development. The direction it will take, however, is not that of tampering with racial attributes but rather of counteracting physical and mental deficiencies by stimulating or bringing artificial diminution to bear upon certain glandular secretions. Here is hope of help for underdeveloped children.

Man is only too glad to receive such aid from the scientist, but he has no desire, thank you, to be remodeled by any human agency.

Babe Ruth has faith in his ability to "get home." You?

An idle tongue makes nothing but trouble.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The first stop on our Saturday Out Around was at the boiler works of Johnson Bros., at Ferrysburg, where I had the good fortune to meet a grandson of the founder of the great establishment which has been the outstanding feature of the Spring Lake district for the past sixty or seventy years. When the plant was established it specialized on marine boilers. Those were the days when Lumber was King. There were always a dozen or fifteen vessels in Grand Haven and Spring Lake and every sawmill operator had from two to five tug boats to handle his logs. This condition meant much business for a boiler factory, both for new boilers and repairs on boilers already in use. With the decline of the lumber industry the Johnson plant turned its attention to the production of boilers for use in connection with excavating machinery. I recall that when I visited the Canal Zone in 1912, when the Panama Canal was under construction, I commented on the capacity of the enormous machines used for excavating purposes. In my letters to the Tradesman, written from the Canal Zone, in which I undertook to describe the gigantic machinery used in excavating, I chronicled the fact that the steam shovels came from Bucyrus, Ohio, and the boilers from Ferrysburg, Mich. Now that the manufacturers of steam shovels are, to some extent substituting gasoline for steam power, Johnson Bros.—ever on the alert to anticipate a revolution in their business—have decided to engage in the production of steam boilers for heating purposes and will soon have on the market a complete line of boilers adapted to the new field they feel forced to invade and conquer. Such a condition inevitably faces manufacturers and merchants in every line of human endeavor. Times frequently bring rapid changes. The man who caters to the public has to revise his lines frequently in order to meet the requirements which are forced on him by a fickle and exacting public.

I was surprised to have Mr. Johnson tell me that gasoline was taking the place of steam in the excavating machinery field, because I had just read a remarkable bulletin put out by the Standard Trade and Specialty Service containing an exhaustive and comprehensive brief on the subject of the Diesel engine, in which the following statement was made:

The steam engine, because of its tugging trait and persistence under load, is still in preferred position in the excavating machinery field. However, the Diesel, with its fuel economy and good torque characteristics, is finding increasing use in this division. Torque is equally as important as power in this machinery and such equipment must be designed to meet both these requirements. The gasoline engine is not so well suited as the Diesel in low speeds, as it stalls more readily, and the new high speed and comparatively compact Diesel has opened the way for strenuous competition with the gasoline motor. There

is no need of reducing the weight of the engines installed in shovels, because of the counter balance requirement.

Referring again to the publication from which I make the above quotation, I think I ought to say a word of commendation. The Service consists of from one to three bulletins every week day. It costs \$180 per year and is—to me—the most valuable publication I have ever had brought to my attention. When I think of the short-sighted merchants—fortunately few and far between—who cannot afford to pay \$3 per for a trade journal like the Tradesman (which is guaranteed to make every merchant who takes it and avails himself of its advice, \$10 for every dollar he pays me) and then recall how gladly I pay \$180 per year for a publication which gives me no more pleasure and satisfaction than the Tradesman can give the progressive merchant, I naturally speculate on the short-sightedness of any merchant who thinks he can win success solely by the use of his hands, without the assistance of his head.

While attempting to place some Hallowe'en goods upon a shelf of his drug store last Friday night, Montague Ripley lost his balance, fell from a chair on which he had been standing and broke his right arm near the wrist. Although the injury is very painful, Mr. Ripley was on the job in his establishment at Whitehall again the next morning.

As I approached Shelby I could not help doffing my hat to the majestic hills which line the highway on both sides. I hope to see the time when everyone of these elevations is covered with fruit trees. Few landscape beauties attract me more than a fruit orchard on the top or side of a hill. An orchard on a level piece of ground is a very attractive picture if the orchard is kept up nicely, but an orchard on a hill or on a side hill is exceedingly alluring to me.

Interested as I am in the production of foods, I always make a bee line for a creamery or cannery when I visit any town which contains either industry. I like to see how the raw material is received and the dispatch and cleanliness observed in converting it into an edible product. At Shelby my first call was on the Oceana Canning Co., where I knew I could depend on finding Harold Royal, who has managed the institution for many years and achieved a National reputation as an astute and successful executive. The cannery is now running on a new product—to me. It is sliced apples, put up and sold in No. 10 cans. This means six pounds of solid fruit, instead of four pounds of fruit and two pounds of water, as has been the custom heretofore with this size of container. The saving thus effected looks like the hand of Hoover, but Mr. Royal informed me that the innovation of packing "pie timber" is due to the action of canners of the Northwest. They could not compete with Eastern canners and pay freight on so much

water, so they cut out the liquid content and packed the fruit solid. I believe this is one of the best steps forward canners have taken in recent years. The apples this year run much smaller than usual, due to the long continued drought during July, August and September, necessitating the use of a larger percentage of the crop than usual for cider and vinegar.

I made several calls on the merchants of Shelby, all of whom received me most cordially, and added two good names to our list. I also called on our first printer, Harry Royal, when the Tradesman was established forty-six years ago and who is now the Poo Bah in the newspaper business of Oceana county. Not content with being the "power behind the throne" in the publication of four weekly newspapers, he owns a considerable interest in the Oceana Canning Co. and I think other canneries as well. He still contemplates reaching out for more worlds to conquer.

I learned that Shelby people were greatly elated over the way in which they have solved the rest room problem. It was originally proposed that a special building be erected for the purpose, but more economical and practical ideas prevailed. They took shape in the leasing and equipping of a second floor on the main business street, where an old couple attend to the details of operation with scrupulous care and thoroughness. This arrangement has met the exacting demands of tourists who commend the way Shelby people handle a difficult problem.

I planned to visit Hart and Pentwater on this trip, but approaching darkness forced me to head for home.

I note by the daily papers that the President of the Grand Rapids Association of Commerce has taken the bull by the horns and engaged a man to bring factories into Grand Rapids. For several years the activities of the Association of Commerce have been confined to the writing of daily diaries by the executive officers, making speeches and publishing flamboyant circulars setting forth the things other people have done for the city, the credit for which was appropriated by the organization. No attempt worthy of the name has been made to induce manufacturers located in other cities to remove to Grand Rapids. Hundreds of thousands of dollars have been worse than wasted by the men who held onto their jobs by chicanery and sophistry, rendering no service to the city and giving nothing in return for the enormous salaries paid them—salaries which should command men with ten times the ability the incumbents possessed or ever will possess. If what the daily papers say is true, the era of inactivity and outrageous salary expenditures is nearing an end. A man has been imported from Kalamazoo who will put the incompetents to shame and force them to seek employment more in keeping with their inferior ability and lack of accomplish-

ment. The man's name is Cassleman and he brings credentials from Kalamazoo showing that he has brought fifty-two new factories to our neighboring city on the South. If he does half as well here, he will be the greatest addition Grand Rapids has ever made to her population.

The announcement that automobiles made by the General Motors Corporation and the Dodge Co. are to be equipped with radios hereafter looks to me like extending an invitation to the Death Angel. With traffic congested as it is at present, with the large percentage of fool drivers and child drivers now permitted to operate automobiles, there should be no more conflicting interests to detract the attention of the persons who undertake to manipulate automobiles on the streets and thoroughfares. It strikes me that the proposed introduction of radios will increase the death rate very materially.

Judge Wm. B. Brown, of the Kent Circuit Court, sends me an article on the mass production of wholly unnecessary laws which I publish verbatim elsewhere in this week's Tradesman. I bespeak for the article the careful perusal of all thinking persons.

If I were a young man I think I would dedicate my life to two crusades—one to abolish the present grand jury system as conducted in the Federal courts of this country and the other to disbar every shyster attorney who creates a frame-up to shield or defend a notorious criminal or blacken the character of a reputable citizen and injure his chance of success in a legal controversy. Grand Rapids has several attorneys who frequently resort to the latter practice and from time to time I think I will bring the most flagrant violations of decency in creating and presenting frame-ups to the attention of my readers.

Judge Verdier, of the Superior Court of Grand Rapids, is just now the recipient of much commendation from right thinking Americans for the manner in which he deals out stiff sentences to young criminals who rob merchants and oil station operators with the aid of revolvers. In one case the sentence was 60 to 75 years, which makes sure that the rascal will never see the outside world again. I think the Judge is absolutely right in his viewpoint that a person who goes around with a revolver in his pocket to use on his victim if he makes any show of resistance has voluntarily forfeited his right to live among law abiding people. He is a potential murderer. The only thing which stands between life and death is a slight movement of the fore finger of the criminal. The intent is there. The execution of the intent is a minor matter in considering the situation.

Unfortunately Judge Verdier is greatly handicapped in his determination to rid society of these potential murderers by the action of the city in licensing pool rooms, where practically

all crimes of this character are hatched and planned. A visit to any pool room at any hour of the day or night will disclose groups of young men in corners fondling their guns and working out the details of the crimes planned for immediate accomplishment. The pool rooms are cess pools of iniquity, where the hellish deeds of the underworld are related with great gusto and the receptive minds of young men are inflamed by the relation of deeds which they are led to regard as heroic. As a matter of fact, the person who accomplishes robbery or murder by the use of a gun is not a hero at all. He is the cheapest kind of a coward, because he employs a weapon which gives him an advantage over the victim who is unarmed. If the city will do its part by refusing to license any more pool rooms, the work so energetically undertaken by Judge Verdier will be ten times more effective.

E. A. Stowe.

Auto Plate Glass Call Drops.

The demand for plate glass, which has been in record volume throughout most of the year, has shown some recession of late. This slowing up is attributed entirely to the comparative quiet in the automobile industry. Orders from other principal consuming industries, including the mirror manufacturers, are reported in very good volume. Some slight improvement is noted in window glass. The appreciable betterment in the tone of the rough rolled and wire glass market which followed the recent strengthening of prices is considerably in evidence.

Plan To Push Button Sales.

Another campaign aimed at increasing the demand for buttons of all types has been under discussion by leading button manufacturers in the last week. Similar campaigns conducted in the past have met with a good response from consumers and a new drive would benefit business. During the early months of this year and through the Summer the sale of buttons was at a low ebb. New feminine styles this Fall have improved the condition to a large extent, but manufacturers feel that more business might be acquired through a campaign by the industry.

Ivory Novelties Offered.

A recently discovered means of dyeing ivory in any shade desired is being applied to the manufacture of figures and novelty jewelry of the materials, which are now being placed on the market. The figures form part of a line of desk and home ornaments and retail at about \$2.50. The novelty jewelry is made up in earrings, necklaces, chokers and pendants and is to be retailed at prices ranging from \$2 to \$7.50. They are just being produced in volume quantities. Pastel shades are featured in both the home ornament and the jewelry lines.

If you have no opening to your attic, that you may examine your chimneys therein, don't wait another day to make one. Know that you are safe. Don't sleep a night in a house when you do not know that the chimney is safe.

MAJESTY OF THE LAW.

It Is Threatened By Menace of Mass Production.

Thoughtful and serious-minded men in public life are becoming alarmed over the mass production of laws by our legislators, who seem to vie with one another over legislative matters, from the National Congress down through the State and all the lawmaking bodies to the small towns.

Hon. James A. Emery, general counsel of the National Association of Manufacturers, in addressing that organization in Detroit, said:

"The United States is the greatest law factory in the world. It annually

of the Nation and the states are crowded with thousands of obsolete and contradictory laws. It is unfortunate that legislative bodies continue to grind out volumes of new statutory legislation with little reference, in many instances, to what was previously enacted. It is this confusion of laws which makes effective administration of justice almost impossible. The principal offenders in enacting unconstitutional and contradictory laws are our state legislatures. Even after the supreme courts of the states have declared certain laws unconstitutional and void as well as obsolete, the state legislatures in some instances have failed to repeal these statutes, and they

lete laws and clarify contradictory statutes within any given state, and harmonize conflicting statutes passed on the same subject matter by the different state legislatures. Enforcement of laws by states in the same country can never be made effective as long as there is contradiction between them, and they remain upon the statute books in defiance of the letter and spirit of the Constitution.

Unless our lawmakers recognize a science in law and follow it, instead of gratifying a desire to make a legislative record for themselves in lawmaking, they cannot expect that the people will blindly bow the knee in reverence to the majesty of the law simply because it is law. That day has passed. It is high time that our legislators awaken to the solemn fact that they cannot pass laws of every kind and description upon every subject under heaven, covering every aspect of life and governing every relationship of man to man, and of man to God and religion, without lessening the majesty of law itself. If they want the people to respect the majesty of the law, they must put majesty into the law itself, and they must uphold its majesty by their own respect for the law.

Right here is the crux of our present difficulty over law enforcement. Too many laws are upon the statute books which never had any majesty in them, and others are robbed of their majesty by the lawmakers and enforcement officers themselves, who disregard them. Such a situation should be remedied, because it breeds contempt for all law and authority on the part of the unstable.

It is gratifying to know that President Hoover has set his hand to the task of remedying the present deplorable situation by appointing a special commission of able and unbiased men to investigate our system of jurisprudence and law enforcement in order to discover the present defects in our laws as well as the inefficiency in the organization of law enforcement; and after discovering the evils, to suggest a proper remedy. If this commission goes clear to the root of the matter in an impartial manner, and suggests a workable remedy which will rectify the defects of past legislation and serve as a deterrent to future contradictory and un-American legislation, it will have rendered the country an inestimable service.

In our discussion in this article we wish it understood that we are not referring to the "wet" and "dry" issue, nor legislation pertaining thereto. The Government has a right to regulate or to prohibit the sale of intoxicant beverages, the same as it has a right to regulate the sale of narcotics. The question we are dealing with goes much deeper, and involves the very essence of American jurisprudence. We say American jurisprudence to distinguish it from English jurisprudence.

C. S. Longacre.

The best method of climbing higher is to remain on the level.

One of the most futile things in the world is argument.



John R. Casseleman, who will rescue the Grand Rapids Association of Commerce from oblivion.

enacts more laws than five of the lead-operate the largest, if not the most ing states of the world together. We efficient, law factories in the world, the subsidiary plants in the respective states enacting biennially, in conjunction with Washington, an average of more than 12,000 statutes. These are the finished products of which the raw material is represented by substantially 25,000 bills introduced during the Seventieth Congress, and more than 50,000 proposals within the forty-two state legislatures in session. To these may be added the even larger output of ordinances by the counties and municipalities."

It is a well-known fact among the legal fraternity that the statute books

are used to harass citizens who are being prosecuted again and again before the courts under these same laws which have been declared null and void by the highest courts. Such a travesty upon justice cannot help but lessen respect for laws which are enacted and administered in such a careless way.

In the general orgy of enacting legislation in order to make a record as legislators, altogether too little attention is given by our legislative bodies to the revision and repeal of bad and contradictory laws. One of the greatest services our legislatures could perform for the general welfare of the people and the benefit of the Government itself, would be to repeal obso-

Highways and The Telephone

From woodland trail to corduroy and dirt road; then gravel, macadam, concrete—thus, our highways have evolved.

Yesterday, we traveled twenty miles a day behind a spirited mare; today, we ride one hundred miles of an evening, in a motor car. Yesterday, travel was momentous; today, it is incidental.

From smoke signal and moccasined runner to pony express; from pony express to fast mail; fast mail to long distance telephone—thus, communication has evolved.

Yesterday, we wrote long letters and waited days, weeks, or even months for a reply; today, we lift a telephone receiver and, in a few seconds, have an answer. Yesterday, communication was laborious; today, it is effortless.

Michigan is building one of the finest highway systems in the United States, linking her cities by means of splendid concrete roads and opening a paradise of lakes and forest to all her people and to thousands of visitors.

The Michigan Bell Telephone Company, too, is building highways, modern voice wireways, comparable in every way with the finest concrete roads; these wireways link every section of the state. Michigan's telephone wireways are partners of her other highways of commerce, and an important part of a universal telephone system.

Highways and wireways have helped develop our state, its commerce, prosperity and social life, and wherever your motor takes you over the fine, wide roads of Michigan, you also will find a voice wireway leading to your home and office.

Our policy—*"To continue to furnish the best possible telephone service at the lowest cost consistent with financial safety"*.



MICHIGAN BELL TELEPHONE CO.

FINANCIAL

Memory And Its Cultivation.

I have sometimes thought that you would liken me to a finger-board on the highway—always pointing the way but never going anywhere itself. But I shall take my chances in continuing to reach toward ideals with you in whatever communications I may make. Cicero said that memory "is the receptacle and sheath of all knowledge" and Cooper says, "It is a terrible thought that nothing is ever forgotten, that not an oath that is ever uttered which does not continue to vibrate through all time on the widespreading current of sound; that not a prayer is lisped that the record is not to be found stamped on the laws of nature by the indelible seal of almighty will."

This indicates that although it may be impossible for us to recall many things, they are impressed somewhere and that under the right conditions can be recovered. They talk about this as the subconscious mind. I am not certain what that means, but there are certain experiences of mine which indicate somewhere records are made of the things which pass before us which can be recovered and recalled, we hardly know how. Only last week when I was thinking over the little song that I quoted, "Catch the Sunshine," as there was no place I could reach for the text and two lines of it I could not recall, for some days the desire to complete the little poem was on my mind. I couldn't recover it until while riding down in my car I hummed the tune and all at once the complete lines flashed upon me and I could finish the poem. What it was that happened so that I could recall it was beyond my comprehension. You and I know that many times we strive with all our might and main to recall a name and give it up and then in a flash later on it comes to us. Just how this is accomplished and under what conditions we can unearth memories, we do not know, but many facts in our experiences and in the experience of others indicate that things are etched somewhere that under either will power or certain conditions can be recalled.

Tryon Edwards says that the "secret of a good memory is attention, and attention to a subject depends upon our interest in it. We rarely forget that which has made a deep impression on our minds." So often we have illustrations of people apparently listening who do not take in what we are saying and afterward are certain that we never said it. An illustration of this came to me in a recent magazine. A wife and mother had for a husband and son two scientific gentlemen who were very much wrapped up in their own studies and investigation. One day she was called away to be gone over night and she communicated to them the fact that a home-made device on the lock of the front door sometimes worked and sometimes it didn't, and while they were looking directly at her she said, "If you are going to leave the house, both of you, it is safer that you should take the key to some other door, for you may possibly get locked out." The next day when she return-

ed to the house she was surprised to see a very long ladder reaching up to the dormer windows, with her son at the top and her husband at the bottom, and they were trying to get into the house through the dormer window. The son looked down at his mother and said, "Why in the world, Mother, didn't you tell us that lock was on the blink?" and the husband at the foot of the ladder said very severely, "Did you know that that lock didn't work before you went away?" She responded, "Didn't I tell you very plainly before I went away that you should take a key to another door, for that lock sometimes didn't work?" They both denied ever hearing such a thing from her voice. And therein lies a tale of many misunderstandings in households and sometimes ugly situations, which occur because of a lack of attention to what is said.

