

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 27, 1929

Number 2410

Thankful Every Day

Show us the way to see the good
That comes into our lives each day,
The blessings dimly understood
That give us cheer along the way.
Give us content, with gold and gear—
Though much or little we possess—
Let us be glad for what is here
On this, our day of thankfulness.

But broaden, too, the soul and mind
So that our thanks will not be found
By custom's rule and note confined
Within this one day's narrow bound.
Let us be glad for early rain
That bids the flowers wake and creep,
Let us be glad for snowy plain
That holds them in their winter sleep.

Let us remember each kind word
By weight of goodly feeling blest—
Each gentle thing we've said or heard—
And blot from memory the rest.
Give us the grace to see and know
The benefits along the way—
The many things that help us so.
Let us be thankful every day.

Wilbur D. Nesbit



**TWO
PRODUCTS**

EASY TO SELL

KNOwn and approved by housewives throughout the Middle West, Semdac Liquid Gloss has been for years an easy selling and profitable product to handle. Now, with the addition of Semdac Furniture Dressing, you have *two* products that will sell quickly.

The name Semdac is extensively advertised. Many of your customers have used the Liquid Gloss—and without doubt liked it. Those who try Semdac Furniture Dressing will like it fully as well.

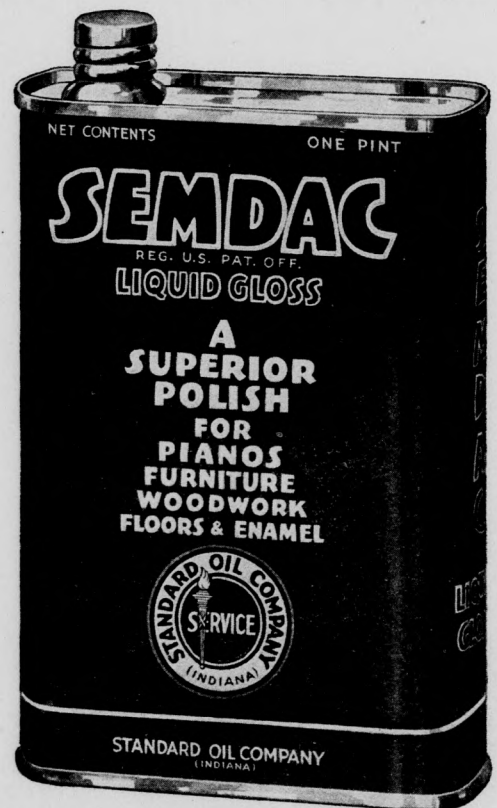
Take advantage of the sales opportunities that these two products offer you—stock them.

STANDARD OIL COMPANY

910 S. Michigan Ave. (Indiana)

CHICAGO ILL.

4124



SEMDAC

**FURNITURE DRESSING
LIQUID GLOSS**

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 27, 1929

Number 2410

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

SHELVES OF FAME.

A romantic tale is told by Don Glassman in Popular Mechanics Magazine, where some idea is given of the extraordinary fertility of American inventive genius. The Patent Office in Washington has 120 miles of shelves on which are filed the records of registered discoveries and devices, whose number still grows at the rate of a thousand a week. Here are the stories of basic inventions which have remade the world and innumerable others which have contributed no more than a mite to human progress.

These crowded shelves would surely spell discouragement to every hopeful idea were it not for another tale they tell. It is a part of their record that the unknown inventor, tinkering with tools in a tiny workshop, has as good a chance for fame and fortune as the highly trained specialist in the laboratory of an endowed institution. Good luck or accident, necessity or even laziness may reveal a short cut which develops into a device of universal usefulness. Moreover, each successful invention may be parent to a host of others, so that, though the shelves of fame are crowded, they are never filled.

Many of the world's chief wizards first found their places here unheralded and unsung. In like manner, the men whose genius will be acclaimed to-morrow may be working now in obscurity and struggling against discouragement. Among the hosts of hopeful inventors they take their little space on the shelves awaiting the verdict of time and trial which will bring them their reward.

OUR FIRST FOOLMASTER.

Dramatic action is the Ford idea. It gave the country mass production and the five-dollar day, the traitorous peace ship and a tremendous gamble played with millions when T became A. And last week Mr. Ford took the center of the stage away from the mightiest leaders in finance and industry with his ridiculous declaration of

a pay raise for all his employees. Others were satisfied to report "sound conditions" and future plans, but Henry took dynamic action. And with that action was joined a statement that in more ways than one took an absurd viewpoint of conditions. Of particular interest was the view which Mr. Ford has voiced before on underconsumption. He said: "Another reason (for the decline in business) is that American production had come to equal and even surpass not our people's power to consume but their power to purchase. This is not the same thing as overproduction of goods; it is under-supply of purchasing power. In this country the purchasing power of the people has been practically used up and still they have not been able to buy all that they must have. I therefore suggest the need of increasing the purchasing power of our principal customers—the American people." This may be done, he went on to explain, by putting additional value into goods or reducing prices to actual values, and second, by starting a movement to increase the general wage level. To many business interests this will come as a radical doctrine, based on unsound economics.

WAGES ARE TO STAY UP.

What came out of the White House conference last week was more than a measure of panic relief. It was a declaration of faith in the new American theory of economics, which holds that prosperity comes from mass production and high wages instead of through cutting the cost of a product by low wages. And it had the added value of being made under fire.

The men who made it did so with a positive faith instead of with a merely protective impulse. In the old days it would have been considered economically sound to meet the danger of a business depression by hauling in sail through cutting wages. Our new philosophy either has been created by, or bolstered by, prosperous conditions. Had it yesterday folded its wings and yielded to the fear of bad times, the act would have struck a blow at the new America more serious than the panic itself.

There was something gallant in the decision to meet the fear of bad times by the decision not to cut wages. It was equally decent for organized labor to agree not to ask now for increases. That combined decision, we believe, will do for business as much as Mellon's tax reduction decision did for the stock market. It made real the repeated and, we fear sadly discounted statement that "fundamental conditions are sound." It showed that a body of the most responsible business men in the United States were willing to bet that they were sound.

TURKEY'S NEW REST DAY.

As one more indication of modern Turkey's complete break with Moslem tradition the Angora Government is now to make Sunday instead of Friday the official day of rest throughout the Turkish Republic. Once again an age-old custom of Islam is to be sacrificed on the altar of modern efficiency and the priests will have to bow to the Westernization decreed by Mustapha Kemal.

Ever since the formation of the Turkish Republic this process of subordinating religion to the needs of a modern state has proceeded ruthlessly. The abolition of the caliphate and the end of Mohammedanism as Turkey's state religion marked one of the greatest revolutions in the Islamic world. But the republic's militant President has not been content with even such drastic acts. He has enforced changes in the form of daily worship which affect the life of every citizen. There is now little left in Turkey to remind us that it was once the center and well-spring of Islamism.

Whether Mustapha Kemal has been wise in attempting so rapidly to remove what he believes to be the dead hand of Moslem tradition in the interests of modern Western rationalism must remain to be seen. It is a question whether alien ideas can be so easily grafted upon the people of Turkey. His reforms are certainly making a progressive state of the new republic, but at such a sacrifice of native traditions and customs that some doubt must inevitably arise of the permanent value of many of his arbitrary decrees.

"THE IRON LINDY."

Again that amazing device, the gyroscope, has been harnessed to man's work. In a Government test Professor Elmer Sperry's automatic gyroscopic pilot successfully flew an airplane from Wright Field, Ohio, to Washington. And "Iron Lindy," it seems, did a better job of it than a human pilot could have done. The men in the plane handled the controls only on the takeoff and the landing. The test of the device was the latest of many made by the Government, all satisfactory.

Two Owosso Plants Rushed With Work.

Although some of Owosso's industries are operating on a reduced schedule, two of them, the A. R. Walker Candy, Inc., and the W. R. Roach Canning Co., are rushed with business and are running at capacity.

The candy company is doing the biggest business of any time since it came to Owosso from Muskegon in 1924, and is employing 400 persons. The company ships only to wholesalers and jobbers and last month shipped

more than one million dollars' worth of goods. It is one of the largest candy plants in the country.

The plant of the Roach Canning Co. is busy now packing pork and beans and red kidney beans, a new product here. This is the first year since the Roach company came to Owosso that the plant has been operated other than in the summer time. It is expected that the plant will continue in operation well through the winter.

The Owosso plant is now the largest of the company's chain of factories, and it is the intention of the officials to ultimately operate it the year around. One hundred and forty persons are employed now.

Nystrom To Aid in Census.

The appointment of Professor Paul H. Nystrom, of Columbia University, an authority on retailing, to assist in the forthcoming distribution census, is announced by Secretary of Commerce Lamont, who at the same time said that Dr. T. N. Beckman, an authority on wholesaling connected with Ohio University, would also assist in the census.

Professor Nystrom will act as a consultant on the schedules and procedure for retail phases of the census.

Dr. Beckman will assist in analyzing the field of wholesaling, preparing schedules for the use of wholesalers in the census, instructions for enumerators taking the field canvass, organizing plans for field work, editing and revising wholesalers' schedules, and, in a general sense, supervising the compilation of all pertinent data.

Pleasant Note From Farwell.

Farwell, Nov. 26—The little village of Farwell has 700 population. Its only claim to popularity is that it is a good place to live in. It has one dry goods store. A town five times its size can boast none better. Modern in every way. A model of order and cleanliness. No out-of-date goods on the shelves, counters attractive and shelves neat. Good line of shoes and rubbers.

Industry must take care of its own problems. There can be no question that there is obsolescence of personnel to be provided for in exactly the same way that we provide for obsolescence and depreciation in physical equipment. The man or woman who has contributed the best years of his life and his finest effort to the growth of a business and the prosperity of his country is entitled to adequate consideration in old age. There is no question that, at the present time, industry generally has not accepted the viewpoint. That leaves a decided problem on the hands of society. We must find some solution to that problem, and the poorhouse is not the solution.—James C. McCulloh.

MEN OF MARK.

Howard C. Lawrence, Private Secretary To Governor Green.

Profound changes have taken place in the psychology of business during the past five years. Science has been brought more thoroughly into the service of commerce. The methods and principles of laboratory research have been successfully applied to the production and distribution of commodities. Merchandising and manufacturing which formerly proceeded along lines of class and trade distinctions, have acquired a new trend in the direction surveyed and mapped out for them by experts whose training is essentially scientific.

Old truths, which were kept within the confines of academic discussion, have been released and their force carried into shop and marketplace. The schoolmaster and the bank official are in demand in the factory and counting-room because precision of knowledge and accuracy of ideas have been found of vital import to industry. More and more ground is being gained for the recognition of the fact that business is the science of human nature.

One of the old truths voiced centuries ago by Cicero, is that "all the arts appertaining to man have a certain common bond and are, as it were, connected by a sort of relationship." The value of the skilled educator to a business is that he is not hampered by class or group prejudices. As G. Bernard Shaw phrases the thought in his preface to *Major Barbara*, "in nothing have the master-minds of the world been distinguished from the ordinary suburban season-ticket holder more than in their straightforward perception of the fact that mankind is practically a single species, and not a menagerie of gentlemen and bounders, villains and heroes, cowards and dare-devils, peers and peasants, grocers and aristocrats, artisans and laborers, washerwomen and duchesses, in which all the grades of income and caste represent distinct animals who must not be introduced to one another or intermarry. Napoleon constructing a galaxy of generals and courtiers, and even of monarchs, out of his collection of social nobodies; Julius Caesar appointing as governor of Egypt the son of a freedman—one who but a short time before would have been legally disqualified for the post even of a private soldier in the Roman army; Louis XI making his barber his privy councillor; all these had in their different ways a firm hold of the scientific fact of human equality."

Howard C. Lawrence was born on a farm in Sebewa township, Ionia county, Aug. 14, 1890. His father's antecedents were Yankee, although he was born in New York. His mother's antecedents were English and German. He attended the country school nearest his home, completing his education in the high school at Lake Odessa in the spring of 1910. He taught in a country school near Lake Odessa for a year and in June, 1911, entered the employ of the Lake Odessa Savings Bank as book-keeper. He was subsequently made teller and

afterwards installed as assistant cashier. He was afterwards made cashier, subsequently vice-president and is now president. Ten years after he entered the bank he was induced by Hon. Fred W. Green to remove to Ionia to take the position of office superintendent of the Ypsilanti Reed Furniture Co. and private secretary to the head of the establishment. In September, 1911, he became assistant secretary of the corporation. He was subsequently elected a director and is now secretary and treasurer. He has continued as private secretary to the Governor, although he has not drawn a penny from the State Treasury. When the Governor is absent, he sits in on meetings

and afterwards installed as assistant cashier. He was afterwards made cashier, subsequently vice-president and is now president. Ten years after he entered the bank he was induced by Hon. Fred W. Green to remove to Ionia to take the position of office superintendent of the Ypsilanti Reed Furniture Co. and private secretary to the head of the establishment. In September, 1911, he became assistant secretary of the corporation. He was subsequently elected a director and is now secretary and treasurer. He has continued as private secretary to the Governor, although he has not drawn a penny from the State Treasury. When the Governor is absent, he sits in on meetings

gree Mason, having originally joined the order at Lake Odessa. He is also a member of the Mystic Shrine of Grand Rapids and the Elks Lodge in Ionia. He has no other fraternal affiliations. Although Mr. Lawrence is a member of the Ionia Country Club he does not play much golf. If all his friends say about him is true, the word "play" does not occupy a very important position in his vocabulary. If there is any weak spot in his character it is that he devotes himself altogether too closely to business and politics and gives little attention to outdoor sports and physical activities.

Mr. Lawrence has a pleasant per-



Howard C. Lawrence.

of banks and other corporations where Gov. Green is a director.

Mr. Lawrence is a director of the Lyons State Bank and Albion College. He is also chairman of the Republican State Central Committee.

Mr. Lawrence was married to Miss Clare Louise Luther, of Lowell, Lake Odessa, Paw Paw and other Michigan towns and cities. The reason for her many places of residence is that her father is a Methodist clergyman. They have four children—three boys, aged 15, 13 and 7, and a daughter aged 10. They reside in their own home at Ionia during the cool season, spending the heated term in a summer cottage on Long Lake, a few miles North of Ionia.

Mr. Lawrence is a member of the Methodist church. He is a 32nd de-

sonality and makes and keeps friends with apparently little effort. This means, of course, that he is loyal to his friends and faithful to those who trust him. He has made a great contribution in encouraging a higher standard of practice in American business and politics and interpreting that practice to the government and to the public. Rich in experience, wise in analyzing the trends of his time, clear in his conception of business obligations and responsibilities and forceful in pressing home his convictions, he gives of himself without thought of reward other than the approval of a good conscience and presents an enduring example of achievement and sacrifice for others as a most precious heritage to those who live and work with him.

Items From Cloverland of Michigan.

Sault Ste. Marie, Nov. 26—Navigation is slowing down very much now. About all of the Pittsburgh Steamship Co. boats are laid up and the Poe lock is being pumped out. Officials are making arrangements for winter inspection and repairs. The heavy snowfall for the past few days has hastened the close. There is hardly any more grain coming through. The ore has also stopped coming and only a few cargoes of coal are going up. Most of the remaining boats are returning empty.

The great army of hunters are returning to their homes. A large number left during the first snow storm, which sent a scare into them, remembering the experience of last year, when many were caught in the woods and could not get out for about a week. Quite a number had to abandon their cars, leaving them in the woods, where they were stripped of everything which could be taken before the owners had an opportunity to call again. The slaughter of deer this season has been great. Many of our local hunters were successful. The report that H. E. Fletcher had shot a wolf is denied, but he did get a large deer instead. Fred Shaw got his deer the first day at camp, so was back on the job again sooner than he expected. Mose Brunett tells the biggest (?) story when he returned with a nice young buck. Mose said he had many chances to shoot the large bucks, but passed up all the opportunities, preferring to get a nice young deer which would not be so tough. He was the only one who was so particular. All of the other hunters confess they shot at the first buck which crossed their path.

The old half-way house on U S 2 was destroyed by fire last week. This was a well-known old land mark and the old settlers recall the old days when horse drawn stage coaches operated between the Soo and Pickford. The house was built in 1877 by Robert McKee, father of our sheriff, Robert McKee, who was born in the half-way house. Robert McKee came to that section of the country in 1876 and built a sawmill there. He turned out the lumber with which the house was built. At that time the country surrounding it was a wilderness, heavily covered with pine and hardwood. In those days travelers from the Soo to Pickford were forced to take a full day to make the trip and another day to return. They all stopped at the half-way house to eat meals and often they were held up by blizzards, necessitating their staying for days until the storm subsided. The old pioneer West has its stage coach stories, but we did not have to fight Indians. The half-way house was a changing point for the horses. The stage horses were kept there. The coach made one trip a day when the weather would permit. There were usually about fifteen to twenty sleighs lined up at the house in the winter, many to stay over night. They were loaded with provisions and kegs of whisky. No one ever thought of watching these sleighs for fear anything would be stolen. The sheriff cannot remember of a single case when anything was stolen or disturbed on sleighs or wagons while the owner was staying at the house. Another difference between those days and the modern times was the price for meals and lodging. Meals which made the table groan with plenty could be bought for 25 cents and the same amount for a night's lodging. What a contrast the automobile and good roads have made! The old landmark was occupied at the time of the fire by C. G. Bridges, road contractor, who reports having lost all of his road records pertaining to that part of his contract. This old landmark will be missed by the old timers. William G. Tapert.

IN THE REALM OF RASCALITY.**Questionable Schemes Which Are Under Suspicion.**

Misrepresentation of the number of pages contained in composition books for school use is prohibited in an order of the Federal Trade Commission to the Roaring Spring Blank Book Co., of Roaring Spring, Pa. The company, manufacturer of school supplies, including composition books, is ordered to cease and desist "from placing any number on the front cover of a composition book so offered for sale or sold by it unless the number of pages contained in such composition book is also plainly indicated thereon in figures and/or words equally conspicuous in type and position." On some of its composition books the company indicated the number of pages therein by printing such legends as "200 page Composition Book;" "A. S. D. Special 240 Page;" and "A. S. D. Special 60." However, on the front covers of other such books, the company placed legends reading, "100 Special Composition Book;" "144 Special Composition Book;" and "200 Special Composition Book;" when in fact these books contained, respectively, less than 100, 144 and 200 pages. Use of these legends in the foregoing manner was held to have the tendency to mislead a substantial part of the purchasing public into belief that the composition books contained more pages than were actually there.

"Doctor" M. G. Holton, alias Collins, who traveled among the farm folks of Michigan, representing himself as a poultry expert from "the Michigan Poultry Laboratory of Detroit," to some, and from the poultry department of Michigan State College to others, is now receiving his mail in care of the Cheboygan county sheriff. During the latter part of September we heard of the "Doctor" and his wonderful "remedy" for poultry diseases. We published information regarding him and communicated with the college. Country weeklies carried news items regarding his activities and the State police was requested to be on the lookout. Hardly a week passed that we did not receive a letter telling he had recently been in the writer's neighborhood.

Then he made his appearance in Cheboygan county during the early part of this month. A farmer reported him to the State police and they trailed him to Mackinaw City where he was found about to board a ferry for the Upper Peninsula. Taken before a justice of the peace he was sentenced to 60 days in jail. That means he will celebrate the holidays under lock and key.

To us who are familiar with much of the swindling this fellow Holton has done in the State, such a sentence indicates the justice was not severe enough. What he deserves is months in jail rather than days and we hope officials from other counties will arrange to meet him when he leaves the Cheboygan county jail and "invite" him to come and stay in their "hotel" for a time. Farmers will be glad to

pay his board and home during his stay.—Michigan Farmer.

Ten Things Customers Like About a Store.

1. A good assortment of well-arranged stock.
2. Exchange and money back without question.
3. Truthfulness about merchandise.
4. Prices in plain sight.
5. Quick, courteous, accurate service.
6. Chairs for rest when selecting goods that take a little time to choose.
7. Careful attention to children or servants.
8. Accurate filling of telephone orders.
9. The same price to everybody.
10. Really clean toilet conveniences.

Some Business-Getting Tips For Deliverymen.

The deliveryman can make friends for his store if he observes the following rules:

1. Use walks. Do not cut across lawns.
2. Deliver goods at the rear or side doors when requested.
3. Obey the traffic laws.
4. Carry money to make change.
5. Do not argue.
6. Be polite and obliging.
7. Handle goods carefully.
8. Dress neatly.
9. See that muddy shoes are wiped carefully before entering.

Panel Display For Scissors.

A panel display that possesses marked originality stresses scissors. The background is of white paper, with the usual border of blue. In the center a big pair of scissors, opened wide, is outlined in narrow strips of purple crepe paper. The small steel scissors that the store is promoting are fastened within the handles and blades of the huge purple paper pair. Three pairs of small scissors are shown opened wide at the top and bottom of the panel, and perhaps a dozen pair are scattered, opened or closed, about the sides. The effect is novel enough to cause one to look at the scissors panel twice.

Your Money.

Your money is yourself! It is your brain, heart and strength. You traded all of these for money; that is, you traded bits of them for money. Your money is life in all its manifold meaning. It speaks the language of a worn body, tired mind, exhaustive nerve, trembling hand and troubled brow. Your money is yourself! It is your character expressed in precious metal. If that character is trashy, gold, in any amount, simply expresses trashiness; it never changes it. If character is rich, its every expression will be glorious. Your money is yourself.—L. M. Brian.

The executive who is always riding his men should get his walking papers.

Home runs are not made by those who don't get home until morning.

We can do our best. The million-a-year executive can do no more.



Make Your Insurance Do What You Planned Through an Insurance Trust Agreement

When you bought your Life Insurance you bought protection for definite people. You meant that protection to last — to take the place of your earning capacity.

Are you absolutely sure that your Insurance will give this protection; that the money will be well invested with a minimum of loss and expense? You can be sure through an Insurance Trust with this institution. This plan is the modern way to insure Insurance.



THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Fenwick—Mrs. Ren Collins has engaged in the grocery business.

Ontonagon—Al Becht has purchased the meat market of R. J. Kneebone.

Vickeryville—Arvo Young succeeds A. Woolever in the grocery business.

Lansing—Roy Kiebler has engaged in the grocery business at 1601 Beal avenue.

Haslett—W. A. Sprague succeeds Tom West in the grocery and meat business.

Belding—Wightman & Pigeon succeed Frank D. Case in the grocery business.

Ionia—Edward D. Worden & Wife succeed William T. Huggins in the grocery business.

Lansing—George Smith succeeds H. S. Larrabee in the grocery business at 435 North Butler street.

Detroit—Felix Romanowski has sold his grocery market at 11446 Wyoming avenue to Theo. Miloch.

Holland—The Holland City State Bank has increased its capital stock from \$100,000 to \$200,000.

Ludington—Miss Pearl Rasplack succeeds H. C. Nielsen in the grocery business at 1303 Madison street.

Kalamazoo—C. M. Heimbaugh succeeds Roy Arnold in the grocery and general mercantile business at R. R. 1.

Lansing—George M. Havens succeeds Andrew Liden in the grocery business at 417 North Francis street.

Detroit—The Fair Creamery Co., 3478 Hendricks avenue, has increased its capital stock from \$50,000 to \$100,000.

Lansing—Alfred B. Kloog succeeds George McLean in the grocery and meat business at 943 East Mt. Hope avenue.

Detroit—The Interstate Roofing & Supply Co., 1438 19th street, has increased its capital stock from \$15,000 to \$30,000.

Detroit—Frank Sladowski has purchased the grocery and meat market at 11515 Conant avenue from Stefan Debogorski.

Royal Oak—The Oak Coal & Lumber Co., Harrison street and G. T. R. R., has increased its capital stock from \$20,000 to \$30,000.

L'Anse—John H. Hickey, proprietor of the Hickey Mercantile Co., is closing out his stock of groceries and will deal only in general merchandise.

Lansing—Schmidt Brothers, who conduct two grocery and meat markets here, will open store number three in the building now being erected at Allen and Michigan avenues.

Detroit—Rawlings Reese & Co., Inc., 7652 Gratiot avenue, wholesale dealer in paints and varnishes, has changed its name to Reese Bros., Inc., and increased its capital stock from \$4,000 to \$25,000.

Lansing—Hunter & Co., dealer in groceries at 333 North Washington avenue, has leased the adjacent building which it is fitting up for a meat market to be conducted in connection with its grocery store.

Detroit—The Yona & Buda Coal Co., 7838 West Jefferson avenue, has been incorporated to deal in fuel at wholesale and retail with an authorized

capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—Ye Antique Jewelry & Luggage Co., 409 Gratiot avenue, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

East Lansing—The East Lansing Drug Co., 205 East Grand River avenue, has been incorporated with an authorized capital stock of \$25,000 preferred and 4,800 shares no par value, \$8,000 being subscribed and paid in.

Detroit—The Southfield Coal & Ice Co., Inc., 13350 Evergreen road, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$10,000, \$2,800 of which has been subscribed and paid in.

Lansing—Bert Brown, proprietor of the Brown Coffee Ranch, South Washington avenue, will open a branch store under the same style at 313 North Washington avenue as soon as the building can be remodeled and redecorated.

Grand Rapids—The Texas Self-Serve Stores, Inc., with business offices at 340 Powers building, has been incorporated to deal in vending machines with an authorized capital stock of 100,000 shares at \$1 a share, \$25,000 of which has been subscribed and \$2,500 paid in in cash.

Detroit—The Kennedy Gordon Ice Cream Co., 1558 Winder street, has been incorporated to manufacture and deal in ice cream, confectionery and kindred products, with an authorized capital stock of 350,000 shares at \$1 a share, \$138,000 being subscribed and paid in in property.

Flint—Additions to the Carey-Cable Bread Co. plant are being made at a cost of \$60,000. The company, coming from Detroit, started business in Flint three years ago and according to President Carey the business has grown steadily, the volume amounting to a half million dollars this year.

Grand Rapids—The Cuban Timber Co., Inc., with business offices at 236 Houseman building, has been incorporated to conduct a general lumber business and deal in timber land with an authorized capital stock of 100,000 shares at \$1 a share, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Freeport—The Corner Hardware, known as the Community Hardware, owned by C. H. Dunakim, of Grand Rapids, has been sold to R. S. Kunde & Sons. Mr. Kunde was an old business man for twenty-five years in the retail meat business in South Dakota. After selling his business in South Dakota, he purchased the Pierson farm at Pierson, Michigan. He has sold his farm and has moved to Freeport to take charge of the hardware business.

Dearborn—In order to accommodate travelers on the Stout Air Lines and visitors to Greenfield, Henry Ford's early American village, officials of the Ford Motor Co. announced recently that a 100 room hotel will be built by Ford this winter, directly opposite the Oakwood boulevard entrance to the Ford Airport at Dearborn. The hotel will be built along colonial lines and will contain such luxurious appoint-

ments as few hotels of its size in the world can boast.

Holland—Matthew Notier, leading citizen of this community for decades, died Nov. 25 at his home here. Mr. Notier was one of Holland's few survivors of the civil war and was a business leader of note. He had been a resident of this city the greater part of his life. Mr. Notier enlisted in the 24th Michigan infantry and fought all through the war. He was for many years engaged in general trade at Graafschap under the style of Notier & Looker. Funeral and interment will be held Friday.

Boyne Falls—O. H. Marsh, grand old man of Boyne Falls, veteran railroad station agent and hotel proprietor of yesteryear, died in Chicago of double pneumonia. Nearly fifty years of his life had been spent in Northern Michigan. Mr. Marsh some time ago was retired by the Pennsylvania lines as one of its veteran employes. As landlord of the Marsh House for many years he was loved by every traveler who ever had occasion to visit Boyne Falls. Funeral service and burial will be held in Boyne Falls Friday.

Manufacturing Matters.

Detroit—The Detroit Milk Bottle Crate Co., 1243 Beaufait street, has changed its name to the Detroit Milk Bottle Case Co.

Detroit—The Standard Tube & Manufacturing Co., 2435 Scotten avenue, has increased its capital stock from \$250,000 to \$850,000.

Detroit—The Schroeder Machine Co., 17139 Riopelle street, has been incorporated with an authorized capital stock of \$100,000, \$33,800 of which has been subscribed and paid in.

Newaygo—The Henry Rowe Manufacturing Co., has changed its capital stock from \$110,000 common to \$100,000 common and \$10,000 preferred.

Marne—The Berlin Co-Operative Co., has merged its business into a stock company under the same style with an authorized capital stock of \$35,000, of which amount \$3,580 has been subscribed and \$3,420 paid in in property.

Flint—Robinson's, Inc., 523 South Saginaw street, has been incorporated to manufacture and sell at wholesale, apparel for women, with an authorized capital stock of \$75,000, all of which has been subscribed and \$25,000 paid in in cash.

Wayne—The Williams-Hayward Co., of Chicago, makers of varnishes and lacquers, is building a factory here, which will be ready the first of the year, employing twenty to fifty men. Cost of building and equipment is placed at \$100,000.

Grand Rapids—The Dooley Presser Foot Co., 340 Powers Bldg., manufacturer of specialties and dealer in materials, has been incorporated with an authorized capital stock of 50,000 shares at \$1 a share, \$5,000 of which has been subscribed and \$1,000 paid in in cash.

Packing Frozen Fruit To Preserve Fresh Flavor.

Packing frozen raw fruits, berries, and vegetables in small containers to

preserve the original flavor of the fresh product, a new project in the food industry, is being studied by the Department of Agriculture, according to a statement made public on Nov. 21.

Last season the Department packed 10,000 cans by various freezing methods and placed them in cold storage in the State of Washington in order to determine the best methods for packing frozen fruits to preserve the fresh fruit flavor with keeping ability.

The Department is conducting the experiment for the benefit of officials enforcing the pure food and drug act, and to supply packers with accurate information regarding the different processes now in use.

The Department's statement follows in full text:

To determine the best methods for packing frozen fruits to preserve the fresh fruit flavor with keeping ability, last season 10,000 cans of fruits, berries and vegetables were frozen packed by various methods and put in cold storage in the State of Washington under the supervision of H. C. Diehl, in charge of the Washington field headquarters of the horticulture division of the Bureau of Plant Industry, and V. B. Bonney, a chemist of the food control division of the Food, Drug and Insecticide Administration, Department of Agriculture.

Packing of frozen raw fruits and vegetables in small containers is a new project in the food industry. The products are put up in vacuum sealed tin cans or covered waxed paper containers alone or with sugar, salt, or other packing media, and stored at low temperatures until consumed.

The Department of Agriculture is conducting this experiment in order to better determine the quality of frozen packed products for the benefit of officials enforcing the food and drugs act and in order to give the packers accurate information regarding the different processes now in use, according to Mr. Bonney.

The packing was done at several Washington and Oregon plants where facilities were available for both vacuum sealing and paper cup packing. The work was completed under regular operating conditions with accurate data gathered at every step.

