

1930 GREETING

The Lord bless thee and keep thee.
The Lord make His face shine upon
thee and be gracious unto thee. The
Lord lift up His countenance upon
thee and give thee peace.

—Number 6: 24-26



**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, DECEMBER 25, 1929

Number 2414

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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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.

Correction Gladly Accorded.

Toledo, Dec. 24—Thank you very much for your letter of Dec. 21, and for the splendid attitude you take with regard to the article in the Tradesman which incorrectly stated the position of our company.

I am attaching a letter addressed to you, and we will very much appreciate your reproducing this communication in the next issue of the Tradesman, giving it the display and location it should have to correct the impression that has been made. This was, indeed, an unfortunate incident, since it has brought us a great many enquiries from other of our jobbing connections asking for an explanation. While, of course, we can make a very satisfactory report to those who give us the opportunity to do so, it nevertheless, has created the wrong impression with those who do not ask.

J. W. Koehman,
President Woolson Spice Co.

WORLD STANDARDIZATION.

A movement to standardize the whole world in all its activities would fortunately be as futile as it would be ambitious. Dull uniformity would be a poor substitute for the national and racial variety which still exists. It would deserve a "So This Is Progress" cartoon. But within limits world-wide standardization is very much to be desired. An example of this kind of standardization is proposed by the American Standards Association, which forecasts international co-operation in the setting up of standards for machines, tools, materials and industrial products.

Both the American exporter and the European consumer will be benefited by an arrangement which makes it possible for minor parts of a machine, for instance, to be replaced promptly instead of having to be ordered from this country. The immense volume of American exports such as machinery, automobiles and other mechanical products renders such an arrangement extremely useful.

Apart from direct benefits of this kind, the co-operation of American and European standardizing bodies

should be of value in the exchange of ideas and in a general paralleling of effort. These results will doubtless flow from the organization of the International Standards Association, in which nearly a score of nations is represented.

If as much can be accomplished internationally in the direction of wise standardization as has been accomplished in this country during the past decade, the saving will richly repay the effort put forth. Few persons are aware how much was achieved in this way under the advice and direction of Mr. Hoover as Secretary of Commerce. Fantastic multiplication of kinds and styles of various articles was greatly reduced without injury to the usefulness or the attractiveness of the article.

THE NEW RUBBER PLANT.

Apparently there are two principal methods of making monumental discoveries. One is to fall over them while looking for something else, as Columbus discovered America and the ancients discovered the secret of glass-making. The other is to go looking for them as you might look for a needle in a haystack, it being firmly presumed that the needle is there if one will look long enough. In the latter manner Mr. Edison is on the trail of a synthetic rubber, cheap and plentiful enough to compete with the natural output of the gum trees. According to latest reports, he has found it at last in the goldenrod, the sneeze-laden glory of the fields, whose only previous justification for existence was its colorful contribution to the dying days of summer.

Imagination roams high, wide and handsome around the newly appointed rubber plant, to speculate in what manner it will be reincarnated in an automobile tire or a pair of shock-absorbing heels. Will Mr. Edison boil and distill its golden blossoms or will he raise trees of goldenrod and tap their trunks for the precious juice? Will he make pulp of these yellow weeds and by some alchemy of chemistry inspire the result with the stretch and snap and toughness of rubber? Will he emulate the pork packers, who make use of all of a pig save the squeal, and find a profit in everything of goldenrod except the sneeze?

Other questions haunt the imagination with an ominous possibility. Is Mr. Edison about to establish great goldenrod plantations, to become the Bad Lands of the hay fever season? Is there to be a Sneeze Belt across the country wherever climate and soil are favorable to the yellow rubber plant? And if so, is not this too great a price to pay for progress and independence from the British rubber trust?

Our real home is our mind.

THE NATION'S INCOME.

The steady rise, without sharp business booms or slumps, in the standard of American living which has been observed over a period of years has been reflected in "a gradual shift in the occupations of the people," Secretary of Commerce Lamont remarks in his annual report. "The proportion engaged in the production of necessities of life has steadily fallen, more and more labor being set free to produce advanced commodities and services."

Yet with the progress made in providing comforts, conveniences and facilities for increasing leisure—all promotive of advancement in health and spiritual welfare—there has been increase in farm incomes and in buying power of the dollar. Factory employment, for a time declining, is again on the up-grade to supply the growing demand for facilities and service which have become virtually necessities.

Secretary Lamont's report gives added authority to a statement of the National Bureau of Economic Research that since 1923 the average annual income of the people of the United States has progressively increased at the rate of nearly \$3,000,000,000 a year. The total realized annual income of 1928 is put at \$89,419,000,000, which compares with \$65,494,000,000 in 1919 and \$29,605,000,000 in 1909. The advance has been uninterrupted save in 1914, the year of the beginning of the kaiser's war, and in 1921, the year of post-war deflation.

A gratifying feature of the statement is that wage earners' and salaried workers' incomes showed an increase greater than that of entrepreneurs as compared with the respective incomes in 1922. If such were needed, here is evidence that the poor are getting richer along with the rich.

TO MAKE PERJURY UNSAFE.

Perjury is increasing, but convictions for perjury are far from numerous. This statement is made by a district attorney in the current issue of the Panel in an article in which he does not stop with discussing causes but suggests what should be at least a partial remedy.

To prove that one has committed perjury is very difficult. The fact that a witness has made statements inconsistent with those he makes on the stand may not be enough. In the first place, the previous statements must have been made under oath and in writing. But even when these conditions have been fulfilled the jury must find that the testimony which the witness has given at the trial is false. Thus the law itself carefully provides a large loophole for the perjurer.

Having made the proof of perjury difficult, the law proceeds to make con-

viction hard by imposing so severe a penalty that juries often refuse to return a verdict of guilty.

To meet the objection of unconstitutionality the district attorney proposes, so to speak, to create a crime—the crime of false swearing. In perjury the false testimony must be material. In false swearing it need not be material. Perjury is a felony. False swearing would be a misdemeanor.

THE BIRTHRIGHT.

After a period of doubt and experiment with new notions, science seems to be returning to heredity as the fundamental determinant of ability. Recently a professor from Germany found proof to his own satisfaction that talent is born and not made and that hard work and experience add little to the native birthright of the individual.

There is an opening for a sort of scientific fatalism in this doctrine, unless it be qualified by other facts. It is certain, for example, that though no silk purses are made from sows' ears, it is quite possible that excellent material may go sadly to waste by neglect. It is likely, moreover, that native talent is rarely developed to its full power, and certainly it can never be so without the hard work and experience which the pessimistic professor makes of so little importance.

But it seems reasonable to suppose that men do rise a little by tugging at their own shoestraps, or else there would be nothing to account for progress except some beneficent series of lucky accidents. It may be only a fractional advance which each generation or century or epoch makes, and history seems to say so. But somehow the birthright of humanity does change, and presumably for the better.

A LOAF OF BREAD.

In this, the greatest wheat country of the world, the per capita consumption of bread is half a loaf a day. In England and France it is a whole loaf. If and when the three-million-dollar advertising campaign shortly to be inaugurated by organized American bakers puts the American per capita use of bread on a par with that of England and France, one, at least, of the major economic problems of the American wheat belt will be solved. Conceivably, Congress could break the back of the farm bloc if unbiased thought were given to devising ways and means of increasing bread consumption instead of fussing and fighting over farm subsidies. With domestic bread consumption doubled, the bugbear of foreign competition with our surplus wheat would evaporate into thin air. Florists through competent publicity have raised their industry to affluence. So have the candy makers. Why not the bakers?

Removing Prejudices To the Minimum.

Good resolutions have been and will continue to be the habit of mankind wherever the first day of January is observed as the opening of a new year. Some people have suggested that the best resolution for the new year should take the form of a firm determination to abstain from indulging in the common practice of doing what this editorial has set out to do. But despite the value of such a suggestion I prefer to stay with the crowd that makes new year resolutions rather than train with the aristocracy of abstainers from the common practice. However, I sympathize with the idea of an economy of resolutions. A preacher once delivered a sermon with so many heads that he couldn't find ears for them. Resolutions, likewise, may be so numerous that they lose all the values they were intended to conserve. Therefore I shall make but one resolution for 1930.

A clinic in understanding was conducted in Fairfield, Conn., a year or so ago by fourteen representative Protestant citizens and one Catholic priest to discover if possible what real basis there is for the common prejudice of Protestants against Catholics and Catholics against Protestants. But before the clinic began great care was exercised in selecting men and women whose sympathies were stronger than their antipathies. And this was done to insure the success of the clinic because the promoters knew that religious prejudice can be resolved only by sympathetic understanding. Nothing was done to soft-pedal the prejudices. These were registered with the utmost frankness and freedom. But all who took part in the clinic were eager to get at the truth, even if the truth should knock their pet prejudices into a cocked hat. It was therefore a clinic in sympathetic understanding, and its results were of much value.

Possibly religious prejudice is the most obstinate of all the prejudices which afflict society. This is not altogether to the discredit of religion nor to the human race. Our religious beliefs become convictions and are therefore not easily set aside. Even war, the very antithesis of religion, has been carried on in the name of religion and for the reason just mentioned. We hold the value of our religious convictions like we hold the superlative value of human life as compared with all material possessions. When a house is burning, firemen will run greater risks to rescue a tiny baby lying asleep in its cradle than they will to save from destruction the most costly works of arts that adorn the drawing room or the studio. When messengers brought King David the news that the Israelites had won a great victory, his first

question was, "Is the young man Absalom safe?" When he was told the truth and David knew his son was dead, nothing else mattered. While, however, this depth of our religious convictions must be recognized, we are not to forget that only sympathetic understanding will remove or reduce religious prejudice. And sympathetic understanding is possible only as the fine art of putting oneself in the place of another is intelligently and emotionally practiced. It has been said that Abraham Lincoln had a sympathetic understanding of human slavery which fitted him to be the emancipator. The evils of slavery were registered upon the very heart of Honest Abe! He put himself so vicariously into slavery that when the lash fell upon the back of a slave he recoiled. It is by the cultivation of sympathy in this sense that true understanding will come to men as they frankly face their racial, political, industrial, religious, and even personal prejudices.

Therefore, I am resolved to cultivate a sympathetic understanding and an understanding sympathy both intensively and extensively during the year that looms ahead of us. And I am resolved upon this because nothing else is so vital and fundamental. In all the relations I bear to my God, to my neighbor, to the universe of which I am a part, to myself, sympathetic understanding is essential if I ever get to know the true God, my real neighbor, and not some caricature of him, the world of nature, and my own innermost being. Scientific knowledge has its part to play in all the regions just mentioned. Theology, sociology, psychology, and all the natural sciences help me to understand my fourfold universal relationship. But mighty as science is it is not almighty. Spell it with a capital S, if you will, yet science has essential limitations which prevent it from giving me the vital knowledge of eternal realities. No man ever yet experienced friendship by studying anthropology. Friendship is the rich and luscious fruit of sympathetic understanding.

But sympathetic understanding does not grow without cultivation. It is easy to say, "I am resolved." That may be a mere impulse stimulated by the dawning of a new year, or it may be the automatic registration of an old habit. It is the determined effort that counts after the mind is made up. Prejudice grows like weeds in the dirty soil of ignorance. It requires no effort to produce a crop. But sympathetic understanding must be cultivated in season and out of season. The good resolution which I am making to-day will utterly fail to make me a true brother to every man and a citizen of the world unless I suit the action to the words and begin

systematically to enlarge the area of my sympathies and extend the borders of my understanding.

To this end I am resolved to approach all my prejudices this year with a view to reducing them to the minimum or removing them altogether. I am determined to deal faithfully with my antipathies inherited from a long line of Protestant ancestors and to make a more sympathetic and sustained effort to arrive at the truth about Roman Catholicism. My mind is made up to seek a more sympathetic understanding of both fundamentalism and modernism, and in the meantime I refuse to be personally bitter toward advocates of either side. In regard to the wet and dry issue my personal sympathies all run strongly and deeply with the steady current of prohibition, but I have decided not to be blind to the faults of the Volstead act and to the injustice of the present methods of enforcement if such exist. I am an intense hater of war. I regard it as the colossal crime of the nation, and I look upon warmakers as the arch enemies of God and man. But I am resolved to study sympathetically the present reaction of the nations toward the strengthening of defensive forces on sea and land and in the air that I may be able to appraise more fully the current urge for extensive military training in the United States.

In all this determined effort to soften antipathies and enrich sympathies I am resolved not to lose for a moment my keen sense of ethical standards. The Lord, whose I am and whom I serve, was sympathy incarnate and knowledge omniscient. Jesus knew God and man and nature and himself perfectly because his sympathetic understanding was complete. And yet he was a flaming judge against hypocrisy, the love of money, racial and religious snobbery and everything else that make men less than children of God and society less than the kingdom of God. I am resolved to follow Him, my Example, my Inspiration, and my dynamic Redeemer. John A. Earl, D. D.

Deny Rayon Price Cut Rumors.

While declining to commit themselves so far ahead as April 1, leading rayon producers reiterate their previous statements that no price reduction is imminent. Rumors of such a reduction have been persistent in the consuming trades for several weeks. The price uncertainty is reflected in the slowing down of advance business. Several of the leading producers, however, will go into the new year with a substantial backlog of orders. Concessions on substandard yarns are noted, with the available supply larger.

Cream Tartar Baking Powder.

Cream Tartar ----- 2 lbs.
Soda Bicarb ----- 1 lb.
Powd. Starch (corn) ----- 3/4 lb.
Mix well, and keep in dry place.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Warning of a new counterfeit \$100 Federal Reserve note is given in a letter sent by the Treasury Department, Dec. 18, to all Federal Reserve banks. The Treasury describes the counterfeit as follows:

\$100 Federal Reserve Note (Old Issue)—on the Federal Reserve Bank of New York, Philadelphia, Cleveland, or San Francisco; check letter "A"; face plate number 4; back plate number 25; (check letters and plate numbers vary). Specimens at hand bear the following signatures: 2-B, New York, John Burke, Treasurer, Carter Glass, Secretary; 2-B, New York, John Burke, Treasurer, W. G. McAdoo, Secretary; 3-C, Philadelphia, John Burke Treasurer, W. G. McAdoo, Secretary; 12-L, San Francisco, John Burke, Treasurer, D. F. Houston, Secretary; 4-D, Cleveland, Frank White, Treasurer, A. W. Mellon, Secretary. Portrait of Franklin.

This production is exceptionally dangerous and is printed from finely etched photomechanical plates. One of the earlier circulars describing this note states that it is printed on bleached genuine paper. It since has been determined that the note is printed on a manufactured paper very similar to the genuine. However, the silk fiber in the counterfeit seems to be slightly finer than that in the genuine, and not as curly.

On the face of the counterfeit, at the top of the medallion, which is executed with a background of cross-hatch lines drawn horizontally and perpendicularly, the outer edge is rough and finely serrated, where the lines terminate, and the oval background is without the encircling hair line to even out the rough border caused by projecting cross lines. The face of the note has an ash gray tone, while the back is printed in bright grass green.

Underneath the portrait, in the legend, the upturned shaded flange leans to the right of the letter "R" in the word "HUNDRED" until it contacts with the lower right formation of the letter. In the genuine this flange does not touch any part of the letter.

At the top of the note in the counterfeit the shaded dot in the final "A" in "AMERICA" is nearly rounded, while in the genuine this dot has a semi-circular formation, with the top showing a flat surface.

In the genuine note, the imprint of the numbering block will show through the paper on the back. In the counterfeit the numbering is not visible from the back unless the note is held up to the light.

A period instead of a comma is etched after the word Washington in the legend on the back of the counterfeit.

This counterfeit will deceive even the wary handler of currency, and great care should be exercised in examining notes of this denomination.

He is an eloquent man who can treat humble subjects with delicacy, lofty things impressively, and moderate things temperately.—Cicero.

What Happens When Farmers Are Marooned.

When men of to-day are not patting themselves on the back because of their wonderful achievements and progress, some one else is doing it for them. There are at least two reasons why this is done: First, arrogant or undue boasting; second, for gain, either financial or otherwise.

This cheerful belief that man is constantly extending his dominion over nature and his environments for greater happiness and profit occasionally gets rude jolts.

In July we confidently expect that cooler weather will come in due time. During the unusually long drought of the past summer we were confident of abundant rains in autumn, but the torrential rainfalls did not come soon enough to enable farmers to successfully consummate their plans. Hence many a prospective wheat field was not plowed because no team, tractor or plow was equal to the task of breaking up field pavements, and there is in our State no irrigation system to dissolve the blocks of soil and prepare fields for reception of seed.

Strangely enough, in spite of the greatly reduced acreage of wheat for next year's bread, the price of wheat fell to a point which affords the farmer enough for sixty pounds of wheat to buy six pounds of crackers.

January weather in November and February and March weather in December found farming communities not all equipped to overcome conditions. When a glare of ice covered the roads there were no sharp shod horses on the farms. Why? Auto trucks deliver coal, lumber, cement, fertilizer, stock feeds and other commodities to farmers. They come and haul his hay, grain, straw, milk, cattle, sheep, hogs and anything else he has not equipment or time to haul himself. With a gasoline engine, tractor or electric power he grinds feed for livestock and saves time, travel and other expense of going to a feed mill. Horses, wagon or sleigh seldom are used to go to town. The auto has saved the farmer the need or expense of keeping one or more well shod teams ready for the road.

With the crossroads postoffice and general store, a blacksmith shop was usually not a great distance from the farms. With them it has vanished and in emergency the village or city shop is miles away. But the number of necessary trips to town are not lessened, even if the truck man does all the farmers' hauling. So often repairs and parts for farm machines and implements must be had at once. Breakage often come unexpectedly.

At short intervals the farmer's wife must have bread, meat, vegetables, fruits, cheese—even butter when milk is sold—and various other things for the table, which once were produced on the farm. Icy roads, deep mud and snow blockades seriously interfere with definite plans for trips to town.

On milk routes it is absolutely necessary that communication between farms and the nearest shipping point be regularly maintained. But there are times when only the most powerful

truck can make the trip, and then at points men with shovels must be there to help make a passage or a tractor must be near at hand to help a truck back to the center of the highway. And, of course, at such times the rural telephone lines are usually out of order, so that help cannot be summoned nor farmers plan to co-operate in breaking roads. If so, there are township owned road scrapers and tractors which can be used.

When rural mail carriers' routes were twenty-six miles long and a horse was used there was more chance of rural mail delivery than now, with autos and the routes lengthened from thirty-six to forty miles. If certain parts of the route are impassable the entire rout may fail of service, because the carrier is not obliged to change to foot or horseback, as once he would have been obliged to do. The patrons must provide a passable road or go without their mail, which all goes to show that we are often as helpless in the face of adverse weather conditions as we were before we had so many things to back up our boasting about triumphing over nature and our environments.

In every age and in most conditions men have been able to obtain necessities and comforts not offset or outweighed by the utmost care, watchfulness, exhausting toil, complex plans and vigor of prosecution.

E. E. Whitney.

Holland Is Not a Dutch City.

Holland, Dec. 24—Gilbert Haan, born, reared and educated in Grand Rapids, is a resident of Holland. He was the son of Timothy Haan, deceased, remembered by old residents as a collector of taxes during a score of years in the old third ward.

Gilbert Haan was the proprietor of a drug store located in the Thayer building, corner of Monroe avenue and Michigan street. Twenty-three years ago he sold his store and moved to Holland and again engaged in the drug business. Seven years ago, having accumulated a competency, he retired from active business and now spends well earned leisure in this city or in California, as fancy may dictate. "By many," Mr. Haan remarked, "Holland is considered a Dutch city. Although the city directory is crowded with Dutch names, comparatively a small number of natives of the Netherlands reside within its borders. The old Dutch families of eighty-two years ago have disappeared. Their descendants, born in the United States, are in every respect Americans. There has been no immigration from the Netherlands to Michigan during the past fifty years. The population of Holland is largely American. Nine-tenths of the 18,000 people of this region were not obliged to apply to the courts for admission to citizenship. The foreign element of the city is very small."

Manager Leland has decorated the Warm Friend Tavern elaborately for the holiday season. Vast quantities of mistletoe and hundreds of electric lights give the dining halls and lobby a most cheerful appearance. The dance halls and banquet rooms are liberally patronized. Arthur Scott White.

Carbolic Healing Salve.

Carbolic Acid2 drs.
Lanolin1 oz.
Resin Cerate4 ozs.

Melt together and stir until cool.
This is an excellent salve for old sores.



TAKE CARE

Care for your family and your property. They're what you care most about, aren't they? . . . You are here to look out for them now, of course. But you will want to arrange for someone to look out for them later on, and in a measure take your place. This is only common prudence.

We are taking care of the property and families of many men who have named us Executor and Trustee under their Wills . . . Why not let us do it for you? We have the knowledge, the experience and the organization.

The MICHIGAN TRUST Co.
GRAND RAPIDS

MOVEMENTS OF MERCHANTS.

Mt. Pleasant—The Cut Rate meat market of N. D. Gover on South Main street was damaged by fire.

Detroit—The grocery and meat market of Fred Clapp, at 4060 Brooklyn street, was recently damaged by fire.

Detroit—H. N. Scofield has moved his grocery stock from 8303 to 8410 Calahan avenue and has there added a meat department.

Detroit—The American Electrical Sales Corporation, 425 Book building, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Kalamazoo — Theodore Eisenberg, dealer in shoes at 123 Portage street, is offering to compromise with his creditors at 60 per cent., payable half cash and the balance in twelve monthly payments.

Detroit—Raymond's, 113 State street, has been incorporated to deal in hardware, general merchandise, groceries, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Pontiac—Phil's Cut Rate Stores, 1 South Saginaw street, has been incorporated with an authorized capital stock of \$25,000 common and \$10,000 preferred, \$24,000 of which has been subscribed and paid in.

Detroit—The Menco Shop, 630½ Woodward avenue, has been incorporated to deal in men's clothing and furnishings, with an authorized capital stock of \$5,000, \$2,250 of which has been subscribed and paid in.

Detroit—Gay Frocks, Inc., 40 West Grand River avenue, has been incorporated to deal in women's apparel at retail, with an authorized capital stock of \$5,000, \$1,200 of which has been subscribed and paid in in cash.

Detroit—W. H. Anderson, Inc., 47 West Seven Mile Road, has been incorporated to deal in machinery, fixtures, etc., with an authorized capital stock of \$10,000, \$2,500 of which has been subscribed and \$1,000 paid in in cash.