I wonder if you will remember the words that Charles Dickens puts into Mrs. Nicolby's statement as connected with this matter. She said to her son, "All I say is, remember what I say now and when I say I said so, don't say I didn't." Another illustration of this lack of attention occurs to me. A wife said, after the husband had heard an important message she had relayed to him and he had disclosed to her that he had no remembrance of it whatever, "Next time somebody gives me an important message for you, what in the world shall I do to make sure you have taken it in?" Ruefully he replied, "I am afraid, my dear, you will have to ask me for a receipt." Madame de Staël once said, "Oh, memory, thou bitter sweet, both a joy and a scourge," and someone else has said, "They teach us to remember, why do not they teach us to forget." There is not a man living who has not some time in his life admitted that memory was not as much a curse as a blessing. While we are often greatly delighted with beautiful memories which come to us, we can all admit there are a good many memories we would gladly obliterate entirely so that they could never be recovered. They are a source of unhappiness to us and we try to relieve ourselves of their burden and perhaps for our own good this is often impossible.

Memory is not wisdom because you know of idiots who can repeat poetry by the ream, and still, what is wisdom without memory? Lapses of memory often lead to very unfortunate situations and many instances of this kind will occur to you with just the suggestion. May I just mention one or two which occur to me. I was attending a funeral of a very choice friend of mine at the home of Mrs. Thomas D. Gilbert and the officiating clergyman made a very beautiful prayer and was closing it with the Lord's Prayer. When he came to "Forgive us our debts as we forgive our debtors" he hesitated, repeating it twice, showing that he could not recall the next sentence, and Mrs. Gilbert spoke out clearly, "Lead us not into temptation" and he picked it up and finished the prayer. This occurs many times in our own experiences with things which we know thoroughly and still, for a moment, they will pass from our minds

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and occasionally produce ridiculous situations.

A young swain was arriving at a very important epoch in his love affairs and one beautiful evening just after the sun had gone down and the moon was just rising, he thought that the favorable conditions were with him (he had gone over this situation many times) and said, "What a wonderful night is this! How happy I am to be with you under such beautiful conditions! Just see the wonderful afterglow and note the twinkling of the stars as one by one they appear in that marvelous firmament above us and yonder moon through its reflected light would shed—would shed—would shed—and his lady love looking up into his face said, "Artie, go on with that beautiful talk you were giving and never mind the woodshed."

The cultivation of the memory is a most important function in our lives. We may not be equally endowed with regard to matters of memory, but it is perfectly possible by persistent cultivation to acquire habits of memory which are invaluable to us in our business and in our social relationships. You all know what a remarkable memory our Senator Smith has. He remembers names, faces, dates, events, quotations of poetry and great speeches in such a wonderful way that in thinking over this subject I thought I would talk with him about it a little and in the interview I asked him if his wonderful ability in matters of memory was the result of heredity or persistent cultivation, and he replied about as follows: "I have rather unusual ancestors on both sides of the house and I am not reflecting upon them in the least when I say that my acquisition of memory doesn't come down to me from past generations. Really, in my father's household it was a joke that we all appreciated when my father, in telling an incident, would all at once come to a name and couldn't catch it and looked rather helplessly upon all of us until we suggested what he wanted to know. I had no particular penchant in matters of memory, as I recall it, as a lad, but when I was appointed page at the Legislature I know that my success in the service I was to render depended almost entirely upon knowing the men with whom I should come in contact, and their names, and where they came from. I immediately set about the job of equipping myself, as I felt it was important to do, and very soon I knew every man in both Senate and House by name, and I found that this acquisition was a very happy thing in my life and I became more and more interested in people and in learning their names and something about them. With this experience the habit grew upon me of becoming intimately acquainted with the personalities with which I came in contact and facts with regard to them. I soon found that this became of wonderful value to me in any undertaking I had in hand, so that it is perhaps proper to say that the ability to speak names, to recognize faces and recall facts with regard to persons has been a matter of studious cultivation."

I further drew the Senator out in

connection with his experiences and some things that he said I will recall to you and feel that you will be interested. He said, "This memory faculty has been a great satisfaction, a great help to me and its value has reached into almost every phase of my life. While traveling about the country with Mr. Heald when I was connected with his railroad, we arrived in New Orleans just at the time of a great convention and I was interested to get in on the ground floor and see how the thing worked. The colored man at the entrance asked for credentials and I didn't have any that would be useful in the situation, but told him who I was and said I was in town for the day and I was deeply interested to see the working of a Southern political convention. He was nice about it and, after making enquiry, came back to me and through his effort I had a position on the platform and enjoyed the convention. Many years after that I was sauntering through the corridor of a Washington hotel with a friend and I said to him, "There is a colored man sitting over there whose face is familiar to me and although it is somewhat difficult oftentimes to distinguish colored men apart, I am going to test my memory. I went over to the man, he arose and I took him by the hand and said, 'Your face is familiar to me and I think I have met you before.' And he replied, 'You have the advantage of me, Sir, for I don't remember of ever meeting you.' And I said to him, 'Your name is Blue and you were a doorkeeper at a political convention in New Orleans many years ago and did me a real service.' He said, 'You are right about my name and about my position with regard to that convention, but I am not so fortunate as you and do not remember the event.'"

"I had another experience," said the Senator, "that was very interesting. During my first campaign for Senator, with headquarters in a hotel at Lansing, I was with Senator McMillan when my good friend, Andy Fife, came in and indicated that he would like to have me step into the corridor. I went with him, thinking possibly there was some matter of importance connected with the campaign and Andy said, 'Here's a gentleman that I would like to have you meet.' And I stepped up to the man and took his hand and greeted him cordially and said to him, 'I have met you before.' Nothing was said about names, and after a moment's talk Andy said, 'Well, I lost out. We had a bet downstairs that you could speak the name of every man that you ever met, and this is a test case and I notice that you didn't speak this gentleman's name.' I turned and walked a few steps down the corridor and said to myself, 'You know that man's name, you met him once at a certain place and you knew his name; now remember it.' And I came back and took the man's hand again and spoke his name, and my friend Andy whooped it up by saying, 'I have won!' And this is not the end of the story. When the final vote was taken on the Senator, this gentleman cast his vote for me, and in counting up with the utmost care the possibilities, we had never counted upon his vote. Some of

his constituents upbraided him for casting his vote in my behalf and asked him why. He said, 'A man in pub-

lic life who never has met me but once and many years thereafter speaks my name, has elements of character that

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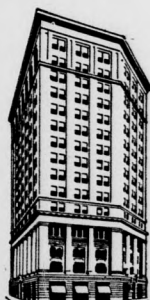
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command my confidence, and that is why I voted for him.' This indicates that there is some political value in a good memory of names."

The Senator made one more remark that interested me. He said on his recent trip overseas when he was on the Leviathan he was taking a massage from a masseur that was on board, and he said to him, "How old do you think I am," and he replied, diplomatically, "Oh, you have a young man's body so that it is a little difficult for me to tell." And in connection with this he made a quotation from Chaucer, and the Senator said to him, "Why didn't you finish it?" And he said, "I don't know any more of it," and when the Senator went on completing the quotation, he was quite astonished. "This habit of memorizing certain things," said the Senator, "in which I am deeply interested has been of vital importance to me and I have been enabled many times through this acquisition to make it of interest to others and of value to myself. The thing that catches my emotions I remember easily and so a quotation that makes that kind of an appeal to me is easy for me to remember."

If the Senator can do this, you and I can do it. The question is whether we are willing to make the necessary and continuous effort. The treasures of memory are wonderful to us. They mitigate sorrow, they are a blessed accompaniment of life's decline. Jean Ingelow expressed the thought in a beautiful way: "Sorrows humanize our race; tears are the showers that fertilize this sorrow, and memory of things precious keepeth warm the heart that once did hold them."

Charles W. Garfield.

Market's Trust Theory Entirely Wrong.

The doctrine that the market could never break wide open again with so many investment trusts waiting for a decline to take in stock did not stand up under its first severe test but that is nothing against the trusts.

This theory of the market based on the rapid 1929 formation of investment trusts and finance companies was never put forth by the sponsors nor was it backed by historical precedent. Trusts in great numbers were organized in the first nine months of this year but the power of these organizations to stem a selling wave long has been exaggerated. Likewise, too, the public seemed to reason that investment trusts would find it advantageous to hold up a falling market. What reasonably might have been expected was that the investment trusts would exert a stabilizing influence on the market through sales in swiftly advancing sessions and purchases in declining markets. Casual observers in the last three weeks have witnessed no very strong influence of this character.

What most people seem to have overlooked is that investment trust portfolios to a degree are subject to the same human elements that govern the individual's program. Just as many shrewd individual investors were caught unawares by last Thursday's sweeping slump so some so-called in-

vestment trusts were caught unawares. Some had not liquidated as much stock as they then saw should have been sold weeks ago. Some that were in a highly liquid position had failed to put in enough buying orders on a scale down. Some in a liquid position were still unconvinced that the bottom had come. Even the investment trust with all the facilities at its hand cannot be regarded as an infallible judge of market conditions.

Yet it is unfair to the country's best managed and most conscientious trusts for investors to allow the incidents of recent weeks to prejudice them against the idea. For if investors have been disappointed in the performance of some investment trusts in the recent decline the October developments must have shown them plainly enough that many an individual would have done better to put his funds under expert supervision than to play the market alone. Whether the investment trusts were prepared as fully as they should have been for what happened is another question. Apparently they came through better than most individual traders.

Paul Willard Garrett.

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Break in Stocks Seen as Bullish Omen

The latest slump in the stock market, bringing woe to investors and traders who bought shares at higher levels, has elicited many "I told you so's" from those who professed to foresee the decline and has brought out many explanations from others still bullish.

Not the least interesting of the bullish comments on the market outlook were the recent remarks of Paul Clay, economist of the United States Shares Corporation, who termed the collapse a bullish break instigated by influential and far-sighted financiers who wished to accumulate new lines of stocks at attractive levels.

He has discerned behind the movements of prices in the last several weeks new and scientific methods of distribution.

"A break intended to draw out stock may well be called a bullish break, whereas one resulting from public selling of stocks out of tin boxes might likewise be called a bearish break," said Mr. Clay in explaining his interpretation of the market's latest tumble.

"Distribution of stocks accomplished just before this break was carried out with remarkable adroitness and without any of the usual signs of distribution," he continued. The distribution began about July 24 and continued without interruption until September 18. Much of this time the market was forging ahead, and even at the end of this period the market gave no sign of pressure.

"Consequently the break from September 18 to October 4 came as a complete and drastic surprise even to the major portion of Wall Street. From October 9 to 12 the market suddenly changed its tone and began to act bullish. On the smash of October 12 to 21 stop loss orders were uncovered in vast amounts, and doubtless powerful interests obtained a large line of stocks."

Taking an optimistic view of the

outlook, Mr. Clay comments on credit conditions and says:

"Presumably we are going back into a bull market for an indefinite period of weeks. The bullish shake-out in the stock market itself, the improvement in the credit situation, the continued great gains in corporation earnings and the unshaken public optimism all point to this conclusion. The most powerful pools have behind them a sufficiently strong economic situation and a sufficiently great public optimism to re-

store bullish activity until either credits or trade take another turn for the worse." William Russell White.

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Credit Men Aid Grocery Analysis.

Experts from the National Association of Credit Men will co-operate with the Associated Grocery Manufacturers of America in a searching credit analysis of the food industry at the grocery manufacturers' convention in Washington this week.

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MUTUAL FIRE INSURANCE

Guide the Child in Making Fires.

Fire worship seems to be instinctive in some children. All children delight in fire and at one time or another, desire strongly to set fires and see the flames rise. Even you and I, grown wise with the years, can stand to watch a fire that is costing us nothing, as long as the firemen and police hold their patience.

But, it is no trifling matter for the mother of a child who has the fire-setting notion strongly to the fore. It seems impossible to teach the young fire lover the danger of his quest. He weeps and promises to reform, waggles his head solemnly in token of understanding and sways it from side to side with the gravity of a true mourner in token that never again will he so much as look at a match. And then he does it again.

Usually he is somewhere between three and five years of age. He is a creature of instincts rather than of reason and talking to him, reasoning with him, does not help. Only experience can teach him. We have to learn to say little. Impress him with the feeling that his offense is so great it can be spoken of only in whispers, gestures of distress. And let the weight of the difficulty fall upon his shoulders as far as possible.

After you have put out his little fire, make him "put it out," pouring on water, or sand, in as great a quantity as time and place will permit. If possible let this process inconvenience him. Then let him clean up the mess as far as his abilities permit. That too, is to be as arduous an undertaking as you can allow under the conditions. All the time you say as little as possible. Your marked silence will speak louder than your words.

Do not tell of his exploit before him, or in fact, behind him if you can help it. The less said the better. The less drama, the less fear, the less excitement he gets out of the occasion the less likely he is to repeat it. The more inconvenience to him personally the better. But do not burn his fingers; do not beat him; do not scream at him. Keep still and let him find his own way out of the trouble as far as possible.

Some children set one fire and never set another. Some will set two or three and the phase is over. Now and again there is a child who keeps on setting fires until he is nine or ten years old. That child needs the attention of the child specialist.

All children love a bonfire. When boys take old pots and put fire in them and signal each other, as warriors of old, never mind. When they gather waste materials for an election fire, direct them as to the place and the time and supervise them. These fires are purposeful; they are in celebration of a rite. They have no relation to the desire of the child to set a fire just for the love of the flame and the smoky smell and the excitement.

It is the setting of the tiny fire in the corner of a room, in the empty room under the bed, in the corner of the cellar, that the three and four year old

enjoys. This is the instinct of old and must be re-directed. Don't be frightened. Watch and keep calm. Guard the matches without making parade about it. Direct the child's attention to other things. Give him, if possible, a new and absorbing interest. But don't beat him. Angelo Patri.

Watch Your Heating Plant in Cold Weather.

When old Boreas blows his wintry blast there is more work for fire departments and the number of families unexpectedly driven out into the frigid atmosphere takes a sudden jump. In an effort to keep warm people often overwork their heating units and sometimes cause a fire.

A warning issued by a Pennsylvania fire chief urging people to pay more attention to their heating plants, might well be taken to heart by everyone. The occasion for this warning was a residence fire caused by an overheated furnace, resulting in an estimated loss in excess of \$2,500.

Stoves, furnaces, boilers and their pipes cause fires that destroy property values worth millions every year. As pointed out previously by the National Board, the trouble may result from one of three causes: the equipment itself may not be up to standard, installation may be faulty, or maintenance and operation may be poor. The average person who operates a heating plant may not have a great deal to do with the type of equipment chosen or the way it is installed, but he can have it inspected by someone who understands, and any defect reported should be corrected at once. Poor maintenance and operation are responsible for a large percentage of these fires. The remedy would seem to be merely a matter of carefulness and common sense, of keeping the heating plant, its pipes and the chimney clear of accumulations of soot, and avoiding overheating of the furnace by forcing it too much during unusually cold weather.

If anyone doubts the necessity for paying more attention to heating units, let him take note of the huge property loss resulting from such fires: in 1925 the loss was \$20,416,785, in 1926, \$21,977,114 and in 1927, \$17,986,432. Let him also consider that although insurance in most cases reimburses the owner for the financial loss, the materials destroyed by fire represent permanent loss economically, as the material wealth of the country suffers accordingly.

Dextrin Made From Sweet Potatoes.

Stamps with glue to suit the individual taste may be on the market soon as a result of researches by the Bureau of Chemistry and Soils, which has found a high quality of starch is obtainable from sweet potatoes.

From the starch, dextrin of pleasant taste has been produced, and this is being tested to determine its suitability as glue for stamps and stationery. A method of economical commercial production is being attempted with the Fall crop of sweet potatoes.

Tapioca is the present source of most stamp and stationery glue but if manufacturers can use cull sweet potatoes

for the purpose a market will have been found for part of the 80,000,000 bushels of culls produced each year,

which in the past have been fed to cattle. Six pounds of the sweet potatoes make one pound of starch.

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Personal Tribute To Robert Dollar, Formerly of Michigan.

Los Angeles, Nov. 1.—Not to have heard of Robert Dollar is indicative of a lack of familiarity with the novels of Peter B. Kyne or, at least, the one which treats of the activities of this outstanding character, in Cappy Ricks.

Robert Dollar, at the ripe old age of 86, is at the head of the Dollar steamship organization, which is away in the lead in Pacific Ocean transportation, sending a vessel around the world, or at least starting one on a voyage around the globe every other week.

As on the British empire, the sun never sets on a Dollar steamship. While one may be loading sugar at Honolulu, another may be plowing the upper gorges of the Yangtse River 1,000 miles inside of China, another is being lapped by the sluggish waters of the Straits Settlements, and yet others stringing along the Atlantic coast, or passing through the waters contiguous to the Panama Canal.

Robert Dollar would be an interesting figure under any circumstances, but the fact that he spent a large period of his youthful days in the pinneries of Michigan, makes him doubly so, to many who will read this, the brevity of which I am guaranteeing.

At the opening of a palatial hotel at Honolulu, I had the satisfaction of looking upon this grand old veteran, and many times since, when I have heard of and read of the Dollar steamships, I have felt a thrill super-induced by the knowledge that he, also, came from Michigan, and I had seen him in the flesh. At the time I mention, at the age of 83, he was the picture of health and looked the part of an ocean navigator. Though it is a fact that he never held a master's license, he has navigated the globe many times, making at least thirty-five visits to the Far East. At that he knows all of the minutiae of his ships. He is, in reality, the last survivor of that amazing breed of American capitalists who in the 70s and 80s, emerged from forest, plain and sea, becoming Morgans, Vanderbilts, Rockefellers and Carnegies. He came from Scotland, at the age of 11, spent his tender years in Canada, but made his ten-strike in the lumber woods of Michigan, on capital amassed at the embryotic rate of \$1 per day. His first attempt at operating his own plant proved a failure, but he came back.

"Don't wait for your ships to come in," says Mr. Dollar. "Your ships will come in all right, if you send them out." He is still sending them out. On March 20 next he will celebrate his 86th anniversary, yet every morning sees him at his desk in the San Francisco offices of the company, spry, active, canny. He doesn't smoke or drink, and is frugal and God-fearing. Says he expects to live to be a centenarian.

Now, I hope that such of my readers who have not done so, will read Cappy Ricks, and enjoy it as much as I have several times.

Once a year the U. S. Navy is host to the dear public which keeps it going, and thousands were on hand last Monday to witness the array of eight of our staunchest battleships in holiday attire.

The grim side of the navy business was thrust into the background as every officer and man from the greenest seaman to Admiral McNulton, the commander in chief, extended the annual greeting to their civilian "bosses." Ships' bands played patriotic concerts all day, fighting sea planes were catapulted from ships' decks and rolled and zoomed in the air above; the

annual Naval Day boat races were held in the morning, besides other affairs too numerous to mention.

Visitors were met at the docks at San Pedro in Government launches, transported without charge to some particular vessel, where they were taken on board and given personally-conducted tours by well-posted guides, who explained the workings of everything from the electric breadmixer to the powder elevators of the seventy-ton, sixteen inch guns.

Later on will come the annual target practice, but this program will be viewed from the hills contiguous to Fort McArthur.

There are strikes and disputes every day in a dozen different unions in New York City. Wherever there is a walking delegate there is a good prospect for a row. Most of the strikes are based on a demand for higher wages, but in many of them there is no warrant beyond a desire to show authority. It is the grand passion of the bosses to tie up trucking and transportation in the big city. If they could bring trouble and inconvenience to every family in town they would be perfectly happy. They wouldn't care a hoot whether there was any justice in their cause or not. The mere question whether the business agent of one of their unions has the right of way in his "Rolls-Rough" is enough to warrant them in wrecking the orderly progress of the community. The union boss has little consideration for anything but his own face.