The containers were then placed in cold storage at various constant temperatures where they will remain until December. Part of the pack will be shipped to the Washington, D. C., laboratories for examination by chemists who will determine the quality and condition of the fruits and vegetables so preserved. The remainder will be opened and examined by Mr. Diehl at the places where stored.

By checking between the quality of the product, the method of packing and the temperature at which it was held in storage, the experimenters will know accurately the value of the different methods used.

The products packed include strawberries, raspberries, loganberries, blackberries, currants, pears, cherries, avocados, peaches, peas, cantaloupes, apricots, beans, beets, melons, sweet corn, and tomatoes.

Essential Features of the Grocery Staples.

Sugar—The market is the same as a week ago. Jobbers hold cane granulated at 5.75 and beet granulated at 5.55.

Tea—The week has witnessed a continuation of the dullness in tea. An everyday business is doing, without much change in price. The entire list is about the same as last week.

Coffee—The market for Rio and Santos coffee, green and in a large way, has rallied slightly during the week, but the undertone is so weak that prices have eased off about 1/4c since the last report. Santos is a little weaker than Rio. Mild grades are about unchanged for the week. The jobbing market on roasted coffee is easy in sympathy with green. The coffee market is one to let alone except for immediate wants, especially Rio and Santos.

Canned Fruits—The market is essentially unchanged. Peaches continue strong, but little activity is seen. Maine blueberries have shown no signs of coming down from the high opening which was named this year and packers' holdings are firmly quoted and apparently scarce.

Canned Vegetables—Lack of confidence, and the desire of canners to convert a part of their goods into cold cash has caused the weakening of the tomato market. The underlying statistical strength of the situation, however, hardly seems to warrant existing prices, and it is thought by some factors in the trade here that after the turn of the year it will be a different story, and that prices will reach the more reasonable levels that present first-hand holdings in producing centers all over the country would appear to justify. Other vegetables are without important feature. Cut string beans are dull and quotations are stationary. In peas there is no particular activity. Small sieve extra standards appear to be nearly cleaned up in the tri-States. Lima bean offerings are almost unobtainable in the South and it is hard to say just what the market is. There is a little more buying in Maine corn and standard seems to be closely sold out of canners' hands.

Canned Fish—The sardine, salmon and tuna situations show no great change. Maine sardines are in slow demand in the local market, while in Maine conditions are mixed, but the tone is generally steady.

Rice—The market reflects the stronger tone in the South this week, and interest has picked up noticeably, followed by slight advances in quotations on Blue Rose. Extra fancy Blue Rose is held firm. Trading has been largely routine, though some fair-sized Blue Rose orders have been seen. Japan rices rule firm in tone, with supplies scarce.

Dried Fruits—List prices in the major dried fruits underwent little if any change during the past week in spite of a general hand-to-mouth movement. The tone of the market does not improve, however, and considerable price shading is seen, as is usually the case when buying has been dull for a prolonged period of several weeks. With

the trade devoting comparatively little attention to the major lines, holiday specials come in for most of the local interest, and a considerable volume of business is being done in such items as figs, dates, citron and peels and other merchandise peculiar to late fall and winter holidays. Out-of-town buyers who had neglected to cover their Thanksgiving requirements flooded the market with rush orders, and jobbers have been pretty much up to their necks to take care of them. Citrons and peels are scarce and promise to rule higher in price before Christmas comes around.

Salt Fish—The demand for mackerel is good, especially for our own shore fish. Prices are steady. Both Irish and Norway mackerel, however, are easier. As to canned fish, fancy Columbia River salmon is still scarce and high. The demand for Alaska red, pink and chum salmon is dull, prices are about steady. Other tinned fish quiet and unchanged.

Beans and Peas—The week has been without incident in dried beans. The demand is poor and most of the list easy. Dried peas are the same.

Nuts—A generally firmer price tone is now apparent. Buyers who had waited up until the last minute to order their holiday requirements sent in rush orders, cleaning up stocks of certain items and causing holders to have a firmer idea on prices. Shelled almonds are generally believed to have reached their lowest levels, and a steady market is expected to prevail from now until the end of the year. A number of items, small-size Jordans, for instance, are practically unobtainable either here or at the primary market. Nuts in the shell underwent little variation throughout the week. Brazils showed a trifle more strength, but the market has not yet gone back to the prices that were quoted a couple of weeks ago.

Pickles—The Government report shows that the cucumber pack this year is 14 per cent. below the production of 1928. The pickle packers report the smallest carryover in eight years. Therefore, the pickle business from every point of view is in a satisfactory condition. The local market is quiet but strong, with prices practically unchanged.

Sauerkraut—Sales of sauerkraut all over the country show a substantial increase. National advertising by the Kraut Packers' Association is said to be partly responsible for this. Prices upstate and in the West are firm.

Syrup and Molasses—Sugar syrup is unchanged in prices in spite of short production. If the demand improves prices will doubtless advance. Compound syrup is also unchanged, with prices steady on account of demand from the candy men. Molasses unchanged; fairly active.

Vinegar—Trading is seasonally light. The market is stationary. Quotations remain the same.

Detroit—Kulick & Douglas, 1504 Broadway, has been incorporated to do a general tailoring business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Review of the Produce Market.

Apples—Wealthy command \$1.75@2; Wolf River, \$1.50@1.75 (bakers, \$2.25); Shiawasse, \$2@2.25; Jonathans, \$2.50@2.75; Snow, \$1.75@2; Baldwin, \$1.50@1.75; Talman Sweet, \$2.25; No. 1 Northern Spys, \$2@2.50; No. 2 ditto, \$1.50; Michigan Delicious, \$3.50 for A grade and \$3 for B.

Bagas—\$1 for 50 lb. sack.
Bananas—7@7 1/2c per lb.
Beets—\$1.50 per bu.
Brussel Sprouts—26c per qt.

Butter—The butter market has ruled firm during the week and has advanced about 2c per pound. Reason—lighter offerings and a fair demand. Outside markets have also been firm. Jobbers hold prints at 44c and 65 lb. tubs at 42c.

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

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

Cauliflower—\$3.75@4 per doz. for Ill.

Celery—40@60c per bunch.
Celery Cabbage—\$1.20 per doz.

Cocoanuts—\$1 per doz. or \$7 per bag.

Cranberries—Late Howe commands \$4.50 for 1/4 bbl. and \$8.50 for 1/2 bbl.

Cucumbers—\$2.25 per doz. for home grown hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$7.00
Light Red Kidney	-----	7.50
Dark Red Kidney	-----	7.75

Eggs—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	-----	43c
X	-----	37c
Checks	-----	34c

Egg Plant—15@18c apiece.
Garlic—23c per lb.

Grape Fruit—\$5@5.50 for all sizes.
Grapes—Calif. Emperors are held at \$2.25 per lug for choice and \$2.50 for fancy.

Green Onions—Shallots, 85c per doz.
Green Peas—\$5 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	--	\$5.50
Imperial Valley, 5s, per crate	--	5.00
Hot house grown, per lb.	-----	10c
Limes—\$1.50 per box.		
Mushrooms—60c per lb.		

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

126	-----	\$7.00
150	-----	7.00
176	-----	7.25
200	-----	7.50
216	-----	7.50
252	-----	7.00
288	-----	7.00
324	-----	4.75

Onions—Home grown yellow, \$1.75 per 100 lb. sack; white, \$2.25.

Parsley—40c per doz. bunches.

Peppers—Green, 75c per doz. for Calif.

Potatoes—Home grown, \$1.50 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.25; Idaho stock, \$3.75 per 100 lb. bag; Idaho bakers command \$4.15 per box of 60 or 70.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	22c
Light fowls	-----	22c
Heavy broilers	-----	22c
Light broilers	-----	18c

Pumpkin—15@20c apiece.
Quinces—\$3 per bu.

Radishes—50c per doz. bunches of hot house.

Spinach—\$1.25 per bu.
Squash—Hubbard, \$5 per 100 lbs.

Sweet Potatoes—\$4 per bbl. and \$1.60 per bu. for Virginia.

Tomatoes—\$1.35 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

Many Cases of Adulterated Tomatoes Are Seized.

Alleging that the product had been adulterated with water at the time of canning, Federal officers have seized 5,614 cases of canned tomatoes at various points in Alabama, and at Baltimore and Washington, D. C., the Food, Drug and Insecticide Administration, Department of Agriculture, announced Nov. 23. The statement follows in full text:

Seizure was made as a result of investigation by the Food, Drug, and Insecticide Administration under the Federal food and drugs act. These tomatoes, 24 cans to the case, were packed in, and shipped from, factories in Northern Virginia last summer and fall.

Reputable canners, says the Department, do not consider it necessary to add water to tomatoes in the canning process, and they, as well as the Government, regard the sale of water at the price of canned tomatoes as a cheat and imposition on the consumer.

These seized tomatoes are being held pending action on the part of the canners. Distribution of them in trade will be permitted only under conditions which will prevent fraud and deception.

The aviation industry in the United States is expanding its foreign sales at an unprecedented rate. A bulletin issued by the Department of Commerce shows that the exports of aircraft during the first nine months of this year were two and one-half times as great as during all of 1928. The values of airplanes, engines and parts for these periods were \$7,131,918 and \$3,664,823, respectively, or a gain of almost 100 per cent. for the first nine months of 1929 over the 1928 total. Considering the comparatively recent origin of aircraft manufacturing on a commercial scale in this country, these gains are highly encouraging.

Leaders try not to make themselves conspicuous.

HOLLAND AND OWOSSO.

Neither City Truckles To Chain Store Hypocrisy.

A curious phenomenon in governmental administration is apparent in Washington. In the Grand Rapids Press of Monday, Nov. 25, there appears a front page article stating that a gigantic "mobilization" or stabilization resources is under way.

"Industry has promised to keep wages up." The article says: "Labor has promised not to fight for more money. Railroads expect to spend one billion dollars next year. Utilities may spend two billions."

But the article started with this statement:

"Agriculture was called upon by President Hoover Monday to offer its aid in stimulating business this winter. That the President should summon even this economic invalid to do its bit, limited as that might be, testifies to the sweeping nature of the mobilization Washington has undertaken to dispell any foolish pessimism resulting from the stock market depression."

All of which would be very fine, if our present National economic situation were merely "hard times" or "threatened panic." Even if this "foolish pessimism" were a mere consequence of the recent stock market collapse, such measures would be splendid as a stimulant to business. But neither of these is the fact in the case.

The truth of the matter is that America is not suffering from hard times. She has had the most prosperous period in her history, as a Nation; but it has not been a mass-prosperity. It has been a corporation-syndicate prosperity. We are not afflicted with money shortage, but from territorially uneven distribution of capital. Popular patronage of centralized business has taken the surpluses to the metropolitan centers, leaving the local communities sapped and enemic.

Someone has his nerve to speak of "foolish pessimism," when he wrote that article. What about the fool optimism that has been dominating our press columns, telling the American public how wonderful times were and how our general prosperity was assured. Only last week I read in the Detroit Free Press an article reporting an interview with a certain magnate who declared our state of prosperity to be above reproach or question. Three pages over, there was an article saying that Detroit was enlarging its winter construction program and rotating the crews to make the jobs go around. Foolish pessimism?

It isn't "foolish pessimism" which throws men out of work, after the factory warehouses are filled and the market is in a state of glut. Saturday on my way from Owosso to Grand Rapids, I was waved for rides by no less than sixty-three hitch-hikers in seventy-two miles—all going West on M 21 from Flint. Foolish pessimism? I should say it were the final collapse of a foolish optimism that has no longer succeeded to keep up the hopes of America's masses.

A good word was used when it was

said that this aid is for the purpose of "stimulating business." But a stimulant, while a good thing to arouse latent powers, is a dangerous thing to use on a weakened patient, especially when nothing is done to get at the seat of the cause of weakness. I submit and claim ample proof that the syndicate trend of our times is at the bottom of our entire economic puzzle. Is it possible that our administration has not analyzed that fact or is it possible that it lacks the courage to face the fact because it might "stir up something." That's what some Chambers of Commerce fear, choosing to close their eyes to the truth, rather than have any trouble. Can it be that our administration is afflicted with the same tendency to choose the lines of least immediate resistance — choosing a "stimulant" rather than a purgative? Stimulation is advisable for purposes of immediate relief, but unless preceded by something more remedial in its nature, it can result only in a relapse after the effect of the stimulant has worn off, leaving the patient worse than before. A little Rooseveltian calling of the cards on certain types and systems of business will do more than all the "mobilization" and "stimulation" possible.

For the sake of furnishing further food for thought to those who may not yet agree with the sentiment of my previous articles which have had to do with the local Chamber of Commerce and its proper attitude toward the syndicate operators in its community, I wish to submit three concrete demonstrations from actual life:

About two months ago, Charles Gross, secretary of the Holland Chamber of Commerce, arranged a meeting of the Holland merchants for the purpose of hearing the writer's analysis of the evils of the syndicate system, with particular reference to its more powerful and obvious institutions, the chain store and mail order house. Fortunately, Mr. Gross has the proper quantity and quality of nerve necessary to face his people with facts, however unpleasant they may be to some of the members of his organization. Did the fact that there were chain stores in the Holland Chamber of Commerce make any difference to him? Not a particle. His position was very simple and direct. If the chain store is a menace to the community, the community should know it. If the speaker doesn't stick to the facts, he can't do any harm, because someone will trip him up. If he does tell the facts, he can't do anyone any injustice. Those who are hit by the honest truth deserve to be hit and no membership in the Holland Chamber of Commerce gives them any right to expect exemption. The Holland Chamber of Commerce's first duty is to Holland and not to any member or class of members.

The meeting was held and the writer did his best to bring a true presentation of the facts concerning the workings of the syndicate in the local community. Here is what Mr. Gross has to say at this time, two months after the meeting:

"The meeting and the lecture have

strengthened the position of the Chamber of Commerce in the community, especially with the independent retail merchant. There is no doubt that this information, based as it is upon the facts, can have no possible injurious reaction and we are all entirely pleased with the wholesome effect."

Last week, the writer met C. E. Noyes, secretary of the Owosso Chamber of Commerce, and solicited the privilege of being publicly heard in that city on the menace of the syndicates to American life and the American community. Like Holland, the Owosso Chamber has chain stores in its membership and Mr. Noyes very frankly mentioned the possibility of his being criticised by his syndicate membership. But when the matter was taken up before the Retail Committee of his organization and unanimously O K'd and when someone asked Mr. Noyes whether he might not be placed in an embarrassing position by bringing in an anti-syndicate speaker, Mr. Noyes' reply was something like this:

"The Owosso Chamber of Commerce is a public forum. Its first concern is the betterment of Owosso, regardless of the selfish welfare of any member or class of members in this Chamber. We may bring in any speaker we believe will be honest and fair, purely for what his message may be worth to those who hear it. It will be up to them to believe it or not. That is no concern of ours. Any time the syndicate operators want to bring in a speaker for their side of the controversy, he will be given the same fair treatment. The Chamber is not sponsoring any anti-syndicate agitations. It is merely carrying out its proper office as a public forum and, as such, we would be merely umpiring a bout between two conflicting schools of thought on questions of business and the public welfare. Certainly, our Chamber does not wish to suppress any public information which is truthful, merely to shield a few of its members. Such an action on our part would be unjust to our community, and in direct opposition to the American principles of free speech and free press."

That is, in substance, the attitude of "Chick" Noyes, secretary of the Owosso Chamber of Commerce. It is substantially the same as that of Charlie Gross and any fair-minded man must confess that it reeks with good, hard sense.

And, now, I come to deal with the Chamber of Commerce serving a city in Eastern Michigan, of approximately the same population as that of Owosso and Holland. Here is what the secretary of that organization says, regarding the appearance of an anti-syndicate speaker before even a closed meeting of merchants and professional men:

"We have in our city, here, something like thirty-two chain store organizations and these thirty-two chain store organizations, with but one or two exceptions, are co-operating and working with the independent merchant and harmony prevails. If we were to bring in (the writer) and let him lecture on the subject which he says he will, it would stir up something

here that would be harmful and our board voted to rescind any previous action they had taken and wished me to inform you that it was their desire to cancel the meeting."

Now, let's analyze that attitude:

First, he says that "harmony prevails" between the independent merchants and the syndicates. I have my opinion of independent merchants who will fraternize and function "in harmony" with the known enemies of their business, their community and their country's democracy.

Second, he says, "It would stir up something which would be more harmful than good, I'll agree. If the Revolutionary war was more harmful than good, then this secretary tells the truth. But if American democracy means anything and if individual enterprise for future generations is worth fighting for and if the principles of the Declaration of Independence and the Constitution of the United States were good investments for all the suffering and sacrifice which has sanctified them, what shall we say of the spine of self-styled "community champions" who refuse to face the facts because it might "stir up something?"

If that is the proper attitude for a Chamber of Commerce, its board of directors, and its secretary, to take, then I claim that Charlie Mack (of "the Two Black Crows") would have made a fine secretary for some Chamber of Commerce; for it was he who said, "Even if that was good, I wouldn't like it." W. H. Caslow.

Important Discovery Relating To Aluminum.

Mt. Pleasant, Nov. 26—In a recent issue of the Tradesman there was a short item about the man who discovered the cheap process of separating aluminum from the other metals, and that Mr. Hall, who discovered this, made a handsome present to his alma mater, etc.

In Mt. Pleasant lives a man, S. J. Payne, who was the seatmate of Charles M. Hall the day that Professor Jewett, of Oberlin college, Ohio, made the statement in the chemistry class: "The man that discovers a cheap process of separating aluminum from the other metals will not only make a fortune, but a great name for himself as well."

At this Mr. Hall turned and whispered to his seatmate, "I'm going after that, Sol," Mr. Payne's first name being Solomon.

Through persistence and co-operation on the part of Prof. Jewett, Charles M. Hall did discover this process and made many handsome presents to Oberlin college. His one gift of \$3,000,000 worth of stock was given with the stipulation that it should not be sold until fifteen years after his death. At that time it was worth \$9,000,000.

Mr. Payne is now 71 years old and remembers the incident in the classroom as if it happened last week. Mr. Payne works at the N. D. Gover general store here and has charge of the produce department.

How To Ensure Tuberculosis.

Two hours in a poolroom or bowling alley after leaving work, followed by three hours in a movie show or at a card or booze party and six or seven hours in bed with windows closed, is the best recipe for a good case of tuberculosis.

QUEEN OF HAWAII.

Pineapple a Close Rival To King Sugar.

The Hawaiian Islands have had many queens—some of them reigning independently—husband or no husband and over some or all of the group. Well known is Kaahumanu, favorite wife of that Kamehameha I, who had united all the Hawaiians under his crown somewhere around the year 1795. To this day visitors are shown the cliff, the famous Pali, over which he drove his enemies—crushed to death on the rocks 2,000 feet below. When the missionaries came, in 1820, they found Kaahumanu practically functioning as prime minister—the reigning king not reaching any decisions until she had been heard. The former consort of Kamehameha I was of large stature and proud and haughty, but altered greatly after she came in contact with the missionaries. She even appeared as a student at a school examination at Honolulu, in common with a group of natives. But the best known of the Hawaiian queens, except perhaps Liliuokalani, deposed in 1893, was Kapiolani. Perhaps it would be more correct to call her "high chiefess." In 1825 she was enrolled as a convert to Christianity. She was enthusiastic about her new found faith and desirous of propagating it. She knew that one of the great obstacles in the way of the natives to accept the new religion was their strong faith in Pele, a goddess, who was supposed to have her abode in the crater of a volcano on the island of Hawaii. The thunderous noise made by the mountain at times, its rumblings and grumbings, were the voice of Pele speaking; its fire was her fire; its lava flow her way of punishing those who had broken the ancient laws of tabu. And from time to time the fairest and best of the youth of the islands were thrown into the ever active crater of the volcano—her home.

Kapiolani made up her mind to prove to her people that there was no such goddess as Pele. And so, to deliver them from their fear for this deity and to help the missionaries to obtain gospel triumphs, one morning she traveled overland with a number of her people to the foot of the volcano. When she arrived there she was met by a priestess who claimed to represent Pele. She solemnly warned Kapiolani not to carry out her plan to ascend the mountain and go near the crater. Discussion with the priestess, who claimed to be divine herself, strengthened Kapiolani in her purpose to show to her people that belief in the supposed volcano goddess was unjustified, as well as harmful in its effects. One of the missionaries, Rev. Goodrich, decided to precede his convert to the mountain top and he arrived at the brink of the crater before she did. Kapiolani was both surprised and delighted, and, no doubt, also encouraged, on beholding the missionary awaiting her at the very rim of what looked like a great cauldron, emitting sulphurous smoke which surrounded them, as they tried to peer into the depths of the bubbling and boiling

lava at the bottom of the crater. The attendants of the brave Christian woman stood about, trembling from head to foot, momentarily expecting their beloved mistress to be killed by lightning sent by Pele, or somehow drawn into the whirlpool of fire, as Pele's priestess had predicted. But nothing of the kind happened. Kapiolani threw handfuls of sacred berries, which she carried, into the bubbling lava and defied the supposed malignant deity in the name of the true God. Nothing happened. Then, drawing her attendants about her and led by the missionary, the whole company raised their voices to praise the merciful Father in Heaven—the very opposite of what Pele was supposed to be. This incident, well known, no doubt, to some of the Tradesman readers, has been called one of the finest manifestations of moral courage ever shown in the history of the world. That's why we undertake to relate it here.

As the title of this article shows, it is neither about queen Kaahumanu nor Kapiolani that we expect to write this. It is about a fruit whose top involuntarily reminds one of the crown of royalty—the pineapple, whose production and preparation for the world markets has become the second largest industry of the Hawaiian Islands. Think of it, that during June, July and August, annually, in recent years, some 350 to 400 carloads of the luscious fruit are hauled from the plantations to the canneries. The largest fruit cannery in the world is said to be at Honolulu. As well known, the pineapple received its name from the fact that its exterior resembles a pine cone, while the term apple is an ancient one, denoting fruit. Already centuries ago people knew of the pineapple and relished it. It has been used as a symbol of hospitality. But evidently it was of an inferior kind, compared to the pineapple of the present day, and we have been assured that nowhere in the world the sweetness and lusciousness of flavor of what is grown in Hawaii has been equalled and much less surpassed. How this fruit found its way to these islands in the heart of the Pacific, nobody knows. It is, possibly, a native plant, since it still grows wild in the Kona district of the island of Hawaii.

In the year 1885 pineapples grown in Kona were being picked green, brought to Honolulu and from there shipped to San Francisco. But the fruit was of an inferior kind, the supply small and the demand limited. Moreover, unless the temperature was exactly right the pineapple in transit was apt to start "sweating" and fermenting and rotting. In those days a certain captain, John Kidwell, got interested in this product of Hawaii. Somehow, captains have played quite a role in the history of the Sandwich Islands, beginning with Captain Cook, who got murdered in some altercation with the natives. Possibly other captains lost their fortunes in their efforts to engage in agricultural or commercial pursuits. But not so with Capt. Kidwell. He had tasted hot house pines in England and knew the flavor of the fruit as raised in Florida and the West Indies. It occurred to him that if the Hawaiian

product could be improved or if a better kind could be imported, the markets of the entire Pacific coast of the United States would be opened to the fruit. So he obtained all kinds of varieties and found that what was known as the "smooth cayenne" was the most satisfactory one for Hawaii. To-day practically all the fields on the islands are planted with smooth cayennes.

Then someone suggested the canning of the fruit and Capt. Kidwell and a friend, a plumber, who had experimented with canning, opened a cannery. The sale of their output was a success from the start, and, as we have already stated, to-day the largest cannery in the world is found in Honolulu.

The pineapple is not grown from seed, as one would suppose, but from slips, obtained either from the top of the fruit, or from the base of the stalk supporting the fruit, or the sucker which sprouts from the leaves of the plant, if used. These slips are planted in thoroughly worked and fertilized fields covered with mulch, an asphalt treated paper, measuring three feet in width and running the length of the rows which are from four to six feet apart. The plants are carefully set by hand in double rows, through openings made in the paper with planting "irons."

In a few weeks they take root and begin to send out leaves. In from twelve to fifteen months after planting, a blossom appears in the heart of the plant. Tiny blue and violet flowers project from its side, before long to wither and disappear. But the blossom develops into fruit, ready for picking after about half a year longer. That means that from fourteen to twenty months after planting, the first crop is ready—one fruit to the plant. Two suckers are left after the pineapple has been removed. They produce the second crop—two pineapples to each plant. The third crop, obtained in the same way, one or two fruits to a plant, is usually the end of the life of the shrub bearing the luscious pineapple.

As we already stated, the height of the harvest season covers June, July and August. The crop is harvested by pickers carrying a sack over the shoulder and breaking the ripe fruits from the stem.

It is interesting indeed to visit a Hawaiian pineapple cannery. The pineapples, assorted in three sizes according to the diameter, are trimmed all around by a machine which also extracts the hard core and cuts off the ends. What is thus removed receives special treatment to produce pineapple juice, later on mixed with some other ingredients. It forms the basis of the syrup to be mentioned later on as we continue the story of the canning.

The excoriated and trimmed fruit is deposited on endless chain machinery. Girls with rubber gloves pick out inferior pineapples or those imperfectly trimmed as they pass by them on the chain carrier.

After the fruit has passed through a spray of artesian water it is cut into a series of slices, by means of an auto-

matic slicing machine, which, with one stroke, disposes of the entire pineapple. Meanwhile, well sterilized cans are passed in front of the girls who stand behind the packing table belt, which receives the fruit after the slicer has done its work. Rapidly the cans are filled and then given a vacuum treatment to drive the air out of the fruit, and then the syrup, to which we made reference, is poured over the contents of each can. Then covers are automatically affixed and sealed by spinning the rims over the projecting lips of the can. No solder is used at all.

The sealed cans are now properly sterilized, lacquered and labeled and packed into cases. Tradesman readers have enjoyed the eating of Hawaiian pineapples, whose raising and canning we have tried to describe. At any rate, we endeavored to tell the story of the Queen of Hawaiian Industry, the pineapple, a close rival to King Sugar.

In conclusion, let us state that two basic problems are confronting those behind the Hawaiian pineapple industry. In some fields the smooth cayenne appears to be deteriorating and some tracts of land show signs of exhaustion. By deterioration we mean that, while the quality remains the same, the plant seems to be losing its power to resist disease, in particular attacks on its root system which is clogged with fungus spores. But these difficulties are not unsurmountable and the Hawaiian Pineapple Packers' Association, founded in 1912, is doing its best, by means of scientific experimentation, to keep this Queen from following Liliuokalani in being dethroned.

Henry Beets.

No Holiday For Grocer Feldman.

In Atlanta, Ga., Samuel Feldman, grocer, looked across his counter at a smiling Negro who was pointing a pistol at him.

"I'm back," said the Negro.

"Where have you been?" asked Grocer Feldman.

"On my vacation."

Grocer Feldman then emptied his till, gave the contents (\$45) to the Negro, who disappeared into the night. Later Grocer Feldman went to the police. "It was the same man," he declared, "and the same pistol."

Grocer Feldman should know. Six times since January has his little store been entered and robbed by the same glib, ebony thief. The procedure has almost become a ritual. The Negro customarily surveys the store about closing hour (7:30 p. m.) to see that Grocer Feldman is alone, then immediately enters with his pistol. Usually nothing is said. Grocer Feldman smiles wanly and calmly gives his money to the black man. The first time he got \$87. His succeeding visits netted him \$49, \$57, \$54, \$30. This year, Grocer Feldman was unable to take his family away for a holiday.—Time.

It costs as much to take a box of oranges from Jersey City across the river to New York retailers, as it does to pick the crop in California, sort it, and ship it across the country.

THANKSGIVING DAY.

By an ancient and hallowed American custom the last Thursday in November is set apart as Thanksgiving Day. It is altogether fitting and right that the day should be observed in every home and by all our people.

There is one group of Americans, however, whose manner of life gives them an especial appreciation of the conditions out of which the keeping of Thanksgiving arose and to whom the day ought to be unusually significant. They are our farmers.

The story goes that the New England colonists, because of their privations and difficulties, were considering the appointing of an additional day of fasting and prayer. Whereupon a plain, commonsense old man remarked that he thought they had brooded long enough over their misfortunes and that it seemed high time they should consider some of their mercies. He said that he would amend their resolution for a fast day and propose instead a Day of Thanksgiving.

In like manner in the lives of many of our farmers there are privations and difficulties which are hard to endure, and from which no present means of deliverance appears. But while the problems of the farmer are serious enough and demand the best thought and effort of our country for their solution, it is nevertheless a good thing for the farmer at least once a year to forget his privations, his difficulties and his injustices even, and to keep a Day of Thanksgiving.

Thanksgiving Day reminds us of a fact that we are always in danger of losing sight of—that is, the fact that what we have and enjoy has come to us not because we have toiled for it and earned it but in the main as a free gift. In spite of our boasted scientific agriculture we are not so much the producers as the receivers of Nature's bounty. The sunshine and the showers and the fertility of Mother Earth are ours without money and without price, and they are the chief factors in any harvest.

Just as certainly true is it also that civil liberty, the right of suffrage, a free press, the public school system and the privilege of worshipping according to the dictates of our own conscience are ours not as an achievement but as a splendid inheritance.

It is well at Thanksgiving time to bring to grateful remembrance the explorers, the pioneers, the pilgrims, the reformers, the men of far vision, the martyrs who at the cost of hardship, suffering and even of death itself have purchased the blessings of liberty which are ours. And yet Thanksgiving in its fullest and deepest sense must always be thanksgiving to God.

In the case of the bounties of harvest, Maltbie Babcock's lines finely carry our thoughts back from the gift through Nature to Nature's God:

Back of the loaf is the snowy flour,
And back of the flour is the mill,
And back of the mill is the wheat and
the shower
And the sun and the Father's will.

A study of freedom's growth reminds us also that the chief factor is a Power not ourselves which is working for righteousness. Victor Hugo is

right when in *Les Miserables* he ascribes the victory over Napoleon at Waterloo not to the rains which interfered with French commander's plans and not to Wellington but to God.

CONFIDENCE RENEWED.

In the November report of the Conference of Statisticians in Industry it is brought out that "a number of encouraging and a few adverse factors in the business situation" are disclosed, while the steps taken under the leadership of President Hoover dominate the discussion. "It is significant," the report states, "that general business activity during October and in previous months contained no element which would have served as a basis for the violent declines in securities."

This view, of course, is the one emphasized in many quarters. Business has been receding in basic lines but only to the extent that the usual seasonal gains have not been made. A sharp reaction has not been in prospect and could be imagined only if business confidence was so severely shaken that trade and industry should come to a standstill.