Lansing—The Harvey Drug Shops, 700 West Barnes avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Letetia Ryan Apparel Shop, 124 Madison avenue, has been incorporated to deal in women's apparel, hosiery and jewelry with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The United Parts Corporation, 4145 Cass avenue, has been incorporated to deal in auto parts and accessories, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,500 paid in in cash and \$6,000 in property.

Hamtramck—The Hamtramck Sugar Co., 10324 Conant avenue, has been incorporated to deal in groceries, food products and sugar at wholesale and retail with an authorized capital stock of \$30,000, \$3,000 of which has been subscribed and paid in.

Detroit—The J. H. Trafton Commercial Co., 2940 Hendricks street, has been incorporated to conduct a department store with an authorized capital stock of 3,600 shares at \$10 a share, of which amount \$36,000 has been subscribed and paid in.

Pontiac—The Budd-Willer Jewelry Co., Inc., 43 South Saginaw street, has been incorporated to deal in jewelry, optical goods and allied merchandise with an authorized capital stock of \$15,000, \$6,100 of which has been subscribed and paid in in cash.

Manufacturing Matters.

Detroit—The Harmon & Braun Co., 4224 West Warren avenue, manufacturer of machinery for making ice cream, etc., has changed its name to the R. F. Harmon Co.

Escanaba—The Sawyer-Stoll Timber Co., has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Peerless Egyptian Cement Co. has changed its name to the Peerless Cement Corporation.

Flint — The Flint Structural Steel Co. has increased its capital stock from \$150,000 to \$250,000.

Detroit—The Burroughs Adding Machine Co., 6071 Second boulevard, has merged its business into a stock company under the style of Burroughs Machines, Ltd., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Croswell—The Farmers Milk Co. has been incorporated to manufacture butter and deal in milk, etc., with an authorized capital stock of \$10,000, \$3,550 of which has been subscribed and paid in in cash.

Manistique—The Brown Dimension Co. has been incorporated to deal in lumber and forest products, with an authorized capital stock of 10,000 shares at \$10 a share, \$100,000 being subscribed and \$10,000 paid in in cash.

Lansing—Joseph M. Smith, manufacturer and dealer in heat regulating systems, has merged the business into a stock company under the style of the Smith Heat & Pressure Systems, Inc., 214 South Washington avenue, with an authorized capital stock of 25,000 shares at \$1 a share, \$25,000 being subscribed and paid in in property.

Detroit—The Standard Plating Co., 948 East Lafayette street, has merged its business into a stock company under the same style with an authorized capital stock of \$11,200, all of which has been subscribed and paid in in cash.

Detroit — The Industrial Iron & Steel Co., 9150 Greenley avenue, has been incorporated with an authorized capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and paid in in cash.

Detroit—The Leonard Cookie Co., 10518 Plymouth Road, has been incorporated with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in, \$3,000 in cash and \$3,000 in property.

Detroit—The Liquid Cooler Corporation, 6527 Russell street, has been incorporated to manufacture and deal in liquid cooling devices, with an author-

ized capital stock of 20,000 shares at \$10 a share, \$33,200 being subscribed and \$20,450 paid in in cash.

Fremont—At a special meeting of the stockholders of the Fremont Canning Co., held Dec. 18, it was decided to increase the preferred stock from \$200,000 to \$300,000 and the common stock from \$400,000 to \$700,000. The immediate purpose of this action is to provide for the refunding of \$125,000 preferred stock, now outstanding, which matures Jan. 15, 1930.

Furnishes Book Wrappers To School Children.

At a small expense, George Harrell Eastern grocer, every year contacts with more than 2,000 school children and succeeds in impressing them with his name and business. From 3:30 to 5 o'clock in the afternoon of a day just after the opening of the school, he distributes to every child who calls at the store enough wrappers to cover all his school books. The wrappers bear spaces in which the name of the book may be written as well as the name and address of the child holding it and the name of the school he attends. In a box appears copy advertising Harrell's store and his merchandise. Several other times during the year he distributes wrappers too—just after Christmas and in the spring.

Capitalizes On Football.

S. W. Dudley, 712 Fourteenth street, Birmingham, Ala., capitalizes on the public's interest in the fall season. Last year he installed a radio with an exceptionally loud sopeaker. Every Saturday afternoon the Dudley establishment was the favorite rendezvous of the neighborhood who gathered around to listen to the running description of the games by the radio announcers. They seem to prefer coming to the store to listen with their friends than to go home and listen in on their own radio. Because of the special service rendered, the listeners made many purchases. Any grocer can adopt this plan to step up his sales.

Fear Glut of Spring Ensembles.

So much attention is being given here to the production of ensembles for Spring that the more conservative members of the trade are becoming worried about prospects of an over-supply. Fully 70 per cent. of the merchandise being produced in the coat and suit field for the new season consists of these models, one trade authority estimates. A number of manufacturers are taking them up for the first time. It is in this quarter that trouble is expected unless their efforts are concentrated on a few numbers, for, due to the difficulties involved in getting these garments to fit properly, retailers are apparently loath to experiment with new lines.

Expect Gain in Women's Woolens.

Efforts aimed at developing a greater style interest in women's wear woolens, particularly from the retail end, are expected to be reflected in substantially improved demand with the turn of the year. Mill executives believe the increase will make up for the slow buying which has charac-

terized the last four to six weeks. Tweeds, face-finish coatings, and light and medium weight worsteds are types for which the outlook is considered particularly good. Competition is keen in these particular types, but serious overproduction has been guarded against by holding stocks to a minimum.

Women's Styles Aid Dress Suits.

Consumer demand for men's evening dress this season promises to be the best in years, despite the stock market crash. Calls from retailers during the pre-holiday period have been numerous, the demand covering full dress suits as well as Tuxedos. A factor in the better business in the former is that younger men are more inclined toward the formal tail coat than for some time past. The general situation was said to reflect an accompanying trend toward longer and more formal evening dresses in women's styles.

Sends Night Letters.

Campbell's Cash Grocery at St. Joseph, Mr., brought in exceptionally fine results by an unusual advertising stunt. A "red-hot" advertising circular was sent to the store customers in an envelope which looked practically the same as that used by Western Union and Postal Telegraph to deliver telegrams. On the face of the envelope there was a liberal application of blue ink and the words "Night Letter: Pay No Charges. Contains Important Message." The circulars were devoted entirely to price quotations, and the prices were attractive bargains.

Lingerie Show Is Postponed.

The annual style show of the United Underwear and Lingerie League of America, which was to have been held on Jan. 29 at the Hotel Astor, New York, has been postponed until next Fall, it is announced by Executive Chairman M. Mosessohn. The new date has not yet been chosen. The reason for the postponement is that it is the executive committee's opinion that Fall is the better time to put on a display of this kind. Three previous shows have been held, the last one early in 1928.

Eight New Readers of the Tradesman.

The following new subscribers have been received during the past week: Henry J. Hartman, Grand Rapids. T. E. Gibbons, Grand Rapids. R. H. Stormer, Suttons Bay. H. O. Joseph, Lake Worth, Florida. Willis Judson, Big Rapids. P. J. Houbener, Sand Lake. H. D. Weaver, Fennville. Mrs. C. M. Nichols, Dorr.

Sells Pickles in Fish Bowl.

Frank Christian, Indiana grocer, has sold a large number of 900 size sour pickles by filling a large glass fish bowl with them, placing it conveniently near the door, marked at 5c each. Children especially are very fond of these and out in plain sight, they have sold fast. He has displayed the 1200 size sour pickle in the same manner with the same great success. Mr. Christian uses sheets of butter paper to wrap the pickles.

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—With the suspension of the auction sales in London, Colombo and Calcutta until after the Christmas and New Year's holidays, no change is noted in the tea market, nor is any of importance expected until after the first of the year. A rather tepid interest is shown in the useful grades of Ceylon, Indian and Java teas. Other kinds are featured by holiday dullness and prices all the way along continue on the same quotable basis as heretofore.

Canned Vegetables—In a week marked by uniformly light trading canned foods undergo few variations of importance and the position of the market as a whole remains essentially unchanged. Grocers and jobbers have completed their purchasing for the year and enter the market as buyers only when a particularly choice bargain is offered or when they see an actual need to be filled, which is not often. Tomatoes are a little stronger in tone. In corn the market continues quiet. Pack statistics which came out a short time ago showing the total United States production for 1929 to be 17,486,744 cases of No. 2 tins, while larger than generally expected, has so far not caused any great weakness to develop. There has been some price shading as the result of this disclosure.

Canned Fish—The advance in Maine sardine prices, which was attempted by the association, has on further consideration of the packers been indefinitely postponed, according to advices received here in the past few days from several leading factors in the industry. However, the market appears to be in healthy shape and indications point to a possible advance of reasonable proportions sometime in January.

Dried Fruits—Jobbers and wholesalers here agree that stocks of all dried fruits on the spot are exceptionally light, and this causes them to be optimistic regarding the coming year. The limited quantities of holiday lines on hand is particularly noticeable and it is felt by some operators that after the turn of the year, even though there is a slow demand, prices on some of these items will advance. Continued heavy detention of figs by the Government inspection officials reduces the prospective supply of the commodity. Offerings of figs at present are very sparing and prices are firm at comparatively high levels, when values of other dried fruits are considered.

Salt Fish—The situation is entirely unchanged since last week, with quotations showing no variation since then. Demand is seasonably poor. Stocks are light, however, and the market appears in healthy enough shape. Fat mackerel are scarce at primary markets. In Nova Scotia they are almost cleaned up.

Nuts—Practically the only weak spot in nuts in the shell is the Brazilian market, in which there has been some recent price shading. Almonds are quiet but firm. French and Sorrento

walnuts are scarce, as are the better grades of pecans, and all kinds of filberts. In the shelled nut list, new crop Bordeaux walnuts hold the center of interest. Good Bordeaux halves were scarce and are quoted at 75¢@85¢ per pound. The primary market abroad has advanced sharply during the current week. Black walnut meats have been coming in from the farmers very slowly this season. The spot market is practically bare, with only limited quantities available.

Pickles—Trading in pickles in the local market is quiet, even in fancy bottled goods that should sell well during the Christmas holidays. Dills and gherkins in salt continue to come in from Holland and Czechoslovakia, selling at prices somewhat lower than those on the domestic product. In the Middle West reports indicate a strong market, with prices firm and demand good.

Rice—The market in the South is reported stronger on blue rose and fortunas. However, no particular activity was apparent either there or in the local market, both domestic and export demand remaining quiet. Quotations here were unchanged and prices are practically the same throughout the list as they were a week ago.

Sauerkraut—Sales continue fair, though cabbage is being shipped from the South. Prices remain steady at previous quotations.

Vinegar—The market is stagnant with prices stationary. In the Middle West an advancing tendency is noted.

Review of the Produce Market.

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

Bagas—\$1 for 50 lb. sack.

Bananas—6¢@6½¢ per lb.

Beets—\$1.50 per bu.

Brussels Sprouts—26¢ per qt.

Butter—The market is 3¢ higher than a week ago. Jobbers hold prints at 43¢ and 65 lb. tubs at 41¢.

Cabbage—\$1.40 per bu. for white and \$2.25 for red.

Carrots—75¢ per doz. bunches for Calif. grown; \$1.25 per bu. for home grown.

Cauliflower—\$2.50 per doz. for Calif. Celery—40¢@60¢ per bunch.

Celery Cabbage—\$1.20 per doz.

Cocoanuts—90¢ per doz. or \$6.50 per bag.

Cranberries—Late Howe commands \$4.50 for ¼ bbl. and \$8.50 for ½ bbl.

Cucumbers—\$2.35 per doz. for Ill. grown hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.25

Light Red Kidney ----- 6.75

Dark Red Kidney ----- 7.50

Eggs—The market is 2¢ per doz. higher, both on fresh and candled. Local jobbers pay 47¢ for strictly fresh hen's eggs and 37¢ for pullet's eggs. Cold storage operators are offering their holdings as follows:

XX April ----- 44c

X ----- 38c

Checks ----- 35c

Egg Plant—20¢ apiece.

Garlic—23¢ per lb.

Grape Fruit—Fancy Florida or

Texas stock sells as follows:

No. 46 ----- \$5.50

No. 54 ----- 6.00

No. 64 ----- 6.00

No. 70 ----- 6.25

No. 80 ----- 6.25

No. 96 ----- 6.00

Choice, 50¢ per box less.

Grapes—Calif. Emperors are held at \$2.25 per lug for choice and \$2.50 for fancy; sawdust lugs, \$3.

Green Onions—Shallots, \$1.10 per doz.

Green Peas—\$4.75 per bu. for Calif. grown.

Lemons—The price remains the same.

360 Sunkist ----- \$15.00

300 Sunkist ----- 15.00

360 Red Ball ----- 15.00

300 Red Ball ----- 15.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ----- \$5.50

Imperial Valley, 5s, per crate ----- 6.00

Hot house grown, leaf, per lb. ----- 12c

Limes—\$1.50 per box.

Mushrooms—75¢ per lb.

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

120 ----- \$5.50

126 ----- 6.00

150 ----- 6.50

176 ----- 6.75

200 ----- 7.00

216 ----- 7.25

252 ----- 7.25

288 ----- 6.50

Floridas are held as follows:

100 ----- \$4.75

126 ----- 5.00

150 ----- 5.25

176 ----- 5.25

200 ----- 5.25

216 ----- 5.50

252 ----- 5.50

Onions—Home grown yellow, \$1.75 per 100 lb. sack; white, \$2.25; Spanish, \$2.50 per crate.

Parsley—50¢ per doz. bunches.

Peppers—Green, 90¢ per doz. for Calif.

Pineapples—Cuban are held as follows:

No. 16 ----- \$4.00

No. 18 ----- 4.50

No. 24 ----- 5.75

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 ----- 16c

Heavy Roasters ----- 23c

Light broilers ----- 18c

Old Toms ----- 20c

Young Toms ----- 27c

Hen Turkeys ----- 25c

Ducks ----- 16c

Geese ----- 14c

Radishes—60¢ per doz. bunches of hot house.

Spinach—\$1.85 per bu.

Squash—Hubbard, \$5 per 100 lbs.

Sweet Potatoes—\$1.75 per bu. for kiln dried Tenn.

Tomatoes—\$1.50 for 6 lb. basket, Florida stock.

Turnips—\$1.40 per bu.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 17c

Good ----- 14c

Medium ----- 12c

Poor ----- 10c

Encourages Self-Service.

"Sometimes it is a mighty slow process to get customers in rural sections to use self-service baskets," says W. A. Bragg, a Maine grocer, "but it can be done by using tact and diplomacy." Mr. Bragg used a novel method to encourage the use of these baskets at one of his sales. Tied to each basket in the basket rack was a small tag on which was printed: "One Chance for the Grand Prize, One Barrel of Flour. Given Away Free Saturday. This is to Introduce Our Self-Service. Use a Basket and Save Money." On the reverse side a space was provided for the customer to write his name and address. In this way customers who wished a chance on the barrel of flour were forced to use a basket. On the day of sale 178 tags were drawn, indicating that the baskets were used 178 times.

Reflects Early Days in Fremont.

In 1884—forty-six years ago—D. D. Alton, the Fremont druggist, published a weekly paper at Fremont about as big as an envelope slip. The subscription price was 15 cents per year. Mr. Alton's associate in this gigantic newspaper venture was the late D. E. Barnhard.

For a Christmas souvenir Mr. Alton issued a facsimile of his early efforts in the publication line, which will probably be greatly appreciated by the friends of the surviving editor and the good people of Fremont, who, for some reason, appear to have a decided liking for their long-time pill dispenser.

For Quicker Service.

Most shoppers are rushed during the Christmas season. This means that they demand prompt service. The grocer should see that he has sufficient help.

One store speeded up service by providing customers with paper tablets on which they could itemize what they desired while waiting to order. These lists were then given to the clerk, who lost no time in filling the order. The easier and pleasanter you can make it for Christmas shoppers the more popular your store will be.

Sells Hard Pieces of Cheese.

W. Enzbrenner of Altoona, Pa., frequently has on hand, as most of you do, pieces of hard cheese. Mr. Enzbrenner has added to his sales by grating these and putting them in a bag, marking them at 10c, and installing a combination display of cheese, small cans of tomatoes and a box of spaghetti. Numerous sales have been made through the display, and cheese that otherwise would have been unsalable has been disposed of.

PUT UP OR SHUT UP.

Independent Merchant Given Opportunity To Show Their Colors.

Sometimes a man makes a move only to discover that he has "started something" which has a vital bearing on the interests of others. In such an event, there is but one manly thing for him to do. He must come clean with all parties concerned and publicly declare his motives and intentions.

About a month ago five Grand Rapids merchants told me I had certain facts and figures about the chain stores which the public should have. They offered to pay the expense, themselves, of broadcasting a few radio talks as an experiment in sounding out the public mind, if I would contribute my services at the microphone. I agreed to do so and the experiment has been made. Six radio talks, dealing with "The Syndicate as a Public Menace", were broadcast from station WOOD, Grand Rapids, and the results have far exceeded our expectations. May I give a brief report of the bare facts:

One night's lecture brought in a total of more than eighty recorded calls, almost entirely from consumers not engaged in business. The appeal for such a feature every night over the local station was practically unanimous. Only a rough check could be made of incoming testimonials from listeners, but more than 150 family buyers are reported to have declared themselves to be "through with the chains." Despite the fact that the speaker openly challenged syndicate operators to meet him in public debate for the purpose of disproving his accusations and charges, not one acceptance came in. The station, however, received protests from syndicates against permitting such matter to be put on the air. Certain merchants took the trouble to report increases in business and listings of new customers who were known to be chain patrons. On the other hand, reports oozed in from syndicate quarters, indicating that they had been hit. One chain manager called the writer to say that his business had fallen off. Strange to say, he seemed decidedly elated, and explained the reason by saying, "If this keeps up, 'I'll take over the business when the house closes my store and operate it myself!'"

It is generally agreed by those who know the details of the experiment that the work which has been started deserves to be finished. Plans for a sustained radio campaign along this line are already outlined, but before I go into that, I have a few things to say to the chain stores, as well as a few other things to say to the independents. I want to be fully understood in this matter, both by my enemies and by those in my own ranks.

To the chains, I have only this statement to make:

If our little radio stunt has done nothing else, it would have been worth while for its demonstration of the fact that you are poor sports, cowards and bullies. When I, a man of meager schooling and a former shop worker,

offered to meet your best men publicly, toe to toe, and stand or fall by the facts, you would not meet me. Instead, you began at once to put pressure upon those who were permitting me the use of my means of public expression. By so doing, you did nothing but furnish another evidence that you are a menace to everything that is American. Since when has free speech ceased to be an American fundamental? And who gave you the right to suppress public circulation of the truth?

I am fully aware of your power and financial resources, but you seem to underestimate another power that is greater than your buying power. I refer to public opinion and good will. I recognize your probable ability to hinder campaign efforts of this kind, but you can never stop it. Some of you have threatened me anonymously and you have threatened others who were willing to co-operate in a position of neutrality. What do you think the public will say of you when these facts are exposed? That is precisely what shall be done at the first opportunity. So far as I am concerned, this is a finish fight with me. Whatever little respect I may have had for you before has been lost, never to be recovered. I am not afraid of you. I loath your system and despise your methods. My feelings are being shared by every person with whom I talk on the subject. Please understand that I propose to be neither bought nor browbeaten and I invite you do your worst. The worst you can do is to hinder. You can never stop the inevitable. Once the truth reaches the public, your cause is lost. It will starve under the will of an outraged people who will refuse to patronize you at any price. Believe it or not, time will tell. Choke me off the air, if you can. I doubt your ability to do it. But, if you should, I shall turn to public mass meetings. I'll shout the truth from a soap box on the street corner, if I must. The public shall know the truth, in spite of all you may do to stop it.

To independent merchants, I wish to speak plainly and kindly:

A number of you have been real scouts who will stand by a buddy under fire, but the majority of you have done little except to profit by these efforts whenever possible and let someone else put up the fight. If your inactivity has been the result of ignorance, it is time you woke up to the fact that war is on here and a lot depends on your side winning. If you simply are willing to ride while someone else does all the pushing, you are a leech and deserve to be dealt with as such. This practice is entirely too common among independent merchants, but it carries its own penalty in time.

Speaking only to those merchants who have the vision to see the opportunity now presented for real action and who are ready to throw themselves into the cause of public exposure of their enemies, the proposition is simply this:

A public has proven itself to be hungry for the truth. If this hunger is

to be satisfied, a big job must be done. This job will involve a lot of abuse, work and expense. I am ready to take the abuse and willing to do most of the work, but I cannot and will not carry the expense. If 300 independents will put up \$10 apiece for this work, I can be on the air six nights a week, from Jan. 2 to March 31. Give me three months before the public, reaching people over the air, and I can make Grand Rapids a hot place for the syndicates, long before hot weather arrives in 1930. That isn't a boast. It is a dare. I know what has been done elsewhere; and the time is ripe to do it here.

Now, merchants, if you want this work done we have all the "makings" for it, except the cash. We have an open minded public and we have the spokesmen. Roy Jurgens, of Jurgens & Holtvluwer, has kindly consented to act as trustee for all funds. All money for this purpose should be sent to him. On or about April 1, he will furnish a statement to each contributor, showing where every dollar came from and where every penny was spent. We want to be on the air every day after Jan. 1 and the public wants to tune in every day. Those of you who have good business reasons for seeing this work done, it is up to you. All contributions should be made payable to Merchants' Radio Fund and mailed to Roy Jurgens, 1506 Grandville avenue, Grand Rapids. About \$200 is already paid or definitely pledged. Money has come in not only from Grand Rapids, but from Sparta, Byron Center, Holland and other points.

What do you say? What will be your part? It is your next move. This is no promotion stunt of any kind. It is 100 per cent. co-operation in every way. Personally, I shall make no more appeals of this kind through the Tradesman. Pride forbids. I am soliciting no one. I am merely announcing an opportunity to independent business men of Western Michigan to put up a worthy fight and make a clean job of it.

W. H. Caslow.

Cold Place For Perishables.