Well the American farmer has his inning at last in Congress by a vote of 52 to 19. Casein, a by-product of skim milk has been placed on the protective tariff list. As skim milk is about all there was left for the American farmer, quite likely he will consume that commodity, but if he must have it, let him bear his share of the public burdens.

Disclosure of the underhanded methods by which legislation is made at Washington brings out again the cynical dictum that "People get as good government as they deserve." It is a cowardly defense of bureaucrats for the sins of bureaucracy.

No nation gets as good government as it deserves; probably no nation ever will. What government could be too fine for the millions of American mothers, working to raise the next generation? Do they deserve misgovernment by lobby-fed senators?

What government could be too good for the American working man, patiently building prosperity, keeping a home together, doing the work of the world day after day? Does he get justice when he is represented by senators who seek under banquet tables for the hip-pocket flasks thoughtfully provided by the lobbyists?

Do American school children deserve the sort of government that is concentrated on making more profits for battleship builders? Do American wounded and sick war heroes deserve the sort of government that wantonly neglects them while it listens to the pleas for millions upon millions to "enforce" unenforceable laws?

The failure of elected representatives to give people as good government as the people deserve is injury enough. Why add to it the statement that it is "as good as the people deserve?"

For the first time in moviedom history, the railroads are introducing film shows for the amusement of passengers. At the Union Pacific yards the other evening I witnessed a demonstration of the application of the talking movie introduced in the rail service.



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Of course the larger steamships have provided them for some time, but the environment was such that they could transport paraphernalia without effort, but here we found a dining car fitted up as a theater room. Portable projectors were set up at one end and connected with storage batteries in the kitchen, and they gave a preview of the "Virginian," Owen Wister's famous character. And it was fully equal to the productions in the larger show houses. There was nothing crude or stagey about it. The cattle bellowed and the cowboys acted as natural as we read about. Scarlet velvet draped the sides of the car, comfortable chairs were provided, and it is stated that audiences will not be limited to the occupants of the Pullmans. It is one of the good things which should be pushed along.

Waiters and waiters there are to be sure, but the other evening I found one of that profession who modestly conceded that he was a movie star. He is called upon quite often to give the studios the benefit of his experience.

"My job, sir, is a most important one. I find my pleasure and some profit in dressing tables for sets out in the movies. There are some who say that the profession, or rather, the art of waiting on tables is dead—but I assure you it is not so. Bankers are bankers, diplomats are diplomats, and I assure you that waiters are waiters. In a movie production it is highly important, from an artistic standpoint, that tables be set properly."

I then remembered that on certain occasions I had noticed some glaring inconsistencies in the set up of tables in swell dining room affairs, but had not supposed that producers had given the matter any attention. The information cost me a modest tip, but was well worth it. Frank S. Verbeck.

Pingree Earliest Advocate of Hard Surfaced Highways.

All hard-surfaced highways in these times are constructed with at least eight inches of concrete, and some of 10 inches. Engineers are agreed that the foundation is the paramount essential for permanency of improved roads, as well as city streets. As expressed by John S. Haggerty, secretary of state, who has been a Wayne county road commissioner continuously for twenty-two years, and in that capacity has had to do with the construction of hundreds of miles of hard-surfaced roads in the county, no road is better than the foundation.

The first Michigan public official to stress this point was Gov. Hazen S. Pingree, a shoe manufacturer, not an engineer. He did it in his inaugural message to the Detroit Board of Aldermen, Jan. 14, 1890. He had been elected mayor of Detroit the preceding November for the first time. In his message to the aldermen thirty-nine years ago, he said:

"The foundation of the famous Appian way, of Italy, built nearly 2,000 years ago, is of broken stone and cement, and, no really good road has been built since without such a foundation. Yet, we find Detroit trying to make a foundation for a good pavement with two or three inches of a substance called sand.

"History tells us that the Appian way was in good condition for more than 700 years, while the most we can claim for our Detroit pavements is one per cent. of that endurance."

When Mayor Pingree delivered this inaugural message Detroit's pavements were all cedar or stone blocks laid on a thin foundation of sand. He urged that all future pavement be, "on solid and permanent foundation."

Many were the sarcastic jibes at his reference to the Appian way. Was he going to undertake to build Appian ways in Detroit? Histories call the Appian way the most famous of old Roman roads. When Mr. Pingree sounded, in Michigan, the first call for concrete foundation for highways and streets he was a few decades ahead of a now universally accepted highway construction method.

Government Investigation of Prison Made Goods.

Solution of problems connected with the marketing of prison-made goods, which include some hardware lines, such as hoes and rakes, must be found but in view of the fact that it is essentially a state matter because most of the output comes from state prisons, there is little that the Federal Government can do beyond upholding the states in the efforts they may make toward remedying the situation. Conclusion to this effect is made in a report recently submitted to Secretary of Commerce R. P. Lamont by a committee of penologists, manufacturers and labor representatives which acted as an advisory body to the Department of Commerce in a study of prison industries. Tagging of prison-made products to distinctly identify them from the products of "free" labor, one recommendation held, will serve to eliminate one of the chief objections raised in connection with the marketing of prison goods. According to the committee the "differentiation obvious to the buyer would make it possible to sell similar goods even in the same retail store with different prices for the prison products and the 'free' products." The only alternative to this tagging method, in the opinion of the committee, would be removal of prison-made products entirely from the open market and this was held to be impracticable.

The Nation-wide survey of prison industries was undertaken by the Department as the result of urgent pleas by various groups of manufacturers who claimed that their respective interests were being seriously affected by the competition of prison goods. The study was begun at the request of Herbert Hoover as Secretary of Commerce. The Department made it clear that it was presenting the facts only as they were developed.

Prize Canadian Lamb Sells For \$3 Per Pound.

A ninety-pound lamb, the champion of the Montreal live stock exhibition, was sold at public auction for \$270 or \$3 a pound.

This is the highest price recorded as ever having been paid for a lamb in the Dominion of Canada and seems to indicate that there, as in the United States, the attention of the meat industry has been focussed on this product more in recent years than it has in the past.

Here's our story — and we've stuck to it

We sell to the independent jobbers, who sell to independent grocers who sell to independent housewives who want quality without paying a premium in price.

If that's your policy, too, any really good independent jobber will be glad to take care of you.



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- dig a cyclone cellar after the storm is upon you.
- stop the water after the dam has burst.
- dodge lightning after you hear thunder.
- buy life insurance after your health is gone.
- collect benefits from an Insurance Company which has no assets.

NEW ERA insures you safely, properly and reasonably. Let us explain our policies to you.

NEW ERA LIFE ASSOCIATION
(Legal Reserve Organization)

Second Floor Grand Rapids Savings Bldg. Grand Rapids, Michigan
Telephones, 9-3189; Evenings, 8-7797.

DRY GOODS

Michigan Retail Dry Goods Association.
 President—F. H. Nissly, Ypsilanti.
 First Vice-President—G. E. Martin,
 Benton Harbor.
 Second Vice-President—D. Mithlethaler,
 Harbor Beach.
 Secretary-Treasurer—John Richey,
 Charlotte.
 Manager—Jason E. Hammond, Lansing.

The Short Skirt Lingers.

The short skirt has at least one staunch champion among the leading couturiers of Paris. This is Captain Edward Molyneux, who has lately been visiting New York. His endorsement has a reservation, for he himself illustrates in his latest styles a fine proportion, with short skirts for active sports wear and the country, and longer ones for afternoon and evening dress. As a matter of fact the changes in skirt length are not as radical to a Parisian as to us, for knees were never so conspicuous in Paris as they have been here.

Captain Molyneux has presented sports clothes that will be worn at the football and other Autumn games. These are done in many new woolen fabrics, which vary from the sturdy stuffs we know as Scotch and English to the finely woven cashmere type of goods for which Rodier has established a vogue. Tweed in all of its variants proves most acceptable, in the opinion of Captain Molyneux, for the new sports suits, coats and ensembles.

A successful outfit serviceable for any sports occasion is a two-piece suit that has the effect of being a three-piece. One model is made of a rugged "pepper" tweed, a mixture of rich brown and white, which is loosely woven and light in weight, but thick enough for warmth. The skirt, which is unusually wide, is laid in box pleats alternating with clusters of side pleating, and is attached to a plain, sleeveless bodice of white crepe de chine. Over this is worn a jacket of fingertip length, straight, with no variation in line, and finished at the neck and wrists with a three-inch band of brown caracul.

A suit of similar style in black and white tweed mixture has a kilt skirt and long sleeve blouse of beige georgette, to which a smart touch is added with little petal bow ends of the fabric piped along the edges and placed at intervals from the neck to the belt and at the hand. The coat in this ensemble is a trifle longer and is closed at the neck with a scarf bow of black galyak.

Some uncommonly chic ensembles shown in the Molyneux collection this season are suitable for spectator sports or for town. One that definitely departs from the conventional is a three-piece of black wool crepe. The skirt is fitted tightly over the hips and stitched flat for several inches in side pleats of uniform size. A blouse of off-white georgette is tucked in diagonal lines, that repeat the V of the neck. The jacket is cut very short and is bloused with a narrow leather belt drawn tight at the normal waist line.

An ensemble that will answer charmingly for both spectator sports and the incidental tea or other informal social affairs that precede or follow the game is a harmony in soft grays. The gown is made of crepe romain with two cir-

cular tiers that follow a lifted line in front. This is repeated in the bodice with a detail of stitching that looks like beading, cleverly done in a lighter shade of gray. The neck is cut in a V, and a jabot is made of the crepe, also in a lighter shade. The coat is made of gray diagonal wide wale tweed, full length straight and ample and has a huge collar of gray astrakhan.

Blouses Offer Great Variety.

After presenting so much that is new and revolutionary, fashion is inclined to be in a conciliatory mood as regards some of the lesser details of the mode, and to offer suggestions rather than arbitrary rules. The matter of blouses is a case in point.

Not for a decade have blouses been so important. The fact that the suit is now definitely established as a feature of the season's fashion for occasions both informal and formal, has led designers to pay special attention to the blouse, which they are presenting in a variety of fabrics and in designs suited to the tall and the short, the slender and those inclined to neglect their calories.

For those to whom the tuck-in blouse is unbecoming, and who wish a youthful sports ensemble, the short blouse sponsored by Norman Hartnell comes as a boon. No less a person than the Prince of Wales is credited with inspiring this vogue, through his appearance in a short slip-on sweater with band knitted to fit the waistline. Norman Hartnell immediately seized upon the idea for sleeveless jumpers, and also sweaters with sleeves, to wear with the new tweeds.

Both smart and practical is one of these short blouses in soft suede, with the high neckline approved by Paris. Such a blouse is ideal for the football game.

Formal blouses are shown both in tuck-in and overblouse models, with perhaps a preponderance of the latter, as the overblouse is more becoming to the average figure. These blouses invariably show tucks, pleats or a narrow belt to mark the higher waistline. The jersey blouse offers an excellent compromise between the formal blouse of satin and the sweater, and is proving very popular with suits of tweed or jersey.

Tweed Muff Bag Appears.

The tweed muff bag designed for the wrap-laden football enthusiast is made in checked tweed with a rounded flap of matching suede, and is shaped like a flattened cylinder, while the flap lifts to disclose the purse space. The bag has a Lalique clasp in crystal.

The tweed handbag is favored and comes in an envelope shape with or without applications of calf for trimming. Similar bags in knitted Rodier fabrics are usually quite plain, depending on their bizarre striped pattern and coloring for their effectiveness. The same Rodier knitted fabrics are found also in pouches with double-ring handles.

Little fur hats in various cap shapes with melon purse muffs to match are another suggestion for chilly hours in a grand stand. Leopard is stressed in

these hat and muff combinations, though galyak and lapin in brown or white are also good.

If the power of suggestion be not overrated, then there is warming virtue in an envelope purse of black suede encrusted diagonally in black broadtail. To complete the inevitable ensemble with this there are black suede gloves bordered with matching fur.



**fresh eggs
whole milk
finest wheat
twice toasted**

**That's
DUTCH
TEA
RUSK**

THE TOAST SUPREME

MADE BY
THE DUTCH TEA RUSK CO.
HOLLAND MICHIGAN

It Speaks Well

—for the other products you handle, when customers see the leaders—like Carnation Milk—on your shelves. Then they know you believe in selling good stuff. Confidence increases — good-will grows. And that doesn't hurt your business any.

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



Carnation Milk

"From Contented Cows"

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**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.

Why Not Sell Rubbers When the Sun Shines?

A great many retail shoe merchants have reaped a considerable harvest by pasting a sign reading "Rubbers" on the front of their display windows on rainy days. Some of them have gone even further and have shown rubber footwear in the window.

But an even greater harvest is in store for the merchant who has the courage to display rubbers, and even overshoes, during the warm days of October when there isn't a cloud in the sky and when winter seems as remote as Christmas.

"Will you please tell me," said a hardware merchant recently, "why everyone in the shoe industry goes on the assumption that no one—male or female—can be persuaded to buy a pair of rubbers until after the need for them has been developed?"

"I notice that department stores do not wait until school actually has opened to display school clothing; and I recall that, last August, a large number of stores were doing a healthy business in women's fur coats. Even in shoe stores, I am accustomed to seeing displays of spring footwear at least two weeks before spring has arrived and, sometimes, when snow is still on the ground. I would be completely out of luck in my business, for instance, if I neglected to show and advertise my builder's hardware until after the beginning of the building season."

Let's figure it out on this basis:

If people can be persuaded to buy their protective footwear in advance of actual need, the merchant not only has created profitable sales at regular prices, but has added to his volume in pair sales at a time of year when retail business is apt to be light. He has sold a pair of rubbers to one of his regular women customers, let us say, which he might not have sold her at all if she had been allowed to wait until the first cold rain, as then she would hastily have entered the first store she saw after getting caught in the downpour. The same is true of men, and both apply to overshoes as well as to rubbers.

To this extent, therefore, every sale of rubbers or overshoes made before the weather actually forces such business, is extra pairage.

If it is argued that window space is too valuable to make such displays at the time of year under discussion, the answer is, first, that it isn't too valuable if, by so doing, the merchant can get in ahead of the flood of cut price sales which always develop with the first touch of winter; and second, that only a very small fraction of a window need be devoted to such a display and that it can be made plenty attractive enough and yet not interfere unduly with the display of shoes, hos-

iery, etc., in the rest of the window.—
Boot and Shoe Recorder.

Shoes To Match With Tweeds.

It is now more or less an axiom of fashion that shoes should match or harmonize closely with the sports or street ensemble. In the days of ultra simplicity of fashion, shoes and other accessories were used as high lights and accents of the ensemble, and contrasting materials and elaborate design became the vogue.

With interest now centered in the costume, with its new silhouette, intricate cut, and interesting detail, accessories have once more become subordinate to the main theme, and they must not be too conspicuous lest they detract from the effect as a whole.

For the beige, brown and rust shades in tweed, brown shoes are the choice. Those which show a black and white, black and red or black and green mixture are usually worn with black.

Although the new shoes are classically simple in cut and stress the opera, the oxford and the one or two-strap models with medium heels, originality is found in the design and in the combinations of materials. Suede and reptile are very popular.

The solid leather heel is now the almost invariable feature of the shoe designed to be worn with the spectator sports costume.

Frequently the bag is made of the same materials as the shoe, and often expressly designed to go with it, repeating the same details of decoration. For instance, a pump of brown suede with a scalloped applique of brown kid-skin is matched with an envelope bag of antelope, which is finished with a scalloped edge of kid.

Foot Muffs, "Snuggle Rugs" and Robes.

Muffs are as fashionable for the feet as for the hands this Fall, foot muffs appearing in the form of huge, wide boots with a broadcloth shell lined with sheepskin and edged with fur. Designed primarily for the auto, these "cozy toes," as the Victorians called them, may be carried into the grand stand, insuring complete comfort for the feet. A large monogram in gold leather to match gold piping on the seams gives a desirable personal touch to these new foot warmers.

The "snuggle rug" of a heavy cashmere, with the new large plaids, may on football occasions become a bag into which the lucky owner may snuggle and defy the most penetrating wind. It is nothing more nor less than an ordinary if unusually warm steamer rug thoughtfully provided with a patented closing so that the rug, folded in half, may become a bag.

For those to whom beauty of coloring and richness of texture make particular appeal there are warm rugs of luxurious silk plush in such lovely dark shades as plum, laurel green and wine red, each rug backed in a lighter shade of its own color. These have smart monograms in one corner of the dark side, done in the lighter tone of the backing. Other plush rugs are water-cured, that is, pressed in imitation of curly fur.

Corporations Wound Up.

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

Citizens Finance Co., Detroit.
Empire Finance Co., Detroit.
Ohio Finance Co., Detroit.
Saginaw Central Oil Co., Saginaw.
Muller DeVos Co., Grand Rapids.
Steam Shovel Corp., Detroit.
Fidelity Stores Co., Three Rivers.
Cope Sealer Co., Inc., Holland.
American Cabinet Co., Holland.
Muller DeVos Bldg. Co., Grand Rapids.
Detroit Angel Drink Co., Detroit.
Criswell Furniture Co., Grand Rapids.
Detroit Industries Inc., Detroit.
McKercher Specialty Co., Plymouth.
Peoples Electric Co., Detroit.

Universal Silver Black Fox Co., Grand Rapids.
Walker Sons, Inc., Detroit.
King Stack Co., Detroit.
Bendix Manufacturing Co., Inc., Lansing.
Swedish Massage & Beauty Institute, Dearborn.
Collins Land & Lumber Co., Rapids River.
Embury Martin Lumber Co., Cheboygan.
Sunfield Lumber Co., Sunfield.

If you cannot win, make the one ahead break the record.

Respect is won by being respectable and respectful.

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

BUY YOUR HOSIERY FROM HOSIERY SPECIALISTS

We justly lay claim to being Michigan's largest exclusive hosiery wholesalers. Single dozens or case lots—you will always find the prices, quality and service right, and the goods ready for delivery.

BRODER BROTHERS

MEN'S, WOMEN'S, CHILDREN'S HOSIERY

218 W. Jefferson

Phone Randolph 7322

Detroit

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.



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, Kalama-zoo; O. L. Brainerd, Elsie; Ole Peterson, Muskegon.

Here and There in Food Retailing.

Traveling more than 24,000 miles so far this year I get my notebooks filled with odds and ends. Let's clean house a bit this week.

What do you know about the differences between huckleberries and blueberries? In some regions the two are constantly confused. Of late the Eastern restaurants have been listing huckleberries, although it is months since any were obtainable. The joke here is that they have been serving blueberries—an infinitely more delicate, delicious and flavory berry.

Any handler of fruits who does not know the difference should get busy and learn, for he holds up his business with a severe handicap so long as he persists in such errors.

David Wallace & Sons, Detroit, was an offshoot from the G. & R. McMillan Co. Wallace is a youth compared with McMillan, because his business dates back to only 1889, a bare forty years, against McMillan's eighty-one years, but at that Wallace himself has long since retired and his sons are what you'd call old men if you did not reflect a bit first. The main point is that you find Wallace's store busy with few customers in sight, just as you find McMillan's. This is due to the telephone, delivery and credit—in fact, to service, which pays as handsomely to-day under proper management as it paid in 1889 under proper management. Management always pays.

Business of the blind leading the blind still prevails in the human drama. A Western writer tells retailers to divide monthly sales into inventory total to obtain rate of stock turn and that writer has already published a book of four volumes. In this case it is a blessing that grocers as a class are not readers of books. If they were readers, think how much harm such a fallacious statement could work. And yet again, a man who is a reader of business books is apt to be thoughtful; and if he be thoughtful, he will be likely to sense such errors. But where is the excuse for the writer of such a book in such a case as this?