Such an emergency is not at all likely, particularly now that manufacturers and distributors are on their guard against action, or the lack of it, which would impair confidence and reduce purchasing power. Even the smaller employers have had it made plain to them that by jeopardizing employment they are attacking their own sources of income. The largest employers have given assurances that they not only intend to pursue their normal course of operations but are bent on larger programs.

The course of major industry discloses little change. Steel schedules are lighter and prices lower. Automobile output is further reduced but with the promise of a sizable increase when new models are started next month. Building contracts are running about 35 per cent. under a year ago. These conditions do not yet reflect the favorable influence set in motion to improve them but another month may tell a different story.

DRY GOODS CONDITIONS.

With the advent at last of weather more stimulating to trade, retail volume jumped ahead during the past week in a very encouraging way. The spurt seemed to indicate that those who have blamed backward sales on unfavorable weather were correct to an important extent in their view. The feeling is now that many delayed purchases will be made by consumers and that this buying will prove the forerunner of a healthy holiday business.

From all present indications, and the situation has grown clearer, holiday volume will be done on about its customary scale. There will be losses in the "high bracket" gifts but on the other hand, sales of moderate price and cheaper merchandise should gain because more effort will be put into the promotion of such goods.

The first shock of the security collapse is over and with it most of the dangerous and hasty action which might have led to additional and un-

needed disturbance. Orders were freely canceled in the beginning and many of them reinstated since. Reports of wholesale dismissals of employes have been succeeded by prompt assurances that larger staffs are now engaged than a year ago and that conditions have either been made or are planned.

The wholesale merchandise markets during the week were quick to reflect the gains in trade brought on by more favorable weather and improved sentiment. It is not unlikely that delivery difficulties may once again become acute in certain fields since producers in general have been operating very cautiously. The lack of distress merchandise in spite of adverse developments has been a topic of special comment.

CURE IS NOT THE DISEASE.

A criticism of the steps taken at Washington during the week to meet the emergency brought on by the stock market crash is that the remedy proposed in the interest of saving business from real reaction is a dose of what it is suffering from. In short, the view is held that you cannot cure overproduction with more production. At first sight this opinion seems to meet the situation neatly and to be based on sound logic. And yet it fails to take into account various important phases of the question.

Take the case of building, for instance. It can scarcely be questioned that a surplus of housing now exists. Considering housing accommodations as a whole, however, who will say that there is any surplus of modern shelter while there are still slums and countless ramshackle homes, flimsy factories and other out-of-date edifices? Apply such a test and there is no surplus of good housing—there is a definite shortage. In no industry that comes to mind is there such discrepancy between the best and the worst. A variation so wide must sooner or later be reduced.

How the building program may be expanded to meet new and more exacting requirements is for the industry itself to decide, aided by the more favorable influences which now prevail. Should the new operations be carried along on a scale at all commensurate with the potential task, little indeed would be heard of overproduction in any line now afflicted with the problem. Building workers would supply the demand for all present surpluses. Purchasing power would grow and business expand.

BACKWARD LINES.

It would be well if the conference of business leaders, which will soon be chosen to continue the work of stabilizing conditions, was to put high on its list of tasks the surveying of backward industries, so that steps might be taken to remove the depressive influence they constantly exert on purchasing power and the unnatural limits they impose on markets.

The problem in this country, in a way, is like the problem faced in Europe. Wages in too many industries are out of line with what we conceive as necessary to proper living stan-

dards. Europe shrinks from the increases, although it is accepted that high wages, mass output and low prices spell increased real earnings and prosperity. We have been glorifying in this formula as though it was universally applied here. A survey of our backward industries will disclose that we have a great deal of education to carry on at home before we should boast abroad.

In this discussion of what is a question of paramount importance it would be well to add that a new force is developing which may bring the reforms sought earlier than is imagined. Commenting during the week upon the sensible adjustment of relationships between chain buyers and sellers A. Lincoln Filene, the Boston merchant, declared that the retail group would insist that every producer should operate at a profit and he added: "It would insist likewise that those who made its goods were contributing to the National purchasing power by paying fair wages."

OLD TIMES AND CUSTOMS.

Over the radio the other day the Nation was invited to watch or listen to the "world series of the cornfields," the annual National corn-husking contest. Out in Missouri a dozen State champions worked against time and one another for eighty minutes, and twenty-three radio stations told of it in all parts of the country. There were many who from apartments and homes in city streets heard the echo of their own earlier days in this story from the Mississippi Valley.

The old ways have gone from this part of the world. It is not long since the husking bee was good early winter entertainment, with social and sentimental possibilities to spice and lighten its labors. It is a poor memory that does not remember also the hay ride and the sleigh party, the barn dance and the old-time church supper. Within this generation they were real neighborhood events in communities that are now not an hour's ride from the city center. Good roads and quick communications have pushed them far away from us, so that when they are revived they are curiosities.

POISON GAS AT HOME.

With the coming of colder weather there are reported a number of deaths from carbon monoxide gas, the deadly by-product of gasoline combustion. Men busy on their cars in closed garages have died at their work, victims of a poison gas as deadly as those which were used in the war.

Carbon monoxide is doubly dangerous because it is imperceptible. It kills almost instantaneously. Well mixed with fresh air, it is relatively harmless, but at a certain point of saturation the air which contains it becomes a deadly vapor. To run an automobile engine in a tightly closed garage may turn a workshop into a lethal chamber where lurks an enemy which kills swiftly and silently and without warning.

The casualties of the past few weeks are a grim warning of the danger.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Lowell is always an interesting place to me—largely, I think, because the loyalty to home town interests is an outstanding feature of the community. Lowell people, as a class, are never ashamed of the town of their nativity or adoption and the further they are from home the more this sentiment appears to be in evidence. Frank King tells me that when he was in California some time ago he noted in the papers that residents of Lowell were to hold a re-union in Los Angeles. Of course, he attended the function and was surprised to find over 200 present—all bent on sounding the praises of the town which once claimed them as citizens. Any community which can instill such a spirit into her natives which time and distance can never efface has not lived in vain.

The chain stores are apparently absorbing the retail grocery business of Lowell. If I counted correctly there are only two independent grocery stores left—Mr. Houseman at the West end of town and Mr. Hahn at the East end. Both stores were full of customers when I called and both showed indisputable evidences of prosperity. Both handle meats under sanitary conditions, which is not the case with the chain stores. People who have due regard for their stomachs may buy package goods from a chain store, but the quality of meats purchased by chain stores and the method of handling them precludes any epicure from ever darkening the doorway of a chain meat market.

I was surprised to find John Borgenson out of business, so far as handling matches and molasses is concerned. His location is now occupied by Frank's 5 and 10 cent concern. Mr. Borgenson is still in business—very important business it is, too—undertaking to collect \$7,000 long past due grocery accounts. John was a good grocer and his store always looked attractive to the beholder. He handled good goods which he sold at right prices. He treated his customers well, but I think he had one innate weakness—his heart was too big when he came to deal with people who wanted credit. He found it much easier to hand out goods on credit than to collect what is due him, now that he is devoting his time to the collection business.

Mr. Borgenson's experience reminds me of certain conclusions I had forced on me when I was behind the counter of a retail store in Reed City nearly sixty years ago. My employer was a Christian gentleman with a big heart, who possessed a large measure of sympathy for those who were unfortunate or in distress. No man out of work and short on money was ever refused credit at the McClellan store. Many a family was carried through a hard winter who would otherwise have become charges on the town or county. When spring opened and the head of

a family again found employment, he almost invariably transferred his cash trade to another merchant and treated McClellan as though he had done him an injury instead of a favor. This is an exhibition of ingratitude I am utterly unable to explain on any reasonable hypothesis, because I have always regarded ingratitude as the basest crime in the calendar.

This peculiarity is by means confined to working people. Merchants, as a rule, are addicted to the same practice. So long as I keep my subscribers paid ahead they regard me as their best friend and the Tradesman as their strongest champion, but if by some chance I permit their accounts to get three or four years behind I am instantly transformed into an enemy and my paper is strongly condemned as not worth reading. They may pay up grudgingly, but from that time on the Tradesman is seldom a welcome visitor to their stores. The moral of this situation is so plain that he who runs may read—if you want to keep your friends, see that they pay you in man fashion and never permit them to overstep the limitations of good business usage.

I made two calls on the Lowell State Bank to meet and greet the new cashier, but he was so busy I could not get in a word edgewise. It struck me that the directors have made a happy selection to replace their deceased executive, who proved to be false to his trust.

Speaking of banks reminds me that Lowell has had her share of banking troubles. Forty years ago the late Charley McCarty used to tell me that he was a director of the Lowell National Bank and that he had not attended a meeting of the directors for more than a year. Whenever he referred to that condition, I told him very frankly that he had no business to be a director of a bank or any other institution unless he did his full duty by attending the meetings of the directors; that Webster defines the word "director" as one who directs and that failure to live up to the full meaning of the term would sometime result in disaster. The Bank made a bad failure a few months later and Charley ever after maintained a somewhat exalted opinion of my business foresight. The next failure was that of the private bank of Church & Son, caused by the action of the Churches and their associates in undertaking to double-cross the late William Widdicomb when he espoused the Flat River dam project, which he would have made a very profitable undertaking for all concerned. The recent defalcation at the Lowell State Bank is the third ordeal the good people of Lowell have had to face and live down.

I exchanged a few pleasant words with the manager of the King Milling Co., including reminiscences of John Giles, Charley McCarty, Norman Blain, Chet Stone and other old-time merchants of Lowell—all men of blessed memories. My milling friend

told me that when any question regarding the happenings of fifty years ago came up and a controversy ensued regarding the details, it was always referred to Manley Jones because his remembrance of past events was always accepted as final. It is universally conceded that he has the most outstanding memory of any resident or former resident of Lowell.

I was pleased to find the office of C. H. Runciman full of customers, all clamoring to be waited on. I commented on his prosperity, when he voluntarily stated that, as near as he could figure it out, his rapid strides onward started when he subscribed for the Tradesman. Of course, I am willing that he should cherish such a delightful hallucination, but deep down in my heart I believe that a happy disposition and a hearty greeting for every customer—whether he comes to pay money or receive money for goods furnished—have had much to do with Mr. Runciman's success.

I never visit Lowell that I do not call at the Ledger office, still presided over by that faithful sentinel on the watch town—Editor Johnson. I seldom find him in, but I was more fortunate this time and we had a fine time, hollering at each other to our heart's content. He is pretty nearly as deaf as I am, but if any item of news or propaganda escapes him which would conduce to the welfare of Lowell and the happiness and prosperity of her citizens I have never had the lapse brought to my attention.

The death of Dr. Victor C. Vaughan last week was a hard blow to me, although I had known he was near the end for many months. In the early days of the Tradesman he was very helpful to me in many ways. I organized the original Michigan Dairymen's Association and served as Secretary for the first eight years of its existence. At that time Dr. Vaughan was undertaking to discover the active principle of milk poison. He accomplished the discovery in 1885, but was not able to demonstrate the correctness of his theory in a practical way until several years later when I happened to be called into the matter. The late Charley Jennings, manufacturer of flavoring extracts for many years, came to me with a telegram he had just received from a Western Michigan town—I think Decatur—stating that his vanilla extract used in ice cream had poisoned hundreds of people and that he would be expected to make good the expense of doctors and nurses. I told him to forget all about the demand until I had communicated with Dr. Vaughan, who informed me that the circumstance was what he had been looking for for years and that he would go to Decatur immediately. As soon as he reached his destination he repaired to the store which supplied the extract to the ice cream maker, bought a bottle and drank the contents to assure the people that the poison was not due to the extract used. He then proceeded to investigate the conditions under which the ice cream was

produced and learned that the lemon cream was frozen the night before the poisoning occurred. The hour being late when this was accomplished the tub of vanilla cream was carted out to a back wood shed which was moist and full of decaying chips of wood. The cream became contaminated by the poisonous moisture from these decaying articles, which caused putrefaction, resulting in poisonous symptoms which developed in all the people who partook of the vanilla cream. Dr. Vaughan obtained a sufficient quantity of this cream to enable him to isolate the poison, which he gave the name of tyrotoxin. He received \$5,000 in gold from the German government for his discovery and goes down in history as one of the greatest scientists of the age.

For many years Dr. Vaughan maintained a summer home at Old Mission, Grand Traverse county. I had a home at Traverse Point, near by, and we spent many pleasant hours together during the summer months. I regard him as one of the greatest men of the age, based on his varied and numerous contributions to medical science. If any reader of the Tradesman has not read his autobiography, he should do so without further delay.

Recent mention was made in this department of the brown beans raised by a farmer near Middleville from seed obtained from Vriesland, Netherlands. I sent this reference to the Department of Agriculture, at Washington, with especial enquiry as to the probability of adopting this species of beans more generally on account of its greater yield. The reply I received is as follows:

Washington, Nov. 22—I am interested in your recent letter concerning the brown beans. There is no question that this variety of beans is well adapted for Michigan climatic conditions and beans of this type are grown to a limited extent in that State. Our market, however, does not apparently take well to beans of that color for which preference there is no logical reason since they are just as valuable for food as though they were white. As to whether it would be possible to produce a crop of forty bushels to the acre, under the best conditions, this might happen but such yield is very exceptional. In a very dry year, low ground would be better than upland but beans require soil that is well drained and will not succeed where it is too wet.

D. N. Shoemaker, Horticulturist.

In my calls on people who I think should be represented in our forty-sixth anniversary edition, which will be published I met some interesting experiences. The other day I called on a house whose manager has to be approached through "Information," which, in this case, happens to be a young lady who is certainly very inquisitive, to say the least. Approaching her meekly, I asked for the manager in the most patronizing manner I could command.

"What's your name?" she asked somewhat bluntly.

I gave her my name.

"Who do you represent?" she demanded.

"The Michigan Tradesman," I replied.

"What's that?" she asked.

"A trade journal," I replied.

"Where is it printed?" she enquired.

"In Grand Rapids," I replied.

"How often is it printed?" she asked.

"Once a week," I replied.

"Who owns the paper?" she asked.

"The Tradesman Company," I replied.

"Are you here to get advertising?" she demanded.

I told her that was my reason for calling.

"I don't think we care to advertise in your paper," she replied.

Just then the manager put in an appearance and I stated the occasion of my call in as few words as possible. He told me I could enter his order for a page—and the loquacious young lady completely subsided. E. A. Stowe.

Ocean Fishing on the Pacific Coast.

Los Angeles, Nov. 22—About twice a year I go fishing in California, and permit me to say it is some sport, with a safe bet that the results will be satisfactory. Trout fishing is just at its height and some of the catches are surprising. Here they are allowed to be placed on sale, consequently the sport drifts into the commercial channel with some folks. But trout fishing entails too much physical anguish, consequently I prefer to go down to Redondo Beach, an hour's ride on the trolley.

Except when a storm is on the ocean, of which there is always abundant notice, for storms never come in a hurry here, the winter sea fishing is fully as good as the summer.

The barracuda and bonita, and the flash of their silvery sides after the trolling bait, is surely thrilling. The yellow tail is a trifle reticent, but they are caught in considerable quantities. He certainly makes lively work for the angler, when once securely hooked. He belongs to the mackerel family and can smash more tackle for his size than any other fish that lives.

When you want something extra big, the jewfish is ready for your bait at almost any time of the year. He is a big sea bass, with all the power of the gamy black bass with weight to back it, often running to 200 pounds and sometimes over 300. You need plenty of boat and man power to manage one of them, for he can tow a good sized boat and seems to enjoy the exercise. He is much too sophisticated and if you give him slack or tighten too much, he will say goodbye with a rush that will make you doubt your smartness, but I have seen numbers pulled in and subdued.

The tuna is also a big ocean mackerel that equals the jewfish in size, but has even greater capabilities when it comes to strength. He also does a pulling stunt. To the dash of a quarter horse he adds the wind of the four mile racer, and is a regular box-full of tricks.

These larger fish are usually caught well off shore, especially by those who rendezvous on the anchored fishing scows as an operating base. Fishing from the wharves that make out into the salt water is good at any time of the year, and along the ocean the temperature varies so slightly that in winter one need not take along mittens and ear muffs to add to his comfort. From the wharves I have seen acres of mackerel make the water sparkle, and also an occasional pompano butts in, though they are not so plentiful. Smelt that are very fine for frying

play around the wharves in vast quantities, and two or three hooks on the same line will show a 100 per cent. occupancy when you haul in your line. You have almost a surety of catching plenty of these, as also of the mackerel, if you have the right kind of "bait," (with all due respect to Mr. Volstead). Often you will see the halibut with his queer shaped head steering about in the water below. They are a lively fish when hooked, and when they run as high as forty pounds, which they frequently do, you will think you have snagged a whale. They are as good as the halibut of the Atlantic, but I cannot say as much for the mackerel, although in appearance they are almost a replica of the Eastern fish.

A favorite stunt is to go out to one of the regular fishing scows several miles off shore, where you will find all of the conveniences of a hotel at a very moderate cost. Here, if you possess a "sea" stomach, you will be served with clam and fish chowder, and copious portions of fish cooked as mother tried to do them. I have made some records in both fishing and eating, but to make claims for the former would excite envy, not to say doubt, on the part of some of my Michigan friends, who prepare for a week in advance for a fishing trip, and try to fool the good wife by bringing home dried codfish and salt mackerel.

In my write up of the Mojeska home, last week, I made mention of the fact that her former estate had been divided up into tracts of ten to fifteen acres, devoted to the propagation of olives. After once being educated to its use, the olive is at once popular in the various forms in which it is prepared, and proves a most valuable tree. Among the ancients it was regarded with almost religious veneration. A tree in the garden of the Vatican, at Rome, is said to be 1,000 years old, and other trees in the Holy Land are said to be much older. The chief revenue of Italy is derived from its olive oil, after having been adulterated with American cottonseed oil sent to Italy for that purpose. California grown olive oil, known to be pure, is hard to obtain, even here, and its high price confines its consumption chiefly to medical purposes. But the strictly salad oil is produced in large quantities and profitably. They claim to compound it with peanut oil, but I am not so sure that they do. The quality of the natural oil is said to be largely controlled by the environment of the trees which produce it. It will grow on the rich plains, but in such locations it attains an abnormal woody growth at the expense of quality of its fruits. In warm and dry soils the quality is at its best. Irrigation is not considered good for the olive if grown for the oil, and California's subnormal rainfall is considered adequate for purposes of propagation. It needs plenty of sunshine—without the roses. The olive tree is almost entirely free from insect pests.

Speaking of irrigation being a non-essential in olive growing I am reminded to speak of irrigation as an adjunct to raising crops of almost every kind. The subject of irrigation is a bugbear to a majority of Eastern farmers. There is a settled idea among them, which it is very difficult to remove, that the necessity for irrigation is a drawback. This, however, is a great mistake. It is not necessary to tell anyone who has lived in California any considerable length of time of the benefits of irrigation. They are plainly manifested. Land that was originally not worth fifty cents an acre has, by the expenditure of \$10 to \$20 per acre in the construction of irriga-

THE CUSTOMER SEES THINGS

In your store, the customer will buy more and better goods if attractively displayed on Terrell Steel Shelving. Creating a desire to purchase is one secret of a profitable retail business. A neat store, sanitary shelving and counters, merchandise invitingly shown, sells as much goods as the personality of the merchant.

Here are 5 reasons why you should install Terrell Shelving. There are many others.

- 1—Steel throughout—permanent and sturdy.
- 2—Finish—enduring enamel baked into the steel.
- 3—Rearranged or moved without effort.
- 4—Shelves—adjustable on 1 inch centers—no tools required.
- 5—Economy—no expense after installation—not even painting.

LET US HELP YOU MODERNIZE YOUR STORE

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

An Investment Policy

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

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



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

tion works become worth \$250 per acre and even more. The fact being that the artificial application of water in an arid region is a wondrous advantage. The water supply can be regulated to the requirements of each variety of cultivated plant, which cannot be done in regions where the water supply comes directly in the form of rain. We all know that where hay and the smaller grains require a greater quantity of rain, that corn, for instance, does not.

One of the greatest proofs of the value of irrigation lies in the fact that no farmer who has once practiced it would willingly go to farming in any district where he would have to depend on the natural rainfall. He knows that the labors of half a year will not be rendered fruitless because of a week's drought. The farmer in an irrigated district does not have to wait for rain in order to cultivate his land. He has the elements and the season's practically under his control. He can deliver to market, through a system of planting at stated periods, such vegetables as peas, string beans, head lettuce, which are found plentifully in the Los Angeles markets nearly every day in the year, grown at very satisfactory profits. There are also some of the fruits, strawberries for instance, that are to be seen on sale here eleven months in the year.

In most cases the water is sold outright with the land, when the settler pays only a nominal price to keep the ditches in repair. In other instances where the water is not purchased with the land, a prevailing charge of \$5 per acre, per season, is made for it. Then again he does not need to care for a very large area. Ten acres is about all one person can care for, especially with a rotation of crops which is universally practiced out here.

Of course there is a lot of land out here which would not raise white beans under intensified irrigation, but this may be said of many Eastern commonwealths. It's a good thing though, and worth investigation.

One of the indirect evils of lax enforcement of prohibition laws has been the flagrant lawlessness of enforcement officers themselves. It is of prime interest to everybody that President Hoover's commission has a selected sub-commission to conduct a joint enquiry into this form of abuse. The President has expressed deep concern at the wanton or stupid slaughter of innocent citizens by officers of the law. An officer may have a right to shoot when a felony is being committed or when a felon is fleeing from the scene of his crime, but much of the official gunplay, as well as most of the entrances of homes of citizens, have been without warrant of law. In many countries officers are not permitted to carry firearms. The London police force, a most efficient body, has no revolvers and in the Irish Free State, now a model for its crimeless record, the people at a general election voted that their police should not carry arms.

Frank S. Verbeck.

Hints To Drivers.

Loose floor boards may affect the performance of the car by disturbing the position of the accelerator pedal.

One way to tell whether the speedometer is "fast" is to drive as slowly as possible and note whether it drops to a reading of less than five miles an hour, as it should.

Racing a cold engine, besides injuring the bearings and scuffing the cylinders, retards the warming-up process by causing too much cold air to enter

the cylinders and by increasing the cooling effect of the fan.

Cold weather itself is a temporary cure for a not too serious front wheel shimmy because springs and shock absorbers stiffen up.

Frederick C. Russell.

Consoles Independent Who Fears the Chains.

No independent retailer running his own business in an intelligent manner need fear competition from a chain unit run by a hired man, according to Paul Findlay, merchandising expert. In some things, however, he must follow the chains—notably in handling groceries and fruits and vegetables, in advertising and in window displays.

Findlay believes that the saturation point of chain store merchandising will be reached when the chains handle 45 per cent. of the total business, on the theory that the other 55 per cent. of the consuming public want service, and that the chains are unable to give them the type of service they require.

Navy Served Meat Two Times a Day.

Officers and men in the United States Navy eat fresh beef once a day, and another type of meat is served at one of the other meals. This meat ration, which is considerably larger than that of the average civilian, is the result of extensive experiments showing the value of meat in the diet. It has been increased considerably during the past few years on the advice of navy dieticians and doctors.

During the past fiscal year, ended June 30, 1929, the total amount of meat consumed by the navy was over 23,500,000 pounds of which about 18,710,000 was fresh and about 4,901,000 was preserved and salted.

Robots Inhuman, But So Are Some Humans.

The advent of vending machines in some stores which make change and unfailingly say "thank you," on delivery of the goods, has caused much interest among merchants and the public at large. Some retail salesmen could take a tip or two from the standpoint of the precision, accuracy and courtesy of the machine, but the whole apparatus is shrouded in a cloak of cold, icy aloofness, because, well, it simply "is not human." But how many retail salesmen likewise are cold, distant, unresponsive and inconsiderate of their customers?

Negro Food Retailers Attend Night School.

Over fifty negro grocers and a few bakers and butchers of the Harlem district in New York are attending lectures on successful retail merchandising three nights a week. The six weeks' course is sponsored by the National Negro Business League in cooperation with the Domestic Commerce Division of the Department of Commerce. Some of the subjects presented are record keeping, cost control, window trimming, market analysis, retail salesmanship and advertising.

If you haven't time to read you haven't time to succeed.



MUELLER PRODUCTS

are made with one paramount ambition — to induce the people to come back for more. As they are sold only through grocers, this means —
Bringing the people back to you

C. F. MUELLER CO.

JERSEY CITY

NEW JERSEY



***No other coffee has been so favorably or so long before the coffee-drinking public**

***It is a matter of record in the history of the coffee trade that Seal Brand was the first coffee ever packed in sealed tins.**



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

Grocers supplied by Chase & Sanborn, 327 North Wells St., Chicag.

FINANCIAL

Another Crash Due If Americans Overdiscount Prosperity.

Although rays of sunshine have begun to pierce the gloom that has overspread Wall Street in the last month, the financial community still is filled with long faces and woe-begone expressions.

Americans are noted for short memories, so perhaps it is not surprising that all the talk of the "new era" in finance and business has been forgotten. This phrase will be heard again, however, and it is reasonable to expect that American prosperity will be over-discounted again. One can even foresee another runaway bull market—and another crash.

Those who insist business will suffer and that a major reaction is at hand need only look beyond this phase to convince themselves that this country's huge resources assure a repetition of the recent speculative excess.

The prospective purchaser of stocks, taking the long-range viewpoint, however, should not entirely ignore current conditions. He must give attention to prospective earnings, for this factor is more important in the present market than when the trend was toward higher levels.

Stocks should be bought primarily on the basis of the investment return afforded and the protection for this income indicated by earnings. Some authorities suggest commitments be limited to stocks yielding at least 5 per cent., with the dividend covered twice over by earnings.

Shares of the larger and stronger companies have shown the greatest ability to rally in the face of continued liquidation, and investments for the most part should be limited to stocks of this type. Bonds, too, should prove attractive for a time, because easy credit conditions will be reflected in higher prices for fixed-interest obligations.

Sound bonds and preferred stocks are most likely to appreciate in the first stages of the recovery from the market's tumble, possibly over the next six months, for investors will dodge non-dividend-paying issues of the speculative type in favor of higher grade securities.

Some industries will be less affected than others, and consideration must be given to this factor in comparing stocks. Industries that have been generally favored include foods, retail distributors of necessities, amusement, tobaccos and oils.

William Russell White.
[Copyrighted, 1929.]

Food Stocks Held in Favor.

Cautious security purchasers, convinced that general business cannot escape effects of the stock market slump, have been giving greater consideration in recent days to "depression-proof" stocks than to those promising good returns for the long pull.

Food shares, it is generally agreed, hold greater attractiveness than almost any other group, for the reason that consumption of food products is not likely to show any perceptible decline.

Moreover, commodity prices are expected to hold relatively stable for raw materials as well as for manufactured products.

Stocks of companies in this group have been depressed with other groups to the point where the dividend return averages considerably higher than a few months ago.

"From the standpoint of economic theory," says a circular issued by Frazier Jelke & Co., "the fundamental cause of the drastic decline in the price of all stocks, good and bad alike, is an oversupply of shares. This is due to the trend from private to public ownership of large corporations, the trend toward over capitalization caused by split-ups, stock dividends, etc., and extravagant buying of stocks by the public based on an overenthusiasm which has led investors to buy more stocks than they could pay for without borrowing.

"Wall Street now has millions of shares, figuratively dropped into its lap, for sale at whatever price they may bring.

"The available supply of stock, therefore, rather than intrinsic values, now is determining quotations. In a situation of this kind an opportunity should exist to buy shares in relatively depression-proof industries at prices to be set by the buyer rather than by the seller."

A group of stocks selected by the firm as representative of the industry showed at recent prices an average return of about 5.7 per cent., while prices indicated the shares were selling at less than ten times estimated 1929 share earnings. The stocks named included:

Beechnut, Borden, Continental Baking, General Baking, General Foods, General Mills, Gold Dust, Loose-Wiles, National Biscuit, National Dairy Products, Pillsbury Flour, Purity Bakeries, United Fruit and William Wrigley.

William Russell White.


[Copyrighted, 1929.]

Easy Money With 1929 Decline.

Various differences exist in conditions surrounding the 1929 bear market and earlier major recessions but none is more striking than the prevailing money ease.

The financial district now fully expects the present accumulating supply of money will drive rates down to new low levels for recent years. Two successive cuts already this month in the rediscount rate of the Federal Reserve Bank at New York make it plain that the system will move to lower levels if necessary to supply industry with funds to prevent a 1930 depression. Time money in a month has fallen from 9 to 5½ per cent. It is in supply. Eight successive reductions in the bill rate have been witnessed within a month. Brokers' loans in three weeks have shrunk \$2,400,000,000. Never in financial history has the evidence been so strong for approaching low money rates.

In retrospect it is interesting that previous market breaks were not ushered in usually at times when the banks were in position to supply money at advantageous rates. Call money got to 125 per cent. on October 25, 1907.

 Once upon a time, you went to your banker for accommodation . . . now you go to him for service. And the whole evolution of banking, as conceived by the Old Kent, lies in that difference. Do you know just how far the Old Kent goes to serve you? If you don't, why not find out? An investigation might prove lastingly profitable!

**OLD
KENT
BANK**

**14 OFFICES
RESOURCES OVER
\$40,000,000.00**



The Measure of a Bank

The ability of any banking institution is measured by its good name, its financial resources and its physical equipment.

Judged by these standards we are proud of our bank. It has always been linked with the progress of its Community and its resources are more than adequate.



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

Time money averaged 13.6 per cent. for November that year. The war bear market of 1916-17 was not accompanied by dear money but stands in history as an exception to the rule. The 1919-20 major bear market was ushered in by 30 per cent. call money on November 12, 1919. Time money during August, 1920 averaged 8.72 per cent.

What this means is of course that to the extent cheap money can prevent a 1930 business recession the authorities reckon that we need not anticipate any such depression as accompanied the 1919-1920 bear market. Certainly easy money is a powerful stimulant to business. The Reserve is in a strong position to provide the stimulant. It seems needless to add that the country is not faced now with the problems that depressed industry then. In 1919-20 credits in huge volume were frozen as a result of inventory purchases at high prices.

Here and there inventories now are heavy. But for business as a whole inventory purchases have been conservative in the last two years. The pains of commodity deflation will not now exert their retarding influence.

Paul Willard Garrett.

[Copyrighted, 1929.]

Saga of Wailing Wall Street.

Possessor of a first-hand-knowledge of Americans' demand for humor, especially in times of dire stress, Eddie Cantor has hit upon an idea for raising additional collateral for his market operations. He has written a book, "Caught Short."

Described as a "Saga of Wailing Wall Street," the book, published by Simon & Schuster, details so vividly the harrowing experiences of this country's 20,000,000 investors, it is certain to have a wide appeal. Eddie, like the rest of us, is able to discern the humorous side of a distressing period.

"You can readily guess that I was in the market," he says. "Brother, I wasn't in the market. I was under it."