Some sections of the delicatessen and grocery refrigerator are colder than others. Locate and reserve these for milk and other exceptionally perishable foods. Any spoilage in fruits and vegetables can usually be detected by changes in appearance or odor, but this is not always the case with milk or meat. It is therefore important to store these two foods in the coldest part of the refrigerator, and let fruits, vegetables, and other foods take second place.

You can locate the coldest section in the refrigerator by leaving a thermometer for an hour or two at a time in each part of the box, and recording the temperatures for comparison. You can use two thermometers and test two places at once. Then you would be sure of comparable conditions. The coldest spot is that reached first by the air as it leaves the refrigerating compartment and is usually immediately below it.

The boss never trusts the man whose friends are bad.

Late Mercantile Changes in Ohio.

Arlington—Jacob Hunter & Son have taken over the Arlington meat market of Pratt & Hosafros.

Cleveland—John Aber will move his grocery stock and meat market from 10412 to 10323 Madison avenue.

Franklin—E. C. Hamilton has discontinued his grocery and meat business.

Leetonia—George Johnson, proprietor of the Johnson grocery and meat market on Main street, died at his home.

Newcomerstown—The Long Provision Co. opened a meat market in the Hinds building on Main street.

Norwalk—The meat market of Conkin & Hart, which was damaged by fire some time ago, will be re-opened at 21 Whittlesey avenue.

Norwalk—W. L. Bedford will open a meat market on South Linwood avenue.

Pemberville—The H. Meyer meat market has been opened here.

Toledo—H. J. Zilles will remodel and make some improvements to his grocery store and meat market at 825 Ga'ena street.

Upper Sandusky—W. O. Lindesmith has taken over the Ideal grocery and meat market on East Wyandot avenue from G. C. Wagner.

Wapakoneta—Walter & Son are the proprietors of the meat market which was formerly owned by Walter & Hartard.

West Alexandria—Oliver E. Kester, proprietor of the Kester meat market, died at his home.

Cleveland—The Mount Pleasant Co., Inc., will open a grocery and delicatessen store at 13609 Kinsman road.

Cleveland—The Baxterly delicatessen has been opened at 14301 Madison avenue.

College Cornre—Joe Marcum has purchased the grocery and meat market on Oxford street from Ralph James.

Dayton—D. H. Ginney has sold his grocery stock and meat market at 600 South Jefferson street to H. E. Arnholt.

Dayton—Samuel N. Lipsky has opened a delicatessen store at 2456 West Third street.

Edgerton—The Seibenaler food market has been opened by L. Siebenaler.

Lakewood—The Belle Quality meat market has been incorporated by K. A. Houken and others.

Parma—The Parma grocery and market, 5458 Pearl street, has been incorporated by Stanley Syvoboda and others.

Struthers—Mrs. Henry Schader and Mrs. W. H. Shaffer have opened a delicatessen in the J. D. Julius building on Liberty street.

Toledo—The Puritan grocery and market has been opened by Upton & Marlowe.

Toledo—F. X. Kadlobuski held a food show in his store at 1001 Detroit avenue. It was managed by Chas. Hemmig.

Willoughby—Michael and Lawrence Zizzo have opened a grocery and meat market at 33 Vine street.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 24—Judging from the accounts of the severe snow storms in Lower Michigan last week, we were among the fortunate, as we received only a mild share of the storm. The country roads were soon cleared again and traffic continued without much delay.

The merchants are doing a good Christmas business this year and everybody seems happy. There are very few men unemployed. The Christmas spirit seems to predominate and the main streets never looked better, with lighted Christmas trees outside in front of the stores and many residences.

The Northeast wind, with zero weather, the past few days has frozen up the lake between St. Ignace and Mackinac Island. The steamer, Elva, of the Arnold line, had hard going on her trip to Mackinac Island to get the mail and passengers off the morning train Wednesday morning. The car ferry broke the channel and the steamer went as far as British Landing and returned to St. Ignace and tied up. It is doubtful if the steamer will be able to make any more trips without help from the big car ferry.

The Smith delivery system is planning to put on a sleigh ride service to handle sleigh rides which will be available to the public. This looks as if it will be appreciated, as it is some years since we have had an opportunity to hear the jingle bells as in the good old days, before the speed wagons changed the winter sports.

At 40 some women are more attractive than they were at 20, but the number is limited.

Guy E. Smoke, who, for the past three years has been associated with his father in the Soo creamery in the Soo, is leaving on Christmas day with his family for Shenandoah, Iowa, where he will open a creamery business of his own, to be called the Sanitary dairy. Mr. Smoke has had an experience of twenty years in dairy work. He came here from Minneapolis, where he had located after the war. Mr. Smoke served for eighteen months overseas. The family has made many friends here who will regret their departure, but wish them every success in their new venture.

The Williams Transit Co. operating the bus line between the Soo and Newberry, has put on a new and larger bus, purchased from a Wisconsin firm. One of the outstanding features of the new bus is that all of the doors are operated by the driver, it being impossible to open the doors from either side, which is a safety factor making it impossible for passengers to accidentally open the doors while the bus is in motion.

Great business men are like great politicians in one respect—they sense what the people want and try to give it to them.

We wish you all a Merry Christmas.
William G. Tapert.

Basic Conditions Which Work For Prosperity in America.

The following are basic conditions which work constantly for prosperity in America:

Natural endowments in minerals, fertile soil, navigable rivers and lakes, forest ranges and climate.

The willing habit of work that characterizes the American people as a whole.

Individual initiative, equality of opportunity and lack of class or group domination.

The belief of business in individualism as an incentive to invention, pro-

duction and special effort. Earlier isolation made it necessary, and resources made it possible, for the country to become largely self-sustaining and a diversity of manufactures resulted.

No interior trade barriers to hinder the flow of commerce.

Widespread schooling. Potentially good minds "have not had to go to waste because of thwarted opportunity."

The conflict between capital and labor giving way to co-operation, with the result that the output per worker increased in mine and factory and on the railway and the farm through the intelligent application of new machinery, scientific management and the liberal use of capital. The ability of people to consume increased proportionately.

High wages, the relative contentment of workers, their understanding attitude toward the mechanization of industry, and the resultant mass production constitute "another firm basis for the continuance of prosperity."

The development of organized research as an ally of industry.

Our Government has co-operated with business as no other government ever has.

Julius Klein.

Recent Business Changes in Indiana.

Decatur—Ed. J. Miller will open a grocery and meat market in the Samuel Acker building.

Fort Wayne—Arthur Bickel has purchased the Lakeside delicatessen at 1024 St. Joe boulevard from Pauline Bickel.

Jasonville—Dallas Hout has discontinued his meat market.

La Porte—B. W. Greenleaf has sold his grocery and meat market to Ed. Reinhart.

Oaktown—The grocery and meat market of L. A. Chestnut was recently damaged by fire.

St. Joe—W. G. Harmon will move his St. Joe meat market to a new location.

Evansville—A petition in bankruptcy has been filed against Byron Wright, owner of the Howell meat market, 101 Cumberland street.

Kewanna—The meat market conducted by Woodson Nelson & Son has moved to new and better quarters.

Alexandria—The Roush meat market will be opened on Harrison street.

Fort Wayne — Pauline Bickel has sold her delicatessen store at 1024 St. Joe boulevard to Arthur Bickel.

Maxwell — Ward Fort and Walter Roberts has opened a meat market in the Goodpasture building.

Osgood—George W. Wagner & Son have purchased the meat market of Fred Ebel.

Tips On Displaying Pastry Goods.

Here are some hints on pastry goods display passed on by a successful Western food merchant.

1. All unwrapped pastry goods should be under glass and flyproof.

2. Each cake or pie should be price tagged.

3. The price tag should be about two inches square with the price in plain, bold figures, so that even people with poor eyesight see it.

May the New Year bring
a realization of all
your hopes.



Grand Rapids Trust Co.

WORDEN GROCER COMPANY

The Prompt Shippers

When You Sell Them

**Morton House
COFFEE**

You Are Selling Satisfaction

WORDEN GROCER COMPANY

Wholesalers for Sixty-one Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

DRY GOODS AND AUTOS.

A proposal by the director of the dry goods wholesalers' institute that selective distribution be tried to meet the problems in this line seems to have some merit but numerous handicaps. What Mr. Garrison would have is a plan of operation similar to what is used in the automobile industry and trade. Graphically he has charted the well-laid channels by which automobiles reach customers and the maze of lines followed in the distribution of mill products.

He points out that the chief trouble in the textile industry is that "every one is trying to sell the same thing to every one else and in doing so is neither giving nor receiving collaboration to or from any other factor involved."

This is probably true enough, but the chief point that appears to have been missed in solution subsequently offered is that there are a thousand mills for every automobile manufacturer and a many times more excessive ratio between samples of goods and motor models. A dry goods wholesaler might take on the complete lines of a few mills but he could not do more. As it is, he takes a few lines from a number of mills but by no means from all of them.

It is Mr. Garrison's contention that the automobiles and dry goods are controlled by the same fundamentals, and that premise must be disputed. No doubt a way will be found to preserve the valuable functions performed by wholesalers, but it seems reasonable to suppose that the wholesaler will first have to perform such useful service to his retail clients that they will look to him for counsel and merchandise that spell profits. Then with a stronger bond between the smaller retailers and their wholesale distributor, the tie-up with the mills should regain its former standing.

THE OLD AND THE NEW.

The celebration of the appearance of a new calendar year is largely the worship of a fantasy. For the moment of transition from 1929 to 1930 or from any other year to its immediate successor, is an arbitrary dot made by man in the uninterrupted, unpunctuated flow of time. It is merely a convenience for the ordering of our lives and for measuring the amount of endurance of things terrestrial. To most of us the division of time into periods coincident with the round of seasonal changes serves chiefly as a warning of the approach of age. It gives us notice that the time of unavoidable dissolution is approximately so far away.

Why man should greet with joy each tick of the clock which brings him nearer and nearer to his ultimate fate; why man should be glad each time he completes a journey through an appreciable sector of life, is not at all easy to understand. True, there are religionists who confess to a belief that the future world will be much better and more desirable than this one; but it is not noticeable that many of them are conspicuously anxious to enter prematurely upon experience of the anticipated joy. They usually are willing

to linger indefinitely in "this vale of tears." They are happy to defer the day of translation as long as feasible.

Yet we all of us instinctively celebrate the birth of each New Year and somehow, choking down the underlying dread of what the weight of one more twelvemonth means to us, we manage to do so with a certain amount of enthusiasm. We really are able to put something more than mere wan wistfulness behind our tenders of the customary greetings.

For one of the blessings remaining to the human race is its ability to be illogically joyful, and to find rare pleasure in the self-created imaginings of the heart, or in the perpetuation of ceremonies whose meaning vanished with the ending of the days of the heathen. So we celebrate the passing and the coming of the years because it is traditional, almost instinctive to do so; because it gives us a chance to break away from the humdrum; even because it is illogical.

Perhaps this year, there really is a certain amount of pertinency in the seasonal wishes. Nineteen twenty-nine has been a time of transition politically, internationally, economically and socially. It has been the commencement of a reconstruction period for human relationships. There has been a great deal of turmoil, striving and straining. What sort of a place the twelvemonths will have in history—whether it will mark the beginning of an era of steady improvement—no man can say. But it is obvious that much is to be determined by the public predisposition. So it becomes the duty of each of us to wish his neighbor and himself A Happy New Year.

INSTALLMENT SITUATION.

Some decline in collections on retail charge accounts is reported, but, according to credit officials, the loss is not one that should cause anxiety. In fact, it is considered smaller than might be expected after so abrupt a collapse in the stock market. Reports from the instalment companies likewise show little ground as yet for imagining that outstanding contracts will not be honored.

The heaviest argument brought forth to support the cause of instalment credit is that the owner of an article bought on partial payments will economize in many ways to save that possession. This is undoubtedly true, with, of course, the exception that if the article is not in use it may be sacrificed when the equity is not large. The fact is, however, that reform of most instalment practice increased the first payment and shortened the period of final payment so that equities as a rule are important.

Somewhat of a vicious circle is set upon when it is admitted that people will economize in order to meet their instalment debts. This thrift acts to reduce purchases and thereby to lower employment. And those out of work may have savings to see their instalments through, but nevertheless those payments will be jeopardized in a great many cases.

It is still too early to find consumer

credit facing a real test and a good deal more will be known when the system passes through a major business reaction. It has been emphasized frequently as a danger point, and plans to take care of emergencies might be formulated.

NATIONAL EFFICIENCY.

Dr. Thomas Thornton Read has advanced a satisfactory and comforting theory to explain the prosperity of the United States. It is that we do half of the world's work and that the American workman is from three to seven times as efficient as his European rival. Consequently it is only natural that we can afford a degree of comfort and luxury which is far beyond the reach of most other nations.

This, of course, does not mean that there is something inherently remarkable about the American workman. It is simply that he utilizes machinery and so becomes far more productive than the workman without it. Taking the ratio of one as the output of a Chinese worker, who has practically no machinery at his command, Dr. Read puts the ratio of the American at thirty. On this basis it is obvious that the former cannot hope to afford the automobiles and radios of the latter until he becomes more efficient.

The European worker has a far higher ratio than the Chinese, but it still falls far below that of the American. The figure for the Frenchman is 8½, for the German 12, for the Belgian 16, for the Englishman 18 and for the Canadian 20. On a comparative basis, therefore, it is entirely logical that the American should receive wages several times as high as the European. But as the rest of the world catches up with our industrial progress, its proportion of the world's work should increase. Europe and even China should then be able to pay wages nearer the level of those now current in this country.

RECESSION IN INDUSTRY.

Despite the measures taken to restore confidence and to hold up employment, figures issued on the latter do not make a favorable showing. The drop of 3.1 per cent. in factory employment in November from the preceding month and the fall of 6.8 per cent. in payrolls were more marked than usual, and reflect, of course, the continued recession in industry. However, automobile output is now being advanced and building awards, while below the daily average of a year ago, are showing less than the recent decline.

It is always open to question, of course, whether overassurance in times of business emergency is much better than none at all. When difficulties are belittled and then show up in their true magnitude, perhaps the second state of mind is worse than earlier fears. That is somewhat the possibility just now. A business reaction was under way some months ago. It was thrown into relief by the stock collapse. Steps were taken to improve sentiment, and the recession continues.

But what the emergency measures

undoubtedly did choke off was a panic and unreasonable policies which would have aggravated developments. A slackening in industry for 1930 was expected by those who study trends, just as improvement by next fall is indicated. The credit situation is still the gravest phase of the present situation with banks carrying too heavy burden of collateral loans, a credit squeeze possible next spring and unknown developments from the quarter of instalment liabilities.

DRY GOODS CONDITIONS.

Before stormy weather interfered it was considered likely that holiday trade volume this year would at least equal that of 1928 for the country as a whole. That expectation is now in doubt, particularly as some slowing down in sales has also been noted. Holiday buying on an active scale started earlier, in contrast with last year. It is a question whether it will close as high as a year ago. The final figures may show in the aggregate a small decline from 1928.

While the general experience among retailers has been that demand favored less expensive goods, some houses report that average unit sales are higher than a year ago. In the last week it was also brought out that sales of luxury merchandise were more active. However, the story of 1929 holiday business is likely to be summed up as greater volume on cheaper goods and less on the higher priced lines.

For their post-holiday preparations retail executives are somewhat puzzled over the proper course to follow. Apparel sales will be started immediately after Christmas by some concerns in order to clear stocks deemed heavier than they should be under the circumstances. Price considerations are likely to prove more of a factor in merchandising for the immediate future and sales drives more numerous. This will probably be the general policy, but not a few concerns will put more effort into promoting new designs and better qualities.

CAN'T BE TAUGHT.

Not to be outdone in modernity by any of the experimental schools in this part of the country, Knoxville, Tenn., has instituted a class in practical education which strikes a new note in its attempt to adapt students to the difficult ways of the modern world. There are courses in the proper way to answer a telephone, to behave on street cars, to wrap up bundles, to write checks, send telegrams and read timetables.

Our only quarrel with this idea is that it is too ambitious. If any standards at all are maintained, the pupils in this class will spend the rest of their lives in the Knoxville school. We are sure we don't know just what technique can be successfully taught in some of these subjects—telephoning and sending telegrams, for example—but when it comes to wrapping up bundles and reading timetables, we would point out to the Knoxville teachers that successful practitioners of these two arts are born and not made. Some people can read timetables and wrap up bundles; some can't.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I have a friend in another city who once conceived the plan of helping young men engage in the retail business by furnishing them a portion of the capital to start with. He selected his associates with a great deal of care in order that there might be no default in his attempt to assist young men to get a start in the business world.

Last week I received a call from the friend in question. After the usual greetings, I enquired as to the outcome of his attempt to start young business men on the road to successful careers. He shook his head somewhat dubiously and remarked: "Very reluctantly I have reached the conclusion I was on the wrong track, so I have transferred the capital I was using in assisting young men to get a start in life to assist men who have demonstrated what they can do on their own initiative and capital to expand their already established store undertakings. I have found that helping young men to start is not a good thing for the young men, as a rule, because it gives them the handling of money they have not earned, which is a dangerous thing to do until they have achieved poise and acquired self reliance. If a young man starts in business on money he has saved himself and demonstrated his ability to handle it advantageously, he is a safe bet and can be entrusted with additional capital from outside sources, but experience has taught me that my original plan was based on a false hypothesis and usually ended in disaster. A strange fact which was developed by my experience along this line is that the young men I placed the most reliance on failed me utterly, while the young men who looked the least promising to me made the best records. I am utterly unable to explain this apparent incongruity."

This presentation is in keeping with the experience I met many years ago in undertaking to assist young men who I considered worthy of assistance. Greatly to my regret, I am forced to admit that I met many discouragements and quite a few defaults of a serious character in undertaking to play the fairy godfather in many cases.

I have met the same experience in making financial investments. Nine times out of ten the money I have put into new undertakings—to help young men get started, to help friends who wanted a lift or to help make the wheels turn round in the city of my adoption—has been lost, while the money I have put into so-called seasoned undertakings has nearly all been conserved and, in many cases, added to from inside earnings.

One of our leading dry goods establishments has an excellent department devoted to men's furnishing goods somewhat detached from the main store. The goods handled are high class, as would be expected from such a house, but the service has always

been inferior, due to the lack of supervision which the main store receives from floor walkers and department managers. At any time of the day the customer finds the clerks gathered together discussing personal matters which have no place in a business establishment. Imperative demands on the part of the customer eventually secure results in his receiving attention, but the other clerks immediately move to the location of the customer and continue the personal conversation without break. The clerk who assumes to wait on the customer keeps up his part of the conversation—and the customer leaves in disgust. I like to patronize the store, because the founder of the establishment was my personal friend, but I cannot endure the indifference of the clerks—indifference which approaches indignity. This condition is all the more noticeable because of the remarkably efficient manner in which high grade service is maintained in the other departments of the big business.

While talking with D. G. Look, the Lowell druggist, recently, I asked him how the stockholders of the Lowell State Bank made good the shortage of D. G. Mange, the deceased cashier, who extracted about \$90,000 from the safety deposit boxes in the bank.

"I am glad you asked me that question," replied Mr. Look, "because I think you should play the matter up in the Tradesman. Instead of holding a meeting and indulging in hard words toward the transgressor, two members of the board called on the stockholders of the bank and induced them to agree to pay an assessment on their stock holdings of 150 per cent. Every stockholder consented to that arrangement and the defalcation was thus made up to the satisfaction of all concerned. Considering the size of the town, they did as much in proportion as the stockholders of the Industrial Bank, at Flint, did recently. We are very proud that we have that kind of citizens in Lowell."

I have written the cashier of the Lowell State Bank to send me a list of his stockholders. I think their names should be played up in black faced type in this department, because of the heroic manner in which they voluntarily assumed a burden for which they were in no way responsible.

Grand Rapids is entertaining this week one of the greatest engineering minds of the age—H. O. Hem, consulting engineer of the Toledo Scale Co. Mr. Hem installed the power plant of the Kansas City Times many years ago and has since accomplished some of the greatest achievements in the power and electrical world.

Stockholders of the Grande Brick Co. (Grand Rapids) reluctantly accepted two resignations from its official force at the annual meeting last week—John L. Jackson as President and Henry Joseph as Manager. These men originally organized the corporation about twenty years ago and worked together with remarkable success, both to themselves and to their stock-

holders. They are succeeded by J. W. Van Brunt as President and T. A. King as Manager. Mr. Jackson remains with the company as a director and chairman of the board and Mr. Joseph as director. The organization made a little money every year under the personal supervision of the retiring officers.

I am greatly elated over securing a stenographic report of the great speech of Julius Klein over the radio on Dec. 15. It is published verbatim elsewhere in this week's paper and should be carefully perused by every Tradesman reader. Dr. Klein's talk Dec. 22 was on the wholesale trade. He described the wastes and weaknesses of the jobbing trade and called attention to many leaks which find a counterpart in local conditions. He was particularly severe on the jobbing houses which expand their territory beyond their legitimate limits, reminding one of the boast of a house located in another market which recently established a branch in Grand Rapids: "We don't expect to make any money in our new branch, but we propose to keep the Grand Rapids houses in our line from making any money."

I seldom have the privilege of presenting an entirely original idea to my readers, but this week a wonderfully inspiring thought comes to me. Briefly stated, the idea is that it would be a remarkable thing for every merchant who takes the Tradesman to present a brother merchant who is not already on our list with a yearly subscription for 1930. Such an arrangement would automatically double our subscription list, add to the earning capacity of the recipient of the gift and make the giver of the gift very happy. This idea is so original in conception and would be so remarkable if carried into execution by every patron of the Tradesman that I am considering the application for a copyright thereon.

E. A. Stowe.

State Bonding To Establish Producing State Forests.

Abandoned land now held by the State makes up a mass of unused opportunities, just now in reality being liabilities capable of being ultimately transformed into storehouses of great wealth through the accumulated forest growth due to able management.

Where the abandoned land has some tree growth, left to itself, the result will be a heterogeneous mass of diseased, defective, deficient and good tree growth, all striving for plant food which should be reserved and appropriated by the good timber.

There is a resultant loss to the final stand of paying material and as long as that condition continues the State will be losing valuable resources not possible to regain. Where there is this deficient return and waste of stored resources, the State loses in those primary items and also carrying charges due to loss of tax returns. Likewise with land that has barely a trace of scrubby tree growth.