But lazy-minded men take too readily to "authority" behind any statement, relying on it to be final and conclusive. I published a book more than five years ago. Just recently I discovered in it an error so glaring that I am unable to think how I permitted it to get there. Yet I read and re-read the proof sheets and have long felt familiar with every portion of the subject treated. Now, out of the thousands of copies which have been sold, presumably to business men, not a single reader has questioned that statement. Shall we all therefore say

of attempts at grocer-enlightenment, "What's the use?"

"True Story Magazine" has just run expensive full-page advertisements in metropolitan dailies on "the Amazing Story of Personal Credit." It were well for grocers to get and read those advertisements. For they reveal a veritable gold mine of opportunity to any merchant capable of their correct evaluation. They will mean little or nothing to the man who "can't make money in the credit business." Such a man simply "can't, so let's forget him. But it is a fact that to-day savings, investments, owned homes and life insurance are disseminated among the masses as never before, and the percentage of responsibility and keen sense of good faith is plenty high among our "laboring" people. I put quotation marks around "laboring" because the word means something so radically different from what it meant a few years ago. And let the man who thinks that credit is the bunk reflect that he regards the banks of his town as pretty solid, rather prosperous institutions. Then let him further realize that banks deal in just one commodity: credit. Let him again remember that he thinks of department stores as profitable enterprises and let him realize that department stores are eager in seeking credit trade.

Let's forget the "can't" man. He always falls by the wayside and the world does not pause even between two heartbeats to look down at him as he lies prostrate. The world needs can men, so if we would be of the world and partake of the tremendous success we see on every hand, we must be strong, we must can, we must be able to stand on our own.

Once again I say: It is not important that a man is big. The important thing is to note how he became big. Mention Loblaw anywhere East of Chicago to-day and men recognize a big, strong organization, with "unlimited" capital behind it, with "buying power" no end, and therefore with advantages with which it is hopeless for the little fellow to try to cope. But that is unimportant, for in truth it is only ten years since Loblaw had less than Job's fabled turkey, except what he carried in his brain-pan. It was the use he made of that capital that placed him where he is to-day. That use was backed by diligent labor, cheerfully undertaken, willingly performed, and the result we begin to sense to-day.

The Loblaw organization made 5.57 per cent. net on sales last year. That was slightly less in percentage on the eighty stores owned than the 5.71 per cent. shown by the sixty-five stores owned the previous year. But not only is that said to be the highest ratio of earnings of any chain organization in the food line, but it seems to me it must be near the highest ratio made in all but a very few individually owned service food stores. But such facts will not stand alone. They are surrounded by collateral factors which we must not forget to note.

First, then, please think that capital is of many kinds, and the kind owned

(Continued on page 31)

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 MARKET

There are hundreds of thousands of people who, because of indoor work all of the short day, cannot spend time in the health-giving sunshine.

To these hundreds of thousands the new Fleischmann's irradiated Yeast-for-Health makes a strong appeal. It contains the "sunshine" vitamin D in an easily assimilated form.

Grocers all over the country are finding it profitable to give special attention to this new market.

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.

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

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Phone 67143

N. FREEMAN, Mgr.

MEAT DEALER

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

Defrosting Frozen Meat.

In considering frozen or cold storage meat it seems advisable to say something about defrosting, since this is so important that the ready sale or disregard for frozen products hinge largely on it. In other words, were it possible to so defrost or thaw out meat that its appearance would be exactly the same as meat that had never been frozen, it is more than likely that it would go into consumption without complaint or cause for complaint.

It is the appearance of frozen meat that hurts the sale of it, rather than any noticeable difference in tenderness, flavor, nutritive value, or other considerations. Of course, we are talking about meat that was put into freezers while in fresh condition and held under proper temperature and in strictly sanitary rooms not to exceed the right length of time. The bulk of meat frozen fully meets these conditions. It is more than likely that a great deal could be done in the way of perfecting defrosting methods. It is also likely that freezing meat at exceedingly low temperatures would help the appearance of defrosted meat, and research and experimentation are going on with this in mind.

There are two general ways used to defrost meat on a large scale. One is to place the meat in water and the other is to expose it to a temperature above freezing. In the former case the temperature of the water and whether or not it changes during the process is important. The time consumed, the kind of meat being defrosted, and the use to which the meat is to be put must also be given consideration. In manufacturing establishments it is quite possible to obtain excellent results through defrosting in moderately warm running water, though some houses prefer to allow the meat to defrost naturally in rooms well above the freezing point, but not in temperatures so warm the juices are unnecessarily lost.

Meat sold through retail markets is, as a rule, defrosted without water and seldom under the best conceivable conditions. As a result such meat has a pale appearance on the outside and water and juices ooze out of the exposed cuts with distinct disadvantage to its appearance.

In large hotel supply houses special arrangements are made for defrosting poultry and the work is usually done with skill and with very good results. The problem is somewhat different from most other kinds of meat since only the skin is exposed; but in most instances the close attention to details and the general efficiency of the work is commendable.

Retailers, as a rule, do not believe that there is a demand for frozen meat. Most of them do not feel that many housewives would knowingly buy frozen meat, even at prices lower than those of fresh meat. As a consequence

most of them defrost what they sell and many shops will not handle any frozen meat except poultry and perhaps such things as liver, sweetbreads, beef tails, etc. Some do not even handle these products after they have been frozen. It has been suggested that housewives might profitably show a desire to experiment with high grade frozen meat by ordering it frozen, taking it home in this condition and defrosting it just before cooking by placing it on a dish in a warm oven or a warm part of the range.—N. Y. Office, Bureau of Agricultural Economics.

Candy Firm Handles Fillets of Haddock.

Fillets of haddock are being distributed in Johnson City, Tenn., by the Long Candy Company, who report that as a result more fish was sold in Johnson City during September than in any similar period in its history. The increased sales are attributed to the consistent advertising of the fillets and to the convenience of preparing them.

To celebrate the success of the new product, a fish and seafood dinner was held by the sales force recently.

The successful handling of the fillets by a candy company attests the fact that they can be carried with little trouble and no additional overhead. If they can be handled easily by a candy company they can be handled much more easily by a meat market.

Turkeys Hatched and Brooded Artificially.

An Oklahoma experimenter reports notable success with the artificial hatching and brooding of turkeys.

An equal number of turkeys were hatched under hens and in the incubator. The turkeys hatched in the incubator were raised in brooders, kept on a small plot of ground, and were never turned on free range. The others were left with the hen and given free range. Both groups were given the same kind of feed.

Of the 125 turkeys hatched in the incubator, 115 are still living and all are several pounds larger than those raised by the hens. The proportion saved of the turkeys raised by the hens was considerably less than of those raised artificially.

Stricter Game Laws This Year Than Last.

More or less extensive revisions of game laws were enacted in some of the states since the 1928-29 season, it was noted by the Bureau of Biological Survey in a recent statement.

The general tendency of state legislation this year has been to afford additional protection to upland game birds, particularly ruffed grouse, and to restrict further the taking of big-game animals. There were no outstanding changes in this year's amendments to the Federal regulations, except that it was made unlawful to hunt migratory birds from automobiles.

Block off more than you can do, then DO it.

A smile pays dividends all along the line.

WORDEN GROCER COMPANY

The Prompt Shippers

Send That Order For

QUAKER EVAPORATED MILK

It's An Important Item

WORDEN GROCER COMPANY

Wholesalers for Sixty-one Years
 OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

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

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Despite the modern trend to abolish kitchen drudgery, HOLSUM could never have achieved its supremacy without the merit of quality.

HARDWARE

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

Electrical Supplies For the Holiday Trade.

In the various articles which come under the category of electrical supplies, the hardware dealer can find many a line which will not merely prove a ready seller at this season but which will fit admirably into his displays for the holiday trade.

There are few lines so advantageous for display as lighting fixtures; for the simple reason that the dealer can use these lines to illuminate his store and thus demonstrate as well as display the goods. The hardware dealer who handles these lines will find they have a distinct decorative value in window display, apart from the sales possibilities of the articles themselves.

New electrical lines are constantly coming on the market. Of these, the lighting fixtures are increasingly important. Time was when electric lighting was limited to wall and ceiling lights; and the choice was between an ordinary light bulb and a similar bulb with a shade or a reflector. Now the dealer who handles this line can offer a wide range of frosted and colored bulbs, a wide range of ornamental shades and a good assortment of lamp stands, piano lamps, and the like. And year by year more and more homes are being equipped with these ornamental lighting devices.

Lighting is, however, only a beginning of the possibilities of the electrical goods line. Apart from the more or less standard lighting devices, there are a lot of minor novelties that are decidedly worth pushing. These include electric flashlights, cigar lighters, electrical watch stands, electrical candles, illuminated clocks and the like.

Here we have lines that are coming more and more into use and to which the hardware dealer should pay some attention. For once a man equips his home with electric current, he will steadily go on adding to his equipment.

It pays to watch for the electrical novelties, and help introduce them in your community.

It is a good many years now since the electric iron was first introduced. At the time it was regarded with a good deal of skepticism, not merely by the public, but by the dealers themselves.

One alert hardware dealer had handled electric lighting equipment in a small way and had compiled a list of householders in his town whose homes were wired for electricity. When the first electric iron was put on the market he did not wait for it to come to town. On his first visit to the city he saw the device in operation. He got one and tried it out in his own home. It worked.

Then he stocked a fair number of the electric irons, and got up a circular letter to his list of electrical customers, describing the new device, and inviting the recipient of the letter to take an iron on trial. "No obligation

to buy unless it is more satisfactory than the old method," said the letter. Quite a few irons went out on this basis, and practically all of them stayed out. It was another season before that alert dealer's local competitors woke up to the opportunity they had missed. And by that time the dealer was established locally as the man who knew all about new electrical devices, and he was looking for fresh electrical novelties to push.

It is a long time since the electric iron was a novelty; but new uses of electricity, and new devices using electricity, are constantly being evolved. The wideawake dealer handling electrical goods will keep in close touch with new developments, test out new devices as soon as they appear, and take up the worth while articles early in the game. Getting a start on your competitors counts for a lot in the sale of novelties of any kind.

In connection with the holiday trade, electrical goods are in order at all stages of the game. If the hardware dealer features the "Make Home Cosy for the Holidays" idea in his fall selling campaign, electrical goods are calculated in many ways to make the home cosier and more attractive. So they can be featured as soon as the air grows cool, the fall rains start and the darkness comes early.

When the possibilities of sales in this direction are exhausted, the gift trade opens with the approach of Christmas. And electrical lines are essentially gift lines. They represent the ideal combination of beauty and utility. In the course of the holiday selling campaign, a window featuring the gift possibilities of the electrical department will prove a good stunt; and it is often worth while to send a circular letter on the same theme, accompanied by advertising matter, to a selected prospect list.

In the gift trade, something new is always in demand. Here, consequently, is an opportunity to push the sale of electrical novelties. The little article that is on the market for the first time this year will develop a good demand if its first aspects are stressed in your advertising and window display and in your personal salesmanship. Keep a lookout for new electrical lines that have gift possibilities.

* In featuring electrical goods it is also a good idea to stress the idea of the electrically equipped home as the labor-saving home. The householder who has electricity installed for one or two purposes can readily be persuaded to use it for half a dozen more. Show him what electricity can do; and if he doesn't use it for as many purposes as he might, carefully implant the idea of ultimately and regularly adding to his electrical equipment.

As previously suggested, there is a happy combination between the merchant's general scheme of display and his lighting department. Display is everything at this time of year. To make a success of his Christmas lines, the hardware dealer must attract the crowd. His store must be bright and cheerful. He must have it well lighted so that people can see what he is offering, and he must show his goods

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

early. Not merely show but use his lighting devices.

Electrical toys will please the children more than any other kind. They have the advantage over clockwork that they do not get out of repair so quickly; and the average boy in particular is eager to get something that is electrically operated. Electric wind-mills, trains with stations and all necessary adjuncts, steamships, motor cars and the like will draw a crowd of children to your toy department, if you have one. Even a few good electrical devices are worth while if only for the crowds they are bound to attract and the advertising value they have for the toy department.

The electrical washing machine is coming more and more into use; and the recent devices in this line show a marked improvement over the earlier machines. The washing machine has the advantage that it saves labor and goes a long way to solve the problem of household help. A few years ago such machines were novelties. Now they are almost staples. In the average community there are so many electric washing machines in use that housewives no longer ask the old question, "Can that thing actually wash the clothes clean?"

Now the great problem in selling is to establish the merits of your particular machine in competition with a good many others. How is this to be done. In the first place, know the workings, and the strong selling points, of your machine. Take time to see that your salespeople are familiar with the machine.

Then, put on a demonstration. Put the machine—the demonstration machine with the glass front—in the window and show prospective users how it works.

In a good many cases it will be necessary and desirable to send out machines on trial. This is the quickest way to sell a machine, in a good many cases. Particularly in the home where a washing machine has never been used before. Once let a woman use an electric washing machine, and she'll hate to send it back. Where there is keen competition, the matter is, of course, one of good salesmanship—plus favorable first impressions. In this connection it pays to know your machine, to know your individual customer, and to understand the little things that go to make a favorable first impression.

Your approach to the customer is often important. One dealer lost a sale because the prospect feared the suction device embodied in the machine would injure fine silks and laces she had to wash. Yet she bought a machine built on practically the identical principle—simply because the salesman for the rival machine at the very outset stressed the reasons why this machine wouldn't injure the most dainty fabrics.

It pays in selling such devices to first sound out your prospect a little, and to discover, if you can, just what she is afraid the machine will do.

Now is a good time to push the sale of electric heaters, foot warmers, and similar devices. There is an "in be-

tween" period in autumn when the average householder dislikes to light the furnace, when the family still spend much time outdoors and it seems a sinful waste to heat the entire house all day in order that it may be warm for a limited period when a couple of rooms are occupied. A little later comes the time when, with extreme cold weather, some one room or other needs a little accessory heat.

Here is where and when the electric heater becomes readily saleable, as a means of warming a single room, or some particular corner where extra heat is needed. Push these devices now.

The electric range is now a staple, and in the average urban community it pays for pushing. Here, again, window displays, demonstration, newspaper and circular advertising and trial in the home are all helpful in making sales.

It is important to see that the purchasers of electric devices understand thoroughly how to operate them. Any mishap, as, for instance with an electric wringer, is bad advertising for the store and for the line. A little time spent in coaching your purchaser as to the proper use of the device will save future trouble and, through ensuring satisfaction, will help future sales.

Victor Lauriston.

Resort Lines Show Few Changes.

No marked change of dress styles will be seen in the Winter resort lines, so far as silhouette is concerned. There will be a notable turning to lighter materials, among them linens and fine dress cottons, and colors will be brighter than those seen in the current lines. So little change in silhouette will be seen, one of the leading manufacturers said yesterday, that some of the important houses are simply going to repeat their late Fall models in high shades. A second reason for this was said to be fear of style pirates, who make a particular point of stealing ideas from Winter resort merchandise for their early Spring lines. This kills the sale of the "stolen" models in the Northern part of the country later.

Popular Jewelry Not Affected.

Moderate and popular price jewelry and accessories stand to benefit from any decline in buying of the more expensive pieces, in the opinion of manufacturers of the former type. Jewelers report they had noticed no reaction in their lines as yet and are confident that the holiday season will be satisfactory. Retailers are continuing to place an excellent volume of orders. One of the more noticeable things recently is the gain in the call for cigarette cases for women. These are being made in sizes to fit the handbag and yet contain from ten to fifteen cigarettes. The cases feature unbreakable colored enamel on sterling silver, with lighter to match. Silver plate models are also offered.

Coats To Show New Trimmings.

Many of the newer models of tweed coats, the continued popularity of which presages their being carried over into the Spring season, will be set off by novelties in belts. Unusual effects in leather belts will be used, as

will belts of tweed fabric piped with leather and fastened with leather buckles. A development in newer coat models other than tweeds will be the increased use of button trimmings. These will include buttons of wood crystal, imitation gems, bone and novelty compositions, as well as the cloth-covered type. Another prospective trimming development, both for coats and ensembles, is a much broader use of astrakhan fur in large shawl collars and big "melon" muffs.

Glove Orders Show Up Well.

Despite some slowness which has developed in other lines of women's accessories, good orders for women's gloves are reported by wholesalers here. Retailers are seeking immediate delivery on both leather and fabric styles, with the novelty cuff slip-on favored in both types of merchandise. The long glove is making good headway for formal wear and promises to be a feature of the resort business. The brown family continues to lead in colors and the sun tan hues will also be outstanding for the Spring. Importers are assembling lines for the coming season, which will be shown in the near future.



Capital and Surplus \$750,000.00
One of two national banks in Grand Rapids.
Member of the Federal Reserve System.

President, Gen. John H. Schouten
Vice President and Cashier,
Ned B. Alsover
Assistant Cashier, Fred H. Travis

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.

GRAND RAPIDS SCALE CO.

Sales Agency Fairbanks Scales.
Repairing. Installing.
652 Fourth St., Grand Rapids, Mich.

The Brand You Know by HART



Look for the Red Heart on the Can

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Distributor

FRIGIDAIRE ELECTRIC REFRIGERATING SYSTEMS PRODUCT OF GENERAL MOTORS



For Markets, Groceries and Homes

Does an extra man's work

No more putting up ice

A small down payment puts this equipment in for you

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KRAFT CHEESE

All varieties, bulk and package cheese

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GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, Nov. 1.—As a source of misinformation I must be getting good. Here I have already located Charley Renner as manager of Hotel Whitcomb, St. Joseph, and now comes along a hotel journal conveying the information that it is only being talked about, but nothing definite has been settled as to who will have charge of the property. Anyhow, I am not taking back anything I said about Charley. He is perfectly capable of running any hotel of any size at any place, and the Whitcomb owners could go much further and fare worse.

There is to be a conference of delegates from the various charters of American Greeters contiguous to the Great Lakes, in Chicago on Nov. 22 and 23. More than a dozen charters will be represented and they will be received by the new president of the organization, Perle A. Young, of Los Angeles, besides others of prominence. Michigan Charter No. 29 and Western Michigan No. 22, will be fully represented.

The growth of this organization is certainly phenomenal. While primarily the American Greeter came into being for fraternal reasons, they have had the unstinted support of hotel managers and owners all over the country. It is one unification of purpose which has not worked a hardship on anyone. Nobody has had any axe to grind; no demands of any character have been made upon employers. Their cards have been laid upon the table, face up, and they have proven to be mostly high trumps. Good boys! You will always have my best wishes and full support.

According to reports the reason the Interstate Commerce Commission is just now interested in investigating to find out why railroads are charging an extra fare for de luxe service is for the reason that they, the Commission, has just heard about it. This has been going on for at least twenty years, but it is likely the commissioners' passes are only good on slow trains. However, by the time the commission finally gets action, the competition of the busses will probably compel the rail lines to abrogate this extra fare charge and they may be paying bonuses to get people to ride with them. Anyhow, if they should do this somebody ought to be good enough to notify the rail-rate-making body, so they can make a note of the fact.

Announcement has been made of election of officers of the Park Place Hotel Co., Traverse City. They are R. Floyd Clinch, President; M. S. Saunders, Vice-President; C. M. Beers, Treasurer and E. E. Wilhelm, Secretary. The board of directors includes the above and A. J. Haviland, cashier Traverse City State Bank and A. C. Batdorff, publisher of the Traverse City Record-Eagle.