"Only one fellow I know got a lucky break in this panic," is another excerpt. "That was my uncle. He died in September, B. C.—Before the Crash. Poor fellow! He had a blood pressure of 160, and when it reached 250 he tried to split it four for one." Other excerpts are:

"A pal of mine thought he was smarter than all the rest.

"The only way to beat the market," he said, 'is to get in and out. Be a real trader—get in and out.'

"He did, too. He got in and they kicked him out.

"When things were at their lowest ebb a friend of mine, practically broke, walked into the Automat for a meal, a new experience for him. This is the kind of place where you drop a coin in a slot and you get something to eat. He went to the five cent section and dropped 100 shares of International Nickel and got a custard pie.

"It was during this period, too, that a friend of mine sent his broker a pair of white flannel trousers. The broker called him on the phone as soon as he received the package.

"What's the big idea?" he asked.

"I thought I'd send them down to you because you're the best cleaner in town!"

"Yours for bigger and better margins," Eddie concludes.

William Russell White.

[Copyrighted, 1929.]

Corporations Buy Own Stock.

A vast amount of stock was bought at low levels in the recent market decline by corporations whose name the certificates bear. What the companies will do with their own stock pulled into the treasury in the last month is a question to which an answer is sought by those interested in the market's performance over the next few months.

This action on the part of so many leading American corporations was motivated partly by a desire to support the market for their own shares in the panic and partly by a desire to buy stock that was available at bargain levels. How the action will affect the stock market from now on depends on what is done with the stock.

To the extent that corporations which bought their own shares retire stock the reduced number of shares outstanding will enable American corporations to maintain a good earnings showing even though they suffer an aggregate reduction in net. Yet it is doubtful whether a very large proportion of the corporations will go this far for the time. They might consider the possibility more seriously later on if present expectations for good earnings become disappointments.

To the extent that the shares bought are held for later sale the action will not change the earnings showing. Presumably further the corporations will use their discretion in a selection of the time to sell and the amounts of stock to turn back into the market. What must be apparent is that purchasing of this character transferred stock from weak to strong hands.

The suggestion has been made that a reduction in earnings for a time and the recent accumulation of stock in the manner described might tend to popularize the stock dividend policy with concerns now paying cash. Companies that hesitate to pay out large dividends in a period of reduced net earnings might feel more comfortable in paying stock dividends.

Whatever is done with the stock the fact that a large number of American corporations did buy their own shares in the recent debacle is a testimonial indisputable that the companies themselves at least believe in their own future.

Paul Willard Garrett.

[Copyrighted, 1929.]

Misunderstood the Word.

"Now," she asked, "is there any man in the audience who would let his wife be slandered and say nothing? If so, stand up."

A meek little man arose to his feet.

The lecturer glared at him. "Do you mean to say you would let your wife be slandered and say nothing?" she cried.

"Oh, I'm sorry," he apologized. "I thought you said slaughtered."

Making more sound doesn't make your arguments sounder.

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank



L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

Telephone 8-1201

Investment Securities

E. H. Rollins & Sons

Founded 1876

Phone 4745

4th Floor Grand Rapids Savings Bldg.

GRAND RAPIDS

Boston

New York

Philadelphia

Chicago

Denver

San Francisco

Los Angeles

London

Some Early Day Popular Publications.

Grandville, Nov. 26—Pioneer days among the pines had their ups and downs as they do to-day and yet who shall say that those backwoods settlers, men, women and children, fared less happily than at the present time.

Long winter evenings with nothing to do to pass the time, you say. Well, we cannot quite agree on that. We had books, papers and magazines galore. Big publishing houses in the East catered to the whole country, not excluding the winding ways of our lumbering streams. Mails were few and far between, yet the boys and girls were even then seldom without reading matter, and when we compare the quality with present day output we must give the palm to old time publishers so far as morals go.

Much of the leg show now disfiguring public prints was in an early day given over to the Police Gazette, a publication which was never seen on the table of a respectable family of the woods.

Godey's Lady's Book was a fashion magazine liberally patronized by the denizens of the woods. Even the most sedate matrons consulted the fashions as illustrated in Godey's, and it would be exceedingly bad taste not to meet the fashions as they came out. Very good literature was found here also. Then there was Arthur's Home Magazine fondly studied by the ladies.

It must not be imagined that the younger set were neglected. I call to mind a delightful monthly published in the interest of girls and boys in their early teens.

This magazine, published monthly, was called the Little Pilgrim, the editor being Grace Greenwood. Brother and I canvassed the neighborhood, tramping several miles seeking subscribers for this youth's publication. Scarcely a settler's home on the river but had a subscription for Grace Greenwood's illustrated venture.

I remember some of the wonderful stories printed in the Little Pilgrim. Some of them were fairy tales, others stories of real boys and girls. One of the latter, which was continued several months, was called "Nipper and Toby, Australian Shepherd Boys." Tales of imaginary griffins and big wild animals were sprinkled through its pages.

Grace Greenwood was a real fairy princess to the boys and girls of the Western woods. Such writers as she for young people have long been numbered with the past. To-day children are too sophisticated to care for good wholesome literature. A backward step has been taken along all lines.

The Saturday Evening Post (not the present giant slush of that name) was a real standby with the intelligent settlers of the pines. It was a genuine family paper, one that would offend no taste when brought within the family circle.

It was in this paper that Emma D. E. N. Southworth blossomed into the greatest female writer of the age, a position she held during several decades. Not alone the Post but numerous other literary journals purchased Mrs. Southworth's material, her most marked success coming when she accepted handsome offers from Robert Bonner, editor and publisher of the New York Ledger, which proved to be the greatest literary success in the early days of Mrs. Southworth. Editor Bonner was never known to bring any new lights into the story field, but made his great success by employing those who had already become famous.

Sylvanus Cobb, Jr., was also a contributor to the Ledger, contemporary with the Southworth woman, whose Hidden Hand had taken the reading public by storm. I understand that the

Rev. Alanson St. Clair, of Western Michigan, was at one time acquainted with Elder Cobb, the father of Sylvanus, and had often held the embryo author on his knee down in his New England home.

May Agnes Fleming was also a woman writer of repute, not far behind Southworth in her characterization of early life in America. The New York Mercury was at one time a rival of the Ledger for public honors. The one time actor and author known as Ned Buntline contributed some very wild tales of sea and border life to the Mercury. Colonel E. Z. C. Judson, who preferred to masquerade under the title of Buntline, became a famous light fiction contributor to the New York papers.

Mrs. Southworth was a Southern woman, nearly all of her stories being located South of the Mason and Dixon's line. Her long-time home was in Washington at Prospect Cottage on the bank of the Potomac.

Among the newspapers of that day we might mention Greeley's Tribune, often referred to in early day politics as the Republican Bible. Greeley was a good newspaper man, yet politically he made some mistakes which saddened his last days.

After an unsuccessful run for the Presidency, wounded by defeat, the old editor took to his bed and soon breathed his last. It is said that his last words were "The country is lost; the Tribune is lost, and I am lost." Sad termination of a long and useful life.

The literature of the pinewoods days was healthy and interesting, never resulting in wild flapper parties and rowdy drunkenness among students. The world does move and sometimes on a tangent not good for the public health.

The poet who sang for the gift of a story from an old magazine was not far out of the way, since modern literature is filled to the brim with that which had better be left out in the garbage heap and not handled with anything more delicate than a pitchfork. Those old heads who long for the good old days may not be far out after all. Old Timer.

When On Your Way, See Onaway.

Onaway, Nov. 26—The news notes of the East Michigan Tourist Association, as printed in the Onaway Outlook under date of Nov. 22, speaks about the interest exhibited by an Onaway citizen in boosting for the Association by securing new members, advertising the resort features of Presque Isle county through the Publicity Department of the Chamber of Commerce and advancing the slogan liberally, "By the way, when on your way, see Onaway." The originator of this slogan, which has become so widespread, however, is M. G. Koepsell, proprietor of the Onaway Creamery and not the members, as erroneously stated in the E. M. T. notes. Mr. Koepsell was the winner and awarded the prize by the Chamber of Commerce several years ago, his slogan being selected as the best and most appropriate among many contestants. This slogan, which has become so popular and well-known, appears on the city stationery, store windows and the coming season will be more extensively seen on billboards, posters and all signboards leading to the places of interest surrounding Onaway, of which there are many. Mr. Koepsell started something when he originated the slogan; he has awakened the interest of the home people as well as the outsiders, and it has gone too far to ever be stopped and is living up to its reputation.

Mr. Koepsell is also the founder of the Dairy Association, which bids fair

to put this county on the map as being one of the best dairy districts in Northern Michigan, owing to its large acreage of alfalfa and the increasing herds of pure-bred Guernsey cattle.

The editorial writer on the Midland Republican pays a well merited tribute to the Michigan sunsets, describing them in such a manner that all the colors and hues from a robin egg blue to a brilliant gold and embracing a million colors, are impressed on the readers. Well, the dear man knows what he is talking about and he has many enthusiastic companions who invite him to come up North where the beauty of the sky increases. Let the writer make a suggestion—observe these beautiful sunset skies through a color or sky-filter and secure the true color effects. Better yet, attach one to your camera and preserve some of these wonderful scenes. You never see nature until you see it on the ground glass. Let us give thanks.

Squire Signal.

Good As a Speedometer.

A negro was brought before a Southern judge for speeding in an old tin lizzie.

"What have you to say for yourself?" asked the judge.

"I wasn't going more than ten miles an hour," replied the negro.

"Have you a speedometer?" asked the judge.

"I don't know what it is, and I ain't got one," replied the negro, "but I've got something that beats 'em all hollow."

"What is it?" asked the judge.

"It's a cuckoo clock. When Ah goes at ten miles an hour, the fenders rattle; when Ah goes at twenty miles an hour the whole top rattles, and when Ah goes at forty miles an hour the old cuckoo sings 'Nearer My God to Thee.'"

CHICAGO — GRAND RAPIDS ROUTE
Merchant Freight Transportation with Store Door Delivery
Over Night Runs between Chicago and Grand Rapids

DAILY SERVICE

GRAND RAPIDS MOTOR EXPRESS COMPANY
General Offices 215 Oakes St., S. W., Grand Rapids, Michigan
Chicago Terminal 1800 South Wentworth Ave.

Phone 86729

Night Phone 22588

THE INVESTIGATING AND ADJUSTMENT CO., INC.

COLLECTORS AND INSURANCE ADJUSTERS

Fire losses investigated and adjusted.

Bonded to the State of Michigan.

Collections, Credit Counsel, Adjustments, Investigations

Suite 407 Houseman Building

Grand Rapids, Michigan

**INVESTMENT
SECURITIES**

**The
Industrial Company**

Associated with

**The
Industrial Bank**

**Grand Rapids,
Michigan**

Resources over
\$5,600,000.

**Fenton
Davis
&
Boyle**

Investment Bankers

*Detroit
Grand Rapids
Chicago*

We recommend the
purchase of

**FEDERATED
PUBLICATIONS, INC.
6% SECURED GOLD
NOTES**

WITH STOCK PURCHASE
WARRANTS

Write or Phone us for
Particulars



GEO. B. READER

Wholesale Dealer in
Lake, Ocean, Salt and
Smoked Fish

1046-1048 Ottawa Ave., N., Tel. 93569
GRAND RAPIDS, MICH.

MUTUAL FIRE INSURANCE

Watch Your Policy on Building on Leased Ground.

Standard fire policies upon buildings quite generally provide that they shall be void, unless the ground upon which they stand is owned by the insured in fee simple. In other words, insurance companies usually insist upon knowing just what the interest of an insured is in property covered, and where a building only is owned by an insured, this should be shown in the policy.

Now, there is nothing wrong or unfair in this requirement, for certainly the question of whether or not the owner of a building does or does not also own the ground upon which it stands, is material to the risk, and there is real danger to any building owner in overlooking this point, as witness the following.

In one case of this kind, a retail merchant owned a building that stood upon the ground owned by another. The merchant, in fact, held a long time lease upon the ground; he also had the right to buy the ground under certain terms, but he did not own it.

On the above state of facts, the merchants applied for insurance upon the building, and was issued a policy in the sum of \$2,500 which clearly stipulated that it should be void if the building was on ground not owned by the merchant in fee simple. The merchant, it seems, never read the policy but put it away in his safe.

Following this, a fire destroyed the building, and the insurance company refused to pay the loss when it learned that the merchant did not own the grounds in fee simple upon which the building stood. The merchant brought suit on the policy.

Upon the trial of the cause, the merchant sought to avoid the ownership provision in the policy by showing that, while he did not own the ground, he had the right to buy it under certain conditions. The trial court turned this down, taking the position that this fact fell far short of making the merchant the owner in fee simple of the ground, as required by the policy.

The merchant then set up that the agent of the insurance company had knowledge of the true condition when the policy was issued, and agreed that the policy should be issued even though the merchant did not own the ground. On these facts, the merchant contended that it was through mistake that the true facts were not incorporated in the policy, and he prayed that the policy be reformed to comply with them.

The agent, however, flatly denied any knowledge or notice that the merchant did not own the ground in fee simple, and of course disclaimed making any such an agreement. And, to make matters worse for the merchant, the insurance company brought forth the report of the agent made at the time the policy was applied for and it clearly stated that the building was not on leased ground.

In truth, the whole case, on the record, constitutes a striking illustration of an intelligent business man ap-

plying for fire insurance upon a building owned by him, without taking into consideration the fact that he did not also own the ground where the building was located. On the facts, as they have been outlined, the trial court found for the insurance company. The merchant appealed, and in disposing of the case the higher court said:

"The policy in question was issued and delivered to plaintiff (merchant) about four months before the fire. If, as he claims, an agreement had been reached between the agent and himself that the policy should be issued notwithstanding the building was located on leased ground, he should have seen that the agreement was incorporated in the contract. He did not do so. Judgment affirmed."

As an illustration of how costly a failure to exercise care, when fire insurance is being contracted for, the above case is hard to beat. Without doubt, had this merchant taken five minutes of his time and read the policy when delivered he would have seen that it was not what he wanted; that it did not furnish him protection.

Instead of this, he put it in his safe and gave it no further thought until his building had been destroyed, when he discovered that it was void by its very terms. A clear loss of \$2,500 resulted, after expensive litigation* in a vain effort to enforce the policy. For don't overlook the fact, that, the merchant went the entire course of the courts in the controversy, which must have cost him plenty. Moral, read your insurance policies when delivered, and see that they cover your requirements.

Leslie Childs.

Cost of the Salesman's Car.

The operation of salesmen's cars costs from three to twelve cents a mile, E. Davis, of the Scovill Manufacturing Company, reported at a meeting of the Sales Managers' Association of Connecticut recently, in announcing the results of a survey among the membership. The average was seven cents.

Of thirty-five companies reporting, four operated company-owned salesmen's cars, eighteen privately owned salesmen's cars and thirteen both.

Companies whose salesmen drove their own cars gave compensation of from five to twelve cents a mile, based on the value and make of the car. One had a flat rate monthly allowance of from \$60 to \$70; another paid \$25 a week, and two \$1.50 a day. Still another paid the salesman ten cents a mile for the first fifty miles, six cents for the next fifty miles and four thereafter.

Five companies varied their payment rate with the type of territory covered. For long runs, one permitted its salesmen a rate no higher than the rail or bus fare for the same distance.

Lawrence M. Hughes.

Hospitality.

Bride: I think, George, that I'll ask the people next door to have dinner with us.

Groom: What for?

Bride: Well, the butcher left their meat here by mistake and I think it's only fair.

FINNISH MUTUAL FIRE INSURANCE COMPANY

Calumet, Michigan

Organized for Mutual Benefit
Insures Select Mercantile, Church, School and Dwelling Risks
Issues Michigan Standard Policy
Charges Michigan Standard Rates

Saved Members 40 to 68% for 33 Years

No Membership Fee Charged

For Further Information Address

FINNISH MUTUAL FIRE INSURANCE CO.
CALUMET, MICHIGAN

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENF, SECRETARY-TREASURER

Affiliated with

The Michigan Retail Dry Goods Association

Insuring Mercantile property and dwellings
Present rate of dividend to policy holders 30%

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

Uncle Jake Says

"The world owes a living only to the man who earns it, hence a lot of people are getting head over heels in debt."

KVP DELICATESSEN PAPER

has a wonderful earning power. The many uses and protective qualities of this sheet will actually earn money for the user.

If by the quality of this sheet and the service we give you, we do not earn the right to ask for your business, we have no right to expect it.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

BEAUTY AS A VITAL ELEMENT.

It Renders Attractive the Daily Tasks of Life.

With my view that this is God's world and that it is the best one we know anything about and feeling the responsibility of citizenship in this home in which God has planted me, I have little sympathy with some of the old hymns that are sung with a good deal of vim and apparent satisfaction. One starts out, "This world is all a wilderness" and another (very familiar to you):

I am but a stranger here
Heaven is my home,
Earth is a desert drear,
Heaven is my home.

If we can formulate any vision with regard to the Kingdom of Heaven, it must be based upon the most attractive things we find in this world. The beautiful things which have been distributed about us so profusely are from God's hand, are an expression of his affection forever; and if we are unappreciative of the beauty that is so strongly in evidence everywhere in this world, how can we expect to have any conception whatever of a vision of heaven.

A Sunday school teacher was teaching with a good deal of thought and affection the little children in her class to sing:

I want to be an angel
And with Angels stand,
A crown upo my forehead,
A harp within my hand.

It sounds very well, but my thought would be that a bit of poetry based upon a beautiful sky, a wonderful tree or a delightful landscape or a wonderful picture would be a better form of tuition than that which the children later on will find is not true to their real ideas. I mean by this that none of those children would want to leave this beautiful world and have a crown and continually sing songs before the throne of God, and so I am always glad to give expression to the thought which is in my mind that the beautiful things all about us are just as important in forming our characters as the accomplishments which help us to get a living or, as we express it, "get on in the world."

I sometimes smile at the expressions in religious meetings with regard to the wonderful attractions of heaven which they voice in connection with the evident feeling that earthly things are of little importance compared with the vision of heavenly conditions. I just wonder in my mind if these people who are bountifully religious cannot approve of the beautiful things in this world, and they are not attractive to them, how in the world can they ever be happy under the conditions which they describe as the attributes of heaven? When eyes are closed to the beauties all about us, how can they possibly be educated to appreciate the beautiful things in another life? I regard beauty as a vital element in the education of all of us, and we must not shut our eyes to the attractive things which appeal to the artistic instinct in our makeup by holding our noses too close to the grindstone that is developing a living and gathering

competence. Some mighty good people whom I have great affection for, I am satisfied if they were to sit down in the Kingdom that they envision, would be as little at home as a hodd-carrer in a millionaire's parlor.

We are often treated to expressions like this when the symmetry and beauty of pointed fir is alluded to, "Oh, yes, that spruce may be attractive, but it will make very few railroad ties and not very good fenceposts, and its wood will not compare with beech and maple," and again, how often I have heard this expression, "Pretty hands are not very well fitted to wash dishes," "Pictures are only good to look at" and "Roses never bear any valuable fruit." A man who had made his fortune in cutting down pine trees and turning them into first's and second's and lath and shingles came down to Grand Rapids with his fortune to live comfortably and picked out a residence before which were two magnificent specimens of Norway spruce trees. I hardly think the spruces had any attraction for him, but the house filled his eye completely. After he had moved into the house one of the very first things he did was to trim up these Norway spruces, removing all of the lower branches, evidently having in mind seeing through to the road. The trees were absolutely spoiled, so far as their beauty was concerned. With all his relationship to conifers in making his money, he had not gathered a single idea concerning the beauty of pines and spruces or their value as a habiliment in the cover of the earth.

Many years ago I visited at the house of the wife of Judge Stevens, in Attica, N. Y. She was an elderly lady and was very greatly delighted to show me the wonderful appointments connected with the interior of her residence and the embellishments which she had gathered around the house. I was sympathetic and appreciative and it was a source of keen happiness to her to tell about the various works of art and particularly the decorative things she had attached to her garden area. I said to her, "You seem to have a great affection for all these things, even if you have attained a greater age than most people in this world." And she said, "I love these things for what they have accomplished. I was the mother of several children. I am the grandmtoher of many more, and every child who has come up in my home has been influenced greatly by the beautiful things I have been able to bring into the home area. They have accomplished a wonderful purpose and added to the happiness of many people. I count this expression of beauty which is found in the things about my home as the greatest factor I have been able to use in influencing my children and grandchildren toward an appreciation of God's thoughtfulness in behalf of his children."

While in England I visited one of the most attractive country places, called Dropmore. It was some distance from London and when my companions and myself entered the gateway and the attendant found who we were, we were given the freedom of

the place. For many hours we visited a wonderful domain beautified by most of the trees which grow in that climate and they were given space in which to develop naturally the symmetry which trees take on if they are not crowded. We admired the wonderful flower gardens about the house, but the residence itself seemed to be shut in from everything, and my friend, who was a landscape gardener, seemed to be looking for something he was unable to find. As we moved to and from through the woods and open areas, a sense of disappointment seemed to come over him, and I just wondered what was in his mind, when all at once he looked up and said, "I found it." "Found what?" I said. "I found the outlook from this wonderful residence which I knew must exist somewhere if landscape effect had been in mind in the arrangement of the domain." And he pointed to a vista through the trees, and there was Windsor Castle away in the distance as a setting of a wonderful picture, and my friend said, "Without the wonderful view we get here of this remarkable picture, the place would be incomplete."

A friend of mine visited some gardens near Tokyo in Japan and he was shown one garden that was more attractive than anything he had seen in Japan and still the grounds were quite limited in extent. The owner showed him all of the little beautiful things which are expressive of the highest Japanese art, and after a while when my friend's view was entirely centered upon things in the garden, the Japanese pointed his finger up to an opening among the trees, and there was exhibited the one magnificent view which could be seen from these premises—a vine-clad hill with a wonderful skyline and a landscape picture of wondrous beauty. The owner of the premises said, "I like all these things, they give me and my family keen enjoyment and I love to show them to my friends; but the one thing which is most important to me in connection with my home is the view that I get of the outside through what I think is a wonderful vista."

My friend has a number of wonderful pictures adorning the walls of his house. I love to go there and study the decorations of his home, expressive of his ability to purchase and his love of the beautiful. While I am there these pictures are mine; I am just as happy as if I owned them; I am getting all the satisfaction out of them the owner can get in the admiration of their unusual attributes. For several years I spent part of the time upon John street in this city, opposite the Hazeltine home. The house in which I lived was on the South side of the street and the Hazeltine home, as you know, is on the North side of the street with an incline from the house to the highway. A landscape gardener developed a wonderfully beautiful front yard. It was not mine, but I had a better view of that front yard than the owner did. That picture of the trees, shrubs, flowers and grass was my very own for every purpose that makes for attractive living in the city.

My rich neighbor is enabled to bring about him the triumphs of art and the most beautiful things which money can buy. The man who has a love of beautiful things goes by and has the keen satisfaction which comes from his knowledge of those things and the attractiveness which makes a strong appeal to him. He may not have a copper in his pocket, he may not even have a pocket, and still all those things belong to him, so far as happiness and the highest values are concerned.

The utilitarians are often very pronounced in their criticism of the artistic temperaments which enjoy beautiful things, and I have heard men say that a clover field which is ready for the mowing machine is a wonderful attraction, and the most beautiful flowers are those which adorn the potato tops which indicate a full harvest, and that a meadow is the finest expression of a lawn which means something to the farmer. All this is well in its way, but if one hasn't the love of the beautiful in his heart so that he can see the perfection of a clover blossom without connecting it with the harvest and whose joy in a flower must be attached to a bountiful crop loses a great deal of the charm of life.

We sometimes hear the expression, "Her beauty is only skin deep," which has in itself a positive truth, but real beauty is attached to the deeper things in the heart, and when it is indicative of the finer depths of character, its entrancing expression is of the holiest kind.

The beauty of a home is of real value when it is an expression of the finest thoughts and most attractive attributes of character. We like to guess the inner circle from the outer one, and, like our appreciation of fruits, we like to "guess the pulp before we cut the peel."

The most perfect expression of the handwriting of the Creator is in the beautiful things of this world, and when one contemplates in the clear sunshine the embellished border of a surface of water and sees mirrored in its surface all of this beauty, doubled in its value, he can feel a thrill of satisfaction that he is not simply viewing the manifestation of divine goodness but is actually seeing the Divinity. It is well for us all to think how true it is that the most beautiful things are not the most costly and that with an artistic temperament one can bring about him the most attractive embellishments of life at very slight expense. This is a happy thought in connection with our life in this world, because it means that no matter what our financial circumstances, we can enjoy the beautiful things of the earth and have them clustered about us so that they shall continuously sweeten and beautify our lives. God answers our craving for beauty in thousands of ways, and we know that "every flower that summer wreathes is born beneath His kindly eye."

I trust that this simple message of mine may bring to you suggestions of how you can render attractive the daily tasks of your life through the development of a love of beauty and a desire to satisfy that affection. I can think

of no more appropriate way to close this talk than to quote to you the lines from Whittier which express quite completely my entire thought, together with our responsibility:

For he who blesses most is best,
And God and man shall own his worth
Who toils to leave as his bequest
An added beauty to the earth.
Charles W. Garfield.

Corporations Wound Up.

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

Savage Products Distributing Corp., Detroit.
Art & Signs, Inc., Detroit.
Reversible Glove Manufacturing Co., Iron Mountain.
Elliott & Co., Brown City.
Walker Auto Service Co., Detroit.
Howard C. Baker Co., Detroit.
Gas Office Co., Detroit.
Kimmel, Inc., Jackson.
Big 8 Realty Co., Detroit.
Assets Corporation, Detroit.
Michigan Materials Co., Muskegon.
Jefferson Motors, Inc., Muskegon.
C. M. St. John Investment Corp., Saginaw.
Upton Machine Corp., St. Joseph.
Continental Investment Co., Detroit.
Palm-Saw-Dung Oil Co., Alma.
Cadillac Construction Co., Detroit.
Consolidated Oil, Inc., Muskegon.
Parfum-Sunrise Co., Detroit.
Michigan Coin Lock Co., Detroit.
France Slag Co., Detroit.
W. H. Bradford & Co., Detroit.
Chambers & Stewart Co., Mt. Clemens.
Carpenter Bakeries, Inc., Flint.
Wright Leather Co., Jackson.
Excelsior Wrapper Co., Grand Rapids.
Orient Motor Sales, Inc., Detroit.
Old National Travel Bureau, Grand Rapids.
Lamps, Inc., Detroit.
Townsend Dailey Co., Ypsilanti.
Ferndale Recreation Club, Ferndale.
McDonald & McDonald, Inc., Detroit.
Niles Aircraft Corp., Niles.
Flintstone Products Co., Inc., Flint.
Graphic Arts Sign Co., Grand Rapids.
Pontiac Cement Products Co., Pontiac.
French Village, Detroit.
S. M. Siesel Co., Ludington.
Dodd Building Co., Detroit.
Charlevoix County Nursery Inc., East Jordan.
Watts-Morehouse Co., Jackson.
Moon-Fink Development Co., Muskegon.
Mio Hunting & Fishing Club, Inc., Mio.
Seldon Investment Co., Detroit.
Griswold First State Co., Detroit.
Condiment Corp., Detroit.
Sullivan Holding Co., Detroit.
Carbonic Gas, Inc., Detroit.
Hyman Furniture Co., Kalamazoo.
Ingham Land Co., Lansing.
Alloys Foundry Co., Detroit.

Trading Is Quiet in Silks.

The stock market developments have tended to emphasize the comparative inactivity in the silk trade in the between-seasons period. The cutters-up have adopted a more cautious attitude with respect to piece-goods commitments, this hampering the expansion of orders for resort and Spring silks. Retailers are in primary market for seasonal goods for sales purposes and have been operating in a fair way on merchandise available at concessions. The mills have shown a tendency to await further developments for Spring, but leading executives in the trade yesterday voiced the opinion that any curtailment will be moderate and must be viewed in the light of recent record silk consumption.

Electrical Ware Color Fad Wanes.

The color fad in electrical kitchenware and table appliances has apparently run its course. Manufacturers are now clearing their stocks of items

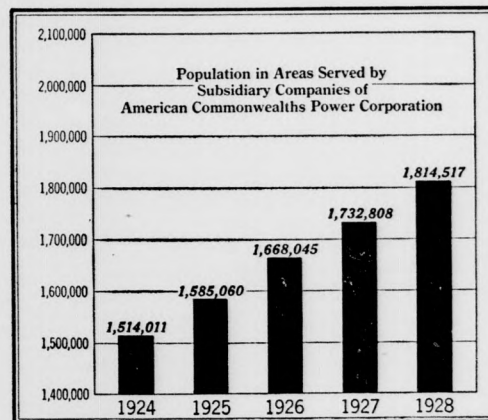
featuring colorful decorations. In many cases this is being done at price reductions. The call for either ivory or black handles and trimmings is once more uppermost. Toasters and

coffee urns of the usual types are selling best. Carving sets for Thanksgiving have failed to show the increased volume of sales that was expected earlier.

AMERICAN COMMONWEALTHS POWER CORPORATION

A rapidly expanding System
of well-established public utility properties
now serving
a population estimated in excess of 2,100,000
in 310 growing communities in 22 states

which is comparable with the increase in population reported for former years, as indicated by the following chart:



Increases in population in part reflect the prosperity of the communities served. The natural resources of these communities and their strategic location as to shipping, are accelerating the development of their industrial and commercial activities. These activities assure further increases in population, prosperity, and the demand for gas and electric service rendered by subsidiary companies of American Commonwealths Power Corporation.

The increasing demand for gas and electric service will further add to the already large gross and net earnings of the well-established utility properties comprising this large System.

CLASS A COMMON STOCK

DIVIDEND POLICY: Directors of the Corporation have placed the Class A and Class B Common stocks on an annual 10% stock dividend basis, payable quarterly in Class A Common stock.

MARKETABILITY: Both classes of Common stocks of the Corporation are traded in on the Chicago Stock Exchange and the New York Curb Exchange.

For further information about the Corporation, its securities and areas served, inquire of your investment security dealer, or address the Secretary,

American Commonwealths Power Corporation

120 BROADWAY, NEW YORK

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.

An Old Stone in Modern Guise.

The very latest thing in costume jewelry is onyx. The word suggests old-fashioned brooches and earrings of ebony black, sometimes combined with pearls, which prominent women of two generations ago considered a standby in their casket of jewels. Now gay and dainty pins, necklaces and bracelets are shown in tiny flowers in delicate colors, mirrored on a light background of onyx, crystal, jade or other surfaces.

The single wild rose with translucent petals of tinted onyx has a slender, graceful stem in which a line of green enamel appears set with small diamonds. A marquise of milky onyx has a leaf and stem of jade, and a spray of wistaria is made of onyx and amethyst combined. All sorts of designs are shown in pins and pendants. There are clusters of flowers on one kind. Some of diminutive size and finest workmanship are made more elaborate with centers of diamonds. Baskets, bouquets and motifs of various designs, old and modern, appear.