That loss continues and must be reckoned with when we take stock of the means and methods of holding to

or advancing the general welfare and progress of the State. If State revenues and current taxation cannot provide for the necessary costs of forest development on State land it will be good economic policy to borrow the needed funds and establish good timber forests on all the public land.

By using every opportunity of promoting such a forest growth there will be a tremendous increase in valuable resources affecting not alone the areas reforested, but all regions through the greater attractiveness of motor travel as these forests add to the scenic attractions of the State. Development work and maintenance of such forests will make a substantial difference in employment conditions of the regions where the abandoned land is located. Every acre put to work growing good timber will be accumulating enduring resources. The aggregate result will be widespread prosperity, as outlined at p. 101 of Technical Bulletin 92, U. S. D. A., Jan. 1929. A resolute policy of putting the land at work growing merchantable timber can well be financed by borrowed funds and the plan of memorial forests recently inaugurated, will be a help in reducing the amount of bonding required.

The work of advocating the memorial forest policy will arouse interest in forest building and the consciousness that the public welfare will be placed on a better footing through the development and maintenance of good timber on all the public land.

Frederick Wheeler,

President Michigan Forestry Association.

Looks Fondly Back on the Old Times.

Grand Rapids, Dec. 19—I just received this week's Tradesman. As I am not working, owing to my illness, I have lots of time on my hands and read everything I can get my hands on. I always read the Tradesman from cover to cover, including the advertisements. I noticed in your Out Around page this week you made a slight mistake in referring to Nelson & Hall, of North Muskegon, being succeeded by Mr. Buwalda.

I made North Muskegon over thirty years ago and called on James E. Balkema, who succeeded Balkema Bros. James E. Balkema's brother had died before I called. The late Jerry Woltman, traveling for Judson Grocer Co., now deceased, and myself always called together. We used to meet at Jim's store and swap Groninger dialects with one another, Jarry being a Groninger, also Mr. Balkema and myself.

The last I heard of J. E. Balkema he was living in Seattle, Wash., and doing well.

It seems good just to recall some of the old times. It used to be a genuine pleasure to meet your customer and receive the greeting due a traveling salesman. That time is past now. There is not the good old hand shake and slap on the shoulder from your customer to-day as was the case thirty years or more ago. Ask E. Kuyers, L. Koster, F. Osterle, Ed. Kraai and many others of the old guard.

The doctors have advised that I go South to Florida to regain my health, so Mrs. Berg and myself will leave soon after the New Year.

J. J. Berg.

Styles may change but we never expect women to go back to cotton stockings.

CHINA STILL IN TURMOIL.

Barbarous Treatment Accorded Criminals By Farmers.

That the republic of China still is far from the ideals of democracy, national coherence and tranquility is apparent on every hand as one travels in Cathay and reads its daily papers. Even its civilization is not much more than a thin veneer. Let us explain these things in this Tradesman contribution.

As to democracy, the government power is not in the hands of the people, more or less directly, as such is supposed to be the case in a republic, and as Dr. Sun Yat Sen wrote and spoke about it.

The Kuomintang party, now in the saddle and battling for its life with the Kuamingthun of General Feng and his friends, represents only a fraction of 1 per cent. of the total population of China. And the present Nanking government is said to be controlled by only a fraction of Kuomintang.

No wonder there is sullen discontent and rebellion, fostered by the present government's intolerance not alone concerning its opponents, but averseness to accept intelligent and friendly criticism. Papers which publish anything which places the Nanking authorities in an unfavorable light are barred from the mails.

Nor has this "central" government much real power except in Nanking, which is filled with soldiers.

A case which came under our own observation was that of a certain mission whose property had been occupied by a local club of the dominant party. Complaint lodged with the American consul brought the reply from the Minister of Foreign Affairs that he had ordered the provincial government to order the local authorities to have the property evacuated. But the club, which occupies the premises, simply laughs at the commands of a government which is unable to enforce its "orders." And only force seems to bring results. The Nanking authorities cannot even rely on their own soldiers. Time and again, when they see that the odds of a forthcoming battle are against them, whole regiments go over to the opposing side. Many generals turn their political coats as often as it appears profitable for them to do so. And no one seems to think evil of this.

A few days ago the Christians of a certain place which we had visited were much concerned about the safety of the writer of these lines, because he happened to be, or rather, still was thought to be in a certain inland town when its garrison mutinied because of the government's failure to pay it its wages long overdue. The soldiers looted several homes and that was all there was to it. Its pay having been obtained in this highhanded manner, to the consternation of the rich citizens of the town, the garrison resumed its normal activities.

There simply is no national coherence in the sense in which we take the term, no matter how often the late Dr. Sun Yat Sen's declarations on the subject are read and declaimed and recited

in the schools of China and printed in its papers.

As to national tranquility, its absence is conspicuous. Torn by civil strife within and attacked by the Russians from without, unrest fills the land. Many seem to consider it a matter of course that the Nanking government will be overthrown. That idea naturally stands in the way of national tranquility. But it is especially one cause to which we may attribute the prevalent unrest in China to-day. We refer to the fact that banditry is flourishing in several regions. In fact, bandits are multiplying everywhere, because unpaid or otherwise dissatisfied soldiers turn to a life of highway robbery. Three miles from a town we recently visited, bandits were making the roads unsafe by night. Pirates also ply their trade, as it were, under the guns of the forts at the mouth of the Yangtse river. So severe has banditry become on the Western borders of the North Honan province that over large areas it has not been possible to reap autumn harvests. Some market towns lie deserted because hordes of bandits are lurking in the hills, to rob the farmers on their way to these places. People do not care to reap or do not dare to try to sell their crops because of the highwaymen. If these robbers are not very soon cleared out the sowing of the spring crop cannot or will not take place and the country becomes a waste.

This state of affairs does not alone prevail in districts of Northern Honan, an interior province, but also in Fuhien, in the Eastern part of the land, a province which contains more mission ports, possibly, than any other. We have been informed that banditry and highway robbery are both rife on almost every highway. And not alone soldiers are in the way of obtaining and retaining national tranquility. The Nanking government has — a very laudable undertaking — tried to clear the temples from lazy Taoist priests, and the temple courts from soothsayers and clairvoyants. But these people, suddenly deprived of their living, had to resort to some means to fill their bowl with rice. The following, which happened in Futsing, serves as a sample of what occurs in several, if not in many places. The priests and the others we named allied themselves with an existing organization of thieves and beggars — as such organizations are found everywhere in China. As a result of this alliance fires broke out in various parts of the city. One tremendous blaze gutted the business district. An atmosphere of terror was created. The priests interpreted these daily fires as tokens of the indignation of the gods whom they served in their temples. It did not take long, but the laws promulgated to clear the temples and temple courts of parasites were forgotten and the old order of things was restored. Once more superstitious rites are heard and seen in Futsing.

In our heading we spoke of barbarous treatment of criminals. We believe that attempts are made to reform the prisons of China. Of course, they needed this badly. Even now, due to the overcrowding of the prisons, con-

ditions are far from favorable. In one prison we visited the officer in charge made excuse for the large number of prisoners in one cell, because of the abnormal times. No wonder he uttered these excuses. There were cells which showed horrible conditions. But when we refer to barbarous treatment we do not have reference to what takes place in prisons. We have in mind cases when the farmers and others, goaded into desperation because of banditry, take up their own defense and arm themselves with revolvers or rifles or with well sharpened, locally made knives. Perhaps the following incident is an exception to the rule. We surely hope it is, but we were told it happened recently in the Fuhien province. An elderly gentleman, well dressed, with a long beard, was spotted by a group of highway men. These robbers were dressed as prosperous people, doubtless to escape the eyes of the police and others. Three of them advanced to meet the old gentleman, walking all alone along a country road. One of the robbers produced a dagger and tried to stab the aged traveler, but he was alert and the thrust was not alone parried, but the would-be assassin was felled. He arose, however, and made another stab. Again the aged gentleman proved to be a good fighter. The robber was thrown to the ground and the old man planted his foot with force into the pit of the stomach. But now the two associates of the attacking highwayman rushed forward, knife in hand. The old traveler defended himself against these two also. Meanwhile he shouted as loud as he could, "bandits, bandits." In China the country people are scattered all over the land, most of them living on very small farms. The cry of the wayfaring man, about to give up in the unequal fight, was loud enough to reach the ears of some of the farmers in the vicinity. They rushed forward with hoes and picks, surround the highway men, and soon mauled all three into unconsciousness. Then a horrible thing happened. The lynchings of our Southland, and sometimes of our Northland, too, are terrible enough. But read the following account:

The prostrate robbers, with their own knives, were slit from their heels to well up the calf of their legs. Then the large tendons were picked out and cut. And now the farmers in a blind rage, began to gouge out the eyes of the robbers. With his tendons cut and his left eye already gone, the first attacked pleaded for his remaining eye, promising to reveal the secrets of the band of organized cut-throats to which he belonged, if only that organ of vision were spared. He then disclosed the secrets of his crowd of rogues, naming as head of the gang a very prominent but much feared man in Futsing City. To substantiate his story he produced a book, containing much information about his organization of highway men. Was he now set free? No, his right eye was gouged out and his prostrate body was thrown across those of his two associates, all three being left to die. A police officer, with bandolier and pistol,

approached — looked on — and passed by.

China still has but little more than a veneer of civilization.

We hope ours is considerable thicker. Nay, we hope it permeated our body politics. Did it?

Henry Beets.

Public Loss From Insufficient Forest Growth.

Over large areas in Michigan, as we now find them, the natural, unregulated tree growth will produce, when the time comes to cut, but a poor quality of log timber. Because of the mixture of runts and crooked and weed trees working against the good stuff it will average small stock not valuable enough for good sorting, with many defects. When any large amount comes on the market in one season the prices will decline and be very apt to be hardly equal to the cost of cleaning up the slash and getting the logs and wood to market. In Canada, it is stated that pulp bolts brought in by the farmers and other small holders commands a price barely equal to the wages of harvesting and delivery.

Such a condition will be faced in Michigan when the time comes that the haphazard growth of trees must be cut to salvage the good that is intermixed with the useless and short lived and defective trees which must be harvested or all go to wreck together. Where the land is being held with the idea that timber growth will eventually return a profit for the years of taxpaying and fire protection, the owners and the State should study this problem intensively. Land owned by the State should have able supervision by a competent State Forester and there should be enough tracts of such land in all Northern counties, so that private owners can view direct object lessons suited to local conditions.

The State should have its land growing good stuff that will cut a goodly percentage of well graded merchantable timber. Such a growth will pay for the time put into it and that should be the object lesson brought to all land owners through well directed timber growing on State land.

People who are interested should send 20 cents to the Government Printing Office, Washington, D. C., for U.S.D.A. Bulletin 1497, published June, 1929. A document of 86 p. on "Forest Planting in the Lake States" by Joseph Kittredge, Jr., where costs and problems of forest development are carefully considered with statement that, after planting and promotion of healthy growth, the needed regrowth in after times can come from natural seeding under good management.

Frederick Wheeler,
President Mich. Forestry Association.

Chaff.

Needles and pins, needles and pins
When a man marries
What happens?
What rhymes with pins?
"Wins"—that's it.
When a man marries he is a winner
Now with home-cooking at every dinner;
Then, how he does eat!
Fish, chicken and—
What rhymes with eat?
"Meat" Oh! that's it;
Then, how does he meet her?—
Well, what do you think?
And a big hug to greet her.
Charles A. Heath.

Modern cuts from the forequarters of beef

This is the first of a series of articles presenting methods of cutting the forequarter of beef which are indicative of the modern trend in meat merchandising. These methods have been perfected after long study and experimentation by the National Live Stock and Meat Board. Practical experience of meat packers and retailers throughout the country has aided materially in their development.

The retailer of meat is confronted by many problems. Common among these is the difficulty of disposing of the slow-moving cuts. There are other problems such as fluctuation in the market, varying seasonal demands, etc.

These vital problems have been kept in mind constantly in working out these new cutting methods. The present-day keen competition among food interests, each of which is putting forth every effort to make its product appear to the best advantage on the retail market, and the increasing consumer demand for handy, attractive packages, are fac-

tors which have been given every consideration.

The methods of cutting will be given in graphic form. Each step in the operations of making the various cuts will be pictured by means of a photograph which will be accompanied by brief and concise explanatory material.

Actual demonstrations showing how these cuts are made are being presented throughout the country. The audiences at these demonstrations are composed of meat retailers, packers, restaurant and hotel men, home economics students in colleges and high schools, housewives and others.

Making Skirt Patties

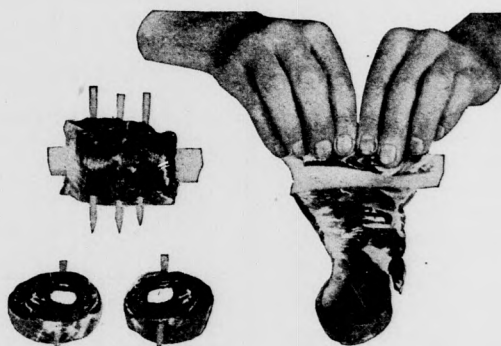
In this article the methods for making patties from the skirt is described. Sales appeal is the principal object of using the skirt in this manner. The skirt patties provide an exceptionally attractive meat dish. Following are the steps in making these patties.



1. Remove skirt from inside of ribs.



2. Cut diaphragm from the length of skirt on thin side and peel tissue from both sides of the skirt.



3. Cut skirt at center into two pieces. Roll with $\frac{3}{4}$ inch strip of fat in center and run small skewers through the center of the roll. Slice between skewers.

FINANCIAL

Buying Power May Prevent January Reaction.

Approximately \$1,000,000,000 will be available for investment next month, it is estimated by Wall Street statisticians, who figure that under normal conditions about \$600,000,000 goes into the securities markets monthly.

Unless new offerings are a great deal larger than they have been in the last two or three months, the large amount of new funds available will go into seasoned securities, forming potential buying power that may be expected to prevent any serious reaction early in the year.

Many observers feel commitments need not be made hastily, however, for indications point to a recession in prices until the future of business has been more clearly foreseen.

Pointing out that the advance this month was in line with expectations in accompanying the expansion of Christmas trade, Edward B. Smith & Co. warns of the prospect of a recession later. The firm says:

In the light of past experience, it would be equally surprising were this season resiliency not to give way, later on, to at least temporarily lower prices, coincident with the publication of final quarter reports. In the aggregate these seem certain to make less favorable reading than those of the previous quarters this year.

"Furthermore, the early months of 1930 do not appear to promise a business volume equal to the corresponding period of 1929. Hence, the stimulation of rising sales and earnings is unlikely to become a market factor before spring. It should be possible, under such circumstances, to determine real values with much greater assurance."

The element of time is important in making commitments, the firm contends, suggesting that the "views expressed by Government officials and industrial leaders have, in many cases, been given a rather more optimistic interpretation than is justified."

"It would be unfortunate if too many felt that the constructive policies which have been formulated would be immediately effective. Disappointments in this respect could lead to renewed loss of confidence, and that, we feel, might entail serious consequences."

William Russell White.

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Extent of Current Receding Tendencies in Business.

A drifting or uncertain stock market at this stage of recovery from a panic condition such as the country is witnessing has been in times past the normal expectation.

After the distress or panic stages of every major bear market in the last quarter of a century stocks have rallied briskly under the stimulus of a temporary buying movement only to run into a moderate secondary decline. The 1929 post-panic rally in stocks during the first month after November 13 was the sharpest ever witnessed within so short a time. Purchases by bargain hunters and covering by short traders

drove prices persistently upward until December 7.

Uncertainty in the market in the last ten days reflects no lack of confidence on the long-term trend in American business or in the intrinsic merits of common stocks. It reflects the usual influences that come into play at this stage of a market readjustment. In addition it reflects tax selling.

First of all the market desires to obtain a clearer view of 1930 business than it now commands as a basis for gauging the probable course in prices. The present recession in business is the fourth that has been seen in this country since 1920. Nobody anticipates that the 1929 recession will run as far as did that in 1921. Perhaps a majority of the business prophets predict that the current decline will resemble most that witnessed in 1927. But competent authorities may be found who believe that the current recession will be slightly more severe than 1927. They would not be surprised to see a recession approaching in severity 1924. Differences in opinion regarding the extent and duration of the present business decline bears vitally on the market.

Then too, of course, a large number of people still are selling stock to establish 1929 tax losses. So favorable an opportunity to take advantage of this technical device has not been presented in recent years.

Taking all elements into consideration the stock market has been exhibiting about the irregular characteristics that normally might have been anticipated.

Paul Willard Garrett.

[Copyrighted, 1929.]

Thirty Best Stocks For Next Year.


Interesting results have been obtained in a survey conducted by Arthur A. Winston and Raymond F. Ryan in Money, Markets and Investment to determine the best common stock investments from a year's viewpoint.

About 200 investment experts were queried on the problem, and each was asked to select thirty stocks offering the best possibilities. In the order of choice, Consolidated Gas took first position, leading American Telephone and Telegraph, the usual claimant of first place in similar polls.

Only five other utilities were selected, while only two rail stocks—Pennsylvania and New York Central—broke into the list of thirty. The remainder were industrials, chiefly seasoned dividend payers.

The list, in the order of preference, includes, besides the two first named, General Electric, Eastman Kodak, Standard of New Jersey, American Can, International Harvester, Union Carbide, American Tobacco, Westinghouse Electric, Electric Bond and Share, International Telephone and Telegraph, du Pont, United States Steel, Pennsylvania, General Motors, National Biscuit, New York Central, Columbia Gas and Electric, Borden, American Smelting, Anaconda, Standard Brands, Radio Corporation, Sears, Roebuck & Co., Bethlehem, American and Foreign Power, Air Reduction, Commonwealth and Southern and Fox Film.

In view of recent developments, per-

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16 CONVENIENT OFFICES

haps Fox would not have been selected as the representative of the amusement group, although it seems logical to believe an amusement stock might well have been entitled to a place.

Based on actual votes, industrials were chosen for 69 per cent. of the investments, utilities for 22 per cent. and railroads for 9 per cent. This was regarded as interesting in view of the splurge in utilities last summer.

Selections were made by bankers, economists, investment trust officers and others "whose contacts with investment problems had given them an insight not usually available to ordinary individuals."

William Russell White.
[Copyrighted, 1929.]

Uncle Sam Wants To Know.

At the taking of the Federal census next year most persons will have to answer only twenty-four questions. Those temporarily unemployed will be asked for additional information.

To the ordinary list of enquiries have been added several new ones. The Government will want to know, for instance, whether the house is owned or rented and its selling or rental value. It will be curious, also, concerning the possession or non-possession of a radio set, the age at the first marriage of those living in double blessedness and the military service that has been performed by each citizen, if any, and its nature. It would seem that the War Department records should contain this information, but it is explained that they are not complete.

In the general extension of Governmental contact with the lives of the people, the original scope of the census, which was designed to afford a basis for Congressional representation, has been steadily expanded. In asking the nationality of everybody's parents the Government is acquiring a store of information which, if it had been complete from the time of the first census, would have aided materially in drawing up the "national origins" plan for limiting immigration.

Director Steuart suggests that some of these new enquiries may not be repeated ten years hence. Perhaps the Government will then be thirsting for information concerning the number of television or "talkie" sets in use in the homes or the total National investment in family airplanes.

Decline in Motor Output Forecast.

A reduction of less than 10 per cent. in 1930 automobile production, as compared with the present year's output, is predicted by Automobile Industries in its annual estimate of future production and sales conditions in the automotive manufacturing industry.

The actual figure set by the publication is 4,945,000 units for next year, which will be about 500,000 fewer units than the record-breaking final figures for 1929 are expected to show.

This estimate recession indicates a favorable state in the industry because automobile manufacturers are unanimous in their intention of more closely controlling production in harmony with consumer demand. For this reason the publication believes the production curve for 1930 will reflect

closely trimmed schedules during the first quarter of the year, and from that point they will gradually rise to meet natural increases in demand, finishing strong, in contrast with this year's schedules.

With the brunt of the recent stock market precipitation having fallen on the dealers, in so far as the automobile industry is concerned, however, it is predicted that next year, as a means of self-preservation, dealers will have to induce motor vehicle owners to stand most, if not all, of the depreciation on their used vehicles.

Wholesale Grocery Prices Decline in November.

The index number of wholesale grocery prices compiled regularly each month by the New York University, bureau of business research, shows a decrease of 4.3 per cent. for November, as compared with October. This decline is partly seasonal. A typical bill of wholesale groceries gives an index number of 102.8 in November, against 107.4 in October. The index is 5.1 per cent. under the figure for November, 1928. (The average for 1921 equals 100.) The index is based on a list of twenty-two representative grocery items, the daily quotations of which are averaged, a weight being given to each according to its importance in the sales of an average wholesale grocer. The chief items which averaged higher last month were peaches, pink and red salmon, tomatoes and pineapple. Lower averages were shown by cheese, flour, sugar, oats, corn meal, rice, coffee, corn, cottonseed oil, lard.

Local Bankers Abhor the Chain Stores.

The American Bankers Journal, the official paper of the bankers, has set forth in an article the grievances of the local banker against the chains in the following manner:

1. The average chain store in a small community does not maintain an adequate bank balance.
2. Units of chain store organization do not use a bank's loaning facilities.
3. Chain store units usually do not buy any of the other services which banks have for sale.
4. Chain stores abuse the free service which banks customarily offer, such as getting small change, having check books printed, etc.

He Got His.

A dapper young squirt came fussily into the drug store and demanded a good deal of attention for some trivial purchase. The lumbering old druggist stood for his impertinence good naturedly. Finally the customer said: "And get me some insect powder—that'll work, mind you."

The druggist appeared to meditate, looking the young man over. "Fraid I can't sell that to you sir. I don't want to get into trouble."

"Trouble?" shrilled the young man, "what do you mean, trouble?"

"Been an awful lot of suicides lately," was the reply.

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The Glad New Year.

Grandville, Dec. 24—While Christmas is by far the most widely observed of all our holidays the glad New Year cuts a wide swath in the enjoyment of mankind. Up by daylight's earliest ray to speed down the avenue of pines behind horses and jingling sleigh bells the New Year was ushered in with great rejoicing by our forefathers.

New Year resolutions are as numerous as people, and yet how few of these are made to be kept. Three young fellows signed a document one New Year's eve agreeing to abstain from the use of tobacco in any form. It was a solemn bargain the breaking of which was to be followed by a penalty. That bargain was kept in solemn sincerity for about a fortnight after which the smokes from the filthy weed again ascended from the lips of the trio.