The death is announced of Mrs. Emily Hill Snyder, who for years operated Hotel Dewey, South Haven. This most estimable individual was well known among the Michigan fraternity as well as in Florida, where she was also interested in hotel affairs. She was an old time member of the Michigan Hotel Association.

That is a good one they are telling about someone finding half a dozen \$100 bills in one of the discarded mattresses from the recently dismantled Park Place Hotel, at Traverse City. The placing of this cache must have taken place prior to the advent of Mr.

Volstead. All I can say about it is that the purchase of any of these old mattresses might prove a good investment, when you consider the possibilities of gold watches, restoration plates, etc. Save me one of them "W. O."

I notice that N. P. Mowatt is manager of Hotel Avalon, Waukesha, Wis. Mr. Mowatt was one of the original landlords of Hotel Durant, Flint, and is well known to the fraternity in this State.

California courts have assumed the position that hotel operators are responsible for about everything which takes place in their caravansaries and making it decidedly embarrassing in many instances. For example a guest of one Los Angeles hotel made the claim that he had suffered a loss by pilfering from his room. According to the landlord, two safety locks were provided for each entrance door, as an evidence of a special desire on the part of the hotel man to protect the occupant. In this particular instance it was found that one of the said locks was defective, and the court held that while the law only required one lock, where more than that number were provided it was optional with the guest to utilize but the one and this one proving defective, the responsibility was placed on the hotel. Of course any judge who would hold to a position like that is a fit subject for a detention hospital, but the hotel man has to pay just the same or go to an endless expense to secure justice in a higher court.

The Long Point Hotel Company, at Long Point, Mullett Lake, has recently filed a notice of dissolution with the Secretary of State. This probably does not indicate that the hotel has gone out of business, but has some reference to the status of the ownership of same.

One Michigan restaurant operator favors the printing of checks of uniform size, we presume, and not that the amounts inscribed on the said checks should be uniform.

The food that Americans waste each year has served as a basis for many striking expressions. All of this comes, however, in definite application when it is realized that in too many cases it is not he who eats but he who serves stands the losses for same.

The province of Ontario, Canada, has again voted to place the dispensing of liquors in the hands of government officials, by an overwhelming majority. This does not, by any means, contemplate open saloons, but throws an added responsibility on hotel operators, who are permitted to allow the consumption of liquor in guest rooms, but must avoid bootlegging. Which ought, in a measure, to compensate them for not operating in the United States, where the landlord is legally liable for infractions of statutes by patrons.

One of the magazines recently had an interesting cartoon of a patron seeking the prescription department of a drug store, after being shifted from lunch counter to cameras, and from pipes and tobacco to toilet accessories, finally learning that prescriptions might be obtained in the basement. Perhaps he was fortunate, at that, in finding out that they did a prescription business at all. Now that certain chain cigar stores are introducing lunch counters, the main purpose for which they were originally operated may be relegated to the back alley.

With the introduction of the \$200

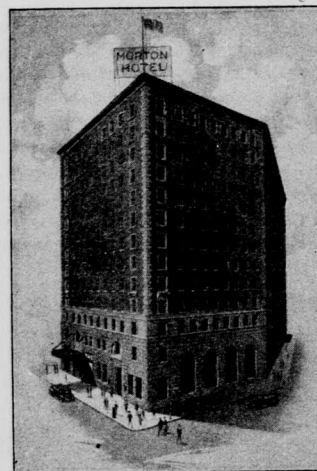


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



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

400 Rooms — 400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager

Member Michigan Tourist and Resort Association.
QUAKER RESTAURANT
THE HOME OF PURE FOOD
318 Monroe Ave
Grand Rapids Michigan

NEW BURDICK
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.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

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,
Manager.

Occidental Hotel
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.

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

flivver will arise the necessity for installing check rooms at the various hotels for the storage of same. Out here I notice that the modern tourists bungalows have an auxiliary provision for the storage of cars—all at one price of admission. The hotels which provided radios for the use of guests did not get very far along with the public, but the provision of corkscrews and bottle openers proved an instantaneous success, so better provision for the storage of cars at wayside hotels may be the saving clause for such institutions.

One of the little things not always appreciated by the promoter and inexperienced hotel builder is that the profitable life of the hotel is comparatively short, and that unless suitable provision is made for depreciation the owner will find himself, long before he is ready for it, with an obsolete plant on his hands. Then, when the inevitable new hotel is built, the old one is ready for the scrap heap, and cannot be continued at a profit.

August B. Loevenich, the new managing director of the LaSalle, formerly known as the Savoy, Detroit, is making man changes in that institution, especially in the catering department. The main dining room, which has been operated with both counter and table service, and was known as the grill, has been closed and will remain so for several weeks, during which time it will be redecorated and will be reopened as a formal dining room, without counters. A sandwich shop which was recently established will take care of the lunch counter patronage.

Bascom D. Akers, recently with Hotel Seward, has been made resident manager of the LaSalle. He enjoys a wide acquaintance and will prove a distinct asset.

Hotel men are beginning to cast about with a view to ascertaining just what the effect of aviation will be on their business. Unless rapid methods of transportation abbreviate longevity, the use of hotels will probably not be appreciably affected. It will, no doubt, however, have its effect on the business of "waysiders."

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

The H. M. Brock & Co. clothing store, at 210 Monroe avenue, has been sold to M. Katz & Co. This store, which has been managed by Max M. Brock, as H. M. Brock & Co. since 1899, will be conducted until Jan. 1 as the H. M. Brock & Co. Quitting Business Sale. This privilege has been extended to Messrs. Katz to assist them in getting established at this location. Max M. Brock, after a brief vacation, will be associated with his brother, H. M. Brock, in the Collat Bros. Store, 200 Monroe avenue, at Lyon. This store has been managed by H. M. Brock since September, 1927.

Walter A. Reid, President of the Lake Odessa Canning Co., is on a moose hunt in Manitoba, North of Duluth.

Mr. and Mrs. J. J. Berg (Pitkins & Brooks, Chicago) have returned from their summer home at Baptist Lake and are now residing at 1122 Sherman street. Mr. Berg is still unable to work. The doctor diagnoses the trouble as hardening of the arteries.

William H. Anderson, the ex-banker, was dangerously ill last week as the result of a carbuncle at the base of the

brain. He is much improved this week.

Local bankers are loud in praise of the action of the promoters of the Great Lakes Corporation in revoking that organization at this time. If the original plans had been carried into execution, country banks would have been compelled to finance the subscriptions of their stockholders to a considerable extent. This would have diverted many millions of dollars from the regular channels of business and created a money stringency which is now avoided by the long headed foresight of the founders.

A. J. Cron, local representative for the National Cash Register Co., writes as follows: "We have received two complaints from merchants wherein a certain man, a Mr. Martin, drops in on a merchant and poses as a representative of the National Cash Register Co. In both cases he has taken their registers and states that he will sell them, but never returns with the proceeds. The first merchant did not even get a receipt for the register, but the second merchant received a receipt for the register signed Mr. Martin. He informs us that this Mr. Martin drives an old Hudson coach of a 1925 or 1926 model. Anything you can do to eliminate this condition or to report him to the proper authorities will be greatly appreciated. This is happening mostly in the territory around Reed City, Cadillac and Man-ton."

W. R. Roach, the king of canners, is spending a few days at Hot Springs, Ark. Mrs. Roach is with him. They are both enjoying the baths. They expect to return home about Nov. 15.

The Warner Stores, Inc., has relinquished its warehouse in the Hawkins block and leased larger space of the Kent Storage Co.

How David Ward Outwitted Ezra Rust.

David Ward, of Detroit, and Ezra Rust, of Saginaw, half a century or more ago, probably owned as much Michigan pine lands as any two men. They visioned the wealth of these lands in years to come as the value of pine lumber steadily increased. Both lived to a ripe old age. Mr. Ward's Detroit home at the Southwest corner of Cass and Temple avenues is still standing.

At the period of their young years, when they began accumulating pine lands, the code for locating timber tracts was far more rigid.

Mr. Ward in his mature years was wont to tell how he once put it over Mr. Rust in a unique way. A veteran State jurist of to-day is one who recalls Mr. Ward relating the incident.

Mr. Ward started his career as a surveyor. He was engaged to locate a stretch of pine land in the Otsego county district. While doing so he came upon another valuable tract and decided to locate it for himself. But he lost his bearings and could not find the section lines. One night he wrapped himself in his blanket and was nearly asleep when he heard the voices of two men in the bushes so close that he could tell what they were talking about. They had just arrived at the spot to camp for the night. The sub-

ject of their conversation was the identical tract that Mr. Ward wanted to locate for himself. They said enough about the section lines so that he got his bearings. He had intended to temporarily abandon his survey and start in the morning for a distant point, where he could relocate the lines. He did not reveal his presence to the two men, but the information he got from overhearing them talk was enough.

Losing no time, he slipped away toward the river, where he found a rowboat in which he made a quick trip to the nearest land office and promptly filed deeds for the lands.

One of the two men who little dreamed that in the dense wilderness they were revealing information to a rival was Mr. Rust. When he and his companion arrived at the land office they learned Mr. Ward had been there ahead of them. That he beat them to it was all in the game. They had no hard feeling against him. They did not connect him with the disappearance of their boat, and as for Mr. Ward, he did not know it belonged to them.

Many years later at a pioneers' gathering at Saginaw, Mr. Ward and Mr. Rust were among those present. Reminiscences being in order, Mr. Ward proceeded to tell about how he got the information that enabled him to file deeds ahead of two cruisers he heard talking in the bushes late of a night and miles from the nearest settlement. He never had been able to learn who the two cruisers were. At this point Mr. Rust interrupted to say that he was one of the two cruisers and that at last he found out who it was who took his boat and beat him to the land office.

Frozen Dressed Rabbits Coming in Waxed Paper.

The new rabbit abattoir and dyeing plant of the Fox River Valley Fur Company at Fond du Lac, Wis., will start operations about Dec. 1. Capacity of the plant, according to Andrew J. Brown, president of the company, will be from 1,000 to 1,200 rabbits per day.

After slaughtering the rabbits will be dressed, washed, pre-cooled and then wrapped in wax paper and frozen. Shipments will be made in cartons holding from 10 to 50 pounds, packed to meet the customer's demand. All by-products such as cannot be used for human consumption will be ground up and sold as a mink and fox ration.

A cold storage room equipped to hold a half carload of frozen carcasses will be ready for service about Nov. 15.



HOTEL BROWNING

Grand Rapids
Room & Bath \$2 to \$2.50. No Higher
Three Squares from Station.
Liberal Parking Space.

HOTEL OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS
Deglman Hotel Co.

Enjoy the delightful Govern-
ment Park, the locks, the
climate and drive.

Sault Ste. Marie Michigan



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.



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS
Division and Fulton

RATES

\$1.50 up without bath
\$2.50 up with bath

CODY CAFETERIA IN
CONNECTION

"We are always mindful of
our responsibility to the pub-
lic and are in full apprecia-
tion of the esteem its generous
patronage implies."

HOTEL ROWE

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

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, Croswell.
Treasurer—P. W. Harding, Yale.

Must Return To Practice of Pharmacy.

At the meeting of the National Association of Retail Druggists in Minneapolis last month several prominent leaders of the craft stressed the necessity of pharmacy going back to its own, coupled with the assertion that the drug store to-day that presents itself as a reliable dispenser of drugs and medicines is finding public favor. That this is appreciated by our profession is indicated by the increasing observance of pharmacy week. There is no doubt that pharmacists must return to the practice of pharmacy not only for one week but for fifty-two weeks in the year, if the calling is to endure. The situation is well outlined by Dr. A. G. Du Mez, who in an address recently delivered before the Ninth Carolina Association said:

"I do not wish to be understood as decrying all commercial activities of the pharmacist, nor would I have you believe that I am trying to disparage his efforts to become a better business man as I am fully aware of the fact that as long as pharmacists deal in material things, there must be commerce. I do, however, desire to impress upon you that the real cause of the difficulties in which we find ourselves at present is not an undue increase in the number of drug stores, the lack of good business management or the adoption of up-to-date merchandising methods, but rather the overdevelopment of the commercial side at the expense of the professional side of the calling.

"It is an established principle among physicians that to prescribe intelligently for the alleviation or cure of a disease, the cause must first be found. This principle applies with equal force to the selection of the proper remedy for the correction of bad conditions of affairs of any kind and may well be applied to the solution of our difficulties. It is my contention, as already stated, that our troubles are the result of not sticking to our calling as originally practiced. We have forsaken the mortar and pestle in the rear of the store for the more alluring prospects in the front and we have not reaped the expected rewards.

"The remedy, as I see it is clearly indicated by the influences which, taken as a whole, are responsible for the creation of present conditions. They are in part mercenary in nature. Undoubtedly, the greed for gain has played its part but I believe that there have been other influences which have had

a greater if not so apparent effect. The greatest of these influences in my opinion was the lack on the part of the pharmacist of an adequate education to enable him to meet without fear of the consequences the changes made in the last twenty-three years in the legal restrictions thrown about the practice of pharmacy and of a sufficiently comprehensive knowledge of the various sciences to enable him to keep pace with the modern developments in therapeutics. Only a few years ago, students were graduated from our colleges of pharmacy with what really amounted to but two years of technical education and, if we go back fifteen to twenty years, most of the candidates for licensure had no college education at all.

"We must re-establish ourselves in the eyes of the physician and the public as real practitioners of a professional calling and thereby silence those who say that we are becoming nothing but merchants. In all probability, many of the older pharmacists, and I do not speak disparagingly of them because they have given the best they had in them to keep our banners flying, will not be able to conform completely to this new order of things but they can at least keep their places of business looking like real pharmacies—put back the show bottles in the windows, get out some of the old shelf bottles and give the prescription counter a prominent place in the store. It is upon the service which these accouterments represent that pharmacy was originally built and it is upon this service that it must depend for its survival. Those who are attending our schools of pharmacy at present, especially, those who complete four years of work, will receive an education that should enable them to furnish that expert knowledge which the physician requires and to render the highest type of pharmaceutical service to the public. It is to these young men and women that we must look for the complete restoration of pharmacy to its proper position among the medical services and its future development. I am fully confident that the outcome will be to our liking."

The United States Pharmacopoeia.

On May 13, 1930, the United States Pharmacopoeial Convention will meet in Washington to organize the work of revision of this official standard for drugs and medicines. The convention meets but once in each decade and the societies and organizations entitled to representation, it is hoped, will without delay select persons fitted for the task and take steps to insure the presence of these delegates at the convention.

Although Federal laws concerned with the control of the purity of drugs provide for the enforcement of drug standards set forth by the Pharmacopoeia, the book is not published by or under the control of the Federal Government. It is published by authority of the United States Pharmacopoeial Convention. This body is composed of members who are sent as delegates by National or state associations of

physicians, pharmacists and other groups concerned with medicine and drugs, by schools of medicine and of pharmacy, and by certain Government services. The convention's chief function is the selection of the Committee of Revision of the United States Pharmacopoeia. To this committee is assigned the task of making any desired changes in the Pharmacopoeia then in force and of issuing a revised edition of the book.

Originally the revision of the Pharmacopoeia was controlled exclusively by physicians, but as the pharmaceutical problems increased in magnitude the pharmaceutical profession was taken into equal partnership. With the progressive evolution of scientific pharmacy, and especially with the introduction of more scientific standards and tests, the major share of the technical work of the revision fell on the pharmaceutical members, who therefore justly became numerically preponderant in the "Revision Committee."

Resilvering Mirrors.

There are several ways of resilvering mirrors. Mercury and tin foil is one of the best if one has the necessary stone table, but the following "silver" method is highly satisfactory and can be performed by almost any amateur:

Solution No. 1

Silver nitrate ----- 12 grs.
Rochelle salt ----- 12 grs.
Distilled water ----- 8 ozs.

The salts are added to the boiling water, allowed to boil for six minutes, then cooled and filtered.

Solution No. 2.

Silver nitrate ----- 35 grs.
Stronger ammonia water ---- enough
Distilled water ----- 8 ozs.

Dissolve 19 grains of the silver nitrate in 1 ounce of distilled water, and add enough stronger ammonia water to make the solution permanently clear. Then add the balance of the silver nitrate, 16 grains, and dissolve it; then add the balance of the distilled water, and filter.

The directions are: clean the glass, including the edges, with ammonia, and wipe with a wet chamois. Then use equal parts of the two solutions, well mixed, and pour onto the middle of the glass to be silvered. It will spread over the surface of the glass, which must be perfectly level; any untouched portions of the glass may be wetted with the aid of a perfectly clean glass stirring rod. Allow the glass to remain untouched until the solution precipitates. Then allow the water to drain off (if any is left), dry with the aid of a gentle heat, and coat with any good varnish.

Chewing Gum.

The method of making chewing gum is as follows:

Gum chicle ----- 1 lb.
Powdered sugar ----- 3 lbs.
Flavoring ----- a sufficiency

The gum chicle is coarsely powdered and triturated with 1 lb. of the sugar, and the powder passed through a coarse sieve. The remainder of the sugar is then mixed in, and the vessel containing the mixture is heated on a

sand bath until the mass softens upon stirring. It is then well worked and transferred to a slab sprinkled with sugar. The flavoring or other ingredients are next sprinkled upon the mass and mixed by kneading. Finally it is rolled out into thin sheets and cut into flat sticks of the desired size. The favorite flavorings are peppermint and wintergreen oils, but cinnamon, cardamoms, cloves, and other breath-perfumes are much in request. On the manufacturing scale special machinery is used for making chewing gum.

New Angle on the Same One Problem.

In an article written by one of the Nation's foremost business experts and published in a recent issue of Nation's Business, the following statement was made regarding the ownership of retail business institutions by capital from outside the communities in which the stores operate. "Being of non-resident ownership, its interest in local welfare is, and cannot help but be, incidental. All it wants is profit. It aims, primarily, though unconsciously, at the destruction and elimination of small businesses!—Nothing should be permitted to impair the keeping open of opportunity for young people. The day that happens, America will take its first step backwards."

Think! Has the time come when we are willing to give up the principles of individual ownership and place the business of our country and community in the hands of a comparatively few huge syndicates? Are we willing to leave coming generations no opportunity for individual enterprise or will we look the problem square in the face and stop this drift toward monopoly?

Greenville independent merchants ask for your patronage only on the basis of deserving it. They ask only that you make fair comparisons of quality, price and service before you buy. Not comparison of only a few items, selected as leaders, but comparison of the general run of merchandise which makes up the great bulk of your purchases.

Greenville Home Owned Stores Association.

French Shoe-Dressing.

Vinegar, 2 pints; soft water, 1 pint; glue (fine), 4 ounces; logwood chips, 8 ounces; powdered indigo, 2 drs.; potassium bichromate, 4 drs.; gum tragacanth, 4 drs.; glycerin, 4 ounces. Boil, strain, and bottle.

Bug Poison.

Corrosive Sublimite ----- 4 ozs.
Sodium Chloride ----- 2 ozs.
Water ----- 5 pts.
Mix. The use of the sodium saves alcohol and expense.

Pitch For Boats.

Coal tar, 2 gallons; rosin, 5½ pounds; Burgundy pitch, ½ pound.

True To Life.

"Pop, what's a monolog?"

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

"I thought that was a dialog."

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 5.—Now that the football season is on, there are quite a few heading for the game at Ann Arbor next week. There seems to be a scarcity of tickets, judging by the many enquiries for same.