Onyx necklaces and bracelets are either very fine and slender or heavy in design, after the opulent shapes of the Far East. Onyx flowers and colored stones are strung together in rugged fashion, very colorful and decorative, and will be worn most effectively with gowns of solid color or black.

One bracelet to match the necklace may be worn, but often either is used singly. Flat necklaces that fit the neck closely and choker collars are made of medallions in onyx joined with links of gold or platinum. Some in the cloudy shades are picked out with small diamonds or other jewels.

In real jewelry sapphires and emeralds are exceedingly fashionable, together with diamonds. In these there are entirely new forms.

Negligees of Sheer Fabric Elaborately Lace-Trimmed.

Chiffon and marquise make the most enchanting negligees and run the gamut of variety in color. The pastel shades are in greatest demand, with brilliant scarlet, jade and yellow for those who have a penchant for vivid tones. All of these are cut with long skirts that follow the contour of the figure, and trail in separate panels after the models from Patou. In some of the latest designs lace is introduced as an underdress, in tiers and for neck trimming and sleeves. In a gown of pale gray marquise a cape collar and wide circular cuffs are made of yellow lace. One of peach-colored chiffon has "angel" sleeves of the goods that reach to the bottom of the gown.

A model in maize-colored chiffon is lifted at the natural waistline with a cluster of vertical tucks in the fabrics, which sweeps away in wide folds, touching the floor at the sides and back. A bow of sheer lace is fastened

at the neck and close about the wrists. The sleeves are long and in the mousquetaire style.

Deep cape collars, softly arranged fichus and bolero jackets are other devices for using lace on these negligees. In some of the more elaborate creations a bit of fur is added, sometimes narrow bands or, again, ermine tails, and both ostrich and marabout are shown on negligees of crepe satin. These gowns are cut in the simple wrap-around style.

Meeting Competing Prices.

While many stores follow the practice of meeting competitors' prices on merchandise, the wisdom of this when carried to extremes, as has been evident in a number of instances recently, is held open to question. In the first place, the reduction, if made, should be due to a true competitive situation and on strictly comparable merchandise, it was said. Secondly, price reduction after price reduction, until an absurd level is reached, is of little avail to the stores following the practice.

In the consideration of the question, the view was expressed that price alone does not meet all requirements of consumer attraction and service to-day. A competitive price reduction, allowing no profit to the store, may attract a large number of "floating buyers" seeking bargains. They may cause such an extremely crowded condition around the merchandise counter that the store's regular patrons will be seriously inconvenienced.

Give Retail Packing Standards.

The first of a series of recommendations covering standard packing procedure for merchandise has just been sent to retailers by M. H. Landau, manager of the Retail Delivery Association of the National Retail Dry Goods Association. The first two standards cover fish bowls and glass tumblers, and are graphically indicated in a pictorial folder. Later ones will cover mixing bowls, goblets, enamel wares, dinner and glass luncheon sets, magazine racks and card tables. The standards are intended as guidance for the store's packing division or contemplated purchases from manufacturers in packer units. Adoption of the suggested procedure is expected to cut down breakage and handling costs.

Retailers Ordering Ahead.

Decreasing hand-to-mouth buying on the part of retailers has not yet been seen in the garment trades to any great extent, but there is little question that buyers are showing more willingness to anticipate their needs than they have for some time. In other words, while they are not increasing the size of their orders materially they are giving manufacturers a chance to make up goods against them. This is enabling manufacturers to turn out better merchandise. One factor in this is the fewer returns that result from advance buying and the consequent ability of the manufacturers to put into their garments the resultant savings. Under the piecemeal buying scheme the losses on returns had to be figured into production costs.

Select Spring Millinery Hues.

Twenty-four colors for the Spring and Summer (1930) millinery seasons have been chosen by the millinery color conference committee in co-operation with the Textile Color Card Association, it was announced last week. Blues are featured in three new tones, comprising Duomo, a dark shade of purple cast; linen and fleet blue, the last a bright navy. Aquatone is a new aquamarine. Two greens are stressed, one bluish and the other having a yellow tinge. For sports hats yellows are outstanding. The beige-brown range is prominent. Soft pinks are highlighted for resort wear, particularly rose mist and haze pink. Purples and reds are also well represented.

Sees No Tariff Before Spring.

The present tariff law will continue in effect until next Spring, Peter Fletcher of Lamb, Finlay & Co., president of the National Council of American Importers and Traders, Inc., told the directors and group chairmen of that organization last week. Mr. Fletcher pointed out that detailed discussion of the new rates on the floor of the Senate will delay action on the proposed new tariff bill when it comes up for consideration in the regular session of Congress. C. T. Riotte, chairman of the Council's customs committee, reported that importers are being canvassed by his committee for data on their overhead, selling and general expenses, to refute claims that importers make huge profits.

Pajamas Sell For Christmas Gifts.

Efforts of lingerie manufacturers to promote sales of women's pajamas for holiday gifts are succeeding beyond expectations: and the problem now is not to dispose of goods, but to produce and ship them. All grades of the merchandise are selling, from elaborately styled silk and metallic effects to simpler types of rayon and cotton. Ensemble effects continue in high favor in the better-grade goods, and "lounging models" stress them very strongly. Every effort of designers has been made in these garments to combine attractiveness with comfort. Pajamas designed to replace house dresses for wear while doing morning tasks are gaining ground slowly.

Name Spring Hosiery Colors.

Twelve new colors are to be featured on the Spring (1930) hosiery card to be issued shortly by the Textile Color Card Association. The sun-bronze influence is outstanding, particularly in the shade known as Florida, a soft brown, to be worn at the Winter resorts. The other hues of this family include sunbrown, basque brown, sunbask and blond dore. In the more neutral sand tones plage is prominent, while rendezvous is a darker shade suitable for street wear. The other outstanding shades comprise dream pink, rosador, ivoire and beige clair. Ensemble tie-up of garments, shoes and accessories guided the selection of the new colors.

Cancellations Hit Furniture Trade.

Manufacturers of furniture are puzzled by the large number of cancella-

tions which have reached them from retailers since the crash in the stock market. They find the action of their customers difficult to explain in view of the fact that reports on retail sales of furniture during the last four weeks show the volume to be ahead of the same period last year by from 2 to 3 per cent. Buyers of furniture for stores here admit these gains. The general impression at present is that the canceled orders will be reinstated after retailers realize that their first fears of a loss in business are unjustified.

Retailers Now Ignoring Crash.

Turnover figures covering the last few weeks show that the crash in stocks has not affected popular-price stores. With actual sales figures guiding them, executives of leading stores of this type are adopting a policy of practically ignoring the stock market, except with reference to the higher-price merchandise carried. Even statements in advertising copy designed to reassure consumers have been deleted on the ground that they may have a contrary effect. The stand is being widely taken that the fewer "conferences" and the less said about the stock market the better.

No Change in 1930 Rayon Plans.

The collapse in stock prices has caused no alterations of plans of rayon producers for 1930. No curtailment of projects now under way for increased production is being considered. Orders are now being booked into the early months of next year and no serious hesitation among the consuming trades is reported. The executive of one outstanding company estimated the demand his firm was receiving was running some 25 per cent. ahead of production at the present time. Indications were said to point to no changes in price for at least the early part of 1930.

Window Glass Continues Quiet.

The comparative seasonal quiet of recent weeks continues to hold sway in the window-glass market, with no improvement noted either in sales or shipments, the American Glass Review will say to-day. In some sections the demand is reported less active than in the preceding week, a rather unusual situation for November, normally the busiest month of the year for distribution of this commodity. Plate glass is in reasonably good seasonal movement, with demand from the mirror manufacturers and for glazing purposes about normal for this season of the year.

To Aid Wall Paper Distributors.

Financed by an annual appropriation of \$100,000 the Wall Paper Association of the United States has just launched a campaign to assist distributors in the industry in the sale of their products. A corps of experts familiar with marketing phases of the trade started operations this week in Philadelphia, and is expected to visit the principal cities of the country during the next year. Advice on sales, management and other questions connected with the trade is to be furnished each retailer.

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.

Interesting Facts About Early Grand Rapids.

The black walnut furniture in the city hall was manufactured by the Phoenix Furniture Co. D. W. Kendall furnished the designs.

The first train carrying passengers on the Detroit & Milwaukee (at present Grand Trunk) Railroad, entered Grand Rapids on July 4, 1858. It was a work train of flat cars loaded with gravel. Passengers, sitting on the gravel, were kept busily employed in brushing away the sparks that were scattered from the stack of the locomotive. Excursionists were from St. Johns and intermediate points. Tom Van Wormer drove the locomotive. He also drove the first train of passenger cars into Grand Rapids from Jackson over the Grand River Valley (at present Michigan Central Railroad) in 1870.

The street railway company commenced the operation of cars in Grand Rapids in the month of May, 1865. The road was constructed by Col. Sprague and associates of Detroit. The rails over which the horse drawn cars were run were laid in Plainfield avenue, Walbridge street, Ottawa avenue, Newberry street, Monroe avenue and Fulton street, terminating at Jefferson avenue. Cars were run at half hour intervals. The fare was ten cents. The line was two miles long.

J. W. Boynton built the street car line from Grand Rapids to Reeds Lake in 1874. The tracks were laid in La-Grave avenue, Wealthy street and Eastern avenue, terminating at Sherman street. Busses conveyed passengers from Sherman street and Eastern avenue to and from the lake. Two years later the rails were extended to that point and the busses were withdrawn.

The first bridge erected over Grand River was at Bridge street. Many persons presume that the street was named to accord with the location of the bridge. Such was not the fact. Bridge street was given its name in recognition of the worthiness of H. P. Bridge, an enterprising public spirited resident of the city in the period of the pioneers.

The Grand Rapids Cable Railway Co. built the first single line cable railway in the United States. Rails were laid in Lyon street from Campau avenue to Grand avenue, where the power house was located. E. A. Owen, of Owen, Ames & Kimball, supervised the construction of the road.

In 1855 R. C. Luce erected the first "skyscraper" (it was so considered by the natives) in Grand Rapids. It contained four floors above a high basement. Mr. Luce, John Kendall and Spring & Avery occupied the stores many years with stocks of merchandise. The site is now covered by the buildings of the Herpolzheimer Co. The third floor, a public hall, was used

by theatrical, minstrel and musical organizations. Lectures by noted public speakers, Charles Sumner, Horace Greeley, Mrs. Livermore, Anna Dickinson, Fred Douglass, Rev. B. Milburn, an eloquent blind preacher, T. DeWitt Talmadge and others were given in the hall. Edwin Booth played Hamlet and Edwin Adams presented Enoch Arden in Luce's hall.

On the occasion of the first appearance of Rev. Milburn at the hall (the date was a few days following the Chicago fire) and the people were expecting a visit from conscious fire bugs, a man on the sidewalk in front of the hall shouted "fire, fire." The audience which filled the hall arose en masse and started toward the two small exits and the single narrow stairway which led to the street. A few men stood on the seats and shouted "sit down, sit down, the fire is not in this building." Mr. Luce pushed his way to the front and added his voice in commanding tones to those of the cool-headed men who were shouting for order. The disturbance was soon quieted and the blind preacher proceeded with his lecture.

The first Eagle Hotel, a frame structure, was erected by Louis Campau nearly one hundred years ago. It was razed by flames about 1888 and re-erected during the following year. It has always borne its present name, Eagle Hotel.

The first trains on the Grand Rapids & Indiana (at present Pennsylvania) Railroad were operated between Grand Rapids and Cedar Springs—twenty miles. Rolling stock consisted of an old dilapidated wood burning locomotive and a few largely used cars, purchased from the Pennsylvania corporation.

Soon after he had been graduated by the Michigan State Agricultural College, Charles W. Garfield was employed by the owners of a nursery located in New York State to sell their stock of young trees and rose bushes in the State. The writer of this paragraph gave Mr. Garfield an order for apple and peach trees to be set on a small tract of land he owned at that time on College avenue, near Lyon street. When the little trees were received Mr. Garfield volunteered his services in setting them properly on the land. The trees were carefully planted and at the end of a few years and during many that followed they produced abundantly. Mr. Garfield placed a little sprig, which he said would produce pretty flowers. It was a weak specimen of nature's handiwork, but in the course of time it took on the size and appearance of a tree of good size and filled the scenery with a glorious outburst of beautiful flowers. The tree continued to thrive and throw out its blossoms annually during two score of years. The tree seemed to speak to beholders and say "For the beauty I show you I am indebted to Charles W. Garfield."

Arthur Scott White.

It is no disgrace not to be able to do everything; but to undertake, or pretend to do what you are not made for, is not only shameful, but extremely troublesome and vexatious.

Glove Orders Now Gaining.

While seasonal volume is still somewhat behind because of comparatively warm weather during much of this month, considerable improvement has lately developed in the call for men's gloves. Featuring the business reaching wholesalers is the good call for gloves of the semi-novelty type, particularly pigskin. Sales of these gloves are expected to show a gain over last year. Mocha and buckskin gloves are also being ordered. Capeskin gloves reflect the competition of the less staple types. Lined gloves are meeting an increasing call.

Blues Lead Spring Color Card.

Blues lead the Spring (1930) color card of the Textile Card Association. Three groupings of blues are portrayed, including two ranges of Italian and Mediterranean blues and a series of soft hues. Greens are outstanding in the blue and yellow tones. Also important are the darker mauve browns and new beige shades. Included in the latter are pie crust and beach sand. Yellows are featured for sports wear. New interpretations of Capucine and

rust shades are shown in a group of four hues which include Cote Basque and hacienda.

A Novel Suede Bag.

Long fitted sleeves and gauntlet gloves make the wrist watch annoyingly difficult of consultation. Realizing that this is too hurried an age to lose time in knowing the time, an ingenious designer has brought out an exquisite black suede envelope bag, quite unrelieved in simplicity except for a lovely cirlet frame of filigreed silver and rhinestones set into the flap. Through this the watch peeps forth from a concealed pocket into which it is slipped when removed from the wrist in preparation for donning the gloves.

The two small brothers were abed. They had been lying very still when their mother entered the room to say "Good-night." Michael, five years old, asked, "Mother, why do we have a sky?" Before his mother could answer, three-year-old John explained, "To keep the birds in, of course."

The seats of the mighty are not always soft-cushioned.

CANDY FOR CHRISTMAS

Putnam's

CHRISTMAS HARD MIXED
 LEADER HARD MIXED
 CUT ROCK MIXED
 PEANUT CRISP

SUNBEAM MIXED
 FANCY MIXED
 FRENCH CREAMS
 GOLDEN FLAKE

LOWNEY'S Box Chocolates

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$200,000.00
 Saved to Policyholders
 Since Organization ----- 380,817.91

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

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, Kalamazoo; O. L. Brainerd, Elsie; Ole Peterson, Muskegon.

Big Business Largely Built on Mushroom.

"Make haste slowly" is a Latin saying founded on the solid idea that nothing worthy is accomplished too speedily. Talk to average merchants about the building of a business and they think in terms of weeks or months, whereas the time properly contemplated is years.

Nov. 13 was the 446th Blue Ribbon Wednesday of Stop & Shop, Chicago. That means a weekly event continued uninterruptedly during eight years and seven months. One central feature of those events has been fresh mushrooms at 49c per pound whenever they were obtainable. Usually they have cost around 33c to 36c. Hence they have both built business and paid a profit.

Incidentally, Stop & Shop carries about 15,000 accounts on its books. It delivers everywhere with service properly regulated, but strictly full measure. I tell again what led to Blue Ribbon Wednesdays.

The young manager—son, by the way, of the famous August Scheele, old-time, old-line master grocer of Elgin, Illinois—found that Wednesday was his slow day. Wisely, he put sales pressure on Wednesday. Long ago—at least five years ago—the scheme had been so successful that to catch up with business brought in, the store was opened Wednesday morning, ran all day Wednesday, continued with an extra force all Wednesday night and ran right through to Thursday night without a break. That was 36 hours' rushing business where formerly there was the weekly lull.

Not everybody can do that, but every man who looks within the facts of his own business can do things that are comparable. And there is no patent on the idea.

I know a highly successful grocery business in which sales run only \$125,000 per year, wherein after thirty years only 200 regular accounts are carried. The investment in those accounts ranges up to \$8,000. What does that mean? It means that the bills average \$40 each, and that means that those accounts are the cream of the town's trade. That credit investment is as solid and as profitable as any other the grocer has. And that is as it should be and as it will be if the grocer knows his business and works at it steadily, persistently, unhastily.

For nobody "owns" such business. It goes where it is met with suitable service and remains only so long as the merchant meets its wishes. But it pays.

Here's Morath, St. Louis downtown grocer. His sign reads "Teas, Coffees, Spices," as old-time as any you could find. But it is a joy to go into his store. There you find honey

at 75c per pound jar and prunes at 55c per pound. Around the tops of his shelves are displayed numerous models of coffee making devices, pots in the latest color scheme hues. In his show cases you find Droste's Dutch chocolate at \$1.75 per pound. Listen while he talks to a customer about a special blend of tea she wants, to be made up of \$2, \$1.50 and \$1.25 varieties.

Not everybody can corral all that kind of trade, nor care for it if it came to him, but all can raise the average grade of their business if they get the right mental and physical move on—especially mental—and have patience. And let it be noted that customers for chocolate at \$1.75 per pound are not apt to get much excitement out of cut prices on package soap powder.

Morath and I talked about the pleasure of handling fine groceries and he mentioned Wolferrmann, of Kansas City, saying in relation to some things Wolferrmann does: "But Wolferrmann can get away with anything." Well, but who gave Wolferrmann a proprietorship over the fancy trade of Kansas City? Not a thing on earth except his own ability, application and persistent deservitude, for half a lifetime. And that goes everywhere.

In Madison, Wisconsin, Lars Nelson started a grocery store in, say, 1865. It was then a farmers' store, as it had to be, because Madison was a country village. But it developed into a city store in keeping with the enhancement of Madison's population. Lars' son, Moses, ran it for about thirty-five years after his father died, always making money on select demand.

Came a man who was attracted by Mose's business. He wanted to buy. Mose, by now many times a grand father, was willing to sell. The business was turned over as a going, highly profitable concern. Now, only a few months later, the new owner has lost out. It will be only a question of time when his unfitness for good, family, service trade will result in his passing on or passing out.

It is not the town. It is not the times. It is not conditions. It is the man every time who controls or fails to control.

Go where you will—Indianapolis, St. Louis, Kansas City, Madison—towns everywhere, big and little, and you find the representative Morath or Wolferrmann or Stop & Shop. Not every town enjoys the services of the highest grade merchant, because there are not enough such to go around. But there are grades in every city.

And if you yawn, stretch and seek to close the argument by saying that you "can't do such things because your town is too small," take a glance at the mere village of Cloverdale, Calif., and find George Cavalli conducting a store that compares favorably, size for size, with anything like Wolferrmann's or Daane & Witters, Grand Rapids, or what have you: a result of years of patient work.

"Service" everybody cries out loudly; but do we know what service is, so we can render the proper quality of that vital article?

(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 NAVAL ORANGES
and all Seasonable Fruit and Vegetables

A WIDE APPEAL

There are probably more people interested in health than in any other one subject. The health appeal is strong and wide-spread. This is proved by the universal interest in the health-giving ultra-violet rays of the sun and the "sunshine" vitamin contained in the new irradiated Fleischmann's Yeast-for-Health.

Millions of grocery customers are being convinced of the value of Yeast-for-Health by Fleischmann advertising.

Profit from this advertising by telling your customers why you handle Yeast-for-Health.

FLEISCHMANN'S YEAST

Service

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

--

--

MICHIGAN

We now invite you to inspect the finest cold storage plant in America. We have Charles A. Moore Ventilating System throughout the building enabling us to change the air every seven hours.

We also carry a complete line of fresh fruits and vegetables at all times. Won't you pay us a visit upon your next trip to Grand Rapids.

ABE SCHEFMAN & CO.

COR. WILLIAMS ST. AND PERE MARQUETTE RY.. GRAND RAPIDS

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint.
Secretary—E. J. La Rose, Detroit.
Treasurer—Plus Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

Suggests Combination Service For Meat Dealer.

What is the tendency at the present time among retail food stores in the matter of offering credit and delivery service?

Available facts give no very definite answer to this question. Undoubtedly a great many individually owned stores have gone into a cash-and-carry basis during the last few years. Several of the larger voluntary chains in the grocery business feature this policy. On the other hand, it is generally believed that some chain store organizations may offer credit and delivery in some of their stores in the future.

It also is interesting to note that answers to a questionnaire issued recently showed that a group of representative meat dealers were offering more credit and delivery service than formerly and that credit losses were somewhat lower.

It has been recognized that credit and delivery service will help greatly in building up a sales volume for a dealer under certain conditions, and that a business so operated will be entirely successful, provided these services are wisely administered. On the other hand, many a dealer has had to close his doors because he had granted credit too generously and maintained an unprofitable delivery service.

However, it is by no means impossible to handle credit and delivery problems in such a way that they become assets. Many dealers who now operate on a cash-and-carry basis unquestionably could get more trade and make bigger profits if they would add these forms of service. The following example will illustrate this point:

In a certain suburban town, there are two retail food stores located close to each other—there being only one store between them. One store operates strictly cash-and-carry; the other offers both credit and delivery. The cash-and-carry store is modern, up-to-date, clean and decidedly attractive in every way. The proprietor is a local boy with a wide acquaintance among local housewives. Yet he is about to close his doors because of lack of patronage.

The other store is old-fashioned, less attractive, and is operated by a man who is decidedly lacking in personality. Yet he is quite successful and is making a good profit. And 75 per cent. of his business comes in by telephone, to be charged and delivered.

In other words, it is obvious that this second dealer, despite his limitations, is making money largely because he is offering extra service to his customers in the form of credit and delivery. If the cash-and-carry dealer, who is about to fail, had had the courage or foresight to experiment with service of that sort, it seems logical to believe that he would have been more successful.

Many dealers, of course, refuse to extend credit and delivery service and still are highly successful. Since they are successful, they may be better off operating the way they are, because they avoid the trouble and risk which accompany credit and delivery. However, these dealers who are not making a success of their business on the cash-and-carry basis can well afford to consider carefully the possibilities of using credit and delivery to get the extra volume they need.

Dealers usually prefer to operate cash-and-carry for one of two reasons:

1. Because they wish to avoid the possibility of losses from extension of credit and unprofitable delivery, or
2. Because they want to be able to advertise lower prices than they could offer if their prices had to include credit and delivery expense.

However, neither of these reasons need give much concern if the dealer makes his plans carefully.

In the first place, if credit conditions are extreme, owing to local business conditions, he may offer delivery service alone, which will permit him to deliver C. O. D. This plan is being used with considerable success by one of the voluntary chains. Under this policy, the housewife who is unable to spare the time to shop in person can order by telephone and need not be obliged to go without what she wants or to patronize some competitor of the dealer. The dealer can adjust his prices to reimburse him for the expense of delivery, and avoid the cost of giving credit, which may help him somewhat in meeting competition. It should be borne in mind, however, that credit and delivery, when efficiently administered, do not add greatly to the cost of doing business.

The dealer who wants to offer credit and delivery without increasing his prices can handle those costs by making an additional charge over his regular prices to customers who take advantage of that service. This charge can be levied either by adding a certain percentage to the customer's bill or by making an additional charge of so much per delivery.

In changing over from cash-and-carry to some such basis, it is quite necessary for the dealer to explain his policy and his reasons to his customers. This may be done by letter or some other form of advertising.

The question of who does and who does not deserve to receive credit is one which requires careful attention. A local retail credit bureau can help the dealer with this problem, if such a bureau is available, or the dealer may handle the matter independently. Bankers usually can give sound advice.

A customer who intends to pay her bills will not hesitate to give references which the dealer may check. Usually he can afford to give credit during the few days it takes him to investigate the references. One dealer has a strict policy of giving credit to no one until the customer has been buying from him for sixty days on a cash basis.

Dealers who do not wish to under-

(Continued on page 31)

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.

WORDEN GROCER COMPANY

The Prompt Shippers

Always Have Plenty Of

QUAKER Canned Peas

For Your Best Customers

WORDEN GROCER COMPANY

Wholesalers for Sixty-one Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

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

The day is fast approaching when home-baked bread will be as obsolete as the horse-drawn street car of old.

HARDWARE

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

Solving the Problems of the Christmas Buyer.

Any hardware dealer will find it well worth while to study his business from his customer's point of view. Particularly is this the case in the Christmas holiday season. In catering to holiday trade, it is a good thing to know something of the customer's difficulties as well as your own in connection with that trade.

What, after all, is the most serious difficulty the buyer of Christmas gifts has to meet and solve?

The answer is plain enough. The customer's biggest difficulty is to make a satisfactory selection.

Now and then this difficulty is further complicated by the added difficulty of making his requirements conform to his pocketbook; though as a rule the purse-strings are a great deal looser at the holiday season than at any other period of the year.

The hardware dealer who believes that service is the keynote to success in business can render a great service to his customers by giving them effective and intelligent assistance in the selection of Christmas gifts.

Handled from this angle, the Christmas selling campaign will take on a somewhat different aspect. Instead of concentrating on goods, the hardware dealer will also feature service.

Services can be made the keynote of your holiday advertising. "Let us help you choose your Christmas gifts. Our advice and help cost you nothing," is a pretty good slogan.

Of course all advertising should involve specific suggestions as to goods; but woven in with your advertising of the goods should be this idea of expert service to the perplexed customer.

The further the season advances, the more appealing will such a service become. Many customers postpone their buying until the last moment because they find it difficult to make a selection. Then, too, many purchases are overlooked until the last moment, when the time for making a selection is limited.

The hardware dealer who by advertising and actual performance has established a reputation for giving service of this sort is pretty sure to draw a large share of this perplexed, puzzled, last-minute patronage.

A good advertising stunt early in the season is to send out letters to your regular customers pointing out your facilities for helping them select their Christmas purchases. You and your salespeople have made a study of the gift problem. You have a well assorted stock to choose from. You are in a position to save your customers 90 per cent. of the trouble usually experienced in selecting gifts. You will be only too pleased to help your regular customers in this way, and can give them especially satisfactory service if they come in early. A letter along these lines should bring some early trade, in addition to emphasizing the idea you are anxious to drive home,

that you can be really helpful in gift selection.

Of course such advertising is of little value to a store unless it is backed up by performance. To advertise a service you cannot render merely with a view to catching a little extra trade is a mistake. You can't fool a customer with words. You have got to furnish the service if you want to benefit from this class of advertising. This means, you must be able to give your customers real help along the lines indicated.

Suppose a customer receives your circular letter or reads your advertisement. He comes into the store. He wants some Christmas gifts. He does not know the exact articles; has, in fact, no specific articles in mind. "I just want to look at some presents that might do for some friends of mine," he explains, a bit vaguely.

What is the thing to do in such a case? Suppose you are a salesman—what would you do? Would you be aggravated and impatient at the customer's incertitude? Or would you realize that here is the sort of opportunity that makes for better business?

One salesman in such a case remarked, in sympathetic tones:

"It is a bit difficult to pick out Christmas presents, isn't it. One good thing, though, we've got a lot of wonderfully fine stock to select from. And another good thing, you came early, before it was all picked over."

From this he went on to tactfully enquire whether the proposed gift was for a lady or gentleman, young or old, or a boy or girl. One of the most important things in helping a customer to select gifts is to identify the recipient.

This done, it was an easy matter to suggest suitable gifts for, as it happened, the girl friend. The store had a mimeographed list of gift suggestions. This could have been referred to, but was not; the salesman had taken the wise precaution to practically memorize the list. He did not parrot off the list, however; but instead he suggested an article, and, if the customer was interested, showed an assortment. Then he would go on to another article. Eventually, he found something the customer liked; so he concentrated his selling efforts on that particular article.

If, however, the salesman doesn't know his ground thoroughly, it is good policy to bring out the printed list, and run over it with the customer. But even with the list as a guide, personal suggestion is of prime importance. To thrust a list into the customer's hands and say, "Here, look that over and see if there's anything you'd like," isn't salesmanship. It isn't service. To give service and to sell goods you've got to accompany your customer, and study the problem with him.

In connection with service of this type, any good hardware salesman who gives the problem a little thought will be in a position to render the average customer a fair degree of help in making his selections.

Take a boy of 12—there are certain standard recognized gifts. He might like a jack-knife or an express wagon

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

HEKMAN'S

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

Cookie-Cakes
and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

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

or an erector set or half a dozen other articles. Almost any customer will, however, think of these. One hardware dealer did a good bit of business by featuring a small tool set, not toy tools, but real tools, made up out of stock. Another feature was a cheap but serviceable watch. These were things most buyers don't think of. So the hardware salesman who, in addition to the obvious gifts, can think of gifts a little out of the ordinary, will make the store's gift service really helpful.

A first essential is to know your stock. This applies, not merely to the merchant, but to his salespeople. In this connection the entire staff must get a line on the stock, including the gift aspects of lines not ordinarily thought of as Christmas gifts.

In making up your lists, articles can be arranged in two ways—according to the possible recipient, or according to price. Take time to study not merely your gift lines, but the gift aspects of your regular lines. Cut glass or silverware make nice gifts for the housewife; but labor saving equipment for her kitchen might very well appeal to her quite as much. The gift possibilities of the hardware stock are a great deal bigger than most people realize.

Before the season opens, get your staff together for a conference. Talk over the lines you intend to feature and the gift possibilities of the regular stock. Go into your plans for the holiday season thoroughly, and get all the suggestions your staff have to give you. Talk over the selling points of this, that or the other article. Discuss the most efficient and successful methods of handling customers, the objections to be met and overcome in selling, and other details of the holiday trade.

This conference, or a later one, should include any extra salespeople you may take on for the Christmas season. Extra salespeople are always a problem. The average dealer views them with profound misgivings and a resolution to be as patient with them as possible. He regards them as an unavoidable evil. Their inexperience is often absolutely fatal to the store's cherished reputation for giving helpful suggestions to customers.

But if you can take time to talk over your plans with these extras before the holiday rush sets in, and get them really enthused for the store and the service it renders, you will surely eliminate a lot of trouble. It won't make them perfect salespeople; but it will make them far better than they might otherwise be.

Where possible, it is a good thing to assign an extra to work as helper with a more experienced clerk, doing the less difficult things and leaving the experienced clerk to concentrate on the more difficult sales. To what extent this can be done will depend on the individual store and its staff; but whatever work is assigned the extra helper that work will be the better done for a little coaching beforehand.