School houses, churches and even barns were oft times dedicated on New Year's day. I call to mind one New Year party at the completion of a new structure of learning in which the dance waxed fast and furious until near midnight when a soldier on furlough stepped on one of the dancer's toes. Apologies were given but not accepted. The angry man foamed out "that he'd show that Lincoln hireling where he got off at." This threat he attempted to carry out. The men of the dance formed a circle outside the building and soldier and growler met at fisticuffs.

The battle was of short duration. The soldier retired unscathed after having thrashed his enemy good and plenty. The soldier returned to the dancing floor while the other was seen no more that night. It was a happy New Year all right, and a little later the soldier returned South to lay down his life for the imperiled Union.

Sleigh rides! Ah, such sport as that was with one's best girl at his side, sailing away behind swift steeds to the tune of the bells. New Year was as highly enjoyed as Christmas, the two holidays coming so near together spoiling the week for labor.

Resolutions of reform made at New Year's are sometimes kept, although frequently broken. Those skating days and sleighing days recall many vivid pictures to the brain of old timers.

It was on New Year's, 1864, that the brother of the writer set out to rejoin his regiment at Grand Rapids, the Tenth Cavalry, which he had left on a thirty day furlough a month earlier. That was the cold New Year's often mentioned in histories of the civil war. It was a long ride of forty miles from the little settlement on the Muskegon river, yet the soldier boy made the trip without any mishap, going by stage from the Seaman Tavern on the State road. The next spring news came to the parents of the soldier boy that he was dead in Tennessee, one more life given that the old flag might wave undefiled over a reunited country.

New Year's in camp was often a season for enjoyment, and yet others were splashed with the blood of soldiers in desperate battle. The Union was saved, and the once rebellious South is to-day as loyal to the Union and the flag as is any other portion of our country. North and South fought side by side in the same cause during the Spanish and the world wars.

We are at peace with all the world to-day. Surely the holidays should be celebrated with glad hearts and unlimited happiness. The New Year of the present season sees America at the peak of prosperity despite certain little flurries here and there in the business world. We should all firmly resolve to let no talk of hard times mar the enjoyment of the year just at hand.

Rejoice and make merry for tomorrow you have not with you. It

must be remembered that sufficient for the day is the evil thereof. We can live but one day at a time, and as goes that day so goes the year.

Let us wipe off the slate all one time grudges and start the coming year with a clean record. Life is too short to hold enmity for any man. One day a colored woman came to the door of a village resident selling some small articles of household necessity. The mistress met the woman at the door with an angry snarl.

"Go away from here you dirty nigger!" snapped the house lady. As the peddler backed away she turned toward the missus saying: "God will take care of you Missus." It was a just rebuke whatever may be said about annoying peddlers.

If we wish God to take care of our lives we should show a fair degree of friendliness for other members of His flock. The churches and schools may well celebrate the dawning of another year, even as Christmas, since the same star that led the wise men to the Manger rules over this holiday with equal impartiality.

Year by year time rolls away. There can be no recalling of the days that have sped into the dim distance of eternity. Time is no respecter of persons. Although the New Year is represented by but a single day, yet it is in many respects the most useful day in all the three hundred and sixty-five of the twelvemonth.

If we keep our New Year's day well so shall we start on the high road to better things to come. Time is, time was and time shall be no more forever. Be good to yourself and to your neighbor on New Year's day and all the joys of an honest life shall be added unto you. Old Timer.

Keeps All Wax Paper in Special Place.

Wax or parchment paper is used quite largely for wrapping meats, lard, cheese, etc., but very often it is a problem just how to handle the paper. When it is laid on the counter, as is sometimes done, this paper slides around and customers do not like to see it wrapped around their purchases, thinking it has become soiled. Some dealers punch a hole in one corner of a bundle of wax paper, tie a string through the hole, and hang it up. There are some objections as well to this plan, because very often the paper will drop on the floor.

The pastry department of a grocery has made wooden cases of wax paper and paper doilies. These cases sit on the counter and keep the paper clean and in good condition.

The cases have several compartments. There is one compartment below extending the full width of the case—about 15 inches. This is for large cakes. The second section of the case is divided into three compartments. One is for the knives used when cakes are cut. (This grocery makes good profits by selling half cakes and even quarter cakes.) The other two compartments are for small size wax paper and for paper doilies used in displaying cakes and pastries. The knives and wax paper can be had without lifting the cover of the case, as the front of the case is open.

Persistence Is Like Compound Interest

Your best customer is usually your competitor's best prospect. Someone is always after the people to whom

you sell and unless you keep everlastingly after your customers and keep them sold, your customers won't last.

It works both ways, too. If you keep hammering at your best prospect and do it more consistently than your competitor, ultimately he will be your best customer instead of his.

In this connection, a recent survey made by a retail dry goods association showed that 80 per cent. of all sales are made after four or more calls. It also showed that

Forty-eight per cent. of the salesmen who called, made one call and did not come back.

Twenty-five per cent. made two calls and quit.

Fifteen per cent. made three calls and quit.

Twelve per cent. made four calls or more.

The 12 per cent. who made four calls or more got 80 per cent. of the orders. It is the constant pounding away that gets the business.

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."

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MUTUAL FIRE INSURANCE

Some Essentials Necessary in Rural Fire Fighting.

Rural fire protection is a subject which should receive careful consideration from every citizen in this country, especially those who live in rural districts. We cannot speak of fire fighting without making mention of fire prevention, as this subject is as much of a necessity in the rural districts as it is in the cities, towns and villages.

In the past few years, the thought of fire fighting and fire prevention in the rural districts has been given a great deal of study and I fully believe that this movement has grown more in the cities than in the rural districts, for we of the cities realize the value of fire prevention.

The fire loss in the rural districts brings about a shortage of food supplies. Farm families are made homeless and industries which depend upon the farm for supplying material are affected and, in turn, that affects the entire country.

In the four-year period of 1923-1927 the amount of farm fire loss, according to reliable figures, reached \$180,708,761, representing a loss of \$93,539 for each day. This loss has been passed along by the farmer unnoticed, for the simple reason that he did not realize just what such a loss meant to the country, state and cities, and this is the sole reason for the question being brought before the American people.

The loss of \$180,708,761 on the farms is a staggering and deplorable waste. It means that the loss if appropriated equally among all claims would have been \$829 for each fire, which is high for a classification of this kind, where the average valuation, including land, buildings, and machinery, is only about \$10,000 and, as there are slightly less than six and one-half million farms in the United States, it is a proven fact that one farmer in every thirty has had more or less disastrous experience with fire.

What are the principal causes of fires on the farm? Defective flues are the greatest cause of farm fires, lightning comes in for about 10 per cent. of the cause of farm fires, matches and smoking play a big part. The storage of hay, sparks and the handling of combustible oils are also responsible for many fires.

It seems hardly necessary that the farmer should have his attention called to the danger of storing his automobile in the same barn or shed where other machinery is stored. The farmer has brought upon the farm a great hazard by the use of the gasoline engine. The storage of oils and such engines should be kept in a building far removed from any other buildings, and care in handling oils of all kinds should be taken. When the farmer realizes just what fire prevention means, he will get busy with safety methods which will be a safeguard against fires.

Many ways and means have been tried to furnish fire protection to those who live in the rural districts and to extend fire fighting equipment into the rural districts. Some states and even counties have passed laws

and made special arrangements where money can be raised through taxation for the purpose of purchasing fire equipment for rural districts, and this has proven a success in many states and counties.

Many of the cities have considered furnishing fire protection to the farmer. Many problems arise which must be given serious consideration. First, it should not be considered wise to remove the fire protection from your own city in order that you may furnish protection into the rural district. This idea on the part of the city to extend help which is so often needed, was brought about through the spirit of friendship and good fellowship, and not with the idea of any consideration of money which may be collected for such service; however, such is the case in many districts. We have responded to many calls for help to our neighboring cities, towns and villages and while responding to these calls along the state highways, it has given the farmer an idea and to some extent made him feel safe with the thought in mind that he could receive the same protection from fire.

In 1928 we have responded to a great many calls for help from the rural districts. We use the same call system as "back up" system for the rural district as we use for the calls to our neighboring cities, towns and villages. One of the first calls to come to my department for the rural district was five miles out in the country, where a large field of stubbles was on fire and several stacks of wheat were in the path of the fire. We lost one stack of wheat and saved four stacks, together with several buildings. It was responding to this call which proved to me the value of rural fire protection and what equipment should be used in responding to rural fires.

Many of our members have volunteer units located in large farming communities. We have taken advantage of this fact and have carried the message of fire protection into the home of the farmer. We have always tried to advance the cause of fire prevention and to show and prove to the farmer what a great part he plays in this great work for humanity. We have found that in the smaller communities it is much easier to come in contact with the farmer than in the larger cities.

With such an organization as we have in the Southern part of the state known as the Egyptian Fire Fighters' Association, it has been proven to us, that with an organization of this kind, composed of 64 fire departments, that it makes it possible for more companies to respond to a fire in the rural district. We know the equipment each member has, and such companies are dispatched to the fire which will be in a position to do the most good. We have found when arriving at a fire in the rural districts, that equipment which is used daily in the cities is not suitable for fires in the rural districts, and for that reason we have gone about to provide such equipment which will enable us to meet conditions in the rural districts as we meet them in our cities.

As a rule the city equipment with the high pressure pumping engine is not

needed for a rural fire, and it is not the proper equipment to send out on the country roads. The high pumping capacity of this engine will soon pump a cistern or well dry and many times you will find this is the only water supply. With the high pumping capacity you will not be able to conserve on the water supply, which is one of the greatest problems in fighting rural fires.

With my own experience I have found that a piece of apparatus which is to respond to rural district fires should be equipped as follows: Pumping capacity not under 350 gallons per minute nor over 500 gallons per minute. This rig should be equipped as follows: Operating pressure not less than 100 pounds; the apparatus should be equip-

ped with two booster tanks, not less than 200 gallon capacity; each so arranged that the pump can take suction from each tank; also a suction hose with strainer not less than 25 feet should be carried, so that suction may be taken from pond, cistern, well or whatever water supply can be found. This apparatus should carry 1,000 feet of 1½ inch hose and 300 feet of 1 inch hose, with two reducing siameses, also two pikepoles, one roof ladder, and one regulation extension ladder, water buckets, paddles, shovels, forks, two pieces ¾ inch rope 100 feet long, four waterproof covers, nozzle tips from ½ inch to 7/8 inch.

The above equipment should be mounted on a chassis of not less than (Continued on page 31)

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TRANSACTION COSTS.

Methods By Which They Can Be Reduced.

In a men's clothing store the other day, while I was making a few purchases, I happened to overhear the vociferous vocalizing of a clerk who was trying to sell a pair of socks. The customer evidently did not want them.

"This is the most marvellous value in hose you ever saw in your life," I heard him saying persuasively: "Beautiful color—handsome clocks—design straight from Bond street, London—strictly up to the minute—full-fashioned—weight exactly right—durability that can't be equalled—just feel of the material—you certainly must admit that it's a very good yarn!"

The customer merely raised his eyebrows and commented wearily: "Yes—and extremely well told."

Incidentally, he did not buy the socks. He must have been one of these "sales-resistance" customers to withstand such sales-talk.

It set me to thinking that possibly "salesmanship" is too often identified merely with what the young people call "a line."

We need to bear in mind that salesmanship, especially in the retail field, signifies something much broader and more comprehensive than any verbal fluency or "projection of personality." Retail merchandising efficiency is a deep-lying, somewhat complex quality—touching, in a fascinating way, many material objects and most human impulses.

There was an interesting check-up on it in the Spring of 1928 in connection with the "save-the-surface" campaign by the paint trade. This test covered 566 shopping experiences, in 176 cities. The retail paint stores were marked on 10 counts or factors in efficiency. They got a grade of "poor" in four of these—window display; orderliness of interior display; ascertaining definitely the customers' wants; and, lastly, helping and advising him.

Ten counts, also, were borne in mind in "sizing up" the salespeople. Amazing as it may seem, the critics felt obliged to rate them "poor" to "terrible" in all but two of these. Only 5 per cent. of the salesmen were classified as "excellent." Ninety-five per cent. were regarded as lacking in initiative. The inescapable conclusion was that the customer is not sold the paint—he buys it. There is a big distinction there.

This is not a reflection on the paint trade specifically, because it seems to apply in a measure to many retail stores.

Seeing that 85 per cent. of our shoppers nowadays are ladies, one is rather surprised, in this paint survey, by the fact that most of the retail salesmen were chalked up as "unsatisfactory in personal appearance." That surely calls for betterment. A salesman need not be unduly dandified—that may be a bit annoying—but he will undoubtedly sell more goods if he is thoroughly presentable. The "golden mean"—"neat but not gaudy"—would seem to be the right prescription for the retail salesman.

So, too, he needs to avoid the two extremes of superaggressive, brassy brashness, on the one hand, and stolid, inert indifference on the other. The spirit of sincere helpfulness lies between these poles. I would not undervalue, in the slightest, the in a sales-talk did not mean that I would undervalue, in the slightest, the qualities of pleasant speech, true consideration for customers, unpretentious solicitude for the satisfaction of their real desires. Courtesy that rings true is an infinitely useful quality in retail merchandising. There is a wide gulf between that and mere high-powered salesmanship.

Emerson, whom his latest biographer describes as "the wisest American," says "Life is not so short but that there is always time for courtesy." And it pays amazingly well, too. Retail merchants generally—and we customers who appreciate it so deeply when we find it—realize in a broad way that courtesy makes for better business, although we would hardly expect to find the difference presented in statistics. Just the other day, we got the dollars-and-cents facts on the value of courtesy in a retail hardware store. A non-governmental business service reports the result of this clinical experiment.

The store owner set out to determine definitely the part played by extra courtesy in increasing sales. One day, when his employees, following instructions, waited on people with only ordinary courtesy, the average sales per customer amounted to 28 cents. The following day, the clerks were instructed to show such extra courtesies as calling the customer by his name; making a special effort—a modest but diligent effort—to find the exact article to fit his needs; and then escorting him deferentially to the door. The resulting average purchase is reported to have been 90 cents. That is rather astonishing—business increased by more than 200 per cent., simply through the exercise of a most agreeable and gracious form of retail sales-efficiency.

Such a demeanor presented the store and its commodities in a more pleasant light. In that particular case the light was psychological, but actual physical light, good illumination, is, I think, a decidedly interesting element in retail store efficiency. Adequate lighting within the store itself has much to do with "customer satisfaction" in the choice of articles. You can see precisely what you are buying. Where sanitation is important, lighting plays a vital role. Take meats, for instance. If such commodities can stand the revealing glow of adequate lighting, the customer feels assured that he or she may safely go ahead and buy.

In this present day and age, dinginess may be disastrous. The cheerful, attractive, stimulating radiance which makes it possible to use the entire store to better advantage and presents the contents of that store in a vastly more appealing manner, is usually worth many times the expenditure involved.

One factor of primary importance in this "war on wasteful retailing" is what

our efficiency friends call the "transactions cost." This includes all the expense involved in getting the merchandise from the shelves or counters into the hands of the consumer. You

need only go into a retail store and keep your eyes and ears open for 10 minutes to appreciate that this cost is very much greater than it need be and that it can absorb the profit of a trans-

American Commonwealths Power Corporation

New York Grand Rapids St. Louis

Dividend Notice

The Board of Directors of American Commonwealths Power Corporation has declared the following dividends:

PREFERRED STOCK

The regular quarterly dividend of \$1.75 per share on the First Preferred stock, Series A, payable February 1, 1930, to stockholders of record at the close of business January 15, 1930.

The regular quarterly dividend of \$1.62 per share on the First Preferred stock, \$6.50 Dividend Series, payable February 1, 1930, to stockholders of record at the close of business January 15, 1930.

The regular quarterly dividend of \$1.50 per share on the First Preferred stock, \$6 Dividend Series of 1929, payable February 1, 1930, to stockholders of record at the close of business January 15, 1930.

The regular quarterly dividend of \$1.75 per share on the Second Preferred stock, Series A, payable February 1, 1930, to stockholders of record at the close of business January 15, 1930.

COMMON STOCK

The regular quarterly dividend of 1/40 of one share, (2½%) payable in Class A Common stock on January 25, 1930, on each share of Class A and Class B Common stock, to stockholders of record at the close of business December 31, 1929.

Where the stock dividend results in Fractional shares Scrip certificates for such fractions will be issued which can, at the option of the stockholders, be consolidated into full shares by the purchase of additional Fractional shares. The Company will assist stockholders in the purchase of additional Fractional shares.

Checks and stock certificates in payment of dividends will be mailed in due course.

December 11, 1929.

ALBERT VERMEER, Treasurer.

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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.

action much more effectively than the interest "ate up" the debt" in the familiar Southern story.

What, precisely, do you see? You see a customer ordering a varied lot of groceries, let us say. "A box of corn flakes" is the first requirement. The salesman rushes off, grabs a pole, lunges with practiced aim at a package on the top shelf. So far, so good. The second item is announced: "A head of cabbage." Off in another direction darts the clerk, to return with a desired vegetable. Now a little uncertainty sets in: hemming and hawing is heard before the customer says: "Oh yes, I think you better give me a couple pounds of coffee."

The salesman's trip this time is, as likely as not, in an entirely new direction. "A can of peas"—apparently something of an afterthought—necessitates a jaunt to still another corner of the store. And then: "You may add a cake of soap—yes, one cake—let me see—I believe I'll take that kind today." One more promenade, to a different point of the compass. Consider all the steps taken—the time consumed—in this.

And, while this is going on, you may notice another clerk painstakingly making out a sales slip for a 5 cent purchase on which the margin of profit is, at best, a small fraction of 1 cent.

You may see customers evidently desirous of examining goods but balked by the awkward placing of the counters in the store.

Through all such ineptitudes, maladroitness arrangements, needless steps, disproportionate effort, time-consuming methods, hesitation and dilatory tactics the "transaction cost" mounts rapidly. Often, though the storekeeper does not realize it, it is wiping out the profit of the individual sale.

The "hesitation cost" alone is a very vital element. Often it is not the customer who is primarily to blame, because he is encouraged in his dawdling by the fundamentally mistaken methods of the store. It is the system that is at fault.

To show you what "transactions cost" can do, let me cite an example from a field other than that of retailing. Just recently the Department of Commerce made a survey of a rather small, but important, service industry. The analysis showed that 58 per cent. of the individual transactions of this industry were being conducted at a loss. For 22 per cent. of the orders, the receipts did not cover even the cost of getting the product into the hands of the purchaser—to say nothing of the cost of materials, labor and overhead. On its transactions as a whole the industry was making—but the losses on the smaller orders made the total profits less than they would otherwise have been.

Need the orders in our retail stores be so small as many of them are? Multitudes of people buy soap by the cake—and take up the time of salespeople while they hesitate and make "decisions" about that cake. Now is that really necessary? One is reminded of the scene in which the late comedian, Raymond Hitchcock, was buy-

ing a postage stamp. After prolonged cogitation, he pointed decisively to one stamp in the middle of a big sheet of them and announced: "I'll take that one."

I do not mean to imply that there are not big differences in soap or that people should not be "choosy" about it. What I am trying to get across is that most of us use soap with fair regularity and might just as well buy it in packages of five or ten cakes. Why would not that apply to soap just as well as to sticks of chewing gum! And, when we have decided on the make that suits us, why should not we have it delivered regularly to us, instead of chasing to the store for it? Would not that apply, also, to salt and sugar and a variety of other articles?

Take the case of milk. Few of us go to the store to buy our ordinary milk supplies by individual quarts or pints. (We may do that occasionally but not for our regular supplies.) We know we need it regularly—and, in consequence of that, the transactions are reduced to an utterly routine basis. The dairies deliver the milk directly to our doors, on a comparatively narrow margin of profit. They are able to do that because, even though daily deliveries are required, many items of the "transactions cost" are low. For instance, the customer is billed only once a month. Most of the features of book-keeping costs are on a monthly rather than a daily basis. At the end of the month no new selling effort has to be expended to induce the customer to continue the relation. We, the consumers, benefit through relatively low prices. Why should not the idea be extended to other staple commodities which we use regularly, in many of which, perhaps, the benefit would be even greater because the service would be more infrequent?

Business men are coming to realize, more and more, the enormous bearing that this question of "transaction cost" has on retail efficiency. They are beginning to cast about eagerly for means, methods, or devices to reduce the present high "transactions cost" which is so plainly an evidence of inefficiency and which is wreaking such havoc with their profits, in all too many cases.

One of the more obvious devices employed is that of automatic vending machines—"selling by robot," as it has been called. From such coin-controlled machines you can now get not only candies, matches, and chewing gum, the old familiar articles, but cigarettes, handkerchiefs, canned goods—commodities of very diverse but more or less standardized character, from a meat pie to perfume.

Another practical device is rearrangement of the retail store. One of the simpler aspects of this is merely taking the counters away from in front of the shelves, where, so often in the past they have interfered with the clerk's freedom of movement and have prevented customers from examining goods as they would wish to do.

Then there is the more important principle of "specialization of space."

(Continued on page 30)

Wishing You A Happy and A Prosperous New Year

Because it's very near—
We mean the time of year
For wishing men good cheer

Our good wishes go to you.

As the season's nearly here
For hope instead of fear
We want to make it clear

Our good wishes go to you.

The friendships we hold dear
Which we've made in our career
Make us cordially sincere

Our good wishes go to you.



C. F. MUELLER CO.

Jersey City Manufacturers of New Jersey
MUELLER MACARONI



Packed in sealed tins since 1878. A nation-wide fame and distribution for fifty years



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

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

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.

Light Frocks That Go With Fur Coats.

While Winter winds blow, the stores which make a specialty of women's goods are blossoming with frocks of sheer woollens and flat crepes, plain and printed, which may be worn now under the fur coats and later as part of the Spring ensemble. In the smart restaurants one sees Chanel's frocks of bright red moussa, with triple fringed bands giving a bolero effect on the bodice and defining the hips, worn beneath street coats of black caracul. Or Jane Regny's "Verdure," a frock made of a green and brown loosely woven tweed mixture, with narrow belt of green leather. This frock, like so many of the new type of sport dresses from the Paris couturiers, depends for its effect upon intricate cut and subtle seaming.