While awaiting the decision of the Postoffice Department concerning the awarding of an air mail contract between here and St. Ignace, Harold Wescoat, President of the Upper Peninsula Airways, operating at Escanaba, is here, flying the newly purchased Ryan monoplane for the purpose of carrying passengers from here to St. Ignace. Mr. Wescoat announces that passengers will be taken for St. Ignace, starting Saturday, and start on Sunday on regular schedule, making four round trips during the day. In the morning the plane will take off for St. Ignace at 9:30 and at 11. In the afternoon the ship is scheduled to leave the field at 2 and 3:30. Reservations can be made at the desk at the Ojibway Hotel. Now it will not be necessary to kick about the roads which are in bad condition at various places en route to St. Ignace. If you don't like the road conditions, take the air.

It looks as if Newberry was to have a new hospital. The move is sponsored by the Lions Club. A committee has been appointed to determine the advisability of a new county hospital. It is proposed to raise the cost of the hospital (\$70,000) by direct tax in two years. This is yet to go through the board of supervisors. The hospital is to have a capacity of twenty-five beds.

"Great men's ideas are the common heritage of humanity. Their only individual possessions are their oddities."

A new beauty shop will be opened at Newberry on Saturday by Miss Hilda Spry. The shop will be in connection with the Newberry Hotel barber shop on Newberry avenue. Miss Spry is a graduate of the Marinello School at Chicago.

E. E. Thomas, proprietor of the Thomas restaurant at St. Ignace, reopened for business Nov. 3 to accommodate the army of hunters now crossing the Straits for the Upper Penin-

sula. Day and night service will be provided.

The Sooford Co., which, for the past six years has had the ford automobile agency here, has sold out to the Wieneke Auto Co., which has formed a \$75,000 corporation. It has also taken over the Rudyard and Pickford plants. The new house made its debut in the Soo Nov. 1. Ernest A. Wieneke will be the President and his brother, Eric F. Wieneke, will be treasurer. Harry Van Dyke, who for the past few years has been manager for the Sooford Co., will remain with the new company as assistant manager. All other employees of the Sooford Co., are to be continued. The Wieneke brothers are both young men, but have had many years of experience in the business and automobile world. Eric Wieneke, who will move to the Soo from Detroit, his present home, is now general superintendent of the Murray Corporation of America, which makes the town sedan bodies for the ford Motor Co. He has been with this corporation for the past six years. R. G. Ferguson, of the Soo Hardware Co., former owner of the Sooford Co., declared that the varied interests in which they have become involved, particularly with reference to the Marquette branch of the Soo Hardware Co., were such that to give the Sooford Co. the time and attention that was necessary was not possible.

Homemaking is an art. It is the evocation of a beautiful environment out of more kinds of elements than are involved in any other form of self-expression.

We had our first snow last Tuesday, with two inches of the beautiful, which was the heaviest October fall of snow since 1917. It did not last long, however, and will do until after January if we were to have our wish.

William G. Tapert.

Precaution.

Her Suitor: Sir, may I have your daughter?

Real Estate Man: Yes, but you'll have to sign a two-year lease.

He who under-values his ability is
justly under-valued by others.

HOLIDAY GOODS

Now on Display in
Grand Rapids

Come in and look them over

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed			Belladonna		
Boric (Powd.)	9	@ 20	Cubebs	5 00@ 25		Benzoin	2	@ 28
Boric (Xtal)	9	@ 20	Elgeron	4 00@ 25		Benzoin Comp'd	2	@ 40
Carbonic	38	@ 44	Eucalyptus	1 25@ 1 50		Buchu	2	@ 16
Cutric	52	@ 66	Hemlock, pure	2 00@ 2 25		Cantharides	2	@ 52
Muriatic	3 1/2	@ 8	Juniper Berries	5 00@ 7 50		Capsicum	2	@ 28
Nitric	9	@ 15	Juniper Wood	1 50@ 1 75		Catechu	1	@ 44
Oxalic	15	@ 25	Lard, extra	1 55@ 1 65		Cinchona	2	@ 16
Sulphuric	3 1/2	@ 8	Lard, No. 1	1 25@ 1 40		Colchicum	1	@ 80
Tartaric	52	@ 60	Lavender Flow	6 00@ 6 25		Cubebs	2	@ 76
Ammonia			Lavender Gar'n	1 25@ 1 50		Digitalis	2	@ 24
Water, 26 deg.	07	@ 18	Lemon	6 00@ 6 25		Gentian	1	@ 35
Water, 18 deg.	06	@ 15	Linseed, raw, bbl.	@ 1 25		Guaiac	2	@ 28
Water, 14 deg.	5 1/2	@ 13	Linseed, boiled, bbl.	@ 1 28		Guaiac, Ammon.	2	@ 24
Carbonate	20	@ 25	Linseed, bid less	1 35@ 1 45		Iodine	1	@ 25
Chloride (Gran.)	09	@ 30	Linseed, raw, less	1 32@ 1 45		Iodine, Colorless	1	@ 50
Balsams			Mustard, arilif. oz.	@ 35		Iron, Clo	1	@ 56
Copaiba	1 00@ 1 25		Neatsfoot	1 25@ 1 35		Kino	1	@ 44
Pir (Canada)	2 75@ 3 00		Olive, pure	4 00@ 5 00		Myrrh	2	@ 52
Pir (Oregon)	65@ 1 00		Olive, Malaga,	3 00@ 3 50		Nux Vomica	1	@ 80
Peru	3 00@ 3 25		yellow	2 85@ 3 25		Opium	1	@ 5
Tolu	2 00@ 2 25		Olive, Malaga,	2 85@ 3 25		Opium, Camph.	1	@ 44
Barks			Orange, Sweet	9 00@ 9 25		Opium, Deodor'd	1	@ 92
Cassia (ordinary)	25@ 30		Organum, pure	@ 2 50		Rhubarb	1	@ 92
Cassia (Saigon)	50@ 60		Organum, com'l	1 00@ 1 20		Paints		
Sassafras (pw. 60c)	@ 50		Peppermint	3 00@ 3 25		Lead, red dry	14 1/4	@ 14 1/4
Soap Cut (powd.)	20@ 30		Rose, pure	13 50@ 14 00		Lead, white dry	14 1/4	@ 14 1/4
Berries			Rosemary Flow's	1 25@ 1 50		Lead, white oil	14 1/4	@ 14 1/4
Cubeb	@ 90		Sandelwood, E.	11 50@ 11 75		Ochre, yellow bbl.	@ 2 1/2	
Fish	@ 25		Sassafras, true	1 75@ 2 00		Ochre, yellow less	3@ 6	
Juniper	11@ 20		Sassafras, arti'l	75@ 1 00		Red Venet'n Am.	3 1/2 @ 7	
Prickly Ash	@ 75		Spearmint	7 00@ 7 25		Red Venet'n Eng.	4@ 8	
Extracts			Sperm	1 50@ 1 75		Putty	5@ 8	
Licorice	60@ 65		Tany	7 00@ 7 25		Whiting, bbl	@ 4 1/2	
Licorice, powd.	60@ 75		Tar USP	65@ 75		Whiting	5 1/2 @ 10	
Flowers			Turpentine, bbl.	@ 65		L. H. P. Prep.	2 80@ 3 00	
Arnica	1 50@ 1 60		Turpentine, less	72@ 87		Rogers Prep.	2 80@ 3 00	
Chamomile (Ged.)	@ 50		Wintergreen,	6 00@ 6 25		Miscellaneous		
Chamomile Rom.	@ 75		leaf	3 00@ 3 25		Acetanalid	57@ 75	
Gums			Wintergreen, sweet	3 00@ 3 25		Alum	06@ 12	
Acacia, 1st	50@ 55		Wintergreen, art	75@ 1 00		Alum, powd and	09@ 15	
Acacia, 2nd	45@ 50		Worm Seed	4 50@ 4 75		Bismuth, Subni-	2 25@ 2 52	
Acacia, Sorts	35@ 40		Wormwood, oz.	@ 2 00		trate	2 25@ 2 52	
Acacia, Powdered	35@ 40		Potassium			Borax xtal or	05@ 13	
Aloes (Barb Pow)	32@ 40		Bicarbonate	35@ 40		powdered	05@ 13	
Aloes (Cape Pow)	25@ 35		Bichromate	15@ 25		Cantharides, po.	1 50@ 2 00	
Aloes (Soc. Pow.)	75@ 80		Bromide	69@ 85		Calomel	2 1/2 @ 2 82	
Asafoetida	50@ 60		Bromide	54@ 71		Capsicum, powd	62@ 70	
Pow.	90 @ 100		Chlorate, gran'd	23@ 30		Cassia Buus	8 00@ 9 00	
Camphor	87@ 95		Chlorate, powd.	@ 30		Cleves	38@ 40	
Guaiac	@ 60		or Xtal	16@ 25		Maik Prepared	14@ 15	
Guaiac, pow'd	@ 70		Cyanide	30@ 90		Chloroform	49@ 56	
Kino	@ 125		Iodide	4 06@ 4 28		Choral Hydrate	1 20@ 1 51	
Kino, powdered	@ 120		Pernanganate	22 1/2 @ 35		Cocaine	12 80@ 13 00	
Myrrh	@ 125		Prussiate, yellow	35@ 45		Cocoa Butter	60@ 90	
Myrrh, powdered	@ 125		Prussiate, red	@ 70		Corka, nst, less	30-10 to	
Opium, powd.	21 00@ 21 50		Sulphate	35@ 40		Copperas	40-10 to	
Opium, gran.	21 00@ 21 50		Roots			Copperas, powd.	03@ 10	
Shellac	65@ 80		Alkanet	30@ 35		Corrosive Sublim	2 25@ 3 20	
Shellac	75@ 90		Blood, powdered	40@ 45		Cream Tartar	30@ 45	
Tragacanth, pow.	@ 175		Calacaus	35@ 85		Cuttle bone	40@ 50	
Tragacanth	2 00@ 2 35		Elecamus	25@ 30		Dextrine	40@ 50	
Turpentine	@ 30		Gentian, powd.	20@ 30		Dovers' Powder	4 00@ 4 50	
Insecticides			Ginger, African,	@ 30		Emery, All Nos.	10@ 15	
Arsenic	08@ 20		powdered	30@ 35		Emery, Powdered	@ 16	
Blue Vitriol, bbl.	@ 08		Ginger, Jamaica.	60@ 65		Epsom Salts, bbls.	@ 03 1/4	
Blue Vitriol, less	09 1/2 @ 17		powdered	45@ 60		Epsom Salts, less	3 1/2 @ 10	
Bordea. Mix Dry	12@ 26		Goldenseal, pow.	6 00@ 6 50		Ergot, powdered	@ 4 00	
Hellebore, White	15@ 25		Ipecac, powd.	5 50@ 6 00		Flake, White	15@ 20	
powdered	15@ 25		Licorice, powd.	20@ 30		Formaldehyde, lb.	13 1/2 @ 35	
Insect Powder	47 1/2 @ 60		Oriss, powdered	45@ 50		Gelatine	80@ 90	
Lead Arsenate Po.	13 1/2 @ 30		Orris, powdered	45@ 50		Glassware, less 55%		
Lime and Sulphur	20@ 30		Rhubarb, powdered	35@ 40		Glassware, full case 60%.		
Dry	08@ 22		Rhubarb, powd	@ 1 00		Glauber Salts, bbl.	@ 02 1/2	
Paris Green	24@ 42		Rosinwood, powd.	@ 50		Glauber Salts less	04@ 10	
Leaves			Sarsaparilla, Hond.	@ 1 10		Glue, Brown	20@ 30	
Buchu	@ 1 05		Sarsaparilla, Mexic.	@ 60		Glue, Brown Grd	16@ 22	
Buchu, powdered	@ 1 10		Squills	35@ 40		Glue, White	27 1/2 @ 35	
Sage, Bulk	25@ 30		Squills, powdered	70@ 80		Glue, white grd.	25@ 35	
Sage, 1/4 loose	@ 40		Tumeric, powd.	20@ 25		Glycerine	18@ 40	
Sage, powdered	@ 35		Valerian, powd.	@ 1 00		Hops	75@ 95	
Senna, Alex.	50@ 75		Seeds			iodine	6 45@ 6 97	
Senna, Tinn. pow.	30@ 35		Anise	@ 35		Iodoform	8 00@ 8 30	
Uva Ursi	20@ 25		Anise, powdered	35@ 40		Lead Acetate	20@ 30	
Oils			Bird, Is	13@ 17		face	@ 1 60	
Almonds, Bitter,	7 50@ 7 75		Canary	10@ 14		face, powdered	@ 1 60	
true	7 50@ 7 75		Caraway, Po.	25@ 30		Menthol	8 00@ 9 00	
Almonds, Bitter,	3 00@ 3 25		Cardamon	2 50@ 2 75		Morphine	13 58@ 14 33	
artificial	3 00@ 3 25		Coriander pow.	40 30@ 25		Nux Vomica	@ 20	
Almonds, Sweet,	1 50@ 1 80		Dill	15@ 20		Nux Vomica, pow.	15@ 25	
true	1 50@ 1 80		Fennell	9 1/2 @ 15		Pepper, black, pow	57@ 70	
Almonds, Sweet,	1 00@ 1 25		Flax	9 1/2 @ 15		Pepper, White, pw	75@ 85	
imitation	1 00@ 1 25		Flax, ground	9 1/2 @ 15		Pitch, Burgudry	20@ 25	
Amber, crude	1 50@ 1 75		Foenugreek, pwr.	15@ 25		Quassia	12@ 15	
Amber, rectified	1 50@ 1 75		Hemp	8@ 15		Quinine, 5 oz. cans	@ 60	
Amber	1 25@ 1 50		Lobelia, powd.	@ 1 60		Rochelle Salts	22@ 40	
Bergamont	6 50@ 7 10		Mustard, yellow	17@ 25		Sacharine	3 60@ 3 75	
Cajeput	2 00@ 2 25		Mustard, black	20@ 25		Salt Peter	11@ 22	
Cassia	3 00@ 3 25		Poppy	15@ 30		Seldits Mixture	30@ 40	
Castor	1 50@ 1 80		Quince	1 00@ 1 25		Soap, green	15@ 30	
Cedar Leaf	2 00@ 2 25		Sabadilla	45@ 50		Soap mott cast	@ 25	
Citronella	75@ 1 00		Sunflower	12@ 18		Soap, white Castile,	@ 15 00	
Cloves	4 00@ 4 25		Worm, American	30@ 40		less, per bar	@ 1 60	
Cocoonut	27 1/4 @ 35		Worm, Levant	6 50@ 7 00		Soda Ash	3@ 10	
Cod Liver	1 50@ 2 00		Tinctures			Soda Bicarbonate	2 1/2 @ 10	
Croton	3 00@ 3 25		Aconite	@ 1 80		Soda, Sal	02 1/2 @ 08	
			Aloes	@ 1 56		Spirits Camphor	@ 21 20	
			Asafoetida	@ 1 50		Sulphur, roll	3 1/2 @ 4	
			Arnica	@ 1 50		Sulphur, Subl.	4 1/2 @ 10	
						Tamarinds	30@ 35	
						Tartar Emetic	75@ 75	
						Turpentine, Ven.	50@ 70	
						Vanilla Ex. pure	1 50@ 2 00	
						Vanilla Ex. pure	2 25@ 3 00	
						Zinc Sulphate	6@ 11	

GROCERY PRICE CURRENT

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

ADVANCED

Dill Pickles

DECLINED

Col. Lima Beans

AMMONIA

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



MICA AXLE GREASE

48, 1 lb. ----- 4 55
24, 3 lb. ----- 6 25
10 lb. pails, per doz. 9 40
15 lb. pails, per doz. 12 60
25 lb. pails, per doz. 19 15
25 lb. pails, per doz. 19 15

APPLE BUTTER

Quaker, 24-21 oz., doz. 2 15
Quaker, 12-38 oz., doz. 2 40

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 1 80
Royal, 6 oz., doz. ----- 2 50
Royal, 12 oz., doz. ----- 4 95
Royal, 5 lb. ----- 25 40
Calumet, 4 oz., doz. ----- 95
Calumet, 8 oz., doz. ----- 1 85
Calumet, 16 oz., doz. ----- 3 25
Calumet, 5 lb., doz. ----- 12 10
Calumet, 10 lb., doz. ----- 18 60
Rumford, 10c, per doz. ----- 95
Rumford, 8 oz., doz. ----- 1 85
Rumford, 12 oz., doz. ----- 2 40
Rumford, 5 lb. ----- 12 50

K. C. Brand

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

BLUING



JENNINGS

The Original

Condensed

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

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

BEANS AND PEAS

Brown Swedish Beans 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White H'd P. Beans ----- 9 90
Col. Lima Beans ----- 14 50
Black Eye Beans ----- 16 00
Split Peas, Yellow ----- 8 00
Split Peas, Green ----- 9 00
Scotch Peas ----- 7 00

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross ----- 15

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Pep, No. 202 ----- 2 00
Krumbs, No. 424 ----- 2 40
Bran Flakes, No. 624 2 45
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. ----- 2 70
Rice Krispies, 1 oz. ----- 1 10
Kaffe Hag, 12 1-lb. cans ----- 7 30
All Bran, 16 oz. ----- 2 25
All Bran, 10 oz. ----- 2 70
All Bran, 1/2 oz. ----- 2 00

Post Brands.

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

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

BBOOMS

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

BRUSHES

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

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

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

CANNED FRUIT

Apples, No. 10 ----- 5 4c
Apple Sauce, No. 10 7 5c
Apricots, No. 2 1/2 3 40 3 90
Apricots, No. 10 8 50 11 50
Blackberries, No. 10 8 50
Blueberries, No. 10 ----- 15 00
Cherries, No. 2 ----- 3 25
Cherries, R.A., No. 2 1/2 4 30
Cherries, No. 10 ----- 13 00
Peaches, No. 10 Pie 7 20
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. ----- 3 10
Peaches, 10, Cal. ----- 10 40
Pineapple, 1 sl. ----- 1 60
Pineapple, 2 sl. ----- 2 65
Papple, 2 br. sl. ----- 2 35
Papple, 2 br. sl. ----- 2 40
Papple, 2 1/2, sl. ----- 3 50
Papple, 2 cru. ----- 2 80
Pineapple, 10 crushed 15 00
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 75
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 ----- 11 00
Rhubarb, No. 10 ----- 4 75
Strawberries, No. 2 ----- 3 25
Strawb's. No. 10 ----- 13 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2, 2 75
Clams, Steamed, No. 1 3 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet ----- 2 00
Sard's, 1/4 Oil, Key ----- 6 10
Sard's, 1/4 Oil, Key ----- 5 75
Sardines, 1/4 O.I., Kless 5 25
Salmon, Red Alaska, 3 50
Salmon, Med. Alaska, 2 35
SaSalmon, Pink, Alaska 2 10
Sardines, Im. 1/4, ea. 10 22
Sardines, Im., 1/2, ea. 25
Sardines, Cal. ----- 1 35 2 25
Tuna, 1/2, Curtis, doz. 3 60
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2 Blue Fin ----- 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned, 3 50
Beef, No. 1, Roast ----- 3 50
Beef, No. 2 1/2, Qua., sl. 1 75
Beef, 3 1/2 oz. Qua., sl. 2 25
Beef, 5 oz., Am. Sliced 3 00
Beef, No. 1, B'nut, sl. 4 50
Beefsteak & Onions, s 3 70
Chili Con Car., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52
Potted Meat, 1/2 Libby 92
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 45
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 1 10
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 1 05
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 1 10
Snider, No. 2 ----- 1 25
Van Camp, small ----- 90
Van Camp, med. ----- 1 15

CANNED VEGETABLES

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

Bar Goods

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

CATSUP.