Two things you must know. One is your stock, its selling points, its prices and its gift possibilities. The other is the customer's problem—largely the problem of selecting suit-

able gifts within his price range. Whatever you can do to help the buyer make a satisfactory selection is sure to add to the reputation of your store as well as to its immediate sales. With comparatively little additional effort and expense, the hardware dealer can do a great deal in this connection to render effective service to his customers.

The arrangement of the stock so that any article desired will be easy of access, and the pricing of every article, so that no time will be lost in looking up prices, are of course important. Price tickets should be provided, and stock arrangements worked out, before the holiday season really gets under way.

Victor Lauriston.

Message To Members of Michigan Forestry Association.

As we come to the close of the year it is well to take stock of general progress and developments which have a bearing on the work we set out to do.

The Commission of Tax Enquiry, by the fact of its being established, calls for as comprehensive a statement as we can make regarding forest taxation. It is the occasion for a thorough study and presentation of correct principles, in the interest of the people of our State. During the coming year this will be a matter of the first importance.

We cannot conscientiously urge people to enter on reforestation projects while timber taxation remains a burden which leaves little opportunity for just return on the investment.

The farmers can be urged to make use of the farm woodlot tax law and I believe that the College at East Lansing is doing that to the best of its ability.

The memorial forest policy, as recently outlined, furnishes the opportunity whereby individuals can put their interest in reforestation into concrete form with assurance that the results will stand for ages doing the same good work as if owned by their heirs and held as a perpetual forest.

The endowment required is only a part of the expense of planting and all protection and maintenance is managed by the State with its unlimited power of control. There is thus the assurance that the heirs can at any time in the future see and feel and enjoy a thriving forest in which they can have a strong sentimental interest.

This same memorial forest policy can be broadened to aid in the establishment of school or other public memorial forests. Where there is State land in a school district, and the district can protect and maintain the forest, it would seem feasible and of public advantage that individuals be invited and urged to endow the planting on a basis approved by the State and the land held in trust by the State for the benefit of the district.

I have placed before the Conservation Department a typical case and will try to work out, in co-operation with that Department rules and methods that will be a guide in such matters.

I have just secured the consent of and do appoint Charles W. Garfield

and Julius Tisch as a committee on election. In case one other should be necessary or desirable, they can select the person. They are busy men and their time is valuable and needed in their line of work.

I recommend that George M. Ames, of Grand Rapids, be elected in place of Wm. P. Stevens, of Detroit, who is inactive as a director. I propose that the members vote for other directors and officers as now listed.

If a change is desired or there is objection in individual cases, we ask that nomination of others desired be made by mail and the vote called for now be considered a primary election. If there is a clear majority or no objection to particular ones then this vote to stand as conclusive.

We ask that votes be mailed to Charles W. Garfield at Grand Rapids Savings Bank not later than Nov. 29.

Frederick Wheeler, Pres.

When you want good cheese ASK FOR



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

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.



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

NEW ERA LIFE ASSOCIATION
Grand Rapids.
SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

Link, Petter & Company
(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING
GRAND RAPIDS, MICHIGAN

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

ELEVATORS

(Electric and Hand Power)
Dumbwaiters—Electric Converters to change your old hand elevator into Electric Drive.
Mention this Paper. State kind of Elevator wanted, size, capacity and height.
SIDNEY ELEVATOR MFG. CO.
(Miami Plant), Sidney, Ohio

FRIGIDAIRE
ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS

For Markets, Groceries and Homes
Does an extra mans work
No more putting up ice
A small down payment puts this equipment in for you

F. C. MATTHEWS & CO.
111 PEARL ST. N. W.
Phone 9-3249

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

Nucoa

KRAFT CHEESE
All varieties, bulk and package cheese
"Best Foods"
Salad Dressings
Fanning's
Bread and Butter Pickles
Alpha Butter
TEN BRUIN'S HORSE RADISH and MUSTARD
OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, Nov. 22—Mr. and Mrs. W. J. Leitzen, who up to two years ago, owned and operated Hotel Frontenac, Detroit, are enjoying a trip to Europe, and writing from Paris, say: "After making a tour from Germany to Poland, Prague, Switzerland, Austria, Italy, Belgium and Holland, we are now doing Paris. Naturally, having a most wonderful time." From other sources I learn that Mr. Leitzen's health has very much improved, which will be pleasing information for his many friends among the membership of the Michigan Hotel Association.

Also I have word from "Uncle Louie" Winternitz—he of Fleischmann yeast fame—to the effect that he is back in California, at San Diego, and I conclude intends to spend the winter amid sunshine and roses.

The newsmongers tell me that both Pantlind and Morton Hotels are being refurbished and remodeled; that all dining rooms as well as guest rooms have been redecorated and that new equipment has been added to the kitchen. My recollection of both hotels was to the effect that they always looked spick and span, but they have ever had a sort of mania along the channel neatness and I have no desire to discourage them in the good work whether the exigencies of the case require it or not.

A. W. Heldenbrand has sold his Kimbark Inn, Fremont, to William H. Sturmer, formerly of the Briggs House, Chicago. Now I shall surely nurse a perpetual grudge unless I hear that "Hildy" is going to relocate somewhere in Michigan. He certainly made something out of the Fremont property, really assisting largely in the movement to place that charming little city on the map. He is a god darned good hotel man, and I shall hate to hear of his indulging in any loafing.

The Hotel Waldron, Pontiac, is installing a private dining room in paneled effect and oriental colors. The room is planned to take care of private parties of from fifteen to forty in number. W. H. Aubrey is its manager.

State officials, secretaries of the various Michigan resort and tourist associations, and hotel men interested in the tourist business, gathered at the log cabin offices of the Northeast Michigan Tourist and Resort Association, last week, for the purpose of reviewing resort hotel business for the past season and discussing plans for a closer co-operation in the work under the provisions of the Rushton-Hartman act, which appropriated \$200,000 for two years out of the State treasury for tourist advertising, matching advertising expenditures of the associations dollar for dollar.

It was brought out at the gathering that county boards have been more generous than ever before in making appropriations for luring tourists. Billboard advertising was discussed, the continuance of the Michigan advertising office in Chicago was agreed upon and plans were made for extending Michigan exhibits at outing shows in a number of cities. The publication of an all-michigan descriptive booklet, combining the publicity of all State tourist groups, was also thoroughly discussed.

Sam. Farrow, owner and operator of Hotel Whiting, Traverse City, is going to make an addition to his hotel and has employed an architect to make plans which, when carried out, will

modernize the entire establishment and give him a hotel which he may well be proud of. He feels that with increased competition, brought about by the erection of the new Park Place Hotel, it is up to him to do his little stunt and, knowing Sam. as I do, will say he is a bold, bad boy when you once get him started.

Harry R. Price, president of the H. R. P. Hotels Corporation, Flint, is going ahead with his plans for a sizable addition to the recently opened Capitol Hotel, in that city. Edwin M. Million is its manager.

Thomas F. Marston, Jr., son of the secretary of the East Michigan Resort and Tourist Association, has been placed in the front office force of the Detroit Statler as room clerk. He is a likely young man and, having previously taken a course in the steward's department, is well equipped to proceed along the route as a successful hotel executive.

That the New York state law limiting the liability of an inn keeper to \$100 in case of loss of baggage, where there had not been a previous agreement between the owners of the baggage and the hotel, is recognized as meaning what it says, is evident from a decision handed down by the supreme court, where a verdict of \$100 was rendered in an action for the loss of a jewelry trunk which was valued at \$15,000 and that amount claimed in the suit. It would be a good thing to have such a law in a good many other states. There has been an epidemic of law suits all over the country where in an attempt has been made to develop a goat out of the hotel man, and he has acted the part nobly, but it is high time he were permitted to take a vacation. Recently out here a guest stubbed his toe on a stair carpet and forthwith the hotel man was asked to pony up \$25,000, notwithstanding the fact that no proof was offered to the effect that the said stair covering was any wise defective. The judge, however, probably sensed that some boot-legger, and not the hotel man, was to blame and promptly took the case away from the jury.

W. J. Wooley, publicity expert, who for some time has had charge of the work of securing conventions, and assisting in the operation activities of the Grand Hotel, Mackinac Island, and who was very largely responsible for the increased activities at that institution in the past few years, has accepted a similar position with Hotel Sherman, Chicago. Unless there is a "closed season" established in Michigan, too many of our enterprising managers and operators are going to be smuggled across the Lake.

Work of construction has been fairly started on the W. K. Kellogg Hotel at Battle Creek. This hotel is designed to be strictly commercial in nature and will take over the transient business now taken care of by Kellogg Tavern, which will on completion of the newer structure be converted into an apartment building. While the new building at first will contain but ninety-three guest rooms, its cost will be something like half a million, indicating it will be a hotel of some class. According to present plans the new hotel will be opened to the public in May next and will be managed by George A. Southerton, one of the best known and popular Bonifaces in Michigan. Mr. Southerton conducted the LaVerne Hotel, in the breakfast food city for many years, controlling during a portion of that time the Mills cafe, selling out some time ago to take over

the operation of Kellogg Tavern, which he will continue to run until the new establishment is opened. For years he has been an active member of the Michigan Hotel Association and the American Greeters. I don't think he has missed a single meeting of the former association since he became identified with it.

Frank S. Verbeck.

A minister consented to preach during his vacation in the country at an Episcopal church. When he arrived at the church on Sunday morning, the sexton welcomed him and said: "Do you wish a surplice, sir?" "Why, man, I'm a Methodist. What do I know about surplices? All I know about is deficits."



Warm Friend Tavern Holland, Mich.

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

E. L. LELAND, Mgr.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWART 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

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.

There Are No Real Hunting Accidents

Grandville, Nov. 26—The hunting season has started out with the usual round of fatal accidents to those who seek recreation hunting the timid deer in his deep forest home.

Almost every day reports of accidental shooting of gun-bearers appear in the daily press. No doubt we have too many laws on the statute books yet there certainly is need for one more, that against "accidental" shooting of one who roams the woods for game.

The most of these killings are not accidental but are caused by the lack of common sense by the one who shoots a neighbor. A man in the woods wears white gloves. In parting the bushes his gloves show white through the tangle. Up goes the gun of another hunter. Crack! and a bullet pierces the brain, not a deer, but a man hunting the same as the shooter. Such a death is not an accident but a deliberate homicide. Fools ought not to be allowed to carry loaded guns, and those unloaded are almost as deadly.

The list of deaths put down to accident in the woods are not such by any means, nor should they be so considered. A man who coolly shoots another hunter and runs away should be apprehended and sent to prison for a term of years. Not accident but plain idiocy is the fact.

In an early day few such mishaps in the woods occurred, and there were many hunters then as now, but such hunters as knew enough not to shoot at a moving twig or a pair of white gloves. A man is not supposed to shoot on uncertainties. It is a crime to shoot without absolutely knowing what you are firing at.

Those would-be hunters who frequently kill themselves by pulling the muzzle of a gun toward them, either through a fence or out of a boat, pay the penalty of their idiocy by losing their lives. Such have no doubt always existed and doubtless will continue to exist while man lives in the world.

The early pioneers allowed their boys to carry guns and scour the woods for game, but these younglings were severely instructed by parents in the use and abuse of gun-toting. Very seldom did one of those pioneer lads have cause to regret the teachings of parents.

In an early day in Michigan a girl and her company sat upon a log in the woods billing and cooing as girls and boys did in those days as well as in modern times. A young Indian creeping through the woods on the trail of a deer caught site of a moving white object among the trees. Clearly the fan of a deer. Up went the Indian's rifle, a flash and report and the girl on the log fell in the arms of her lover, bleeding and dying.

The young Indian hunter appeared, crushed over what he had done. He later gave himself up to the authorities and was examined and released, the affair being treated as an accident. That incident never left the soul of the redman. He gave up the woods, quitting his race and went to town, becoming a member of the cloth.

As a priest the Indian hunter became a power in the land and was often required to serve at the funerals of border white men as well as those of his own race. That one foolish act of the Indian changed his whole life. He realized that he had been a reckless fool and sought to make all the amends in his power.

Unless hunters exhibit more than their usual good sense they should not be allowed out of the settlements with a loaded gun.

Those persons who lose their minds are usually confined within a madhouse, then why not serve the accident-

al murderer the same way. It would certainly be the means of saving many precious lives to relatives and friends.

As I said at the outset these killings in the North woods are not accidents but really homicides. Nobody but a fool would shoot at a moving object until he had satisfied himself that the object was legitimate game.

There is, there can be no excuse for permitting these accidental shooters running wild out in woods and fields.

Hunting is something that urges even the most phlegmatic to go wild in seeking something to shoot. Even the most staid citizens of our State get the fever which nothing will remove but a gun, a woods and a deer.

Ministers of the gospel are not exempt from the huntsman's fever. Only a few days ago we noted the departure of a priest in search of a moose which, when killed he planned to bring to his church members for the purpose of serving a big moose dinner.

It is as natural for the ordinary man to seek recreation in the woods with his gun as it is for a dog to chase a cat. Where the fun comes in killing, more often maiming for life innocent creatures of God's creating, is a puzzle to many.

However, as long as the whole world stands and hunting yearly is considered legitimate pastime there will be hunting seasons set apart by the State for the exercise of this privilege. Life, liberty and the pursuit of happiness was intended only for man, the animal creation not inheriting this glorious privilege.

Without attempting to infringe on the hunter's rights it certainly would not be out of tune to place a limit on the hunting game, and hold each sportsman to account for every human life lost attributed to accident.

There should be no accidents in the sporting field. Such are not necessary, and I believe the time will come when a man goes to the woods armed to kill, his victims shall be only of those animals his State gives him the privilege of slaying.

No man who is devoid of common sense should be allowed alone in the woods armed to shoot something or somebody. Old Timer.

Gabby Gleanings From Grand Rapids.

Charles G. Graham and family are spending the week at their home in Ithaca.

Roy A. Cosier, who has been engaged in the drug business at Wyoming Park for the past five years, has opened another drug store at 972 Cherry street, near Diamond avenue. The Hazeltine & Perkins Drug Co. furnished the stock.

G. J. Johnson, who has spent the summer months in Grand Rapids, returns to his winter home in Los Angeles Friday of this week.

Ben Schrouder and wife, who have been in Grand Rapids for the past two months, return to their permanent home in Los Angeles Friday of next week.

Grand Rapids will join next week in the Nation-wide campaign of the National Association of Credit Men to raise \$1,750,000 with which to continue for five years longer the fight on credit crime. The local quota in the campaign is \$15,000. E. G. Sullivan, of the Metal Office Furniture Co., is chairman of the undertaking. The project to raise the second credit protection fund to replace a first fund of \$1,400,000 subscribed five years ago and now exhausted began early in the year. Nineteen of twenty-five city

districts are under way and over \$750,000 has so far been obtained. Grand Rapids is working with Detroit, Kalamazoo, Bay City, Lansing and other Michigan cities. Credit protection, supported by the first fund, was the moving force, in investigating nearly 3,000 cases of suspected credit fraud, from which came 824 convictions and 1,766 indictments. There are at present, awaiting court action, 604 indictments and 929 cases. Recoveries for creditors surpass the original fund by more than \$5,000. A dinner next Monday night will be the opening gun of the local undertaking and more than a score of local business men will form the working organization in a canvass of the city. The campaign is sponsored locally by the Grand Rapids Credit Men's Association, and campaign headquarters will be at the Association, 450 Houseman building.

On Wednesday, Nov. 20, Carl August Clements passed away at his home at 521 Ethel avenue, after a long illness. Mr. Clements was born Aug. 9, 1868, in the city of Stavanger, Norway, and came to the United States in 1883. He came to Grand Rapids in 1898 and assumed the position of superintendent of the Globe Knitting Works, which position he held up to the time of the organization of the Sanitary Knitting Co., in which company he was one of the organizers with his brother, E. A. Clements, and Edward Mangold. Mr. Clements was Vice-President and General Manager of the Sanitary Knitting Co. He was a member of Malta Lodge in the Masonic order. He leaves a wife and a daughter, Mrs. Frederick Munson, and two sons, Norman Clements, who is publicity manager for the Curt's Flying Service of New York, and a second son, Carter Clements, who is at present superintendent of the Sanitary Knitting Co. Deceased was a man of very unusual technical and mechanical ability and had been one of the leaders in advancing the interests of the knitting mills of this city.

Selling the Specialty Product.

A specialty product is something out of the ordinary run of merchandise, which perhaps the consumer knows nothing about, or which he knows so little about that he does not buy it often. In the canned foods line the former is particularly true. There are a few specialties with which the housewife is familiar and which she buys often. There are others which she knows about vaguely and buys occasionally. With some women this might include fig and plum puddings and fruit cakes, and does include dill pickles in cans, cheeses, which if they are canned may be kept indefinitely, jams, jellies, marmalades, fruit butters, chili sauce, chow chow, herring, Boston brown bread, which may be purchased with raisins and without, tomato sauce, sauerkraut, orange and grapefruit juice, cocoanut, lobster and chicken paste, sandwich spreads, syrups, salad dressings, malt syrup, clam cakes, to say nothing of the recently canned whole hams and whole chicken, or the comparatively recent successful canning of popping corn which the purchaser may be assured will pop efficiently.

No need to worry about it getting damp and refusing to pop.

Bringing these different items to the attention of the consumer at the right time will often induce her to try something which she doesn't know much about, and will result in repeat sales for the harder-to-move specialty product.

Now Comes Drinks From Powders.

Another variation of the often-advanced idea of the "meal in a pill" is found in the product of Fineart Foods, Inc., which has obtained control of the van der Linde processes for refining pure concentrates of coffee and tea. These two concentrated foods are available in solid, crystal, powder, liquid, or syrup form, as desired, each one ready for use. The solid, crystal and powder varieties are prepared merely by adding hot or cold water. Arrangements are under way for the acquisition of exclusive rights to similar processes for manufacturing pure fruit and vegetable juices in crystal form, ready for use, and for the production of completely-soluble chocolate refined in a like manner. The corporation has been organized in Delaware, obtaining the patent rights in consideration of common stock and a small royalty payment.

Take advantage of opportunities but not your friends.

If you can't enjoy a sunset, you're on the wrong road.

Speed that slights the work is slowness.



JOHN C. WRIGHT
Michigan author, poet
and lecturer.

Descendant of Chief Pontiac will give legends and tales of the Ottawas under auspices of clubs, schools, societies, lodges or libraries. Write for terms and particulars. Hear this fascinating native orator. Address

JOHN C. WRIGHT
Care Y. M. C. A.
Grand Rapids, Michigan

DRUGS

Michigan Board of Pharmacy.
 President—J. C. Dykema, Grand Rapids.
 Vice-Pres.—J. Edward Richardson, Detroit.

Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.

President—Claude C. Jones, Battle Creek.

Vice-President—John J. Walters, Saginaw.

Secretary—R. A. Turrell, Crosswell.

Treasurer—P. W. Harding, Yale.

Difference Between a Pharmacy and a Drug Store.

A few days ago, an article appeared in the New York Times, under the headline, "German, Here, Hunts a Real Drug Store. Proprietor of oldest Berlin shop finds city has only refreshment and cosmetic stations." Dr. Cohen's interview with newspaper men was broadcasted through the daily press as follows:

"Dr. George Cohen, sole proprietor of the oldest drug store in the world, has arrived from Europe to attend the medical congress opening in Boston on August 12. After spending all of yesterday hunting for a drug store, he eagerly, almost plaintively, asked his interviewer last night where he could find one in New York. He had just explained that his Simon Apothek was founded in Berlin four years before Columbus set sail on his voyage of discovery by an ancestor of his and that the drug store has been handed down from father to son for twenty-four generations.

"You know, being a druggist myself and coming from a family who have been druggists for more than four and a half centuries I am naturally interested in drug stores," he said. "I should like to take a look at some American places before returning home. I can't find any. Where are they?"

Dr. Cohen was informed that there were two drug stores at the corner only a few steps from his hotel. He laughed.

"Oh, no, I think you are mistaken," he said. "I noticed those stores, too, on the way to the hotel. They are refreshment stations, isn't that what you call them?" I was tempted to drop in for some refreshment, too, but the beauty parlor part of the shop was so

crowded with women buying soap and powders I decided not to."

When finally Dr. Cohen was persuaded to believe that ice cream, toys and beauty aids are features of the American Drug Store, he said he wondered how American patrons could with confidence have prescriptions made in such a place. He himself is a graduate of the University of Rostock and the University of Fribourg, and he explained that German druggists after many years of training spend the rest of their careers as practicing chemists.

"You will find nothing but drugs in our shops," he said.

More than 40,000,000 Germans are enrolled in a health insurance agency supervised by the German government through which the members get attention from the doctor and the druggist without direct charge, he explained. Every German workman earning less than approximately \$2,500 a year must pay about 7 per cent. of his weekly wage to this agency, which in turn safeguards the worker and his family against medical bills in times of illness.

The drug store of which Dr. Cohen is now the head was founded in 1488 by Z. Hender. Since 1707 it has been located on its present site and, under a ninety-nine-year lease just made by Dr. Cohen, will remain there for another century. Because of its tradition and reputation, it is visited by patients from all parts of Europe for prescriptions, making the employment of nearly 100 chemists necessary, Dr. Cohen said.

It was the last straw that broke the camel's back and the above is like the last straw to me. We have read often enough in the press about pharmacists being restaurant keepers, bootleggers, etc., but this is certainly the limit!

Such a statement made by a pharmacist from abroad, the fact that he couldn't find a "real drug store" in New York City is an insult and an injury to our profession. It is about time that we do something. What a bad impression this has made upon the public is impossible for me to describe. I've heard so many comments criticising the pharmacist, that sometimes I'm ashamed to call myself a member of the profession.

Even though I am happy to state that we have no luncheonette and don't carry sidelines but conduct a strictly

ethical pharmacy, I feel that our profession is being besmirched.

While we are assembled here to discuss the vital questions pertaining to pharmacy and reading scientific papers pertaining thereto, we must bear in mind that articles published in the newspapers are read by the layman as well as the physician. He therefore loses all confidence in the pharmacists after reading an article similar to the one I mentioned above.

The result is that the medical man either does his own dispensing or he orders proprietary articles instead of combinations of his own because he thinks it is safer and it can be dispensed safely in any store.

All the efforts of the Propaganda Committee on U. S. P. and N. F. are in vain. Something must be done. What is the remedy?

The doctor who expressed his opinion before the press, was wrong when he said that he hunted for a real drug store and couldn't find one. A day later he visited Lascoff's pharmacy and I called his attention to other pharmacists who conduct their profession in a strictly ethical manner just as they do in Germany.

It is hardly necessary for me to mention the fact that educational standards of the pharmacists have been raised. We all know that the requirements to enter the school of pharmacy is a high school education, and, in order to receive his Ph. G. degree, three years and in some schools four years' work are required. Some students are working in order to receive the degree of B. S. and Ph. D.

When a young man reads articles of this kind he gets discouraged and says why should I spend four years in high school and four years in college in order to sell perfume, shoelaces, and to dispense soda water and sandwiches?

Now, of course, we expect the fellows who write the comic pages to have their puns at the expense of the profession as well as the unfortunate reactions which arise from misinformed newspaper reporters and editorial writers, but when a member of our own profession, who admits being a branch of a family tree that has borne pharmacists even before Columbus discovered America, makes such deprecating remarks as I have previously quoted, surely it is time for someone to do something.

As per usual, pharmacy as a whole

seems to "stand by" and like it while the medical, dental and other professions are trying and succeeding in bolstering up their professions, we stand idly and do not act. It would seem that in view of the tendency on foot to make a laughing stock out of the oldest profession in the world, that we think about doing something to offset any unfavorable reactions, such stores as the visitor may have on the public and the medical profession. Dr. Cohen and everyone else should be made to realize that there are real drug stores yet in existence where prescriptions are of paramount importance. How can we do this? Probably, if we asked the gentleman who originally directed the criticism in question at us he would tell us that they have long ago successfully solved the problem in Germany. Separate the pharmacy from the drug store—the same as is practiced in Germany to-day. "Die Apoteke" und "De Drogerie."

Who is to blame? The visitor or our pharmacists?

In a place where prescriptions are compounded, no food or soda water should be dispensed. Such a place should be called a pharmacy while the other should be called a drug store.

The public should be educated to recognize the difference between a pharmacy and drug store just as is the case in Germany and other countries. People there take prescriptions to a pharmacy only and buy cosmetics in a drug store.

The Board of Pharmacy of every state, when such stores are registered, should make such a distinction. Have two kinds of certificates of registration. The professional pharmacist and the commercial druggist. This does not mean that the commercial druggist is prevented from compounding prescriptions. You cannot take this right away from him, but in the eyes of the public he should be labeled so as to be distinguished from the ethical pharmacy.

Some time ago, Dr. Arny suggested that an organization of Apothecaries should be formed. Now is the time. Let us see if an organization of this kind can be formed. We can then find a remedy for raising the standard of our profession. I strongly recommend that we start the ball rolling at once.

This will encourage the young man who intends to follow our profession, this will encourage the student in our schools, this will encourage the teacher



GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS - MICHIGAN

DRUG
STORE
PLANNING

Recommendations to fit
individual conditions.

DRUG STORE
FIXTURES

Planned to make every
foot of store into
sales space.

Succeeding

GRAND RAPIDS
SHOWCASE CO.



WELCH-WILMARTH
CORPORATION

who teaches them to become good pharmacists, this will encourage the young man who starts in business for himself, this will encourage the physician who writes prescriptions, all will be encouraged and the public will have confidence in the prescriptions given by the medical profession.

And then an American pharmacy will not be so rare that a pharmacist visitor arriving in this country, will have to hunt for a "real drug store." He or anyone else will be able to find them when they are properly labeled.

J. Leon Lascoff.

Realism a Feature of Christmas Home Scene.

A Montreal druggist lined the rear and side walls last Christmas with green crepe paper, along the top of which was a simple frieze of a wintry countryside landscape. Toward the middle of this triangular shaped window, he constructed an open fire-place out of cardboard, covered with brick tiled crepe paper. It was even complete to a mantelpiece, adorned with a silver candlestick at each end, between which were three articles comprising a girl's picture in an ivory frame, a small mantel clock and a little table lamp. A papier mache bust of Santa Claus appeared to be emerging from the chimney top above the fire-place. Two toy stockings were hung in front of the fireplace and seated on little chairs before the scene were two large girl dolls, each sucking on a stick of candy. To the front of the dolls, and to the left was a decorated Christmas tree, on which several bottles of perfumes were in evidence. Along the floor in front was a neat grouping of perfumes in holiday containers and small pieces of ivory toiletware. Cards attached to the rear and side walls dealt with Christmas gift reminders in other departments.

Chayote, a New Vegetable.

Sgobel & Day, of New York, have received the first straight car, and possibly the first shipment, of the new vegetable known as Chayote, pronounced "chi-o-ti." The vegetable is pear shaped and contains a single large edible seed. The flavor of the flesh is not unlike that of the marrow, or Summer squash, but is more delicate. If kept in a cool place it will keep for four or five months.

Chayotes are tender, yet firm enough to hold the form in which they are cooked. They may be boiled, creamed, baked, stuffed, fried, pickled or used in salads, soups or stews. For pickles they are usually cooked for a few moments. The seed is commonly cooked with the rest of the vegetable. It has a nut-like flavor and is quite nutritious. The distinctiveness of the chayote is largely due to its excellent texture and serving without mashing is recommended.

Patent Office Faces Poser in Spray Remover Squabble.

The U. S. Patent Office has been called upon to decide a question of vital importance to the fruit industry. Both the Department of Agriculture and the California firm of Brogden & Trowbridge have applied for a patent covering the use of a dilute solution of acids or alkalis in removing spray residue from fruits and vegetables.