Patou's tailored frock of sheer wool in a soft shade of beige has a girdle with buttoned tabs slipped through a slot, and an interesting skirt cut with an inverted pleat and a circular flare in the front. The bodice buttons in the front and has a flower of the fabric in its trim lapel. A narrow vestee of yellow gives an effective note of contrast.

Claire Soeurs sponsor the peplum in a frock of green flat crepe, with a high belt and five tiny bows of the material for decoration. Sunburst pleating, a new note, appears on this frock in low godets which repeat the flare of the peplum. From the same house comes a clever three-piece suit which gives the effect of a frock for wear under a fur coat and will later make a smart street costume. This suit, of bright navy sheer wool, has a short jacket with tiny tucks defining the waistline. It is finished with a scarf collar and jabot lined with the fine checked blue and white tussah which also serves for the blouse.

Flat crepe frocks appear in the bright billiard greens, flag blues and reds which make effective contrast with the dark fur coats, and also in the more subtle, grayed-over rose, blue and green shades sponsored by Lelong. The so-called linen blues—soft shades with a hint of gray—are especially good with black fur coats.

Callot makes a rather formal restaurant frock of green crepe de chine, shaping it with tiny pin tucks to give a decided princess effect, and bordering it with georgette to match the collar. This is very smart with a formal coat of black broadtail.

Many of the flat crepe frocks take their inspiration from Vionnet, with bloused bodices, intricate cut, and ingenious arrangements of scarf collars.

The prints are more in vogue than ever. They appear in a great variety of patterns for daytime, introducing a Springlike note in midwinter fashions. Dots, checks and plaids are all approved for the street and semi-

sports frock, and there are many patterns which stimulate the effect of broken weave rather than design. Patou's lily-of-the-valley and dogwood prints have caused much comment, and promise to introduce a vogue for designs of small realistic blossoms scattered on dark backgrounds.

He makes the lily of the valley, in white on a navy ground, in a bolero frock, featuring hand-run tucks on the bodice and sleeves, and putting stitched pleats at the back of the skirt, releasing the fullness in a slight back flare characteristic of his new silhouette. The skirt dips slightly at the back, to follow the line of the bolero. With this frock Patou shows a three-quarters coat of navy faille for Spring wear. This frock is equally smart for immediate use with a fur coat.

Another youthful printed frock from Patou, in a design of red and blue on a beige ground, uses alternate box pleats and knife pleats in a straight-around skirt and bloused bodice. The bodice is finished with a boyish turnover collar in beige bound with navy. This frock also has its accompanying coat—of sheer navy wool, with a box pleat down the center of the back, and a trimming of graduated tucks.

Neckwear Stocks Clean.

Most men's neckwear manufacturers are winding up the year with clean stocks. More careful cutting has played a part in this, but an important factor also has been the increase in the demand for popular-price ties for holiday selling. Spring preparations are going forward and the emphasis appears likely to be placed on cut silks rather than knitted ties. Sale of the latter, however, may gain, but the time is not believed ripe yet for a major swing to these types. Stripes will be prominent in the patterns for the new season. Neat figured effects and solid colors are expected, however, to maintain much of their popularity. The outlook for rayon ties is held open to question, owing to many recent complaints from buyers.

Business Education.

The developments of the past year in commercial education indicate a more general acceptance of the scientific method of curriculum making in education for business, says the United States Office of Education. Additional commercial occupation surveys and follow-up studies contributed data toward a fact basis for the organization of this phase of education. Analyses of stenographic, clerical, retail-selling and executive positions made possible a better selection of content in the courses. Investigations of the difficulties of stenographers, together with certain learning and time studies, gave direction to improvements in the classroom procedure.

Price Blankets on Jan. 6.

Plans of leading concerns in the blanket trade call for opening 1930 lines on Jan. 6. That date, it is pointed out, is acceptable to wholesale buyers, and at the same time is early enough to permit the mills to get a good start on 1930 production. The new season's patterns will show a

strong tendency toward jacquard novelties, and block plaids in staple colors will be fewer than usual from all accounts. Some of the larger producers of part-wool goods have already taken them out of their lines. Not much is heard of the trend of prices, but prospects are that there will be no material change either way.

Bronze Ornament Sales Improve.

Retail sales of bronze smoking stands, home ornaments and desk sets improved during the past week. The increased call, however has not brought many re-orders to manufacturers, as retail stocks are ample for current requirements. The season, so far as producers are concerned, has been a disappointment since November and they do not anticipate any improvement until Spring at the earliest. Smoking stands for men and women have been called for in recent retail trading. Those retailing at from \$10 to \$12.50 sold best. Bronze desk and table lamps have been selling in a limited way.

Early Sales Start Indicated.

Many retailers plan to launch their forthcoming sales in the week between Christmas and New Year's. The number of stores which have decided on this period rather than after the turn of the year is credited with being larger than usual. Women's apparel, particularly coats, will be featured in an attempt to build up volume, following the cessation of the holiday stimulus. Preparations for these events have contributed a fair share of the recent activity in the wholesale markets. Much purchasing for white goods and children's apparel sales next month and in February remains to be done, it is believed.

Want Garments on Consignment.

Not for a long time have requests to ship merchandise to retailers on consignment for sales purposes been so numerous as at present. Manufacturers of fur and cloth coats, as well as dresses, are being requested for memorandum goods. While much of this demand is coming from the smaller stores in various parts of the country, not a few of the requests are being made by Grade A retailers. The reason usually advanced is that trade is slow as a result of the deflation in the stock market, and that unusual efforts are required to keep business going. In these "unusual efforts" the manufacturers are asked to share.

Added Task For Style Shows.

Aside from their function as style guides, the three fashion and fabric shows to be staged in New York next month will have an additional task. This will be the switching of emphasis from price that is expected to mark buying operations during the month. By seeking to develop a wider retail market for fabrics, one of the shows will in essence become a part of the price stabilization movement in the industry sponsoring it. In the other displays the models shown will stress trading up in fashion as superior to sales in meeting more severe retail conditions during the first half of the year.

Cigarette Compartment in New Bag.

A new patented handbag featuring a concealed and convenient compartment for cigarettes is about to be placed on the market by the manufacturer. While fastened to one side of the bag, the compartment is an independent unit, taking up no space in the bag's interior, which has the usual fittings and is of normal size. The compartment carries ten cigarettes, damage to which is prevented by a retaining form. The idea is being worked up in bags of different quality, wholesaling from \$24 a dozen and up. It will also be applied to silk and rhinestone evening bags, the manufacturer said.

Silver Flowers Find Favor.

A swing away from green and red to silver effects in holiday buying of floral home ornaments and table centerpieces is reported here. A decline in glass and crystal types is also noted, coincident with the rise in favor of silver metallic decorations. Silver wreaths are reported to be making headway, although the green holly types retain volume leadership. White metal poinsettias are also attracting interest. The trend is held significant, indicating successful response to novelty effects in a field that in the past has rigidly held to traditional types of holiday floral ornaments for the home.

Plan Novel Chinaware Patterns.

Novelty patterns will be a feature of next year's chinaware lines produced by domestic manufacturers. Colorful designs in which floral decorations play a large part have been prepared in green, blue and pink. One producer contemplates the introduction of dinner sets with an all-over chintz pattern to match decorations of that material in homes. Sales for the Fall season were normal through the country, with the exception of a few "soft" spots in the South. Dinner sets retailing at \$50 and under have formed the bulk of retail sales during the last few months.

Hose To Match Complexions.

So important will be the "tie-up" between women's complexions and the shade of their hosiery next Spring that one of the best-known producing concerns in the business is soon to announce a line of "sun-plexion" hues for the new season, in the development of which it has had the cooperation of one of the recognized authorities on beauty matters. The colors of the hose will be produced to match the shades of the face powder prescribed by this authority for the different types of blondes and brunettes.

Electrical Goods Reordered.

Re-orders so far this month from retailers of electrical appliance goods for homes are ahead of those for December last year, manufacturers and selling agents report. The increase is small and confined principally to items in the low-priced ranges. However, it has served to inspire greater confidence in the possibilities of Spring business and is expected to result in a wider range of low-priced goods in the new lines which will be ready late next month. Coffee urns and toasters continue to lead other items in re-orders.

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.

Selling a No Sale Policy.

Reading the following advertisement of Abel & Son's, Mason City, Iowa, somehow gives the impression of reliability and fair dealings:

"Why don't Abel & Son have sales?

"Because we never have to admit at the end of a season that we have been overcharging you at the beginning. That is what a sale usually means."

"Because merchandise has never accumulated on our hands by reason of unfair prices which the public has refused to pay. That is what a sale usually means."

"The most valuable service we render to patrons is seen in the judgment and critical accuracy we show in buying. We buy 'quality' merchandise at prices that enable us to sell at a fair profit. That is all the profit we want."

"Why don't Abel & Son have a sale?"

"There is only one answer. Abel & Son do not have sales because they never need to."

Rubber Footwear Outlook Good.

Manufacturers and wholesalers of rubber footwear will go into 1930 with prospects considerably brighter than they were a year ago. For the first time, the new season's prices on this merchandise will not be made until Feb. 1, a month later than usual. While it is yet too early to determine the extent of the probable advances, there is little question that the price trend will be upward. Supplies in all hands are lighter than a year ago, retail stocks having lately been found lower than supposed. An indication of this is the sales of rubber footwear during the first half of this month by one of the leading wholesalers. They doubled those of all of last December.

Exchanging Holiday Merchandise.

Many times an offer of exchange is advisable. Sometimes it is not. But if a customer whose reliability is known, hesitates for fear that the proposed purchase will not please the one for whom it is being bought, it is often a good plan to say cordially, "Take it and if your daughter is not satisfied with it, she may exchange it for anything else we have in stock, provided she comes within three days after Christmas, as we will then be planning for our special sales. I'll give you an exchange slip so you will have no trouble." Then if such exchange is requested, make the adjustment cheerfully. It pays.

Thank Your Patrons With a Smile.

Make it a rule that salespeople shall thank patrons for their Christmas patronage with a smile. It is an easy habit to acquire and a valuable one. Then, when the holiday buying period has ended, use the usual newspaper space for an announcement of appreciation for the generous response of the buying public—if you can honestly do so, and promise continued effort in service of an acceptable character.

Suggest that your firm will go on striving for the business embodiment of the highest ideals. Make the announcement reasonably brief but let it ring true.

Follow the Footprints.

In the dead of the night, before Kogan, in the Bronx, moved to a new location, just around the corner, he appeared on the scene with a can of chalky paint. From the entrance of his old store to the entrance of his new, he painted on the pavements a continuous series of footsteps. People were naturally interested the next morning when they observed the trail, and on tracing it to its source—the old store — they found a huge placard which enjoined them to "Follow the Footsteps to Our New Location Around the Corner."

Capitalized Athlete's Popularity.

Bob Williams is quite a boy in Canton, Ohio. He gets more hits than any other fellow on the ball team; he runs up to the corner and back faster than anybody else; he stays under water five minutes; and he's a great battler.

Hirschheimer's, realizing all this, thought it would make great news for the rest of the gang when Bob and his mother walked in recently and bought a pair of shoes. So they jockeyed out a letter to all the boys and told them what Bob had gotten.

Self Service Idea at Macy's.

Both the time of customers and the help of additional sales people are saved as the result of a new self service feature instituted not so long ago in the shoe department of R. H. Macy & Co., New York. On several large boards are hung samples of all styles in stock, with low heeled shoes on one board and high heeled shoes on another. A customer will select the style she prefers on one of the boards and tell stock number printed below it to the salesman, who will, in turn, instruct a boy where to get it.

Puts It Up To the Customer.

To a bill overdue for some time at the shop of an Elizabeth, N. J., merchant is finally attached a brief note. "What would you do with this account if you were in our place? Please let us know." The answer, usually, consists of a check in payment of the account. And as no one can help seeing the fairness of it all, there is no loss of the customer's good will.

Timely Thoughts.

I've known fellows who have tried to make the grade carrying a load of indifference. They didn't make it.

Aim high but don't aim at a mark that is beyond your range.

A listener learns a lot more than a talker.

A knocker usually turns out to be a guy that is dissatisfied with himself.

There is no such thing as one sided co-operation.

If you keep after your work, your work will not be after you.

If you are afraid you are going to make a mistake you are pretty sure to make one.

A one-job man is not an expressman.

Traditions of Pioneers of Kent County.

Converse Close was an early settler in the township of Grattan. He tilled the soil, worshipped Divine Providence and conscientiously voted the Democratic ticket. Mr. Close and Mary Pettey wished to marry. No one living in the township in 1844 had been qualified, either divinely nor officially to perform a marriage ceremony. One mile distant from the Close home, in the township of Otisco, Ionia county, Luther B. Cook had been elected to fill the office of Justice of the Peace. He could not marry applicants for his services outside of Ionia county. Mr. Close was not without mental acumen. Love laughs at locksmiths, you know. Close induced the Justice to meet Mary and himself at a point on the county line in the woods. Standing in Ionia county, while Close and Mary stood in Kent county the Justice made one of the aforesaid two. On the following day, it is related, "Close resumed his task of cutting down trees, while Mary cooked meals, mended husband's trousers and fed her pigs." Close and wife prospered and in later years established one of the most attractive homes in Kent county.

During the presidential campaign of 1856, residents of the township of Gaines became thoroughly aroused over pending issues of National importance. Democrats raised hickory poles with wide spreading branches at the peak, bearing flags, upon which were inscribed the names "Buck & Breck," Buchanan and Breckenridge), while the banners of the Republicans

bore the names of "John and Jesse" —John Fremont and his wife Jesse. Democrats had fixed a date for a grand mass meeting, to be held in Grand Rapids. Democrats of the township were invited to join those of the city in a grand procession. Democrats of Gaines responded in goodly numbers. Their section in the procession, composed of wagons loaded with voters, drawn by ox teams, was quite imposing. At the head of the line a youth, not unlike the boy who carried a banner upon which the word "Excelsior" was inscribed, marched with a banner, upon which there had been painted the words: "GAINES, where Democracy RAINS." Spectators were greatly amused with the spectacle. Eventually, Republicans routed the Democrats from political power in Gaines. In 1873 they elected a colored man named William Hardy supervisor of the township.

An Indian got drunk with whisky supplied by a trader. Under the influence of his potations the red man demanded more. The trader refused to give him more. The Indian then attempted to stab the trader. The trader complained to the chief who caused the red man to be whipped nearly to death. Unable to leave his bunk for a week the Indian demanded more whisky of the trader, saying he had been whipped two quarts too much.

Arthur Scott White.

When a man gets ugly it is a pretty good sign he's done something he is ashamed of.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$380,817.91

for
Information write to

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hoon-ing, 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.

Wholesale Grocer Who Wants To Be Helpful.

Many have reflected on recent gyrations of the stock market, mainly from the hind-sight angle. That, of course, is better than no reflection. Wherein does the stock market slump hold a lesson for retail grocers?

Right here. No market panic ever has so emphatically brought out the soundness of owning what we hold. For while it always has been true that those who bought stocks or bonds outright could weather any temporary depression, secure, with normal nightly slumber, this slump has demonstrated the soundness of not owing more conclusively than any that I have ever noted. This because prices have slumped far below any level anyone would have expected; yet values were virtually not impaired. Dividends—income—were maintained. Many distributions have been increased. Not a thing was lost except imagined profits—except in the case of those who traded on margin—by those who carried what they did not own.

So let this thought sink in: The merchant who runs his own business so that all his operations are carried inside his own resources is in an impregnable position. It may be embarrassing to be owed. It is fatal to owe in times of unexpected stringency.

Let every man take thought to run his affairs within his own personal easy control. Let every man buy what he can discount—and no more. Let all of us return to the secure basis of owing no man. Then we shall be in like position to the stockholder who owns his stuff outright—secure, serene—with ability to sleep eight hours every night.

Englehardt, of Louisville, is a specialty wholesale merchant who roasts coffee, handles special brands of fine goods and so forth. Because he wants to improve his own distribution, he has adopted the policy—so enlightened that I marvel every day that more wholesalers do not see its soundness—of co-operating closely, in intimate detail, with Louisville retailers.

For years Englehardt has been a student of retail science. He knows retail margins from the proper angle. He knows how to differentiate between staples and fancy goods in pricing. He understands the elements of expense in full detail. He has mastered the present-day development of the open-work grocery store. He was one of the chief sponsors of the Louisville Survey, from which he derived a world of further information and education.

All this is placed unreservedly at the service of any retail grocer in his territory who is live enough simply to manifest interest in any of it. More: He goes out of his way to urge their

own advancement on his customers. For he has set aside space in his warehouse for meetings, furnishing chairs, light, a blackboard and his own time and knowledge.

Englehardt is perfectly frank to say that he expects to increase the sale of his own goods to make this effort profitable. That clears the ground of any suspicion of hidden motive. And that is good psychology. For it is curious that men to whom benefits are offered are chronically suspicious if no statement of intention is made; but if we tell them frankly just how we expect to get ours for our effort, suspicion is allayed.

It is hard to see why any grocer should think that any merchant would hand him valuable stuff gratis; yet grocers do expect just such things and then cast aspersions on the hander for seeking his own interest, as if such entirely equitable methods were not legitimate and proper. But that is human nature or, at least, it is grocer nature. But it is met and dissipated by frank avowal of intentions.

So Englehardt gives everything he has to any customer who manifests interest and offers like service to any who wants to become a customer. The service consists in an evening meeting on Monday, Tuesday and Wednesday of each week. In those meetings is discussed anything pertaining to the grocery business. The meetings are held with complete formality if only a single grocer comes. Likewise, if a single grocer manifests interest enough to ask Englehardt to come out, inspect his store and suggest any kind of change or entire change in his arrangement, stocking or methods of physical or accounting management—or anything else that he may want to know about—the request is promptly complied with.

Moreover, Englehardt will spend as much time as may be desirable or needful with that grocer. He has devoted more than a week to a single small store. No charge for service is made. The grocer pays only for cost of rearrangement or revamping of his store to the extent that may be decided upon.

Asked how this pays him, Englehardt says: "Any grocer who shows interest in his own advancement is apt to have in him the seed of success. We know there are too many poor grocers. We also know there are not enough good ones. We believe in helping any promising grocer to grow to better things. Then for our payment we figure this way:

"Assume a business of only \$30,000. There is, perhaps, \$7,000 to \$8,000 of that amount that may come to us gradually if we can sell that man on our lines. If we spend a week with such a man and thereafter by simply extending to him our usual, customary attention, we can grow into the sale of such proportion of his merchandise, we are well repaid. In fact, I feel that almost any effort that results in real trade building is justified."

The reasoning seems to be sound, too, for Englehardt's business has shown consistent growth for years along just such lines. I submit this

(Continued on page 31)

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Such popularity can only be achieved by unchanging quality, efficient service, and fair prices—all of them typical Holsum sales arguments.

Putnam's

wish to thank their many loyal customers for their support and confidence during the past year.

May the NEW YEAR be filled with an abundance of HAPPINESS and PROSPERITY.

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICH.

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.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

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.

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.



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.

Cooking Meat For Palatability and Nutritiveness.

In 24,000,000 homes 365 days a year, the question arises, "What shall we eat to-day?" Answering this question, it is safe to say that in most well-managed households the key to the day's meal planning is the selection of the meat.

Usually there should be no difficulty here, for thanks to modern refrigerating methods and facilities of distribution, a good supply of all meats is generally available the year around. With a good knowledge of meat cuts and of suitable methods of preparation for the different cuts, no housewife should be at a loss to provide her family with appetizing and attractive meat dishes in interesting variety.

There is a sound scientific foundation for this established custom of making meat the center of a well-balanced meal. From the standpoint of nutrition, meat is good food because it is one of the best sources of efficient protein, its fat supplies energy, it is rich in iron and the glandular organs in particular are rich in vitamins.

Happily too, meat is not only good for most of us but we can eat it with pleasure. For mouth-watering aroma and rich flavor certainly a juicy brown steak or a roast has no serious competitors.

We have been experimenting with methods of cooking meat in the Department of Agriculture for the past four years. The work follows two lines. In the first place, there is the fundamental work of developing methods of cooking meat for palatability tests, and in the second place there is the development of household methods based on laboratory technique.

The development of cooking methods for the laboratory is a part of the National co-operative project, "factors which influence the quality and palatability of meat," and is done in collaboration with other members of the cooking committee. The purpose of this research is to determine what methods are best to use when cooking meat from experimentally produced animals whose palatability is being studied.

The main factors now being tested for their effects on quality and palatability of meat are age, sex, breeding, and feed. When animals are produced at considerable expense of time and money for the purpose of comparing meat of yearlings with two-year-olds, of steers with heifers, meat of pure-breds with that of scrubs or grades, or grass-fed meat with grain, the cooking must be done with precision according to a standard method in order that variations found in the cooked meat may be traceable to the single factor under investigation and in no way to variations in cooking.

Successful testing of meat as a food depends largely on the way that it is cooked. What then are the essentials

of a standard methods of cooking for palatability tests?

First of all, the method must produce from meat of at least average quality a well-cooked article from the aesthetic standpoint; it must be good cooking, practically speaking.

Second, the degree of cooking throughout the cut must be uniform enough to provide comparable samples for five or six judges or more. A rare sample to one judge and a well-done sample to another is not advisable for comparative tests.

Third, the temperatures used in cooking, whether the method is roasting, broiling, or any other, must be under reasonable control. Lastly the cooking method must be fairly simple and possible of duplication by collaborators. Laboratory methods of cooking, while good methods, are not necessarily the best for household use, due largely to the fact that the long slow cooking essential to uniformly done meat may not be practical in many homes.

In this connection it may be noted that laboratory methods should not depart too far from good household cooking, for after all, it is meat as a food that is being tested. The laboratory method must not be such as to obscure characteristics in the meat which would have been apparent had the same piece of meat been cooked by the best practical household method. Illustrating the point, suppose that we are testing a series of beef samples from animals fed two totally different rations, designated as A and B and that all the rib roasts of both series are equally tender and juicy when cooked by the standard method.

Suppose, on the other hand, the same pieces of meat when cooked more quickly at higher temperatures showed a wide range of tenderness and that the A samples were quite different from the B samples. Then the standard method of cooking would have covered up differences in the meat from a practical viewpoint of food. With this thought in mind we have been conducting cooking experiments to determine the effects produced by different cooking conditions.