Beech-Nut, small ----- 1 65
Lily of Valley, 14 oz. ----- 2 25
Lily of Valley, 1/2 pint ----- 1 65
Sniders, 8 oz. ----- 1 65
Sniders, 16 oz. ----- 2 35
Quaker, 10 oz. ----- 1 35
Quaker, 14 oz. ----- 1 90
Quaker, Galon Glass 12 50
Quaker, Gallon Tin ----- 7 50

CHILI SAUCE

Snider, 16 oz. ----- 3 15
Snider, 8 oz. ----- 2 20
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 25

OYSTER COCKTAIL

Sniders, 16 oz. ----- 3 15
Sniders, 8 oz. ----- 2 20

CHEESE

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

CHEWING GUM

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

COCOA

Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 00
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 15
Deft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
7 oz. Rose Tin Bon ----- 18 00
Bons ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/2 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/2s ----- 35

CLOTHES LINE

Hemp, 50 ft. ----- 2 00 2 25
Twisted Cotton, 50 ft. ----- 3 50 4 00
Braided, 50 ft. ----- 2 25
Sash Cord ----- 3 50 4 00

COFFEE ROASTED

Worden Grocer Co. 1 lb. Package ----- 36
Melrose ----- 26
Liberty ----- 41
Quaker ----- 39
Nedrow ----- 48
Morton House ----- 37
Reno ----- 33
Royal Club ----- 33

McLaughlin's Kept-Fresh

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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 10
Quaker, Baby, 8 doz. ----- 4 60
Quaker, Gallon, 1/2 doz. 4 00
Carnation, Tall, 4 doz. 4 35
Carnation, Baby, 8 dz. 4 35
Oatman's Dundee, Tall 4 25
Oatman's D'dee, Baby 4 25
Every Day, Tall ----- 4 25
Every Day, Baby ----- 4 25
Pet, Tall ----- 4 35
Pet, Baby, 8 oz. ----- 4 25
Borden's Tall ----- 4 35
Borden's Baby ----- 4 25

CIGARS

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

Worden Grocer Co. Brands

Airedale ----- 35 00
Havana Sweets ----- 35 00
Hemeter Champion ----- 37 50
Canadian Club ----- 35 00
Robert Emmett ----- 75 00
Tom Moore Monarch ----- 75 00
Webster Cadillac ----- 75 00
Webster Astor Foil ----- 75 00
Webster Knickerbocker 95 00
Webster Albany Foil ----- 95 00
Bering Apollon ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Delioses ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Pails
Pure Sugar Sticks-600c 4 00
Big Stick, 20 lb. case 18
Horehound Stick, 5c ----- 18

Mixed Candy

Kindergarten ----- 17
Leader ----- 13
French Creams ----- 15
Paris Creams ----- 16
Grocers ----- 11
Fancy Mixture ----- 17

Fancy Chocolates

5 lb. boxes
Bittersweets, Ass'ted 1 75
Milk Chocolate A A 1 75
Nibble Sticks ----- 1 75
Chocolate Nut Rolls ----- 1 85
Magnolia Choc ----- 1 25
Bon Ton Choc. ----- 1 50

Gum Drops

Anise ----- 16
Champion Gums ----- 16
Challenge Gums ----- 14
Jelly Strings ----- 18

Lozenges

A. A. Pep. Lozenges ----- 15
A. A. Pink Lozenges ----- 15
A. A. Choc. Lozenges ----- 15
Motto Hearts ----- 19
Malted Milk Lozenges ----- 21

Hard Goods

Lemon Drops ----- 19
O. F. Horehound dps. ----- 18
Anise Squares ----- 18
Peanut Squares ----- 17

Cough Drops

Putnam's ----- 1 35
Smith Bros. ----- 1 60
Luden's ----- 1 50

Package Goods

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

Specialties

Pineapple Fudge ----- 18
Italian Bon Bons ----- 17
Banquet Cream Mints ----- 23
Silver King M. Mallovs 15
Handy Packages, 12-10c 80

COUPON BOOKS

50 Economic grade 3 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 43

DRIED FRUITS

Apples

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

Apricots

Evaporated Choice ----- 21
Evaporated, Fancy ----- 22
Evaporated, Slabs ----- 20

Citron

10 lb. box ----- 40

Currants

Packages, 14 oz. ----- 18
Greek, Bulk, lb. ----- 18

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 20

Peel

Lemon, American ----- 30
Orange, American ----- 30

Raisins

Seeded, bulk ----- 10
Thompson's seedless, 15 oz. ----- 09 1/2
Seeded, 15 oz. ----- 11

California Prunes

60/70, 25 lb. boxes ----- 17
50/60, 25 lb. boxes ----- 14
40/50, 25 lb. boxes ----- 16
30/40, 25 lb. boxes ----- 17
20/30, 25 lb. boxes ----- 20
18/24, 25 lb. boxes ----- 21

Hominy

Pearl, 100 lb. sacks ----- 3 50

Macaroni

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

Bulk Goods

Elbow, 20 lb. ----- 08 1/2
Egg Noodle, 10 lbs. ----- 14

Pearl Barley

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 85
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 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 Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 85
*Reliable, 144	3 90
*Federal, 144	5 00
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

Almonds, Tarragona	25
Brazil, New	17
Fancy Mixed	24
Filberts, Sicily	22
Peanuts, Vir. Roasted	11
Peanuts, Jumbo, std.	13
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27@29
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish	12
125 lb. bags	12
Filberts	32
Pecans Salted	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, Stuff., 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	-----
8 oz., 2 doz. in case	-----
15 lb. pails	-----
25 lb. pails	-----

PETROLEUM PRODUCTS

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

In Iron Barrels

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

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 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 Tin, doz.	10 25
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	5 00
16 Gal., 600	9 25
45 Gal., 1200	22 00

PIPES

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

Beef

Top Steers & Hef.	25
Good Steers & Hef. 15 1/2@23	
Med. Steers & Hef.	21
Com. Steers & Hef. 16@20	

Veal

Top	22
Good	19
Medium	16

Lamb

Spring Lamb	24
Good	22
Medium	20
Poor	20

Mutton

Good	14
Medium	13
Poor	11

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	16
Loin, med	26
Butts	24
Shoulders	19
Spareribs	16
Neck bones	06
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00

Dry Salt Meats

D S Bellies	18-20@18-17
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Lard

Pure in tierces	12 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
3 lb. pails	advance 1
Compound tierces	12
Compound, tubs	12 1/4

Suasages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@26
Hams, Cert., Skinned	
16-18 lb.	@25 1/2
Ham, dried beef	@45
Knuckles	@17 1/2
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
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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 1/2
Whole Cod	11 1/2

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
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Mackerel

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

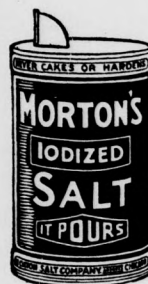
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Dozz.	1 35
Shinola, doz.	90

STOVE POLISH

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



Free Run'r, 32 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 50

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 Nanthra, 100 box	5 50
Flake White, 10 box	4 20
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 00
Octagon, 120	5 00
Pumpkin, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Triby Soap, 100, 10c	7 25
Williams Barber Bar.	9s
Williams Mug, per doz.	48

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS

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

Brillo

Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 80
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,	3 85
20 oz.	2 25
Sani Flush, 1 doz.	3 15
Sapolio, 3 doz.	6 40
Soapine, 100, 12 oz.	4 00
Snowboy, 100, 10 oz.	2 65
Snowboy, 12 Large	7 20
Speedee, 3 doz.	2 10
Sunbrite, 50s	4 75
Wyandote, 48	2 75
Wyandote Deterg's, 24s	

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@20
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochon	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@46

Pure Ground in Bulk

Allspice, Jamaica	@35
Cloves, Zanzibar	@46
Cassia, Canton	@23
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	1 39
Pepper, Black	@55
Nutmegs	@59
Pepper, White	@80
Pepper, Cayenne	@37
Paprika, Spanish	@45

Sidelights on the Career of Father LaSalle.

Among the earliest priests to do missionary work in what is now Michigan was Father Claud Allouez, Fr. Marquette's predecessor, who worked from the Soo Westward and thence South through what is now Wisconsin, following around the South shore of Lake Michigan to the St. Joseph river; thence up the St. Joseph to the portage to the Kankakee and thence Westward into Illinois. It must be remembered that until Michigan Indians secured horses as their portion of the plunder after Braddock's defeat, their only means of transportation, aside from on foot, was by canoes. The earliest Indians were perfectly familiar with trails in every direction where there were rivers with only a few miles between them, to furnish highways which connected widely scattered areas. One of these early water trails started at the mouth of the St. Joseph river, ran up that stream to a point only five miles from the Kankakee and thence out to the Mississippi. As the work of developing began among the Indians of the West, this route became even more popular than the route across what is now Chicago and the Illinois river. Fr. Claud Allouez very early saw the strategic worth of this route and did some work in this region about 1675. In all probability he was the first white man in the Lower Peninsula.

LaSalle used this route in his scheme for the building of two vessels, one to ply the great lakes and the other the Mississippi, to control the fur trade and keep it from the English via the Iroquois. He had a fort at the mouth of the river and co-operated with Fr. Allouez in his work where Niles is now. Incidentally, this mission is, where Fr. Allouez died. A boulder erected by the Woman's Progressive Society of Niles, marks the supposed site of his grave.

When the Griffon left Niagara on her trip to the North she carried in her hold as ballast a full equipment of anchors, cordage, etc., for her sister ship which was to have been constructed on the Mississippi. When it was decided that she should take back the cargo of furs purchased at Green Bay, keeping the outfit for the other vessel aboard, and that when she returned she should go to the mouth of the St. Joseph from where these supplies should be sent to the place which should be selected for building the other boat. In accord with this plan LaSalle left Green Bay before the Griffon started. The day after he left he encountered a very severe storm which has always been supposed to be the one which wrecked the Griffon, by those who believed the Griffon was wrecked. LaSalle held to that theory for some time after he gave up that the boat was gone, but later charged that she was wilfully wrecked by her pilot who undertook to profit by the sale of her cargo to the Iroquois and escaped to the Northwest. What he found to thus change his mind has never been known.

When LaSalle arrived at St. Joseph on his trip he expected to hear from

the Griffon, but, as we know, no message awaited him there. He waited for a time, but finally pushed on to the point he selected for building the second vessel and its keel was well under way before he lost hope. Hearing no tidings from the Griffon he went back to St. Joseph to see what he could learn of the missing vessel. There he received the news which caused him to give up ever seeing her again. With the idea that his second vessel would require a new outfit of anchors and cordage, he undertook a trip across the wilderness, which was entirely unknown to him, to Detroit, and thence to Montreal. A less resolute man would have given up defeated. He had staked everything he had in the world and borrowed all he could to finance the enterprise and all was gone. If the Griffon had made the trip, marketed the cargo of furs, made payments to his creditors and brought the remainder back, LaSalle would have seen the height of success for his whole project. As it was, no one else could see a ray of hope.

Whatever may have been his own thoughts to no one did he show an atom of wavering. With his little band he planned and at once set out to execute a stupendous undertaking. With the aid of nothing but their compass to guide they would make the trip across what is now Michigan, from the St. Joseph river to Detroit. From there he would go to Montreal, where he would find some way to equip his second vessel. It was early in March when their equipment was secured and the little party set out. Not far from their starting place, either at St. Joseph or Niles, they found a series of swamps and marshes which compelled them to move their line a few leagues to the North before they made their course directly East. LaSalle never reduced much of his work to writing. In fact, his accounts of money matters were never in shape to be really intelligible to anyone but himself. Two or three of his followers, however, were much given to writing, so that we have quite a complete account of the trip, which was the first visit of white men to much of the territory they passed through. Some places, however, are described in a way which makes it practically certain that they crossed what is now Kalamazoo county and other points which might be mentioned. Days went into weeks as the little party toiled onward, hunting and fishing for their own maintenance. Quite a little—in fact, most of the way—they were in a country where the Iroquois might appear at any minute. They often went for days without even camp fires, for fear they might expose their presence to the Iroquois. At one time they were forced to wade nearly shoulder deep across a marsh. When the emerged their garments were so soaked they were obliged to build fires to dry them out. The great wonder is that when they reached the Huron river only three men were sick and unable to go further, instead of the whole party. The place where they found the river was between two lakes as they described it, or in the Southwestern part of Livingston county.

Because of the sickness in his party and the fact that spring had opened, LaSalle made camp on the bank of one of the lakes. An elm tree was cut, but the weather was so cold that its bark could not be peeled until water was heated and turned onto it. From the elm bark they made a canoe or canoes, in which all the party floated down the river.

This trip was practically the last of LaSalle's connection with Michigan, although he afterwards made another trip around the lakes to St. Joseph and thence to the Mississippi, which he explored to its mouth. In 1684 he made a trip to France with his plans changed to the idea of having his trade on the Mississippi go down the river and thence direct to Europe, the Spaniards to be conquered so that they would allow such a program. The king of France backed this project and LaSalle returned to America with a colony. In some way he missed the mouth of the river and planted his colony too far West. Three years later he was assassinated by some of his colony and all of his associates perished except three or four who managed to escape.

A. Riley Crittenden.

Ramsey McDonald, the Man With a Heart.

Grandville, Nov. 5.—Everything is lovely and the goose hangs high!

The British ambassador has come and gone. His persuasive voice was not without its effect, seeming to hush the fears of our naval constructionists making for lasting peace between the United States and England, all of which is certainly very good.

And now Minister McDonald is visiting with his friends in Canada which latter country is the most loyal to the throne of any of Britain's dependencies. President Hoover and McDonald were seemingly one in sentiment regarding the curtailment of naval ships. Anglo-American agreement has been won and now for a conference with those other powers needed to complete the program.

France, Italy and Japan make up the trio of outsiders who will be invited to participate in a roundup of friendly bargaining next January. How that conference will come out is at present problematical. France has no desire to scrap her under sea armament, and no doubt she has good reason to go slow in that respect.

Italy and Japan are to be reckoned with. How will this new peace plan eventuate think you? Grave doubts exist as to its outcome. What is one nation's meat may be another nation's husk. France has been the battle ground for more wars than almost any other patch of mother earth and her people are not to be deceived into signing pacts that may handicap her in the future.

As for Italy, Mussolini is the boss in that field and he has ambitions which may run counter to the plans of Britain. On the whole the peace of the world still hangs in the balance and we may not look for results of a satisfactory nature when the five nations come to the council table next year.

Ramsey McDonald is a pleasing personage, and no doubt is sincere in his desire to cement the peace of the world in the manner desired by his countrymen. The United States having acquiesced it would seem probable that the hardest part of the struggle was over.

During the British minister's visit

he was splendidly entertained by his American cousins. He visited the tomb of that illustrious man whose splendid generalship was the means of humiliating Great Britain and severing her from her American colonies.

His visit to the American capital doubtless brought to mind the time when British soldiers set fire to the United States public buildings and raged as so many barbarians. Those times are of the past, however, and perhaps it were not best to bring them up at this time.

The dove of peace never fluttered more happily over the world than it does this day after the visit of Ramsey McDonald to America. His Canadian brethren will no doubt give him a hearty welcome since that outlying province has ever been staunchly loyal to the crown of Britain.

It would seem that peace and an assured time of friendly intercourse between the nations of the world is at hand. Never since the close of the world war have prospects been so bright. Well, let us hope that this may prove true and the world set in a groove that will hold it in place unmarred by war for long years to come.

The kindly good nature and friendliness of one man have worked wonders in the present instance. Ramsey McDonald is certainly a genial fellow whom it is a pleasure to meet, and his present trip seeking to cement friendship between America and England will not be without its effect for the well being of both countries.

England and America have no cause for quarrel. Arbitration should easily settle all differences that may come between the two English speaking countries of the world. Sitting down for a cozy talk as did McDonald and President Hoover has produced results that no end of diplomatic sparring could have done in a thousand years.

We may be at the beginning of a new era in the world's history, an era that will brighten historic pages as never before in the life of the world. However, it is best not to be too sure of our premises. Three decided stumbling blocks are in the way of universal peace—France, Italy and Japan.

Not until after the meeting in January can we drive our stakes and consider with certainty what the future has in store for our country and the world outside.

Should an agreement fail of accomplishment next January the nation or nations responsible for the failure will assume the greatest responsibility ever taken by any government in modern times.

Ramsey McDonald's responsibility ceases after he has secured the consent of the United States to a pact that if agreed to by the three countries in question assures the peace of the world for long years to come. Threats and bluster could not have accomplished what good sense and a friendly talk brought about in short order.

There will be hope for the future peace of the world when other men as envoys come to the front with the good nature and kindly heart of this genial Scotchman, and place the flowers of friendship on the table where men are sitting in judgment as to peace or war.

It is men with hearts and consciences that are needed to take charge of the peace gatherings at this particular time, and we believe our hopes along this line may not be vainly entertained.

All hail Ramsey McDonald as the first peacemaker who has come to America since the close of the world war.

Old Timer.

Growth in knowledge insures growth in authority.

Here and There in Food Retailing.

(Continued from page 20)

by Loblaw personally is the most valuable of all. Nobody could steal Loblaw's capital, and he only could dissipate it—as many another fine man has done, for that capital is brains, plus the sterling character to apply them to the job in hand. He worked Edison's theory: 10 per cent. inspiration, 90 per cent. perspiration.

For you see, before Loblaw could open a store he knew he had to know the business. He went to work in the grocery end of a large department store—a cash-carry business which is outstandingly successful and profitable. He there learned the business and, while working, evolved his store plan, now famous, but then an experiment. Then he started one store.

Because he has the rarely valuable faculty to attach men to him with un-failing loyalty, he is able to delegate his jobs as fast as he evolves them. He is, in short, an organizer. And he devotes his time to plans and specifications of organization. The way he handles his warehousing of merchandise is a stroke of genius.

The world may change—it is always changing—but it will always hold opportunity for such men as Loblaw, for he is of the tribe of commercial genius, the kind of men who have always found the way. Let men who think cash is the only capital ponder these plain facts and remember that Loblaw has no monopoly, no patent, on initiative, plain work and brains.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 22—We have to-day received the schedules, reference and adjudication in the matter of James B. Timmer, Bankrupt No. 3943. 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 \$7,231.40 of which \$850 is claimed as exempt, with liabilities of \$12,279.76. The court has written for funds and upon receipt of same, the first meeting of creditors will be made herein.

In the matter of Joseph Stanecky, etc., Bankrupt No. 3895, the trustee has filed his first report and account, and an order for the payment of expenses of administration, taxes and for the payment of a first dividend of 5 per cent. to creditors has been entered.

In the matter of Horace T. Dekkar, Bankrupt No. 3864, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

Oct. 23. We have to-day received the schedules, reference and adjudication in the matter of Albert D. Cullison, Bankrupt No. 3944. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Union Pier, and his occupation is that of a garageman. The schedule shows assets of \$497.55 of which \$250 is claimed as exempt, with liabilities of \$2,447.17. The court has written for funds and upon receipt of same, the first meeting of creditors will be made herein.

Oct. 24. We have to-day received the schedules, reference and adjudication in the matter of Rudolph Smith, Bankrupt No. 3937. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$1,945 of which \$150 is claimed as exempt, with liabilities of \$2,823. 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.