This process has been used to prepare fruit for market since 1925, and it is the contention of the Department of Agriculture that it was first conceived and used by its employees. However, when Arthur M. Henry, a Department chemist, applied for a patent with the avowed intention of dedicating it to the service of the public without cost or royalties, the Patent Office informed him that Brogden & Trowbridge had already made application.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton Seed 1 35@1 50	Belladonna @1 44
Boric (Powd.)... 9 @ 20	Cubebs 5 00@5 25	Benzoic @2 23
Boric (Xtal) .. 9 @ 20	Eigeron 4 00@4 25	Benzoic Comp'd. @2 40
Carbolic 33 @ 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. 4 50@4 75	Capsicum @2 23
Nitric 9 @ 15	Juniper Wood .. 1 50@1 75	Catchu @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
	Lavender Gar'n. 1 25@1 50	Digitalis @2 04
	Lemon 6 00@6 25	Gentian @1 35
	Linseed, raw, bbl. @1 20	Gualac @2 28
	Linseed, boiled, bbl. @1 23	Gualac, Ammon.. @2 04
	Linseed, bld less 1 30@1 43	Iodine @1 25
	Linseed, raw, less 1 27@1 40	Iodine, Colorless. @1 50
	Mustard, arifil. oz. @ 35	Iron, Clo @1 56
	Neatsfoot 1 25@1 35	Kino @1 44
	Olive, pure 4 00@5 00	Myrrh @2 52
	Olive, Malaga, yellow 3 00@3 50	Nux Vomica @1 80
	Olive, Malaga, green 2 85@3 25	Oplum @5 40
	Orange, Sweet 9 00@9 25	Oplum, Camp. .. @1 44
	Origanum, pure.. @2 50	Oplum, Deodor'd @1 92
	Origanum, com'l 1 00@1 20	
	Pennyroyal 3 00@3 25	Paints
	Peppermint 5 50@5 75	Lead, red dry .. 14 1/2 @14 1/2
	Rose, pure 13 50@14 00	Lead, white dry 14 1/2 @14 1/2
	Rosemary Flows 1 25@1 50	Lead, white oil. 14 1/2 @14 1/2
	Sandelwood, E. I. 11 50@11 75	Onchre, yellow bbl. @ 2 1/2
	Sassafras, true 1 75@2 00	Onchre, yellow less 3 @ 6
	Sassafras, arti'l 75@1 00	Red Venet'n Am. 3 1/2 @ 7
	Spearmint 7 00@7 25	Red Venet'n Eng. @ 8
	Sperm 7 00@1 75	Putty @ 8
	Tany 7 00@7 25	Whiting, bbl .. @ 4 1/2
	Tar USP 65 @ 75	Whiting 5 1/2 @10
	Turpentine, bbl. @ 63	L. H. P. Prep. .. 2 80@3 00
	Turpentine, less.. 70 @ 83	Rogers Prep. .. 2 80@3 00
	Wintergreen, leaf 6 00@6 25	
	Wintergreen, sweet birch 3 00@3 25	Miscellaneous
	Wintergreen, art 75@1 00	Acetanalid 57 @ 75
	Worm Seed 4 50@4 75	Alum, powd and ground 09 @ 15
	Wormwood, oz. @ 2 00	Bismutin, subnitrate 2 25@2 52
		Borax xtal or powdered 05 @ 13
Ammonia		Cantharides, po. 1 50@2 00
Water, 26 deg. 07 @ 13		Calomei 2 1/2 @ 2 1/2
Water, 18 deg. 06 @ 13		Capsicum, pow'd 6 00@7 00
Water, 14 deg. 5 1/2 @ 15		Carbim 8 00@9 00
Carbonate 20 @ 25		Cassia buds 30 @ 40
Chloride (Gran.) 09 @ 30		Cayes 4 1/2 @ 5
		Chloroform 14 @ 16
Balsams		Chloroform Hydrate 1 20@1 50
Copaiba 1 00@1 25		Cocaine 12 00@15 00
Fir (Canada) .. 2 75@3 00		Cocoa Butter 60 @ 80
Fir (Oregon) .. 65@1 00		Cocals, nat, less 30-10 10
Peru (Oregon) .. 3 00@3 25		40-10 10
Tolu 2 00@2 25		Copperas, Powd. 4 @ 10
		Corrosive Sublim 2 25@2 30
Barks		Cream Tartar .. 30 @ 40
Cassia (ordinary) 25 @ 30		Cuttle bone 4 1/2 @ 5
Cassia (Salgon) .. 50 @ 60		Dextrine 10 @ 15
Sassafras (pw. 60c) @ 50		Dover's Powder 4 00@4 50
Soap Cut (powd.) 35c 20 @ 30		Emery, All Nos. 10 @ 15
		Emery, Powdered @ 15
Berries		Epsom Salts, bbls. @ 03 1/2
Cubeb @ 90		Epsom Salts, less 3 1/2 @ 10
Flax @ 25		Ergot, powdered .. @ 4 00
Juniper 11 @ 20		Flake, White .. 15 @ 20
Prickly Ash @ 75		Formaldehyde, lb. 13 1/2 @ 35
		Gelatine 80 @ 90
Extracts		Glassware, less 65%
Licorice 60 @ 65		Glassware, full case 60%.
Licorice, powd. .. 60 @ 70		Glauber Salts, bbl. @ 02 1/2
		Glauber Salts less 04 @ 10
Flowers		Glue, Brown 20 @ 30
Arnica 1 50@1 60		Glue, Brown Grd 16 @ 22
Chamomile (Ged.) @ 50		Glue, White 27 1/2 @ 35
Chamomile Rom. @ 75		Glue, white grd. 20 @ 35
		Glycerine 18 @ 40
Gums		Hops 75 @ 95
Acacia, 1st 50 @ 55		iodine 6 45@7 00
Acacia, 2nd 45 @ 50		Iodoform 8 00@8 30
Acacia, Sorts 35 @ 40		Lead Acetate .. 20 @ 30
Acacia, Powdered 40 @ 50		Lace @ 1 50
Aloes (Barb Pow) 32 @ 40		Lace, powdered.. @ 1 60
Aloes (Cape Pow) 25 @ 35		Menthol 8 00@9 00
Aloes (Soc. Pow.) 75 @ 80		Morphine 13 58@14 33
Asafoetida 50 @ 60		Nux Vomica @ 20
Pow. 90 @ 100		Nux Vomica, pow. 15 @ 25
Camphor 87 @ 95		Pepper, black, pow 57 @ 70
Guaiaic @ 60		Pepper, White, pow. 75 @ 85
Guaiaic, pow'd .. @ 70		Pitch, Burgudry. 20 @ 25
Kino @ 1 25		Quassia 12 @ 15
Kino, powdered.. @ 1 20		Quinine, 5 oz. cans. @ 60
Myrrh @ 1 15		Rochelle Salts .. 35 @ 40
Myrrh, powdered @ 1 25		Sacharine 3 50@4 25
Opium, powd. 21 00@21 50		Salt Peter 11 @ 12
Opium, gran. 21 00@21 50		Selditix Mixture 30 @ 40
Shellac 65 @ 80		Soap, green 15 @ 20
Shellac 75 @ 90		Soap mott cast .. @ 25
Tragacanth, pow. @ 1 75		Soap, white Castile, case @15 00
Tragacanth 2 00@2 35		Soap, white Castile less, per bar .. @1 60
Turpentine @ 30		Soda Ash 3 @ 10
		Soda Bicarbonate 8 1/2 @ 10
Insecticides		Soda, Sal 02 1/2 @ 08
Arsenic 08 @ 20		Spirits Camphor @ 20
Blue Vitriol, bbl. @ 08		Sulphur, roll 3 1/2 @ 10
Blue Vitriol, less 09 1/2 @ 17		Sulphur Subl. .. 4 1/2 @ 10
Bordea, Mix Dry 12 @ 26		Tamarinds 30 @ 35
Hellebore, White powdered 15 @ 25		Tartar Emetic .. 70 @ 75
Insect Powder.. 47 1/2 @ 60		Turpentine, Ven. 50 @ 75
Lead Arsenate Po. 13 1/2 @ 30		Vanilla Ex. pure 1 50@2 00
Lime and Sulphur Dry 08 @ 22		Vanilla Ex. pure 2 25@2 50
Paris Green 24 @ 42		Zinc Sulphate .. 06 @ 11
Leaves		
Buchu @1 05		
Buchu, powdered @1 10		
Sage, Bulk 25 @ 30		
Sage, 1/2 loose .. @ 40		
Sage, powdered.. @ 35		
Senna, Alex. 50 @ 75		
Senna, Tinn. pow. 30 @ 35		
Uva Ursi 20 @ 25		
Oils		
Almonds, Bitter, true 7 50@7 75		
Almonds, Bitter, artificial 3 00@3 25		
Almonds, Sweet, true 1 50@1 80		
Almonds, Sweet, imitation 1 00@1 25		
Amber, crude .. 1 00@1 25		
Amber, rectified 1 50@1 75		
Anise 1 25@1 50		
Bergamont 6 50@7 00		
Cajeput 2 00@2 25		
Cassia 3 00@3 25		
Castor 1 55@1 80		
Cedar Leaf 2 00@2 25		
Citronella 75 @ 1 00		
Cloves 4 00@4 25		
Cocunut 27 1/2 @ 35		
Cod Liver 1 50@1 80		
Croton 3 00@3 25		
Seeds		
Anise @ 35		
Anise, powdered 35 @ 40		
Bird, Is 13 @ 17		
Canary 10 @ 16		
Caraway, Po. 30 25 @ 30		
Cardamon 2 50@2 75		
Coriander pow. .40 30 @ 25		
Dill 15 @ 20		
Fennel 35 @ 50		
Flax 3 1/2 @ 15		
Flax, ground .. 3 1/2 @ 15		
Foenugreek, pwd. 15 @ 25		
Hemp 8 @ 15		
Lobelia, powd. .. @ 1 60		
Mustard, yellow 17 @ 25		
Mustard, black.. 20 @ 25		
Poppy 18 @ 30		
Quince 1 25@1 50		
Sabadilla 45 @ 50		
Sunflower 12 @ 18		
Worm, American 30 @ 40		
Worm, Levant .. 6 50@7 00		
Tinctures		
Aconite @1 30		
Aloe @1 50		
Asafoetida @ 2		
Arnica @1 50		

HOLIDAY GOODS

Now on Display in
Grand Rapids

Come in and look them over

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

GROCERY PRICE CURRENT

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

Table with 2 columns: Item Name, Price. Includes 'Medium Rdd Salmon', 'Dill Pickles'.

Table with 2 columns: Item Name, Price. Includes 'Pork'.

Table with 2 columns: Item Name, Price. Includes 'Quaker, 24-12 oz. case', 'Bo Peep, 24, sm. case'.



Table with 2 columns: Item Name, Price. Includes 'MICA AXLE GREASE', '48, 1 lb.', '24, 3 lb.'.

Table with 2 columns: Item Name, Price. Includes 'APPLE BUTTER', 'Quaker, 24-21 oz. doz.', 'Quaker, 12-38 oz. doz.'.

Table with 2 columns: Item Name, Price. Includes 'BAKING POWDERS', 'Arctic, 7 oz. tumbler', 'Royal, 10c, doz.', 'Royal, 6 oz., doz.', 'Royal, 6 oz., doz.', 'Royal, 12 oz., doz.', 'Royal, 5 lb.', 'Calumet, 4 oz., doz.', 'Calumet, 8 oz., doz.', 'Calumet, 16 oz., doz.', 'Calumet, 5 lb.', 'Rumford, 10c, per doz.', 'Rumford, 8 oz., doz.', 'Rumford, 12 oz., doz.', 'Rumford, 5 lb., doz.'.

Table with 2 columns: Item Name, Price. Includes 'K. C. Brand', '10c size, 4 doz.', '15c size, 4 doz.', '20c size, 4 doz.', '25c size, 4 doz.', '50c size, 2 doz.', '80c size, 1 doz.', '10 lb. size, 1/2 doz.'.

Table with 2 columns: Item Name, Price. Includes 'BLUING', 'JENNINGS', 'The Original', 'Condensed', '2 oz., 4 dz. cs.', '3 oz., 3 dz. cs.', 'Am. Ball, 3/8-1 oz., cart.', 'Quaker, 1 1/2 oz., Non-freeze, dozen', 'Boy Blue, 36s. per ca.'.

Table with 2 columns: Item Name, Price. Includes 'BEANS and PEAS', '100 lb. bag', 'Brown Swedish Beans', 'Pinto Beans', 'Red Kidney Beans', 'White H'd P. Beans', 'Col. Lima Beans', 'Black Eye Beans', 'Split Peas, Yellow', 'Split Peas, Green', 'Scotch Peas'.

Table with 2 columns: Item Name, Price. Includes 'BURNERS', 'Queen Ann, No. 1 and 2, doz.', 'White Flame, No. 1 and 2, doz.', 'Dbl. Lacquer, 1 gross', 'dkg., per gross'.

Table with 2 columns: Item Name, Price. Includes 'BOTTLE CAPS', 'Dbl. Lacquer, 1 gross', 'dkg., per gross'.

Table with 2 columns: Item Name, Price. Includes 'BREAKFAST FOODS', 'Kellogg's Brands', 'Corn Flakes, No. 136', 'Corn Flakes, No. 124', 'Corn Flakes, No. 102', 'Fep, No. 224', 'Fep, No. 202', 'Krumbs, No. 424', 'Bran Flakes, No. 624', 'Bran Flakes, No. 602', 'Rice Krispies, 6 oz.', 'Rice Krispies, 1 oz.', 'Kaffe Hag, 12 1-lb. cans', 'All Bran, 16 oz.', 'All Bran, 10 oz.', 'All Bran, 1/2 oz.'.

Table with 2 columns: Item Name, Price. Includes 'Post Brands', 'Grape-Nuts, 24s', 'Grape-Nuts, 100s', 'Instant Postum, No. 8', 'Instant Postum, No. 10', 'Postum Cereal, No. 0', 'Post Toasties, 36s', 'Post Toasties, 24s', 'Post's Bran, 24s', 'Pills Bran, 12s', 'Roman Meal, 12-2 lb.', 'Cream Wheat, 13', 'Cream Barley, 13', 'Ralston Food, 18', 'Maple Flakes, 24', 'Rainbow Corn Fla.', 'Silver Flake Oats, 18s', 'Silver Flake Oats, 12s', '90 lb. Jute Bulk Oats', 'Ralston New Oats, 24', 'Ralston New Oats, 12', 'Shred. Wheat Bis.', 'Shred. Wheat Bis.', 'Triscuit, 24s', 'Wheatena, 18s', 'BBOOMS', 'Jewell, doz.', 'Standard Parlor, 23 lb.', 'Fancy Parlor, 23 lb.', 'Ex. Fancy Parlor 25 lb.', 'Ex. Fcy. Parlor 26 lb.', 'Toy', 'Whisk, No. 3'.

Table with 2 columns: Item Name, Price. Includes 'BRUSHES', 'Solid Back, 8 in.', 'Solid Back, 1 in.', 'Pointed Ends', 'Shaker', 'No. 50', 'Peerless', 'Shoe', 'No. 4-0', 'No. 2-0'.

Table with 2 columns: Item Name, Price. Includes 'BUTTER COLOR', 'Dandelion', 'CANDLES', 'Electric Light, 40 lbs.', 'Plumber, 40 lbs.', 'Paraffine, 6s', 'Paraffine, 12s', 'Wicking', 'Tudor, 6s. per box', 'CANNED FRUIT', 'Apples, No. 10', 'Apple Sauce, No. 10', 'Apricots, No. 2 1/2', 'Apricots, No. 10', 'Blackberries, No. 10', 'Blueberries, No. 10', 'Cherries, No. 2', 'Cherries, R.A., No. 2 1/2', 'Cherries, No. 10', 'Peaches, No. 10', 'Peaches, No. 2 1/2', 'Peaches, No. 2 1/2', 'Peaches, 2 1/2 Cal.', 'Peaches, 10, Cal.', 'Pineapple, 1 sli.', 'Pineapple, 2 sli.', 'P'apple, 2 br. sli.', 'P'apple, 2 1/2 sli.', 'P'apple, 2 1/2 cru.', 'P'apple, 2 cru.', 'Pineapple, 10 crushed', 'Pears, No. 2', 'Pears, No. 2 1/2', 'Raspberries, No. 2 blk', 'Raspb's, Red, No. 10', 'Raspb's Black, No. 10', 'Rhubarb, No. 10', 'Strawberries, No. 2', 'Strawb's No. 10'.

Table with 2 columns: Item Name, Price. Includes 'CANNED MEAT', 'Bacon, Med. Beechnut', 'Bacon, Lge. Beechnut', 'Beef, No. 1, Corned', 'Beef, No. 1, Roast', 'Beef, No. 2 1/2, Qua.', 'Beef, 3 1/2 oz. Qua.', 'Beef, 5 oz., Am. Sliced', 'Beef, No. 1, B'nut', 'Beefsteak & Onions', 'Chili Con Car.', 'Deviled Ham, 1/4s', 'Deviled Ham, 1/2s', 'Hamburg Steak & Onions', 'Potted Beef, 4 oz.', 'Potted Meat, 1/4 Libby', 'Potted Meat, 1/2 Libby', 'Potted Meat, 3/4 Qua.', 'Potted Ham, Gen.', 'Vienna Saus., No. 1/2', 'Vienna Sausage, Qua.', 'Veal Loaf, Medium', 'Baked Beans', 'Campbells, 15 oz.', 'Fremont, No. 2', 'Snider, No. 1', 'Snider, No. 2', 'Van Camp, small', 'Van Camp, med.', 'CANNED VEGETABLES', 'Asparagus', 'No. 1, Green tips', 'No. 2 1/2, Large, Green', 'W. Beans, cut 2', 'W. Beans, 10', 'Green Beans, 2s', 'Green Beans, 10s', 'L. Beans, 2 gr.', 'Lima Beans, 2s', 'Red Kid., No. 2', 'Beets, No. 2, wh.', 'Beets, No. 2, cut', 'Corn, No. 2, stan.', 'Corn, Ex. stan.', 'Corn, No. 2, Fan.', 'Corn, No. 10', 'Hominy, No. 3', 'Okra, No. 2, whole', 'Okra, No. 2, cut', 'Mushrooms, Hotels', 'Mushrooms, Choice', 'Mushrooms, Sur Extra', 'Peas, No. 2, E. J.', 'Peas, No. 2, Sif', 'June', 'Peas, No. 2, Ex. Sift', 'E. J.', 'Peas, Ex. Fine, French', 'Pumpkin, No. 3', 'Pumpkin, No. 10', 'Okra, No. 2, whole', 'Okra, No. 2, cut', 'Pimentos, 1/4, each', 'Pimentos, 1/2, each', 'Swt Potatoes, No. 2 1/2', 'Sauerkraut, No. 3', 'Succotash, No. 2', 'Spinach, No. 1', 'Spinach, No. 2', 'Spinach, No. 3', 'Spinach, No. 10', 'Tomatoes, No. 2', 'Tomatoes, No. 3', 'Tomatoes, No. 10'.

Table with 2 columns: Item Name, Price. Includes 'CANNED FISH', 'Clam Ch'der, 10 1/2 oz.', 'Clam Chowder, No. 2', 'Clams, Steamed, No. 1', 'Clams, Minced, No. 1/2', 'Finnan Haddie, 10 oz.', 'Clam Bouillon, 7 oz.', 'Chicken Haddie, No. 1', 'Fish Flakes, small', 'Cod Fish Cake, 10 oz.', 'Cove Oysers, 5 oz.', 'Lobster, No. 1/4, Star', 'Shrimp, 1, wet', 'Sard's, 1/4 Oil, Key', 'Sard's, 1/4 Oil, Key', 'Sardines, 1/4 Oil, k'less', 'Salmon, Red Alaska', 'Salmon, Med. Alaska', 'Sa.Simon, Pink, Alaska', 'Sardines, Im.', 'Sardines, Im.', 'Sardines, Cal.', 'Tuna, 1/2, Curtis', 'Tuna, 1/2, Curtis', 'Tuna, 1/2 Blue Fin', 'Tuna, 1s, Curtis'.

Table with 2 columns: Item Name, Price. Includes 'CHEWING GUM', 'Adams Black Jack', 'Adams Bloodberry', 'Adams Dentyne', 'Adams Calif. Fruit', 'Adams Sen Sen', 'Beeman's Pepsin', 'Bechnut Wintergreen', 'Bechnut Peppermint', 'Bechnut Spearmint', 'Doublemint', 'Peppermint, Wrigleys', 'Spearmint, Wrigleys', 'Juicy Fruit', 'Krigley's P-K', 'Zeno', 'Teaberry', 'COCOA', 'DROSTE'S COCOA', 'Droste's Dutch, 1 lb.', 'Droste's Dutch, 1/2 lb.', 'Droste's Dutch, 1/4 lb.', 'Droste's Dutch, 5 lb.', 'Chocolate Apples', 'Pastelles, No. 1', 'Pastelles, 1/2 lb.', 'Pains De Cafe', 'Droste's Bars, 1 doz.', 'Delft Pastelles', '1 lb. Rose Tin Bon', 'Bons', '7 oz. Rose Tin Bon', 'Bons', '13 oz. Creme De Cara.', '12 oz. Rosaces', '1/2 lb. Rosaces', '1/4 lb. Pastelles', 'Langues De Chats'.

Table with 2 columns: Item Name, Price. Includes 'CANNED VEGETABLES', 'Asparagus', 'No. 1, Green tips', 'No. 2 1/2, Large, Green', 'W. Beans, cut 2', 'W. Beans, 10', 'Green Beans, 2s', 'Green Beans, 10s', 'L. Beans, 2 gr.', 'Lima Beans, 2s', 'Red Kid., No. 2', 'Beets, No. 2, wh.', 'Beets, No. 2, cut', 'Corn, No. 2, stan.', 'Corn, Ex. stan.', 'Corn, No. 2, Fan.', 'Corn, No. 10', 'Hominy, No. 3', 'Okra, No. 2, whole', 'Okra, No. 2, cut', 'Mushrooms, Hotels', 'Mushrooms, Choice', 'Mushrooms, Sur Extra', 'Peas, No. 2, E. J.', 'Peas, No. 2, Sif', 'June', 'Peas, No. 2, Ex. Sift', 'E. J.', 'Peas, Ex. Fine, French', 'Pumpkin, No. 3', 'Pumpkin, No. 10', 'Okra, No. 2, whole', 'Okra, No. 2, cut', 'Pimentos, 1/4, each', 'Pimentos, 1/2, each', 'Swt Potatoes, No. 2 1/2', 'Sauerkraut, No. 3', 'Succotash, No. 2', 'Spinach, No. 1', 'Spinach, No. 2', 'Spinach, No. 3', 'Spinach, No. 10', 'Tomatoes, No. 2', 'Tomatoes, No. 3', 'Tomatoes, No. 10'.

Table with 2 columns: Item Name, Price. Includes 'Bar Goods', 'Mich. Sugar Ca.', 'Pal O Mine', 'Malty Milkies', 'Lemon Rolls', 'Tru Luv', 'No-Nut'.

Table with 2 columns: Item Name, Price. Includes 'CATSUP', 'Beech-Nut, small', 'Lilly of Valley, 14 oz.', 'Lilly of Valley, 1/2 pint', 'Sniders, 8 oz.', 'Sniders, 16 oz.', 'Quaker, 10 oz.', 'Quaker, 14 oz.', 'Quaker, Galon Glass', 'Quaker, Gallon Tin'.

Table with 2 columns: Item Name, Price. Includes 'CHILI SAUCE', 'Snider, 16 oz.', 'Snider, 8 oz.', 'Lilly Valley, 8 oz.', 'Lilly Valley, 14 oz.'.

Table with 2 columns: Item Name, Price. Includes 'OYSTER COCKTAIL', 'Sniders, 16 oz.', 'Sniders, 8 oz.'.

Table with 2 columns: Item Name, Price. Includes 'CHEESE', 'Roquefort', 'Kraft, small items', 'Kraft, American', 'Chilli, small tins', 'Pimento, small tins', 'Roquefort, sm. tins', 'Camembert, sm. tins', 'Wisconsin Daisy', 'Wisconsin Flat', 'New York June', 'Sap Sago', 'Brick'.

Table with 2 columns: Item Name, Price. Includes 'CIGARS', 'G. J. Johnson's Brand', 'G. J. Johnson Cigar', '10c', 'Worden Grocer Co. Brands', 'Airedale', 'Havana Sweets', 'Hemeter Champion', 'Canadian Club', 'Robert Emmett', 'Tom Moore Monarch', 'Webster Cadillac', 'Webster Astor Foil', 'Webster Knickbocker', 'Webster Albany Foil', 'Bering Apollos', 'Bering Palmitas', 'Bering Diplomatica', 'Bering Delioses', 'Bering Favorita', 'Bering Albas'.

Table with 2 columns: Item Name, Price. Includes 'CONFECTIONERY', 'Stick Candy', 'Pure Sugar Sticks-600c', 'Big Stick, 20 lb. case', 'Horehound Stick, 5c', 'Mixed Candy', 'Kindergarten', 'Leader', 'French Creams', 'Paris Creams', 'Grocers', 'Fancy Mixture', 'Fancy Chocolates', '5 lb. boxes', 'Bittersweets, Ass'ted', 'Milk Chocolate A A', 'Nibble Sticks', 'Chocolate Nut Rolls', 'Magnolia Choc', 'Bon Ton Choc', 'Gum Drops', 'Anise', 'Champion Gums', 'Challenge Gums', 'Jelly Strings', 'Lozenges', 'A. A. Pep. Lozenges', 'A. A. Pink Lozenges', 'A. A. Choc. Lozenges', 'Motto Hearts', 'Malted Milk Lozenges', 'Hard Goods', 'Lemon Drops', 'O. F. Horehound dps.', 'Anise Squares', 'Peanut Squares'.

Table with 2 columns: Item Name, Price. Includes 'CHOCOLATE', 'Baker, Caracas, 1/8s', 'Baker, Caracas, 1/4s', 'CLOTHES LINE', 'Hemp, 50 ft.', 'Twisted Cotton, 50 ft.', 'Braided, 50 ft.', 'Sash Cord', 'COFFEE ROASTED', 'Worden Grocer Co.', '1 lb. Package', 'Melrose', 'Liberty', 'Quaker', 'Nedrow', 'Morton House', 'Reno', 'Royal Club'.

Table with 2 columns: Item Name, Price. Includes 'DROSTE'S COCOA', 'Droste's Dutch, 1 lb.', 'Droste's Dutch, 1/2 lb.', 'Droste's Dutch, 1/4 lb.', 'Droste's Dutch, 5 lb.', 'Chocolate Apples', 'Pastelles, No. 1', 'Pastelles, 1/2 lb.', 'Pains De Cafe', 'Droste's Bars, 1 doz.', 'Delft Pastelles', '1 lb. Rose Tin Bon', 'Bons', '7 oz. Rose Tin Bon', 'Bons', '13 oz. Creme De Cara.', '12 oz. Rosaces', '1/2 lb. Rosaces', '1/4 lb. Pastelles', 'Langues De Chats'.

McLaughlin's Kept-Fresh COFFEE SERVICE. Includes logo and text: 'Kept-fresh by McLaughlin SERVICE'.

Table with 2 columns: Item Name, Price. Includes 'Nat. Gro. Co. Brands', 'Lighthouse, 1 lb. tins', 'Fathfinder, 1 lb. tins', 'Table Talk, 1 lb. cart', 'Square Deal, 1 lb. cart', 'Above brands are packed in both 30 and 50 lb. cases.', 'Coffee Extracts', 'M. Y., per 100', 'Frank's 50 pkgs.', 'Hummel's 50 1 lb. 10 1/2'.

Table with 2 columns: Item Name, Price. Includes 'CONDENSED MILK', 'Leader, 4 doz.', 'Eagle, 4 doz.', 'MILK COMPOUND', 'Hebe, Tall, 4 doz.', 'Hebe, Baby, 8 doz.', 'Carolene, Tall, 4 doz.', 'Carolene, Baby'.

Table with 2 columns: Item Name, Price. Includes 'EVAPORATED MILK', 'Quaker, Tall, 4 doz.', 'Quaker, Baby, 8 doz.', 'Quaker, Gallon, 1/2 doz.', 'Carnation, Tall, 4 doz.', 'Carnation, Baby, 8 doz.', 'Oatman's Dundee, Tall', 'Oatman's D'dee, Baby', 'Every Day, Tall', 'Every Day, Baby', 'Pet, Tall', 'Pet, Baby, 8 doz.', 'Borden's Tall', 'Borden's Baby'.

Table with 2 columns: Item Name, Price. Includes 'CALIFORNIA PRUNES', '60@70, 25 lb. boxes', '50@60, 25 lb. boxes', '40@50, 25 lb. boxes', '30@40, 25 lb. boxes', '20@30, 25 lb. boxes', '18@24, 25 lb. boxes', 'HOMINY', 'Pearl, 100 lb. sacks', 'MACARONI', 'Bering Palmitas', 'Bering Diplomatica', 'Bering Delioses', 'Bering Favorita', 'Bering Albas'.

Table with 2 columns: Item Name, Price. Includes 'PEARL BARLEY', 'Chester', '0000', 'Barley Grits', 'Sage', 'East India', 'TAPIoca', 'Pearl, 100 lb. sacks', 'Minute, 8 oz., 3 doz.', 'Dromedary Instant', 'FANCY MIXTURE', 'Kindergarten', 'Leader', 'French Creams', 'Paris Creams', 'Grocers', 'Fancy Mixture'.

Table with 2 columns: Item Name, Price. Includes 'FLAVORING EXTRACTS', 'PURE', 'Vanilla and Lemon', 'Same Price', '1 oz. - 1 25', '1 1/2 oz. - 1 80', '2 1/2 oz. - 3 00', '3 1/2 oz. - 4 20', '4 oz. - 4 80', '8 oz. - 9 00', '16 oz. - 15 00', 'At It 57 Years.', 'JIFFY PUNCH', '3 doz. Carton', 'Assorted flavors.', 'FLOUR', 'V. C. Milling Co. Brands', 'Lily White', 'Harvest Queen', 'Yes Ma'am Graham', '50s'.

Table with 2 columns: Item Name, Price. Includes 'FRUIT CANS', 'Mason', 'F. O. B. Grand Rapids', 'Half pint', 'One pint', 'One quart', 'Half gallon', 'Ideal Glass Top', 'Half pint', 'One pint', 'One quart', 'Half gallon'.

Table with 2 columns: Item Name, Price. Includes 'COUPON BOOKS', '50 Economic grade', '100 Economic grade', '500 Economic grade', '1000 Economic grade'.

Table with 2 columns: Item Name, Price. Includes 'CREAM OF TARTAR', '6 lb. boxes', 'DRIED FRUITS', 'Apples', 'N. Y. Fcy., 50 lb. box', 'N. Y. Fcy., 14 oz. pkg.', 'Apricots', 'Evaporated Choice', 'Evaporated, Fancy', 'Evaporated, Slabs', 'Citron', '10 lb. box', 'Currants', 'Packages, 14 oz.', 'Greek, Bulk, lb.', 'Dates', 'Dromedary, 36s', 'Peaches', 'Evap. Choice', 'Peel', 'Romain, American', 'Orange, American', 'Raisins', 'Seeded, bulk', 'Thompson's s'dless blk', 'Thompson's seedless', '15 oz.', 'Seeded, 15 oz.'

Table with 2 columns: Item Name, Price. Includes 'California Prunes', '60@70, 25 lb. boxes', '50@60, 25 lb. boxes', '40@50, 25 lb. boxes', '30@40, 25 lb. boxes', '20@30, 25 lb. boxes', '18@24, 25 lb. boxes', 'HOMINY', 'Pearl, 100 lb. sacks', 'MACARONI', 'Bering Palmitas', 'Bering Diplomatica', 'Bering Delioses', 'Bering Favorita', 'Bering Albas'.

Table with 2 columns: Item Name, Price. Includes 'PEARL BARLEY', 'Chester', '0000', 'Barley Grits', 'Sage', 'East India', 'TAPIoca', 'Pearl, 100 lb. sacks', 'Minute, 8 oz., 3 doz.', 'Dromedary Instant', 'FANCY MIXTURE', 'Kindergarten', 'Leader', 'French Creams', 'Paris Creams', 'Grocers', 'Fancy Mixture'.

Table with 2 columns: Item Name, Price. Includes 'FLAVORING EXTRACTS', 'PURE', 'Vanilla and Lemon', 'Same Price', '1 oz. - 1 25', '1 1/2 oz. - 1 80', '2 1/2 oz. - 3 00', '3 1/2 oz. - 4 20', '4 oz. - 4 80', '8 oz. - 9 00', '16 oz. - 15 00', 'At It 57 Years.', 'JIFFY PUNCH', '3 doz. Carton', 'Assorted flavors.', 'FLOUR', 'V. C. Milling Co. Brands', 'Lily White', 'Harvest Queen', 'Yes Ma'am Graham', '50s'.

Table with 2 columns: Item Name, Price. Includes 'FRUIT CANS', 'Mason', 'F. O. B. Grand Rapids', 'Half pint', 'One pint', 'One quart', 'Half gallon', 'Ideal Glass Top', 'Half pint', 'One pint', 'One quart', 'Half gallon'.

Table with 2 columns: Item Name, Price. Includes 'FRUIT CANS', 'Mason', 'F. O. B. Grand Rapids', 'Half pint', 'One pint', 'One quart', 'Half gallon', 'Ideal Glass Top', 'Half pint', 'One pint', 'One quart', 'Half gallon'.



GELATINE

Table of Gelatine products including Jell-O, Minute, Plymouth, and Quaker.

Table of Jelly and Preserves including Pure, Imitation, and Pure Pres.