Lucy M. Alexander.

Pewter Hollow-Ware Volume Good.

The demand for pewter pieces has cut into volume on silver-plated hollow-ware during the last few months. But as most of the houses dealing in the latter also sell pewter the change did not have serious effect on the industry. Sales of both pewter and silverplate goods were "off" to some extent in the East, but better business was reported in the West and Middle West. The best volume was done in pieces retailing in the medium and low price ranges.

Salesmanship Must Be Thorough.

The retailer who is progressive in making his store attractive, buying wisely, pricing his goods high enough to make a profit, but low enough to sell, still has not done anything unless he sells well and satisfies his customers. Good salesmanship in every sense of that term seems essential for increasing sales.

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Vice-Pres.—Louis F. Wolf, Mt. Clemens.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions in Regard To the Hardware Inventory.

The time to take stock in the hardware store is just as early as you can in the new year. On this point, of course, merchants differ. Stock-taking however, represents the sizing up of the year just closed and is full of lessons for the year you are just beginning. So, in order to make the most of 1930, you should get through your stock-taking as quickly as possible consistent with care and thoroughness.

A great many hardware dealers plunge into stock-taking right after New Years. Others wait until the second week of the year before starting. A few find it advisable to wait until February. Unless there are special local circumstances necessitating a late stock-taking, the earlier the inventory is taken, the better.

When the inventory is late, the lateness is due usually to the practice of holding a pre-inventory sale. The mid-winter sale has, of course, a vital connection with the actual stock-taking; and here, again, there is difference of opinion as to whether the mid-winter sale should precede or follow the inventory.

The tendency most marked in connection with stock-taking in the hardware store nowadays is to so arrange matters that trade will not suffer while the work is in progress.

Merchants are endeavoring to facilitate stock-taking by every means in their power. Preliminary work has become the rule in many of the larger establishments. In the smaller stores this is not always possible and the old-time method of crowding the work into one strenuous week or ten days is still occasionally in evidence.

One city firm divides the work of stock-taking into two stages. First, the "overhead stock"—goods which do not sell very readily in the winter months—is gone over and listed. A few weeks later the rest of the stock is gone over and the work of filling in the stock books is commenced.

With this firm the early work actually begins in December, and is generally completed before Christmas week. All goods not in active demand at this period of the year are sorted up, counted and listed. The contents of each shelf or drawer are entered on a list and, when all the goods there have been entered, the list is placed at the side of the shelf or the back of the drawer and left until after stock-taking is over.

If in the meantime some of the goods are sold, one of two things must be done. Either the clerk must mark off the list the goods thus sold or he must keep a separate record of such sales, to be produced at the proper time for the correction of the lists.

The rest of the stock-taking is commenced at the first of the year. The stock not previously listed is then gone over and the slips made out. Everything is then entered in the

stock-books, one man calling off from the lists and another marking down.

This company has a separate book for each department. For instance, there is a book for cutlery, another for builders' hardware, and one for tools. It is thus possible to work in practically all department at once, and it does not take long to finish the job. Business is not interfered with in any respect, as all customers are promptly attended to while the work is in progress.

Another big city hardware dealer utilizes a system which shows some slight points of difference. This dealer has for some years followed the plan of listing all goods on slips before entering them in the stock books. The slips are made to serve a double purpose. All goods which have been in stock for some time are underlined; while all odd lines or damaged articles which it is desirable to clear out without loss of time are marked with a cross. The goods are then entered on the stock books and the slips saved for reference.

Immediately after stock-taking, a big sale is held, and all goods marked with a cross are brought out and offered at reduced prices, together with some of the articles underlined as slow sellers. In this way most of the odd goods and old lines are cleared out, and the business of the new year is started with a stock that is comparatively new and up to date. The slips are corrected after the sale and then saved for further reference. All underlined goods are supposed to be sold first and the clerks have instructions to see that the old stock is thus turned over.

This method is a somewhat complicated one and entails much work and close attention, but it serves as a ready means of keeping down the accumulation of shop-worn and slow selling goods. In a big establishment some such scheme is often found necessary.

The question of maintaining trade during stock-taking causes some merchants much worry. If the whole staff is engaged in making the inventory, it is difficult to handle what custom comes to the store. Customers will frequently have to wait for a while, and will quite often get perfunctory service, the salesman being too rushed to maintain the courteous and suave front that the public has learned to expect. Through this cause trade is sometimes lost.

A large city firm met this problem by putting only part of the staff on stock-taking. "Four men do it, the rest of the staff attend to customers," explained the head of the firm. "Two men take one side of the store and two the other, and they work right through. It takes longer than if the entire staff got on the job, but it makes it possible to take stock without hindering trade."

This dealer's method is to start right after New Years. As the end of his business year comes at the end of January, he has the whole month to get the work completed. Each shelf is done on a separate sheet and the sheets are numbered. Afterward these

sheets are transcribed into the stock books.

If a sale is made between the time the list is made up and the end of the month, an entry is made in a book provided for this purpose. This book is consulted in conjunction with the slips when the stock book is finally entered up. This the dealer considers the only accurate way of keeping track of all sales made during stock-taking time.

The dulllest period in most hardware stores comes in the weeks immediately after Christmas. It seems logical to take your inventory at such a time. Dealers differ as to whether to put all hands on the job and rush it through as quickly as possible, or whether to entrust it to part of the staff leaving the others free to wait on customers.

Some hardware dealers make a practice of confining their stock-taking to the evenings, when they can lock the doors, pull down the blinds, turn on the lights and go to it without risk of interruption. This, however, is not always the best policy. Night work until late hours is apt to incapacitate your salespeople next day. They may function, after a fashion, but they won't be at their best.

Other merchants claim that they get good results by confining their stock-taking to the dull hours, usually the morning or early afternoon hours, and making no attempt to take stock in the latter part of the afternoon when the store is relatively busy. This policy prolongs the stock-taking period but it is practicable where the dealer can count on certain hours of the day

to be practically free from interruption.

Customers must always come first; and sales take precedence of stock-taking. It does not pay to drive customers away from the store at any time. Keep this idea before the minds of your salespeople, that they must keep their selling up to their best standards. Indeed, this period of the year calls for the very best salesmanship you can muster.

It is immensely helpful to map out your stock-taking system before you start work. Get your slips or stock-books ready, and decide in advance what order you will take up the different lines. There is bound to be some confusion after the holiday season, and it is difficult to plan your work with absolute certainty; but a preliminary size-up of the job will undoubtedly help.

When you do tackle the job, go at it with every energy. It is a tedious business, and without some pep behind it, the job is apt to drag much longer than is necessary. Accuracy, of course, is absolutely essential.

In some stores a sort of pick-up sale is held between Christmas and New Years, to clear out items of stock that should obviously be got rid of. This sale does not go very deep, however; nor does it take the place of the big mid-winter sale to be held after the stock-taking is complete.

Presuming that you plan to hold this mid-winter sale after the inventory, it will pay you to keep your eyes open while the inventory is being

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Blanket - Lined Coats
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GRAND RAPIDS, MICHIGAN

taken. As you go along, check on your list, and perhaps set aside in some particular place, any articles you think should be featured as "specials" in your mid-winter after-inventory sale. This will save you running over the stock a second time.

Quite often the work of stock-taking can be combined with the usually necessary task of rearranging the store interior. This, however, is a matter for the dealer to settle for himself, in the light of his individual circumstances.

While you are taking stock, keep your mid-winter sale in mind. Stock-taking, too, should prove educative. You will learn a lot about your business that you didn't suspect before, if you keep your eyes open, and the lessons picked up in the course of this tedious task are apt to prove well worth while. Victor Lauriston.

Land Utilization in Michigan.

With millions of acres of non-agricultural land in the State, much of it being unproductive, there is need for careful study and consideration of the means and methods of developing the use of forestry in order to increase the timber growth on such lands and secure effective management of the forests to assure a sustained yield. Land owned by the State is a direct responsibility which should be handled in the most thorough-going way. To delay reforestation and the institution of efficient management means a continuous loss of the timber growth which might be accumulating.

Production of merchantable timber begins only by means of the accumulated growth of many years. There is consequent need of large growing stocks to assure the continuing yield which will make the business economically sound. These growing stocks are a permanent investment. The plan of management is instituted to make sure this permanent investment is safeguarded from use as income and adequately inventoried as capital held in trust and property maintained in fit condition to furnish the periodical cut.

The periodical cut must be first charged with the expenses of maintenance with the intention of keeping the forest productive. It is recognized in France that it is difficult to distinguish between the growing stock, which is the permanent investment and the annual income or growth. The working plan is carefully followed to assure that the annual or periodical cut amounts to no more than the annual or periodical increment of growth.

The growing stock thus becomes a perpetual investment in forest growth held for the purpose of securing a sustained yield. Under State ownership it means a vast storehouse of wealth in forests and a steady income from the annual cut.

In the case of individual ownership of forests there is great responsibility on the State in seeing that the forests are kept in producing condition and the growing stocks well guarded by working plans which limit the periodical cut to an amount no greater than the periodical increment of growth.

In Technical Bulletin 92, Forest Service, U.S.D.A., p. 98, Messrs. Sparhawk and Brush point out that "the public should require that forest land be kept productive." As an essential fact, the growing stocks needed to keep up the sustained yield must have the protection and guardianship of efficient State action to assure continuous and effective execution of working plans which will adequately protect the requisite growing stocks at all times.

It can truthfully be said that a forest is a public responsibility, whoever the owner may be. The private forest must have supervision by the State Forester acting as an overseer charged with the responsibility of knowing that the forest has the requisite growing stock on which depends the production required.

There is no trust in the range of human vision more sacred than must be the trusteeship executed by the State in proper supervision of the growing stocks of public and private forests alike. To have the forests kept productive there must be a perpetual investment in requisite amounts of the growing stocks. That requisite growing stock is definitely a trust property or there will be an end to the forest. It must be held and guarded as such a trust, wherever and in whatever way the State deals with the growing forest.

Land can be effectually and adequately used in developing forests when the State rules that forests shall have full protection as trust properties and shall be supervised in all essentials to assure their proper maintenance. With millions of acres on the verge of abandonment, Michigan has need of definite, thorough-going legislative action to establish timber production on such a permanent business basis.

Frederick Wheeler,
President Mich. Forestry Association.

To-morrow.

To-morrow is a long way off.

To-morrow has never, in all of the centuries of this old world, yet arrived.

To-morrow is just around the corner, and yet, like the pot of gold at the end of the rainbow, it is always just a little beyond reach.

When you go to bed at night looking forward to the things that you plan doing to-morrow, you wake up in the golden sunlight or murky cloudiness of to-day, and the to-day in which you should have done what you had planned to do to-morrow has passed into yesterday and the task is still before you.

To-morrow is a habit; and like habits, if permitted to run at large too long, becomes a disease.

To-morrow is a condition of the mind—it is easy to fall into the way of thinking "To-morrow," but the world was not built on things done to-morrow, it was built on things done to-day.

If you have done something which has offended your conscience and has wounded those near and dear to you, go to them to-day and tell them you are sorry—to-morrow may be too late.

Your life, your success, your destiny,

is just what you, yourself, would have it. "Procrastination is the thief of time," and the man who values time is the successful man. Respect, therefore, time, and honor yourself doing things which should be done to-day.

Wanted Red Oil.

It was dusk as she stopped at the roadside garage.

"I want a quart of red oil," she said.

The man gasped and hesitated.

"Give me a quart of red oil," she repeated.

"A q-quart of r-r-red oil?"

"Certainly," she said. "My tail light has gone out."

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HOTEL DEPARTMENT

Formula For White House Chicken Pie.

Los Angeles, Dec. 20—Hotel organizations throughout the country spend much money and a great deal of energy in securing conventions for their particular localities. There has been much argument over the possibility that this effort was far from being fraught with satisfactory financial results and now comes a positive statement to the effect that, so far as hotels are concerned, over a period of ten years this class of business has really amounted to less than two per cent. of the gross receipts by the various hotels for that period. Hardly worth working for when you consider that in a great many instances regular guests are inconvenienced and many of them permanently lost as patrons just for the sake of accommodating this fly-by-night class of business.

It is always disappointing. I have in mind that during the last season Los Angeles entertained two major conventions. In both instances preparations were made for entertaining six times as many attendants as really actually appeared and hundreds of regular guests were discommoded and one might say forever lost as patrons.

One of the hotel journals has given over much space to showing just what sort of food is brewed in the White House kitchens to be eventually consumed by the President. One of the items mentioned is chicken pie, for the creation of which the following formula is used:

- 1 four pound chicken
- 1 cup flour
- 1 teaspoon salt
- 3 or 4 potatoes
- 2 carrots
- 1 onion
- 1 can peas
- 1 stalk celery
- soup stock

All to be placed in a shallow dish, covered with biscuit dough and baked for a given period.

Shade of Epictetus! Just imagine President Hoover's maternal ancestor, a Quakeress, assembling such a mixture—a cross between Irish stew and a "kennel" ration. Take my word for it that this good woman reached into the hen roost and plucked therefrom a plump pullet and proceeded to turn out a pie with chicken only, with a top and bottom crust made in the form of a light dough, seasoned with butter and lard in equal proportions. Auxiliary to this was much rich, yellow chicken gravy without the introduction of soup stock. Your mother and mine did the same service. In other words, chicken pie was made out of real honest-to-goodness chicken and bore not the least resemblance to Hungarian goulash.

Reminding me that for several years during my hotel career I retained the services of a Hibernian chef who used to come to my resort a few weeks before the seasonal opening, ostensibly for a vacation, but in reality to "try out" his products on the writer. Once I suggested to him that my maternal ancestor used to feed me chicken pies which had never been approached in the history of all the world. I laid special stress on "chicken" and a "bottom crust." A short time thereafter he submitted to me an actual sample of a pie that was even better than "mother made." It was featured for several seasons and tons of the product were consumed by "contented" guests, some of whom traveled miles to regale themselves with this particular culinary offering. It was an economical dish to prepare, especially as plump—not too juvenile—chickens

were utilized, and uniformly gave satisfaction. But it was real chicken pie, made for human consumption.

H. F. Heldenbrand, of the Pontiac hotel organization, has favored me with a copy of his instructions to bell boys, starting with this foreword:

"The purpose of this text-book is to bring into the hotel business young men of good health and character, and to inspire them to give the kind of service every well-ordered hotel should have."

Mr. Heldenbrand, who happens to be the author of this brochure, has performed a distinct service to the fraternity by preparing same, and all landlords who are interested in service should see that copies of same are placed in the hands of proper employees. I have perused it carefully and know whereof I speak.

The secretary of a Middle West chamber of commerce enquired of a hotel authority in what manner he could best co-operate with the hotel men of his city. The reply was: "By doing everything possible to dissuade enthusiastic boosters from launching another hotel project here."

Hotel Fort Clark, Detroit, which has been conducted as an exclusive bachelor affair, will lose that distinction on January 1, when certain apartments will be opened to the general transient public. The hotel has 400 rooms and is managed by J. E. Gardner.

A Detroit hotel, in checking up on the legal side of meeting the demands of employees who resign, has recently obtained a ruling from the Michigan Department of Labor to the effect that such employees must be paid within three days from the time of their resignation. The hotel in question had refused to turn over until the next regular pay day the wage coming to such employee.

The hotel Review, New York, has something nice to say about our friend, W. C. Keeley, former manager of the Morton Hotel, Grand Rapids. Mr. Keeley as I announced some time ago, has affiliated himself with the Strauss Investment Company, his particular function being with a superintendency of the hotel division of that corporation, with headquarters in Chicago. Also the same publication gives Charley Renner a much deserved boost speaking particularly of his activities with Roosevelt's Rough Riders during the Spanish-American war.

The Western Michigan Charter of Greeters, with headquarters at Grand Rapids, added a round dozen of new members to their roster at an enthusiastic meeting held a few days ago, as the guests of Ernest Neir, manager of Hotel Rowe, which culminated in a dinner dance.

Already I am in receipt of numerous Christmas cards from Michigan friends in the hotel field. Thank you all, boys. Some day I will individualize and acknowledge them.

It is pointed out by the American Bakers Association that the way to solve the farm problem is for Americans to consume a loaf of bread a day, per capita, instead of the half loaf of normal consumption. Such a proposition as this might double the demand for wheat, but the average European already makes up with his consumption of bread for what he lacks in meat, and it would be no sure cure for agricultural evils, which include cattle raising, for Americans to

which indicates that the solution of eat more bread and less meat. All of these problems is not as simple as may appear on the surface.

A lot of hotels are placing radios in their guest rooms, some of them announcing there will be no extra charge for this service. It is hard to say whether this form of improvement is going to be popular or not. In fact, I know of instances where, after a fair trial, these instruments were removed because guests in adjoining apartments who were not real radio bugs, objected to being routed out in the night to partake of invitations to use somebody-or-other's tooth paste or to familiarize themselves with certain brands of motor oil.

A lot of hotel operators have made the discovery that it is one thing to get out expensive advertising matter to promote hotel business, but quite another thing to distribute it advantageously. Newspaper and magazine advertising has a decided advantage when it comes to reaching the fellow you never have seen, rather than the one who knows all about you from

CODY HOTEL

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RATES—\$1.50 up without bath.
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Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

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400 Rooms -:- 400 Baths

RATES

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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.

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ERNEST W. NEIR, Manager.

experience and does not require such forms of invitation.

The Michigan State College which, thanks to the endorsement of the Michigan Hotel Association, is satisfactorily functioning with its classes in hotel operation, has been making an effort to secure the services of Paul Simon, well-known among the fraternity on account of his connection with a hotel auditing corporation, to deliver daily lectures before these classes during the coming winter. Mr. Simon, who is enthusiastic over the proposition, being unable to give the time and attention such a course demands, has very kindly offered to provide as substitutes capable persons to perform such duties. Hence this feature of education bids fair to have proper recognition.

Frank S. Verbeck.

In September a new hotel organization was formed. The South Haven Summer Resort Association, having over 50 paid hotels as members. This association holds meetings semi-monthly. The purchase of a six acre tract of land in South Haven for a summer playground has been a pet dream of Ruth Mary Myhan, owner and manager of the Shamrock Hotel at South Haven, and now through the efforts of the association and the South Haven Board of Commerce it is an assured fact. Miss Myhan is an enthusiastic worker in the Michigan Hotel Association, as well as in various groups organized to build up and advertise her own immediate vicinity as well as the entire West Coast of Michigan.

Fred Bucher, Manager of the Hotel Oliver, South Bend, Indiana, has leased the Parker Inn at Albion, Michigan. The Parker Inn is a hotel of 75 rooms built in 1928 and opened early in 1929. It is of early American architecture and has been pronounced the "most beautiful small hotel in America." Mr. Bucher will take possession on March first of next year. He has been granted a six months leave of absence by Andrew Weisburg, owner of the Oliver Hotel. Fred Bucher has been associated with Mr. Weisburg for several years, going to the Oliver as Assistant Manager and later being appointed manager of that hotel. He was at one time connected with the Hotel Pontchartrain, Detroit. He is well known for his business-building articles that have appeared in several of the hotel publications. His talk at the Indiana Hotels Convention last week was one of the outstanding features of the meeting. He talked on "Ways of Building Business." Mr. Bucher will not leave his post at the Oliver until the date he takes possession of the Parker Inn.

Young men talk of trusting to the power of the occasion. That trust is vain. Occasion cannot make spurs. If you expect to wear spurs you must win them. If you wish to use them, you must buckle them to your heels before you go into the fight. Any success you may achieve is not worth the having unless you fight for it. Whatever you win in life, you must conquer by your own efforts, and then it is yours.—James A. Garfield.

CALLED HOME.

Sudden Death of Jacob J. Berg, Crockery Salesman.

J. J. Berg, Western Michigan representative for Pitkin & Brooks, of Chicago, died suddenly at his home at 1122 Sherman street early Wednesday (Christmas) morning as the result of heart disease. The body will be removed to Mrs. Westrate's residence, 835 Fuller avenue, Thursday afternoon and funeral services will be held at Zaagman's chapel at 2 o'clock Saturday afternoon. Burial will be in Garfield cemetery.

Biographical.

Jacob John Berg was born in Groningen, Holland, April 24, 1873, and arrived in Grand Rapids with his parents April 24, 1886. The following day he went to work for H. Leonard & Sons in the capacity of utility boy. At this time he could not speak a word of English and his knowledge of the customs of the country was necessarily very meager. Eighteen months later he left the Leonard house to take the position of errand boy in the Goebel wall paper store at 3 South Division street. He remained in this position one year, when he entered the employ of Morse & Co., then located at 42



Monroe street, as salesman in the shoe and furnishing goods department. Four years later he went back to H. Leonard & Sons as stock clerk, where he remained a year. He then embarked in the retail crockery business on his own account at the corner of West Leonard and Pine streets, selling out eighteen months later to Ira Hoogendorp and returning to the Leonard house as stock clerk. He was subsequently promoted to the position of floor salesman and in 1899 became traveling salesman, being assigned as territory Holland and the Holland colony, Muskegon, the Lake Shore and the Grand River Valley division of the Michigan Central. Feeling that the opportunity for advancement would, perhaps, be greater in another field, Mr. Berg retired from his position and entered into a partnership with H. H. Sprik and Dan Lyzen under the style of the Manufacturers' Distributing Co., which acted as factory agent for a number of china, glass, crockery and enameled ware institutions. The house was located in the Hawkins block, at the corner of

South Ionia and Fulton streets. A few months later Mr. Berg was tendered the position of Western Michigan representative for Pitkins & Brooks, crockery and glassware jobbers, of Chicago, with which house he remained up to the hour of his death. He was very happy in this connection and was certainly treated right royally by the house, which continued him on the payroll on the regular basis, although he was unable to put in full time for the past two years on account of frequent illnesses.

Mr. Berg was a member of the La-grave Avenue Christian Reformed church and was active in the United Commercial Travelers association. He leaves his widow (to whom he was married Oct. 6, 1892) and three children, Mrs. R. A. Westrate, Mrs. John L. Shireling and J. A. Berg, all of Grand Rapids.

Mr. Berg attributed his success to push and honest dealing, which mean much in this world when coupled with other qualities which tend to round out the successful business man's career.

Personally, Mr. Berg was a most companionable man. He was the soul of honor and never knowingly wronged anyone. He was a Christian gentleman and lived his religion seven days a week. He never aspired to any political office. He paid his taxes, met his obligations in man fashion and was universally regarded as a good citizen, an enterprising business man, a model husband and parent and a good fellow in all that the term implies.