In the matter of Harvey M. Hill, William Kupris, Jr., and Gertrude Hill, individually and as co-partners trading under the copartnership name of Dent Barber & Beauty Supply Co., Bankrupt No. 3636. The final meeting of creditors has been called for Nov. 12. There will be no dividends for creditors.

In the matter of Peter Jensen, Bankrupt No. 3718. The final meeting of cred-

itors has been called for Nov. 12. There will be a first and final dividend for creditors.

In the matter of Henry Boutell, Bankrupt No. 3730. The final meeting of creditors has been called for Nov. 12. There may be a small first and final dividend.

In the matter of Wallace A. Stanley, Bankrupt No. 3734. The final meeting of creditors has been called for Nov. 12. There will be no dividends.

In the matter of John Folkema, Bankrupt No. 3735. The final meeting of creditors has been called for Nov. 12. The trustee's final report will be approved at such meeting. There probably will be a first and final dividend to creditors.

In the matter of Charles A. Kerr, individually and doing business as the Hastings Milling Co., Bankrupt No. 3739. The final meeting of creditors has been called for Nov. 12. There will be no dividends for general creditors.

Oct. 24. On this day was held the first meeting of creditors in the matter of Chris Nastos, Bankrupt No. 3922. The bankrupt was present in person and represented by attorney Geo. B. Gould. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm and by Kalamazoo Association of Credit Men. Claims were proved and allowed. The bankrupt was sworn and examined before a reporter. Ralph H. Johns, of Kalamazoo, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Steve G. Boyer, Bankrupt No. 3933. The funds have been received and the first meeting of creditors has been called for Nov. 15.

In the matter of Clem Hays, Bankrupt No. 3928. The funds have been received and the first meeting of creditors has been called for Nov. 15.

In the matter of William Dyke, Bankrupt No. 3939. The funds have been received and the first meeting of creditors has been called for Nov. 15.

In the matter of Glen Hobeak, Bankrupt No. 3941. The funds have been received and the first meeting of creditors has been called for Nov. 15.

In the matter of James B. Timmer, Bankrupt No. 3943. The funds have been received and the first meeting of creditors has been called for Nov. 15.

In the matter of Albert D. Cullison, Bankrupt No. 3944. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Fred Tober, Bankrupt No. 3935. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Ben J. Harjer, Bankrupt No. 3931. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Frank W. Fox, Bankrupt No. 3940. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Harry Craner, Bankrupt No. 3925. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Fred H. Wilcox, Bankrupt No. 3908. The funds have been received and the first meeting of creditors has been called for Nov. 14.

Oct. 28. We have to-day received the schedules in the matter of William E. Woolfan, Bankrupt No. 3094. The schedule shows assets of \$59,259.20 of which \$350 is claimed as exempt, with liabilities of \$61,584.70. This is an involuntary case. The first meeting will be called promptly, note of same made herein.

Oct. 28. We have to-day received the schedules, reference and adjudication in the matter of Jesse R. Fish, Bankrupt No. 3945. 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 none with liabilities of \$942.54. The court has written for funds and upon receipt of same first meeting of creditors will be called and note of same made herein.

Oct. 24. On this day was held the first meeting of creditors in the matter of Orlean Barker, as O. E. Barker and as O. E. Barker Co., Bankrupt No. 3920. The bankrupt was present in person and represented by attorney A. H. Lyman. Creditors were represented by Belcher & Hamlin and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, with a reporter present. Fred Mare, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Mark Scheiern, Bankrupt No. 39100. 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. 29. We have to-day received the schedules, reference and adjudication in the matter of Louis W. Prestler, individually and as the surviving partner of Prestler & Eagan, operating as Neu-Pro

Station, Bankrupt No. 3946. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$323.57 of which \$250 is claimed as exempt, with liabilities of \$5,806. 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. 24. On this day was held the first meeting of creditors in the matter of Robert Meek, Bankrupt No. 3909. The bankrupt was present in person, but not represented by attorneys. 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 Evert Fibre Furniture Co., Bankrupt No. 3820. The bankrupt corporation was represented by Diley, Souter & Diley, attorneys. None of the officers of the corporation were present. Petitioning creditors were represented by attorney Judson E. Richardson. Creditors were represented by attorney W. F. Umphrey and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The referee appointed Dan Youngs, of Evert, trustee, after failure of creditors to elect. Burr F. Shore was sworn and examined with a reporter present. The first meeting then adjourned to Oct. 31, for examination of the officers of the bankrupt.

In the matter of William E. Woolfan, Bankrupt No. 3904. The first meeting of creditors has been called for Nov. 18.

Delightful Social Event.

Lansing, Nov. 5—The former Presidents of the Michigan Retail Dry Goods Association, with their wives, were invited to attend a dinner at the Hotel Olds, in Lansing on Thursday evening Oct. 31 by Mr. and Mrs. J. W. Knapp.

The attendance was pretty nearly 100 per cent. The happiness of the occasion was marred slightly by the fact that Mrs. Mulrine was detained in her home in Battle Creek on account of illness and also that former President George T. Bullen, of Albion, could not accept the invitation on account of the illness of Mrs. Bullen.

Twenty persons were seated at the dinner table with First President D. M. Christian, of Owosso, and our present President, Fred H. Nissly, of Ypsilanti, at one end of the table and the host, J. W. Knapp and C. E. Bement, of Lansing, at the other end. The arrangements for the dinner were made by Mrs. Knapp in her usually efficient and gracious manner.

Following the dinner very instructive and thoughtful addresses were made by C. E. Bement and T. M. Sawyer, of the Merchants Association, Lansing.

Following these addresses toasts were responded to by each of the guests and before adjourning, on motion of Mr. Toeller, it was voted to form an organization of the Past Presidents of the Association. In recognition of the services rendered by Mr. Knapp during his four years as Secretary and President and his continued interest through succeeding years and because of the work done by him throughout the country as a member of the National Association, it was the sense of the meeting that Mr. Knapp should be the first President of the Past Presidents Organization. Mr. Knapp with Mr. Hammond will arrange the details of the organization

and submit them to the members for suggestions and approval.

It was decided that the formal annual meeting will be held on Oct. 31, 1930. In the meantime the organization may have some informal meetings.

Since many of the past Presidents spend their winter vacations in warmer climates, a meeting at the time of the annual convention is not considered practical. The meeting adjourned with a rising vote of thanks to Mr. and Mrs. Knapp in appreciation of the delightful event.

Jason E. Hammond, Mgr.

Keep one foot on the ground or you'll find yourself up a tree.

Risks oftenest overtake the lazy-going.

Business Wants Department

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

For Sale—Good meat market; good business, good location. New cooling system this summer. Price very reasonable. Address Box No. 1, Sunfield, Mich. 183

For Sale—Automatic computing scales, also cream testing outfit. L. V. Soldan, Coleman, Mich. 183

FOR SALE—Up-to-date shoe store, Lodi, California. Clean stock. Quarters new, and ideally located. Address WALK-OVER BOOT SHOP, Lodi, Calif. 184

STORE WANTED—Small place, in good location for sandwiches and lunches. Rent must be REASONABLE. Henry Baker, Howell, Mich. 185

BRAKE service (Scientific), the best equipped and located brake service in Saginaw, Mich. If bought before spring rush a saving of \$150 can be expected. Either call Fed. 204; between 8 a. m. ad 6 p. m. or write J. K. Downer, 314 W. Genesee St., Saginaw, Mich. 186

FOR SALE—UP TO DATE STORE. Ladies' ready-to-wear and shoes. Best location in city, low rent, long lease. Good business. Retiring. For further information, write Box 25, Alpena, Mich. 178

WANTED—To buy a nice little money-making oil station, or other small business. A. Mulholland, Reed City, Mich. 180

FUNERAL HOME FOR SALE—Exclusive undertaking establishment, completely equipped. Has been in continuous operation by one family for eighty-one years. Located in rapidly growing automotive center, capital city of the state. Best reason for selling. Address Central Trust Co., or M.J. & B.M. Buck, Lansing, Michigan. 181

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, 8601 Puritan, Detroit, Mich. 175

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—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.

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

ABE DEMBINSKY
Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

I OFFER CASH!
For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone
L. LEVINSON
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

Late News From the Michigan Metropolis.

Promising displays greater than any of the seven preceding shows the Detroit Retail Grocers Association is all set for the annual food show to be held in convention hall, Nov. 15 to 24. Contests in which several thousand dollars in prizes will be offered will be the stimulus that will help to swell the attendance and the showings. 250,000 visitors is the goal. In the Woodward avenue hall the entire range of food products will be exhibited while in the Cass avenue hall will be shown the latest in household appliances. There will be displays of especial interest to men, including up-to-date radio receivers, and the food show follies will provide daily entertainment for show visitors. There will be displays of the last word in health exercisers and other booths will exhibit rare perfumes for milady, precious gems, etc., so a wide range of interest is assured.

The Merchants Clearing House has resumed their weekly auction sales and will hold a sale on Thursday, Nov. 7, according to H. J. Gilles, the manager.

Ronkowski Motor Sales, newly appointed dealer for Graham-Paige cars, held an opening last Sunday at 17511 Van Dyke avenue, near Seven Mile road. Joseph Ronkowski, for the last two years sales manager for Amick Motor Sales, heads the new leadership.

The Detroit Auto Dealers Association announces the dates of the annual automobile show as January 18 to 25 and as usual will be held in convention hall.

Charles H. McMahon, director of publicity, First National Bank of Detroit, was elected second vice-president of the Financial Advertisers' Association at the convention in Atlanta last week. Mr. McMahon was general chairman of the convention and delivered an address on "What an Advertising Man Should Know About Commercial Banking."

The Colonial department store this week signed a twenty year lease involving \$1,500,000 for the new building in State street, adjoining the Stott tower. Work is being rushed on the new building's interior to be ready for occupancy the first week in December. The Colonial was organized in 1919 at 1260 Griswold street. At its first location it had 1,500 square feet floor space. In three years it was forced, through lack of space, to move to 113 State street. Here it has occupied three floors comprising 15,000 square feet of floor space. Now it has outgrown that store and in its new home at 27 State street it will utilize the entire six floors and basement. Its present floor space will be more than doubled. When completed, it is said, the store will be one of the finest easy-payment department stores in the world.

The Detroit Savings Bank on Monday opened a new branch bank building at Grand River and Joy Road. This building, on a site 120 x 86 feet, at the Northwest corner of the intersection, is a modern two-story structure, finished in pink Georgia marble and trimmed with Minnesota polished granite.

At the meeting of the Wyandotte retail merchants and the Wholesale Mer-

chants Bureau of the Detroit Board of Commerce last week, Harvey Campbell, vice-president of the Detroit Board of Commerce, in addition to his educational merchandising talk, touched on the recent upheaval in the stock market. "This hysterical period we are now witnessing in the stock market in no way reflects the actual worth or the stability of our industry," he said. "The losers are making the noise and we do not hear much from the winners. Certainly all of the money that has been lost has been won by some one. The money that was in circulation six months ago has not evaporated into the air. The goodwill of Michigan manufacturers has not suffered at all. The value of the great factories, stores and transportation units as properties—that is the real estate, brick, steel and equipment—has been subject only to normal depreciation." The retail merchants were entertained by the Detroit Wholesalers and the visit was one of the many "good will" trips being made by them.

Harry E. Gross has been appointed field manager of the banking department of the Fidelity Trust Company, according to an announcement made last week. Mr. Gross served as field examiner for the State Banking Department for five years and as chief examiner for three years following. In 1926, Mr. Gross resigned from the State Banking Department and became associated with the Bankers Trust Company.

After burning up pavements, tires and gasoline for the past five years acting as special motorcycle messenger for others, "Bobby" Lupton has decided to hang out her own shingle and one more institution is added to Detroit's commercial center—the Reliable Messenger Service, at 1015 First street. "Bobby," as she is known to hundreds in the advertising and printing fields, has been a picturesque figure during the past five years. Wearing a natty military uniform of blue, she covered her trips unerringly and never had an accident charged against her record. She has always carried out her ideals as printed in the announcement of her new business: "I believe there is need for a snappier, absolutely dependable and courteous messenger service in Detroit."

Westark is the name of the radio store opened last week at 2130 Woodward avenue and advertised as the largest retail store in the country devoted entirely to radio.

"Hot Stuff, Sole Owner Number 24," is the characteristic announcement of Clarence Saunders who opened grocery No. 24 at 9458 Woodward avenue on Saturday.

Aaron DeRoy, president of the Aaron DeRoy Motor Car Co., distributors of Hudson and Essex cars has announced the appointment of Detroit Auto Sales & Service, 6850 Michigan avenue as a new dealership.

The appointment of T. J. Hannah as director of sales development for the DeSoto Motor Corporation has been announced by L. G. Peed, general sales manager. Transfer of Mr. Hannah to this position follows his service as district manager for DeSoto

in Cincinnati, where he has been stationed since the corporation was organized in 1928.

R. M. Rowland has been appointed director of advertising of the Chrysler Corporation and John H. Caron will be his assistant, according to an announcement made by J. W. Frazer, sales manager. Mr. Rowland has been with Chrysler for two years as director of sale promotion. In his new capacity he will continue in charge of sales promotion activities. Prior to that he was sales promotion manager for Willys-Overland, Inc. John H. Caron, who has been promoted to be assistant director of advertising, has been a member of the Chrysler advertising staff for several years.

The fifth mid-continent conference of the American Bankers Association will be held in Detroit this week, Nov. 7 and 8.

Officials of the United States Rubber Co. were guests of honor last week at a dinner in the Detroit club, given by the Board of Commerce in recognition of the concentration of all the automobile tire manufacture of the company to Detroit, the world's automotive center. The banquet, at which William J. Gray, chairman of the board of the First National Bank, presided as chairman, was addressed by Francis B. Davis, Jr., president and chairman of the board of directors of the rubber company and Ernest Hopkinson, vice-president of the company and one of the foremost authorities in the world on rubber manufacture. The committee in charge of the banquet was headed by Mayor John C. Lodge and with the guests included the business leaders of the city.

Detroit's mayoralty campaign, one of the hottest in years wound up this week, and reflected little credit on at least one of the candidates. The ancient idea of dragging personalities and near epithets into play, rather than discussing with dignity the various civic problems, was carried out with much gusto. Recalling the old saying that mud slingers cannot keep their own hands clean or words to that effect. James M. Golding.

Keeping Pace With Demand.

We hear a good deal about fast movers and slow movers in merchandise. All the surveys of inventories and turnover emphasize the inadvisability of keeping lines for which there is little public demand and show how relatively profitable are the goods which everybody seems to want. Yet evidence is continually cropping out indicating a persistent tendency to challenge sales resistance. We hear, for example, of a projected conference between manufacturers and merchandise managers to consider ways and means to reduce wastes by concentrating on styles that meet with ready acceptance rather than on designs for which there is no obvious market. It is hoped that an exchange of views may evolve definite information about consumer preferences and so lead to more enlightened selection of articles to be made and offered for sale. The most notable thing about this conference is that it should be necessary after

all that has been said on the subject of putting out what is wanted instead of what can be produced. A few years ago when production was the major problem of industry discrimination of this kind was regarded with impatience as an obstacle to volume, the chief objective. To-day, in theory at least, such discrimination is looked upon as essential to successful marketing. The alert manufacturer is supposed to keep in close touch with popular taste and sales managers now are believed to be more concerned with the ultimate use of the goods they handle than with any other aspect of their qualities. But good theory and actual practice are not always in full accord, and new ideas, however sound, are rarely fast movers, especially in these days of gigantic operations that do not lend themselves easily to sudden change. Let it not be forgotten either that popular taste, besides being fickle, is something difficult to determine. A good many industries have adapted themselves to fashion's decree that women's skirts are to be longer. But who knows that the rebellious youth of to-day will accept the dictum? The closer the relations between merchandisers and manufacturers the better for both.

To Act On Unfair Trade.

Voluntary action within the trade to eliminate unfair practices in grocery distribution for the benefit of the consumer and of all factors in the world's largest industry will be the purpose of the second annual grocery trade conference at the Mayflower Hotel, Washington, D. C., on Nov. 8. According to H. R. Brackett, chairman of the conference executive committee, the meeting will be the largest distribution conference ever arranged.

Represented on the executive committee are members of the Associated Grocers' Manufacturers of America, American Wholesale Grocers' Association, National Association of Chain Stores (grocery store group), National Association of Retail Grocers and National Wholesale Grocers' Association.

An educational program to eliminate unfair methods will be presented as the result of studies extending over a year. It is stipulated that the action of the conference shall not go beyond the limits of trade education and shall not involve anything in the nature of trade policing or espionage, personal complaint adjudgment or coercive action of any kind.

Bright Colors For New Carpets.

New carpet patterns in which bright colors dominate are one of the features of the Spring floor covering opening in New York this week. Carpeting is given a prominent place because manufacturers claim to see a definite trend toward that type of floor covering for apartments and private homes. Sales to the latter have been heaviest. Consumers, it is felt, are tiring of the scatter rugs which have been popular for several seasons. Bright colors are shown in rugs as well as in carpets and will be featured even in the low-end ranges.

HEKMAN'S

At Every Meal
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HEKMAN'S
Cookie-Cakes
and Crackers

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



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Representing the
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Combined Assets of Group
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20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

Speed Up Sales

*by featuring properly
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C

Baking Powder

Same Price

25 ounces for 25c

for over 35 years

Your customers know it is a **quality** product . . . that the price is **right**. Why ask them to pay War Prices?

It's up to you to show them that you have it.

**Millions of Pounds Used by Our
Government**

Of course, there has to be a first time for everything, BUT . . .

A grocer who has the confidence of his customers may safely suggest that they try a new article, provided he has first convinced himself it is a good product and one likely to lead to many repeat sales. This is particularly true when the newly stocked merchandise bears the name of a reputable manufacturer whose other products are consistently good sellers. In such a case, there is little danger of sacrificing customer good-will.

But . . . once he begins to practice substitution of articles, new or old, which he wishes to sell because the sale seems to offer him some extra profit immediately, what happens? Customers soon begin to lose their confidence in him and eventually take their business elsewhere.

When you are offered a larger unit profit on an article to induce you to substitute it for one which enjoys the rapid sale

created by consistent advertising and uniformly high quality, consider carefully what such an offer means. It is usually a confession that the new article has not sufficient merit in itself to create repeat sales, or that the manufacturer has no serious intention of backing it properly with advertising. Perhaps both.

When you must make a substitution (and of course there may be such occasions) it would seem wise to induce your customers to accept only a well-known article which experience has proved to be a favorite and a rapid seller. For after all, repeat sales (commonly called "turnover") are what contribute most to your *net profit for the year*.

If there is any doubt in your mind on this point, we suggest that you read carefully the recent grocery trade survey made in Louisville by the U. S. Dept. of Commerce.

Procter & Gamble
Cincinnati, Ohio

✻

Consistent advertising has created a genuine demand for these Procter & Gamble products—a demand that has made it difficult to suggest the substitution of products less well-known. This fact makes Procter & Gamble products easier for you to sell and more profitable to handle. You can make them sell even more readily by using the store display material with which your Procter & Gamble salesman will gladly provide you.

IVORY SOAP
STAR WASHING
POWDER
CHIPSO
CAMAY
GUEST IVORY
IVORY FLAKES
LAVA SOAP
P AND G THE WHITE
NAPHTHA SOAP
OXYDOL
CRISCO