JELLY GLASSES

Table for Jelly Glasses: 8 oz., per doz. 36

OLEOMARGARINE

Van Westenbrugge Brands Carload Distributor



Table for Nucoa Oleomargarine: 1 lb. 21, 2 and 5 lb. 20 1/2

Wilson & Co.'s Brands Oleo

Table for Wilson & Co.'s Brands Oleo: Certified 24, Nut 19, Special Roll 19

MATCHES

Table of Matches: Swan, Diamond, Searchlight, Ohio Red Label, Ohio Blue Tin, etc.

Safety Matches

Table for Safety Matches: Quaker, 5 gro. case 4 25

NUTS-Whole

Table of Whole Nuts: Almonds, Brazil, Fancy Mixed, Filberts, etc.

Salted Peanuts

Table for Salted Peanuts: Fancy, No. 1 14

Shelled

Table of Shelled Nuts: Almonds, Peanuts, Filberts, Pecans, Walnuts

MINCE MEAT

Table for Mince Meat: None Such, Quaker, Libby's

OLIVES

Table of Olives: 4 oz. Jar, 10 oz. Jar, Pint Jars, Quart Jars, 1 Gal. Jugs

PARIS GREEN

Table for Paris Green: 1/2 34, 1s 32, 2s and 5s 30

PEANUT BUTTER



Table for Bel Car-Mo Peanut Butter: 24 1 lb. Tins, 8 oz., 2 doz. in case

PETROLEUM PRODUCTS

Table of Petroleum Products: From Tank Wagon, Red Crown Gasoline, etc.

In Iron Barrels

Table of Petroleum Products in Iron Barrels: Perfection Kerosine, Gas Machine Gasoline

ISO-VIS MOTOR OILS

Table of ISO-VIS Motor Oils: Light, Medium, Heavy, Ex. Heavy



Iron Barrels

Table of Iron Barrels: Light, Medium, Heavy, Special heavy, Extra heavy, Polarine, Transmission Oil, Pinol, Parowax



Table for Semdac: 12 pt. cans 3 00, 12 qt. cans 5 00

PICKLES

Table for Pickles: Medium Sour, 5 gallon, 400 count 4 75

Sweet Small

Table for Sweet Small: 16 Gallon, 2250 24 60, 5 Gallon, 750 9 75

Dill Pickles

Table for 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

Table for Dill Pickles Bulk: 5 Gal., 200 5 25, 16 Gal., 600 10 25, 45 Gal., 1200 24 00

PIPES

Table for Pipes: Cob, 3 doz. in bx. 1 00@1 20

PLAYING CARDS

Table for Playing Cards: Battle Axe, Torpedo, Blue Ribbon, per doz.

POTASH

Table for Potash: Babbitt's, 2 doz. 2 75

FRESH MEATS

Table of Fresh Meats: Beef (Top Steers, Good Steers, Med. Steers, Com. Steers), Veal (Top, Good, Medium), Lamb (Spring Lamb, Good, Medium, Poor), Mutton (Good, Medium, Poor)

Lamb

Table for Lamb: Spring Lamb, Good, Medium, Poor

Mutton

Table for Mutton: Good, Medium, Poor

Pork

Table of Pork: Loin, Butts, Shoulders, Spareribs, Neck bones, Trimmings

PROVISIONS

Table of Provisions: Barreled Pork, Clear Back, Short Cut Clear

Dry Salt Meats

Table for Dry Salt Meats: D S Bellies 18-20@18-17

Lard

Table of Lard: Pure in tierces, 60 lb. tubs, 50 lb. tubs, 20 lb. tubs, 10 lb. pails, Compound tierces

Suasages

Table of Suasages: Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese

Smoked Meats

Table of Smoked Meats: Hams, Knuckles, California Hams, Picnic Boiled Hams, Boiled Hams, Mincd Hams, Bacon

Beef

Table for Beef: Boneless rump, Rump, new

Liver

Table for Liver: Beef, Calf, Pork

RICE

Table for Rice: Fancy Blue Rose, Fancy Head

RUSKS

Table of Rusks: Dutch Tea Rusk, 36 rolls, 18 rolls, 12 rolls, 12 cartons, 18 cartons, 36 cartons

SALERATUS

Table for Saleratus: Arm and Hammer 3 75

SAL SODA

Table of Sal Soda: Granulated, 60 lbs. cs., Granulated, 18-2 1/2 lb. packages

COD FISH

Table of Cod Fish: Middle, Tablets, Wood boxes, Whole Cod

HERRING

Table of Herring: Holland Herring (Mixed, Kegs, Milkers), Cod Fish (Fairbank Tar, Tilly Soap, Williams Barber Bar)

Lake Herring

Table for Lake Herring: Tubs, 60 Count, Pails

Mackerel

Table for Mackerel: Tubs, 60 Count, Pails

White Fish

Table for White Fish: Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

Table of Shoe Blackening: 2 in 1, Paste, E. Z. Combination, Dri-Foot, Bixbys, Shinola

STOVE POLISH

Table of Stove Polish: Blackne, Black Silk Liquid, Enameline Paste, Enameline Liquid, E. Z. Liquid, Radium, Rising Sun, 654 Stove Enamel, Vulcanol, Stovoil

SALT

Table of Salt: Colonial, Colonial, Colonial, Iodized, Med. No., Farmer Spec., Packers Meat, Crushed Rock, Butter Salt, Block, Baker Salt, 24 lb., 50 lb., 28 lb. bags, Old Hickory



Pure Ground in Bulk

Table of Pure Ground in Bulk: Allspice, Cloves, Cassia, Mustard, Mace, Pepper, Nutmegs, Paprika

Seasoning

Table of Seasoning: Chili Powder, Celery Salt, Sage, Onion Salt, Garlic, Ponely, Kitchen Bouquet, Laurel Leaves, Marjoram, Savory, Thyme, Turmeric

BORAX

Table of Borax: Twenty Mule Team (24, 48, 96 oz. packages)

SOAP

Table of Soap: Am. Family, Crystal White, Big Jack, Fels Naphtha, Flake White, Grdma White Na., Jap Rose, Fairy, Palm Olive, Lava, Octagon, Pumppo, Sweetheart, Grandpa Tar, Fairbank Tar, Tilly Soap, Williams Barber Bar

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Table of Washing Powders: Bon Ami Pd., Bon Ami Cake

TABLE SAUCES

Table of Table Sauces: Lea & Perrin, Royal Mint, Tobasco, Sho You, A-1, A-1 small, Caper

TEA

Table of Tea: Japan (Medium, Choice, Fancy), No. 1 Nibbs, 1 lb. pkg. Siftling

Gunpowder

Table for Gunpowder: Choice 40, Fancy 47

Ceylon

Table for Ceylon: Pekoe, medium 57

English Breakfast

Table of English Breakfast: Congou, Medium, Choice, Fancy

Oolong

Table for Oolong: Medium, Choice, Fancy

TWINE

Table of Twine: Cotton, 3 ply cone, Cotton, 3 ply Balls, Wool, 6 ply

VINEGAR

Table of Vinegar: Cider, 40 Grain, White Wine, 80 grain, White Wine, 40 grain

WICKING

Table of Wicking: No. 0, No. 1, No. 2, No. 3, Peerless Rolls, Rochester, Rayo

WOODENWARE

Table of Woodenware: Baskets (Bushels, wire handles, wood handles, Market, single handle, extra), Splint (large, medium, small), Churns (Barrel, 5 gal., 10 gal.), Pails (10 qt. Galvanized, 14 qt., 12 qt. Flaring Gal. Jr., 10 qt. Tin Dairy), Traps (Mouse, Wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Mouse, spring), Tubs (Large Galvanized, Medium Galvanized, Small Galvanized), Washboards (Banner, Globe, Brass, Glass, Double Peerless, Single Peerless, Northern Queen, Universal), Wood Bowls (13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter), Wrapping Paper (Fibre, Manila, white, No. 1 Fibre, Butchers D F, Kraft, Kraft Stripe), Yeast Cake (Magic, Sunlight, Sunlight, 1 1/2 doz., Yeast Foam, Yeast Foam, 1 1/2 doz.), Yeast-Compressed (Fleischmann, per doz.)

STARCH

Table of Starch: Corn (Kingsford, 40 lbs., Powdered, bags, Argo, 48, 1 lb. pkgs., Cream, 48-1, Quaker, 40-1), Gloss (Argo, 48, 1 lb. pkgs., Argo, 12, 3 lb. pkgs., Argo, 8 1/2 lb. pkgs., Silver Gloss, 48, 1s, Elastic, 64 pkgs., Tiger, 48-1, Tiger, 50 lbs.), Syrup (Blue Karo, No. 1 1/2, Blue Karo, No. 5, 1 dz., Blue Karo, No. 10, Red Karo, No. 1 1/2, Red Karo, No. 5, 1 dz., Red Karo, No. 10)

Limit. Maple Flavor

Table of Limit. Maple Flavor: Orange, No. 1 1/2, Orange, No. 5

Maple and Cane

Table for Maple and Cane: Kanuck, per gal., Kanuck, 5 gal. can

Maple

Table for Maple: Michigan, per gal., Welch, per gal.

COOKING OIL

Table of Cooking Oil: Mazola (Pints, 2 doz., Quarts, 1 doz., Half Gallons, 1 doz., Gallons, 1/2 doz.)

COOKING OIL

Table of Cooking Oil: Pints, 2 doz., Quarts, 1 doz., Half Gallons, 1 doz., Gallons, 1/2 doz.

Thanksgiving Prayer

To those of us who have known only gladness,
Whose lives have traveled pleasant, peaceful ways,
Whose hearts have never felt the weight of sadness,
Thanksgiving Day is just like other days!
But, oh, to those of us whose feet have wandered
Across the threshold of the house of fear,
When love is swept away, and youth is squandered,
There comes a prayer, when harvest time is near!

There comes a prayer. And this its wistful murmur,
Across the silences of doubt and pain—
“God, make our shaking lips grow braver, firmer,
And help our tortured souls to sing again!
And help us to remember vanished faces,
And help us to remember hands that clung;
And let us thrill to dear, familiar places,
That we have known when all the world was young!

God, let us laugh because of carefree hours,
That filled the past with color and with light;
Let us remember gardens sweet with flowers,
And stars, like silver music, in the night.
Let us remember words that have been spoken,
And other, golden words, long left unsaid—
Let us forget, dear God, that hearts are broken—
Let us remember happiness, instead!”



To those of us who have known only gladness,
Whose lives have traveled peacefully along,
Thanksgiving holds no hint of deeper meaning—
The harvest song is just another song!
But, oh, to those whose weary feet have stumbled,
Whose tired hearts have learned to still their cry—
The courage comes, though they are lonely, humbled—
To thank their God for joys that have gone by!

MARGARET E. SANGSTER.

Big Business Largely Built on Mushrooms.

(Continued from page 20)

Every wakeful man seeks to render it and call attention to his performance, because such men realize that our people want it, will pay for it and that its performance on right lines is highly profitable.

The president of the Illinois Central System puts folders in each dining car which carry his message to his railroad's patrons. This is not merely doing the thing, but putting it on display in the front window. For it is not regarded as sufficient that railroads are exploring the possibilities of highways and airways as feeders to their lines; that upwards of seventy roads operate busses; that over forty operate trucks; that already several have co-ordinated air and rail transportation for passengers; that the railroads own and operate the Railroad Express Agency and that some roads operate steamships, both river and ocean going.

These things are done, but that they be done with greatest advantage to the doers, they must be talked about, pointed out, advertised; for the rich American people have a lot of things crowding on their attention these days, and the shrinking violet has less chance than ever.

Whenever we get to thinking that our business has become too complicated, let me assure you that complication is just beginning. Grocers will have to know more in the future than they know to-day. They will also have to know that they know it. They will then have to tell about it so well that they can—and do—sell it to the public.

Paul Findlay.

Suggests Combination Service For Meat Dealer.

(Continued from page 21)

take the task of requesting and checking references may limit credit to one week, insisting that all bills be paid once a week until the customer has been on the books for six months or more. Losses incurred under this plan should be relatively small.

In granting credit, there is one important rule to keep in mind—that the credit service is intended to be a convenience and not a means of financing the customer's food purchases. Selling food on the installment plan, with no opportunity to retain title to the goods, is a risky business.

These suggestions are intended merely for the information of dealers who are looking for another way to increase their sales and should not be interpreted as advocating credit and delivery. The only conclusion they warrant is this: That the cash-and-carry dealer who needs a larger sales volume may be able to increase his sales and his profits if he offers some form of credit and delivery and then keeps these services under close control.

Everett B. Wilson.

Happiness is the product of many things. Among them is the possession of life's comforts, the education of our children, provision for our elder years, and freedom all along the road.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 13.—In the matter of James B. Winans, Bankrupt No. 3627, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 21. There were no appearances. The trustee's final report and account was approved. An order was made for the payment of expenses of administration and preferred claims, as far as the funds on hand will permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of John Huyser, Bankrupt No. 3948. The funds have been received and the first meeting of creditors has been called for Nov. 25.

In the matter of David A. Kennedy, Bankrupt No. 3957. The funds have been received and the first meeting of creditors has been called for Nov. 25.

In the matter of Arthur Beane, Bankrupt No. 3777. The funds have been received and the first meeting of creditors has been called for Nov. 25.

In the matter of Jesse R. Fish, Bankrupt No. 3945. The funds have been received and the first meeting of creditors has been called for Nov. 25.

In the matter of Bernard L. Maller, and doing business as "slumberland," Bankrupt No. 3959. The first meeting of creditors has been called for Nov. 25.

Nov. 13. We have to-day received the schedules, reference and adjudication in the matter of Julia Purcell, also known as Mrs. Robert Purcell, Bankrupt No. 3960. The matter has been referred to Charles B. Blair as referee in bankruptcy.

The bankrupt is a resident of Fremont, and her occupation is that of a hotel proprietor. The schedule shows assets of \$850 of which the full amount is claimed as exempt with liabilities of \$1,825.89. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Geraldine Riffner, Toledo	-----	\$500.00
Edward B. Jacklin, Fremont	-----	314.00
John Wenner, Fremont	-----	365.00
C. W. Mills, Grand Rapids	-----	57.44
Crandall & Ensing, Fremont	-----	44.66
National Grocery Co., Grand Rap.	-----	40.81
Ed. Vanderwerp, Fremont	-----	17.00
G. Bode & Co., Fremont	-----	10.35
Iver Nelson, Fremont	-----	54.67
General Cigar Co., Grand Rapids	-----	4.85
Dick Pikaart, Fremont	-----	4.85
City of Fremont, Fremont	-----	9.46
Times-Indicator, Fremont	-----	20.00
Charles Coye, Grand Rapids	-----	20.00
Wolverine Spice Co., Grand Rapids	-----	10.80
Geerlings Bros., Fremont	-----	127.00
Old State Bank, Fremont	-----	200.00
Erwin Griswold, Fremont	-----	25.00

In the matter of Davis A. Pearce, Bankrupt No. 3474, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 21. The trustee was present. Several bidders were present in person. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as funds permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Nov. 13. We have to-day received the schedules, reference and adjudication in the matter of John F. Smith, Bankrupt No. 3961. 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 builder. The schedule shows assets of \$375 of which the full amount is claimed as exempt with liabilities of \$4,460.99. 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.

Nov. 13. We have to-day received the schedules, reference and adjudication in the matter of Lee Grose, Bankrupt No. 3962. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Cedar Springs, and his occupation is that of a farmer. The schedule shows assets of \$494 of which \$462 is claimed as exempt, with liabilities of \$1,396. 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.

Nov. 13. We have to-day received the adjudication and reference in the matter of Gerritt Folklinga, Bankrupt No. 3953. This is an involuntary case and the schedules have been ordered filed.

Nov. 13. We have to-day received the first meeting of creditors in the matter of Harry Cramer, Bankrupt No. 3925. The bankrupt was present in person and represented by attorney Willard McIntyre. Creditors were present in person and represented by attorneys Corwin, Norcross & Cook and Central Adjustment Association. One claim was proved and

allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Fred H. Wilcox, Bankrupt No. 3908. The bankrupt was present in person and represented by attorney L. D. Averill. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Nov. 14. We have to-day received the schedules, reference and adjudication in the matter of Milo D. Rathburn, Bankrupt No. 3964. 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 dentist. The schedule shows assets of \$1,075 with liabilities of \$40,166.63. 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.

Nov. 14. We have to-day received the schedules, reference and adjudication in the matter of Jake Hazekamp, Bankrupt No. 3963. 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 \$255 of which \$200 is claimed as exempt, with liabilities of \$837.05. 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.

On this day also was held the first meeting of creditors in the matter of Fred Tober, Bankrupt No. 3935. The bankrupt was present in person and represented by attorney John W. Rody. No claims were proved or represented. Claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Nov. 14. On this day was held the first meeting of creditors in the matter of Albert D. Cullison, Bankrupt No. 3944. The bankrupt was present in person and represented by attorney John W. Rody. No claims were proved or represented. Claims were filed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Frank W. Fox, Bankrupt No. 3940. The bankrupt was present in person, but not represented. One claim was filed. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ben J. Harjer, Bankrupt No. 39313. The bankrupt was present in person, but not represented by attorneys. Creditors were present in person and represented by Grand Rapids Credit Men's Association. Claims were filed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Nov. 15. On this day was held the first meeting of creditors in the matter of Glen Hobeak, Bankrupt No. 3941. The bankrupt was present in person and represented by attorney F. E. Shaw. No claims were proved or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of William Dyke, Bankrupt No. 3939. The bankrupt was present in person and represented by attorney Albion Titus. No claims were proved or represented. No trustee was appointed and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Nov. 15. On this day was held the first meeting of creditors in the matter of Clem Hays, Bankrupt No. 3928. The bankrupt was present in person and represented by attorneys Fox & Fox. No claims were proved or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Nov. 16. We have to-day received the schedules, reference and adjudication in the matter of Fleeckenstein Pump Co., Bankrupt No. 3942. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case. The schedule shows assets of \$29,007.28 with liabilities of \$19,918.61. The first meeting of creditors will be called, note of which will be made herein.

Nov. 16. We have to-day received the schedules, reference and adjudication in the matter of Ray Driscoll, Bankrupt No. 3965. 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 \$300 of which the full amount is claimed as exempt, with liabilities of \$500.65. 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.

Nov. 15. On this day was held the first meeting of creditors in the matter of James B. Timmer, Bankrupt No. 3943. The bankrupt was present in person and represented by attorney E. Hoogsteen. Creditors were represented by attorneys Clapperton & Owen, P. A. Hartesvelt, L. D. Averill, Horace T. Barnaby and by Grand Rapids Credit Men's Association and W. C. Robertson, agents. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. S. C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

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—FINE LOCATION FOR box or crating factory. Unlimited supply of soft-wood bolts. Location, Upper Peninsula. Hamar Land & Lumber Co., Ltd., Chassell, Michigan. 192

FOR SALE CHEAP—Complete assortment of store fixtures suitable for dry goods, ready-to-wear, and grocery store. I. Cohen, Alpena, Mich. 193

FOR SALE CHEAP—100 flat bottom gondola cars, forty ton capacity, steel underframe. Can be used as flat cars by removing sides. HARRY C. LEWIS, 156 Market St., Newark, N. J. 194

FOR SALE—High-class hardware business, showing profit on \$50,000. Supports four people. \$7,000 cash. Whittemore, 1028 State St., Santa Barbara, Calif. 195

For Sale — Up-to-date store, ladies ready-to-wear, and millinery. Best location, low rent, long lease. Will remove fur business. Bolt Fur Co., Lansing, Mich. 196

FOR RENT—One of the finest and best stores, best location in the city of Cadillac. Albert F. Fisher, 421 No. Mitchell St., Cadillac, Mich. 190

For Sale—Good, going, general merchandise store business on U.S. 31. Reason, age. Address No. 191, c/o Michigan Tradesman. 191

TYPEWRITERS; duplicators; adding machines; easy payments. Yotz Co., Shawnee, Kansas. 187

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

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. 189

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. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

Late News From the Michigan Metropolis.

Funeral services for William H. Reid, member of the plumbing firm of Harrigan & Reid, 1365 Baker street, were held at the home on Monday. Mr. Reid, one of the oldest and best known plumbers in Detroit, superintended the installation of plumbing in the city hall in 1870.

Bus service operated by the D. S. R. of this city and the Hydro-Electric Commission of Ontario started Sunday over the new Ambassador bridge over the Detroit river. In addition to the regular day service an all night service is also maintained.

Twenty-three salesmen, winners of a Nation-wide contest, during which each sold more than 3,000 electric refrigerators, were entertained in Detroit last Tuesday by the Kelvinator Sales Corporation. Following a breakfast at the Statler Hotel the men were taken to the company's plant at 14250 Plymouth avenue, where they were entertained at a special luncheon. Among those who attended were George W. Mason, president; H. W. Burritt, vice-president, and Earl Lines, director of advertising. Each of the guests was presented with an emblematic ring. Following a tour of the city the salesmen left for Grand Rapids.

Ray Puffer, former road salesman for A. Krolak & Co., and now manager of the Boston chain store at Milan, was in Detroit this week on a business trip.

The Gould Shoppe, at 10308 Woodward avenue, opened for business last week. The store is one of the finest women's wear shops in the outskirts of the city and is owned and conducted by Gloria and Patricia Gould, both of whom have had considerable experience in the leading downtown stores.

The S. & D. dry goods store is the style of a new store just opened at 5760 John R street.

A new manufacturing concern has been formed with headquarters in Detroit, to be known as the Liquid Cooler Corporation. The company will manufacture and sell liquid cooling devices for both drinking water and beverages. At a stockholders' meeting, held recently, Robert C. Kellogg, the inventor of the cooling unit, was elected president of the concern. Other officers are E. L. Kellogg, vice-president and treasurer and P. Fred Leslie, secretary.

Detroit Council, No. 9, U. C. T., held the first meeting in its new quarters in the G. A. R. building on Grand River avenue Saturday night. That the new location meets with the approval of the majority of members was indicated by the size of the attendance, the largest in years. According to I. Perry Newton, the secretary, plans for a vigorous campaign to increase the membership have been completed. A valentine party will be held Feb. 14.

William Schilke, who forty years ago ran one of the most prosperous meat markets in "Dutchtown," died Sunday at 1617 Baylis avenue, where he lived since his retirement in 1901. He was 78 years old. Schilke's shop was in St. Antoine street, and "Dutchtown" was a now vanished community of German residents, so nicknamed to dis-

tinguish the district from "Corktown" on the West side, where the Irish lived. Schilke came to Detroit as a boy with his parents from Rosenberg, Germany.

Fred Sanders, head of the Sanders confectionery and bakery stores, has announced the purchase of a piece of property at Woodward and Waverly avenues in Highland Park. The site was purchased for the eleventh unit of the chain stores. According to reports other properties have been purchased for the 1930 development plans.

Store No. 11 of the Finsterwald Fin-text clothing stores has been opened at 13725 Woodward avenue.

J. Garfinkel has opened a dry goods store at 8565 Joseph Campau avenue.

F. W. Neverman and F. E. Holbrook were elected to the board of directors of the Arctic Dairy Products Co., at their regular meeting held Monday. Mr. Neverman came with the company in 1921 as salesman and won rapid promotion to his present position as vice-president in charge of service and transportation. Mr. Holbrook joined the company in 1926 as sales manager of the Detroit office. He is now vice-president in charge of general sales. The company conducts eighteen ice cream plants, four condenseries and four retail milk plants in Michigan.

The last trade promotion trip to be conducted in 1929 by the Wholesale Merchants Bureau of the Detroit Board of Commerce will be held in Dearborn Friday, Dec. 6. About thirty wholesalers and bankers will entertain the business men of Dearborn, Wayne and surrounding territory. Customers from the surrounding towns have been invited by the wholesalers.

Automobile production in the Detroit area at the present time is at a low ebb and prospects for an increase, especially this month are not very bright, although certain units at each factory are working. Several of the motor car plants which have been taking inventory have re-opened. None of the factories has been closed for more than two weeks for this purpose.

The small production at the motor plants has brought forth many enquiries regarding the employment situation in Detroit. A survey just completed shows that employment this month is only 1.6 per cent. below the average for the past eight years. As a matter of fact, employment was 11.5 per cent. more than in November, 1927; 11.5 per cent. above 1924, 1 per cent. above 1923 and 32 per cent. above 1922.

Considerable interest is being shown in a new European type car that will be manufactured in this country in the near future. Although it will follow the general lines of a car that is manufactured in Europe, it will be adapted for use in the United States. The car will not be manufactured in Detroit, but the offices of the company will be in this city and the unit will be announced early next year.

Indications are that there will be several new eights on the market in the near future. The coming year also is expected to see cars of more than eight cylinder capacity. However, it is rather doubtful if any of them will be displayed at the motor shows. At

least one of these cars has been fully developed.

A survey of the truck field shows that the majority of the truck manufacturers are looking forward to good business in the coming year. Business in commercial vehicles, especially in the light class, has been excellent during the last eleven months.

Automotive engineers at the various automobile factories are working day and night. This is their busy season, getting new models ready to offer to the public at the annual automobile shows.

James M. Golding.

Recent Business Changes in Ohio.

Cleveland—The National Hardware Co. has moved from 6526 Lorain avenue to 6534 Lorain avenue.

Cleveland—W. B. Greenfield has opened a hardware store at 4505 Pearl road, succeeding J. M. Yasco.

Lynchburg—Wm. Talmadge has succeeded Arthur Cochran in the hardware business.

Madison—I. & J. Hardware has succeeded Kimball Bros. Earl J. Johnson and David S. Ingall are the owners.

Toledo—The George Runkel Co. has opened a meat market at 1256 Dorr street. Roy Rankin will be in charge.

Greenville—A fire in the grocery and meat market of Vance & Son, at 438 South Broadway, caused damage to the amount of several hundred dollars.

Canton—John Korosy & Sons, Inc., who are in the grocery and meat business at Alliance, will open a branch market at Cleveland avenue and 12th street, as soon as remodeling has been completed.

Cleveland—Frank Sylvester will open a grocery and meat market at 1404 Lakeside avenue as soon as the building has been completed.

Dayton—Van Riblet has opened a grocery and meat market at 1201 Hillcrest avenue.

Dayton—Jacob E. Levine, who is in the grocery and meat business at Second and Webster streets, will open a branch market at First and Robert boulevard.

East Akron—The meat market of Stroman & Keiser at 944 East Market street will be moved to a new location.

Mansfield—A. A. Straub has sold his meat market at 131 Lexington avenue to J. C. Arbaugh.

Mansfield—Martin Touby has opened a grocery and meat market at 72 Chestnut street.

Niles—Bud Williams has opened the Robbins Quality market at 533 Robbins avenue.

The Bend—C. W. Vogelsong has opened a grocery and meat market here.

Toledo—C. A. Bellows has sold his grocery and meat market at Douglas and Oak Grove avenues to Verne Dunbar.

Toledo—The Puritan Market has been opened at Upton and Marlowe avenues. Chester Commerow is in charge of the grocery department, while Victor Miller is manager of the meat department.

Toledo—M. Whitney has purchased the Sunshine market at 532 Starr avenue from Frank M. Steele.

West Alexandria—John W. Dafler has opened a meat market in the Swartsel building on South Main street.

Late Mercantile Changes in Indiana.

Converse—Don W. Miller has opened a hardware store here, succeeding the Hunt Hardware Co.

Larwill—H. A. Hayden is remodeling his store building.

Gary—Gary Hardware Co., 1624 Broadway, is now incorporated.

Wolcottville—H. U. Trittippo & Co. have succeeded to the hardware business of the late Frank Sanders.

Columbia City—Jones Hardware Co., Inc., has been incorporated recently.

Grandview—Titus & Lloyd Hardware Co. has succeeded W. C. Griffith.

Fort Branch—O. L. Brenton has opened a hardware store here.

Jasonville—Price's meat market, which has been conducted by Dallas (Jed) Hout, closed its doors recently.

Anderson—The Butcher Boy market will be opened at 1010 Meridian street.

Evansville—W. F. Davidson will open a grocery, bakery, and meat market at 701 Main street as soon as remodeling has been completed.

Hazleton—Maurice Cassidy will open a meat market in the Harrall building.

La Pore—Ed. Reinhart has purchased the grocery stock and meat market of Boyd Grandstaff.

Milford—Earl Wolferman has purchased the Oppenheim store building and will move his grocery and meat market there.

Warsaw—Paul A. Oberli has moved his North Side grocery and meat market directly across the street from his former location.

Sixteen New Readers of the Tradesman.

The following new subscribers have been received during the past week: Carpenter Cook Co., Menominee. Carpenter Cook Co., Ishpeming. Carpenter Cook Co., Iron Mountain. W. M. Tenhopen, Grand Rapids. Thomas Burns, Edmore. Brown & Miller, Allegan. Katherine M. Muck, Colling. Hotel Owosso, Owosso. Denison, Dykema & Co., Grand Rapids. Puritan Oats Co., Keokuk, Iowa. Harlan Box & Lumber Co., Grand Rapids. H. B. Warner, Hastings. Joseph H. Pulliam, New York. Frank C. Branch, Detroit. Thomas R. Hood, Grand Rapids. Chamber of Commerce, Owosso.

The Deadly Combination.

Those twin hazards of the home, polished floors and rugs, continue to produce casualties. A citizen of Columbus died recently from a fractured skull following a slipping rug on a smooth floor. There is no such abomination for old people as this crippling, deadly combination. Wholly unnecessary, it is maintained solely for vanity's sake. Large, heavy rugs are not dangerous. The pretty little one, on the bathroom floor, or in front of a door, is the one that kills or cripples a man every little while.

STRENGTH

ECONOMY

**THE MILL MUTUALS
AGENCY**

Lansing

Michigan

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



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

**The Brand You Know
by HART**

Fancy

Fruits



Quality

Vegetables

**Look for the RED HEART
On The Can**

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

YOUR Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

K C Baking Powder

*Same Price
for over 38 years*

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices!

It will pay you to feature K C

**Millions of Pounds Used by Our
Government**

Mining and The Telephone

A bell clangs, gates crash shut, and the "skip" sinks rapidly into the earth! Tightly packed with stalwart miners, the car drops down the shaft, the hat lamps fade and the bantering voices recede into the darkness. Down, down, down, a mile or more they go, to blast and pick for copper-bearing rock.

Linking these subterranean workers and their companions on the surface is a telephone system, keeping the miners in constant communication with "the top". On each underground "level", a telephone enables the "shift bosses" to receive directions from the superintendent above, or to report particular developments.

As a safety device, the telephone is indispensable.

The far-reaching telephone wireways are partners of mining, not only underground but in the surface plant, in the offices, and between all points in the nation. The copper, iron, salt, oil, and other mining industries of our state utilize the telephone to sell their products, to buy materials and to direct shipping.

Michigan is proud of her mining industry, proud of her position in the production of these minerals. The Michigan Bell Telephone Company is proud to be a partner of this industry and to do its part in aiding its development.

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



MICHIGAN BELL TELEPHONE CO.