Twelve Rules For Window Dressing.

1. Window glass should be so clean inside and out that a store would stake its reputation on it.
2. The woodwork, floor covering, etc., should be carefully cleaned.
3. It is much easier to make a display with one, two or three relating objects than with a miscellaneous assortment.
4. Simplicity and common sense are absolutely necessary to good window decorations.
5. Size is not the most important feature of a show window. A small window properly decorated can get as good results as a large one.
6. Windows should be well lighted with proper lamps and reflectors.
7. Do not fill a large window with small objects unless they are grouped.
8. Group only articles that go well together.
9. Every window should have a background that serves to make the display stand out and gives an opportunity to illuminate the display.
10. Windows should be illuminated at night. Many people who could not see them during the day would have time in the evening to view displays.
11. Pedestals in convenient heights and glass shelves to raise a display off floor and out of the mediocre class. A convenient size for glass display shelves set on pedestals is about 12x12 inches.
12. It is advisable to have at least one descriptive card or poster to "get over" the message to the less discerning.

Late Automobile News From Detroit.

Automobile production of manufacturing plants in this city is gaining daily, and more and more employees are going back to work. Practically all the output at the present time is new models which will be offered to the public for the first time early in January. Manufacturers have been getting into production slowly, as a matter of fact "feeling along" because they must be sure they are right before they begin to turn out motor cars in great numbers daily.

Output for December will not be exceptionally large, but it will, at least, equal production for the same month a year ago and possibly will surpass it.

There is a great deal of talk in Detroit regarding automobile prices and the consensus is that prices are on the upgrade. Already Studebaker, Cadillac, Buick, Nash and Viking have increased prices and those closely identified with the business are of the opinion that other manufacturers will follow.

Early in the Fall it was announced that motor car prices were too low and that a boost would have to come. At that time little notice was taken of this announcement, but later, when manufacturers began to discuss schedules, prices took the lead over practically everything else.

Fred Kingsbury.

Sales of Nickel Cigars Mounting.

American cigar smokers turned to the 5-cent cigar to a greater extent in November than in any other month this year and also used more of them than in the same month of 1928, according to statistics made public Dec. 21 by the Bureau of Internal Revenue. While the total cigars sold during November and all of the other classes were declining, the 5 cent cigar gained approximately 15,000,000 in sales during the month, the figures showed.

Total sales of cigarettes last month aggregated 9,041,042,673, compared with 8,536,425,793 for November, 1928. The tax collected on these sales amounted to \$27,130,472 for last month and \$25,621,258 for the same month last year.

The total of the cigar sales was 622,938,344, against 630,530,692 for November, 1928. The total of the "nickel" cigar sales was 326,597,340 last month and 311,364,175 for the same month last year.

Gabby Gleanings From Grand Rapids.

Chas. W. Garfield and wife leave Dec. 30 for DeLand, Florida, where they will remain until about April 1.

The Williams & Marcroft, Inc., succeeds the Cox Margarine Co. in the wholesale distribution of a number of leading brands of margarine as well as several well known cheese and mayonnaise products.

Keeps Left-over Hams Fresh.

William J. Pedras, of Madera, California, keeps hams that have been cut in halves and left over night or over Saturday and Sunday fresh appearing by standing the cut end on a piece of wrapping paper and placing it on a flat surface showcase or counter.

DRUGS

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

Director—Garfield M. Benedict, Sandusky.

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

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

Tooth Paste For Collapsible Tubes.

The chief requisites of a specialty of this kind is that it shall be pleasant to use, effective in action and possess keeping qualities in the highest degree. To these ends, it must be pleasantly flavored and colored; it must employ antiseptic germicidal properties combined with sufficient abrasive power to remove stains and discolorations from the teeth without doing injury to the enamel, and it must be so made as not to harden or dry out in the tubes from keeping.

In order to produce such a preparation, we must first have a "mass solution" or "base" which will keep the paste of such consistence that it may be easily squeezed from the tubes. After much experiment we have selected the following as conforming in the highest degree to these conditions:

Gelatin in small pieces	7½ drs.
Castile Soap	15 drs.
Water	32 drs.
Saccharin	2 drs.
Menthol	2 drs.
Oil of Eucalyptus	2 drs.
Oil of Wintergreen or Cassia	5½ drs.
Glycerin	32 ozs.

Soak the gelatin over night in 16 ozs. of water (cold). Dissolve the soap and saccharin in the remainder of the water (hot). In the morning, mix the two solutions and add the glycerin, which has previously been combined with the menthol, eucalyptus and wintergreen. Mix to a smooth paste.

This should be allowed to stand from 24 hours to 48 hours after mixing before it is combined with the powder portion of the formula.

As a powder to act as the cleansing or abrasive agent, nothing is better than a fine grade of precipitated chalk. This is the basis of the best tooth

powders on the market and combines cleansing properties with low price to an admirable degree.

To make the paste take equal parts by weight of the mass solution and precipitated chalk, mix thoroughly and put up at once in tubes. This is very soft when first made, and will enter rapidly into the tubes without the use of a machine for filling. After a few days, however, the calcium of the chalk and the gelatin react in such a way that they form a firm but not too stiff paste which will remain of this consistence indefinitely.

By increasing the quantity of chalk a product is obtained which may be sold in tin boxes, but such a plan of putting up is not recommended. However, if you desire to market it in this form you will use:

Mass Solution	3½ lbs.
Precipitated Chalk	5 lbs.

Pack in boxes as soon as made, and store in a cool place until the paste has "set up" before selling.

Cosmetics and Reformers.

The cosmetic manufacturer who reads the fulminations in the press on the evil moral and physical effect of the use of cosmetics hardly knows whether to put up an enraged defense or treat the attacks with the amused contempt which they deserve.

There are two classes of persons represented among those who rage against the employment of cosmetics. First and least interesting, we may mention those doctors who are always looking for some method of getting free publicity. Their motives are easily understood and they require no comment.

The inconsistency of their position is readily appreciated when we consider that the cosmetics against which they rail are composed of the very ingredients which they would themselves prescribe to benefit the skin. Zinc stearate, zinc oxide, lanolin, cocoa butter, etc., are regarded with favor by the medical profession—when prescribed by their esteemed selves—and the manufacturer of toilet preparations is at least as careful as the most exacting druggist to select materials of the highest quality. Even the colors are those certified by the Government as suitable for use in food products and beverages.

Of far more appeal to the analyst of human character are those individuals

who exist numerously in every country and every generation and who now find a peculiar delight or solace in assailing bitterly the use of toilet preparations and cosmetics. Their motives are unassailably moral. They believe that the use of any intermediary which serves to enhance natural beauty or alleviate inherent or incidental ugliness is morally wrong, causing as it inevitably must not only a weakening of the moral fibre of the individual but a more subtle and dangerous undermining of the whole social and national fabric. Civilization itself becomes precarious according to their viewpoint, when the flapper dares to powder her nose in public.

The cosmetic manufacturer may rage or laugh, according to his disposition, but he has at least the satisfaction that human documents do not record a time when "reformers" did not inveigh against the feminine wiles for augmenting their natural charms.

Fuller's Earth For Filtering.

Fuller's earth is now extensively employed in the process of clarifying or filtering fat greases and oils. Before being used as a filtering and decolorizing medium for oils, however, it should be heated to 300 to 400 degrees C. to drive off adherent moisture and organic matter, and to convert any calcium carbonate present in the calcium oxide. The fuller's earth may lose from 10 to 15 per cent. in the process. A higher temperature than that indicated must not be employed, otherwise the material will become inactive as a decolorizing agent. It is stated that the best temperature at which to treat and filter the oil is between 30 and 40 degrees C. The used material may be regenerated by heating to 600-650 degrees C. to destroy organic matter. According to the experiments of Siegfried, if exposed to 750 degrees C., fuller's earth loses at least 30 per cent. of its bleaching power.

While fuller's earth is sometimes used as a substitute for talcum powder, and in medicine as a poultice and as an antidote for alkaloidal poisons, its principal employment is in the industries. Other than as a filtering medium it is used in the manufacture of pigments for printing wall papers, etc. According to the U. S. Geological Survey, only a small quantity, mainly do-

mestic, is used in this country for fulling cloth.

Shaving Soap in Stick Form.

We have published from time to time any number of formulas for shaving powders and creams, but not for shaving sticks. As a matter of fact, soap making is theoretically quite simple, but in endeavoring to carry out the theory, difficulties are likely to be met which can be fully overcome only by practice. These difficulties are in the line of producing a fine quality and economizing in cost. For soap being so staple an article, competition in its sale is very strong. Space precludes our publishing formulas for soap making, but a variety of processes will be found in Henley's Twentieth Century Book of Recipes.

Dressing For Kid Leather Shoes.

Gum shellac	2 ozs.
Water of ammonia	1 oz.
Water	8 ozs.
Black anilin	enough to color

Heat the ingredients slowly together (except the anilin) until near boiling and the shellac dissolves. It may be necessary to add a little more ammonia. Then add the anilin and water to make the whole measure one pint.

Ink For Marking Glass.

Glass may be marked or etched permanently by using an ink prepared by mixing equal parts of sulphate of barium and fluoride of ammonium with enough hydrofluoric acid, in a platinum or lead vessel, to form a thing magna, and writing or marking with it upon the glass by means of a steel pen. After half an hour's time, the etching is completed.

Liquid Ozonizer.

Best Turpentine Oil	20 drs.
Lavender Oil	2 drs.
Eucalyptus Oil	2 drs.
Lemon Oil	1 dr.
Bergamot Oil	1 dr.
Alcohol	100 drs.

Mix. Expose to the rays of the sun for one week, shaking occasionally. Useful in the sick-room.

Testing Butter.

A German doctor says: "Melt some suspected butter; soak a wick in it; when cold, light it like a candle and then blow it out. If oleomargarine, it will smell like a blown out candle; if it is butter, it will smell like butter."



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS
SHOWCASE CO.**

Succeeding



**WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**
*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**
*Planned to make every
foot of store into
sales space.*

We Stand Corrected.

Toledo, Ohio, Dec. 21—While our copy of the Michigan Tradesman for the current week has not as yet reached me, nevertheless, I have already been informed through two sources that an article appearing therein has done a very grave injustice to our company. This article has to do with the offer of four hundred thousand dollars for the assets of the Worden Grocer Co., Grand Rapids, and it is my understanding you state emphatically in your column that the offer was made by the Woolson Spice Company.

I want to assure you in all sincerity that neither the Woolson Spice Company, nor I or any other officer or shareholder or individual connected with our company are interested in said offer, and not to the extent of a single penny. I will thank you to so state in next week's issue of the Tradesman.

On behalf of my company, which is a creditor of the Worden Grocer Co., and also on behalf of all creditors, I was instrumental in interesting the parties who made the offer in the Worden proposition. It is the first one that has been made after almost four years of receivership and, unfortunately, my good offices have been misunderstood by you.

I repeat again that neither the Woolson nor Koehrmann are financially interested in any way, shape or form, and my effort during these almost four years has been to close up the case for account of the creditors.

My company has very extended interests with many wholesale

grocers throughout the State of Michigan, and that condition alone certainly would prohibit our taking an interest in any single jobbing house.

In view of our long personal acquaintanceship with my company and its old officers, and also because of the genuine friendship that exists between you and those at present in charge, I am sure you will give the correction prominent space in next week's issue of the Tradesman.

J. W. Koehrmann,
President Woolson Spice Company.

On the Right Side.

Do you know that eight people out of ten turn to the right when they enter a retail store? I didn't, until a customer of mine told me the other night. "Consequently," he explained, with a grin, "I always display my best goods on the right. Another thing," he went on, "folks instinctively like to see their packages being wrapped up. That's why I have my wrapping counter at the rear of the store. They've got to pass my displays coming and going—and I get a lot of extra business on things they see—and, seeing, are prompted to buy."

Hires High-Type Men For Delivery.

"I pick my delivery men carefully, train them thoroughly, and pay them well," says a grocer.

"I do this because I want my delivery men to create a favorable impression. They are the representatives of my store—the persons from it that phone customers see most often. I insist that my delivery men be neatly dressed and courteous and that they give the kind of service that pleases customers. It pays in the end."

Merry Christmas and a Happy New Year



Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	9 @ 20	Cubebs	1 35 @ 1 50	Benzoin	@ 1 44
Boric (Xtal)	9 @ 20	Eigerson	5 00 @ 5 25	Benzoin Comp'd	@ 2 40
Carbolic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	@ 2 16
Cutric	52 @ 66	Hemlock, pure	2 00 @ 2 25	Cantharides	@ 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	@ 2 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	@ 1 44
Oxalic	15 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	@ 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	@ 1 80
Tartaric	52 @ 60	Lavender Flow	6 00 @ 6 25	Cubebs	@ 2 76
Ammonia		Lavender Gar'n	1 25 @ 1 50	Digitalis	@ 2 04
Water, 26 deg.	07 @ 13	Lemon	6 00 @ 6 25	Gentian	@ 1 35
Water, 18 deg.	06 @ 13	Linseed, raw, bbl.	@ 1 20	Gualac	@ 2 28
Water, 14 deg.	5 1/2 @ 15	Linseed, boiled, bbl.	@ 1 23	Gualac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, bld less	1 30 @ 1 43	Iodine	@ 1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	1 27 @ 1 40	Iodine, Colorless	@ 1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@ 1 55
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	@ 1 44
Fir (Canada)	2 75 @ 3 00	Oliva, pure	4 00 @ 5 00	Myrrh	@ 2 52
Fir (Oregon)	65 @ 1 00	Oliva, Malaga, yellow	3 00 @ 3 50	Nux Vomica	@ 1 30
Peru	3 00 @ 3 25	Oliva, Malaga, green	2 85 @ 3 25	Opium, Camp	@ 1 44
Tolu	2 00 @ 2 25	Orange, Sweet	9 00 @ 9 25	Opium, Deodor'd	@ 1 92
Barks		Origanum, pure	@ 2 50	Paints	
Cassia (ordinary)	25 @ 30	Origanum, com'l	1 00 @ 1 30	Lead, red dry	14 1/4 @ 14 1/4
Cassia (Salign)	50 @ 60	Pennyroyal	3 00 @ 3 25	Lead, white dry	14 1/4 @ 14 1/4
Sassafras (pw. 60c)	@ 50	Peppermint	5 50 @ 5 75	Lead, white oil	14 1/4 @ 14 1/4
Soap Cut (powd.)	20 @ 30	Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	@ 2 1/2
35c	20 @ 30	Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Berries		Sandelwood, E.	11 50 @ 11 75	Red Venet'n Am.	3 1/2 @ 7
Cubeb	@ 30	Sassafras, true	1 75 @ 2 00	Red Venet'n Eng.	@ 8
Flah	@ 25	Sassafras, art'l	75 @ 1 00	Putty	@ 5 @ 8
Juniper	10 @ 20	Spearment	7 00 @ 7 25	Whiting, bbl	@ 4 1/2
Trickly Ash	@ 75	Sperm	1 50 @ 1 75	Whiting	5 1/2 @ 10
Extracts		Tar	7 00 @ 7 25	L. H. P. Prep.	2 80 @ 3 00
Licorice	60 @ 65	Tar USP	65 @ 75	Rogers Prep.	2 80 @ 3 00
Licorice, powd.	60 @ 70	Turpentine, bbl.	@ 63	Miscellaneous	
Flowers		Turpentine, less	70 @ 83	Acetanalid	57 @ 75
Arnica	1 50 @ 1 60	Wintergreen, leaf	6 00 @ 6 25	Alum	06 @ 12
Chamomile (Ged.)	@ 50	Wintergreen, sweet	3 00 @ 3 25	alum, powd and	09 @ 15
Chamomile Rom.	@ 75	Wintergreen, art	75 @ 1 00	Bismuth, Subn-	2 25 @ 2 52
Gums		Worm Seed	4 50 @ 4 75	trate	2 25 @ 2 52
Acacia, 1st	50 @ 55	Wormwood, oz.	@ 2 00	Borax xtal or	05 @ 13
Acacia, 2nd	45 @ 50	Potassium		powdered	05 @ 13
Acacia, Sorts	35 @ 40	Bicarbonate	35 @ 40	Cantharides, po.	1 50 @ 2 00
Acacia, Powdered	40 @ 50	Bromide	15 @ 25	Calomel	2 12 @ 2 32
Aloes (Barb Pow)	32 @ 40	Chloride	69 @ 85	Capsicum, powd	02 @ 10
Aloes (Cape Pow)	25 @ 35	Chlorate, gran'd.	23 @ 30	Carmin	8 00 @ 9 00
Aloes (Soc. Pow.)	75 @ 80	Chlorate, powd.	16 @ 25	Cassia Buds	38 @ 40
Asafetida	50 @ 60	Cyanide	30 @ 35	Cleaves	40 @ 50
Pow.	90 @ 100	Iodide	4 06 @ 4 25	Quassia Prepared	14 @ 16
Camphor	87 @ 95	Permanganate	22 1/2 @ 25	Chloroform	49 @ 56
Gualac	@ 60	Prussiate, yellow	35 @ 45	Choral Hydrate	1 20 @ 1 50
Gualac, powd	@ 70	Prussiate, red	@ 70	Cocaine	12 80 @ 14 50
Kino	@ 1 25	Sulphate	35 @ 40	Cocosa Butter	50 @ 90
Kino, powdered	@ 1 20	Roots		Cocas, inst, less	30 @ 40
Myrrh	@ 1 15	Alkanet	30 @ 35	Copperas	03 @ 10
Myrrh, powdered	@ 1 25	Blood, powdered	40 @ 45	Copperas, Powd.	04 @ 10
Opium, powd.	21 00 @ 21 50	Calamus	35 @ 45	Corrosive Sublim	2 25 @ 2 30
Opium, gran.	21 00 @ 21 50	Elecampane, powd.	25 @ 30	Cream Tartar	30 @ 40
Shellac	65 @ 80	Gentian, powd.	20 @ 30	Cuttle bone	40 @ 50
Shellac	75 @ 90	Ginger, African, powdered	30 @ 35	Leatrine	6 @ 15
Tragacanth, pow.	@ 1 75	Ginger, Jamaica	60 @ 65	Lovers Powder	4 00 @ 4 50
Tragacanth	2 00 @ 2 35	Ginger, Jamaica, powdered	45 @ 60	Emery, All Nos.	19 @ 15
Turpentine	@ 30	Goldenseal, pow.	6 00 @ 6 50	Emery, Powdered	@ 15
Insecticides		Ipecac, powd.	5 50 @ 6 00	Epsom Salts, bbls.	03 @ 3
Arsenic	08 @ 20	Licorice	20 @ 30	Epsom Salts, less	3 @ 10
Blue Vitriol, bbl.	@ 08	Licorice, powd.	20 @ 30	Ergot, powdered	@ 4 00
Blue Vitriol, less	09 1/2 @ 17	Orris, powdered	45 @ 50	Flake, White	15 @ 20
Bordea. Mix Dry	12 @ 26	Poke, powdered	35 @ 40	Formaldehyde, lb.	13 1/2 @ 25
Hellebore, White powdered	15 @ 25	Rhubarb, powd	@ 1 00	Gelatin	30 @ 90
Insect Powder	47 1/2 @ 60	Rosinwood, powd.	@ 50	Glassware, less 55%	
Lead Arsenate Po.	13 1/2 @ 20	Sarsaparilla, Hond. ground	@ 1 10	Glassware, full case 60%.	
Lime and Sulphur Dry	08 @ 22	Sarsaparilla, Mexic.	@ 60	Glauber Salts, bbl.	@ 02 1/2
Paris Green	24 @ 42	Squills	35 @ 40	Glauber Salts less	04 @ 10
Leaves		Squills, powdered	70 @ 80	Glue, Brown	20 @ 30
Buchu	@ 1 05	Tumeric, powd.	20 @ 25	Glue, Brown Grd	16 @ 22
Buchu, powdered	@ 1 10	Valerian, powd.	@ 1 00	Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Seeds		Glue, white grd.	25 @ 35
Sage, 1/2 loose	@ 40	Anise	@ 25	Glycerine	18 @ 40
Sage, powdered	@ 35	Anise, powdered	35 @ 40	Hops	75 @ 85
Senna, Alex.	50 @ 75	Bird, ls	13 @ 17	Iodine	6 45 @ 7 00
Senna, Tinn. pow.	30 @ 35	Canary	10 @ 16	Iodoform	8 00 @ 8 30
Uva Ursi	20 @ 25	Caraway, Po. 30	25 @ 30	Lead Acetate	20 @ 30
Oils		Cardamon	2 50 @ 2 75	Lead Acetate	@ 1 50
Almonds, Bitter, true	7 50 @ 7 75	Coriander pow.	40 @ 45	face	@ 1 60
Almonds, Bitter, artificial	3 00 @ 3 25	Dill	15 @ 20	face, powdered	@ 1 60
Almonds, Sweet, true	1 50 @ 1 80	Fennell	35 @ 50	Menthol	8 00 @ 9 00
Almonds, Sweet, imitation	1 00 @ 1 25	Flax	9 1/2 @ 15	Morphine	13 58 @ 14 32
Amber, crude	1 00 @ 1 25	Flax, ground	9 1/2 @ 15	Nux Vomica	@ 80
Amber, rectified	1 50 @ 1 75	Foenugreek, powd.	15 @ 25	Nux Vomica, pow.	15 @ 25
Anise	1 25 @ 1 50	Hemp	80 @ 15	Pepper, black, pow	57 @ 70
Bergamont	6 50 @ 7 00	Lobelia, powd.	@ 1 60	Pepper, White, pw.	75 @ 85
Cajeput	2 00 @ 2 25	Mustard, yellow	17 @ 25	Pitch, Burgudry	20 @ 25
Cassia	3 00 @ 3 25	Mustard, black	20 @ 25	Quassia	12 @ 15
Castor	1 55 @ 1 80	Poppy	20 @ 25	Quinine, 5 oz. cans	@ 60
Cedar Leaf	2 00 @ 2 25	Quince	1 25 @ 1 50	Rochelle Salts	28 @ 40
Citronella	75 @ 1 00	Sabadilla	45 @ 50	Sacharine	3 60 @ 3 75
Cloves	4 00 @ 4 25	Sunflower	12 @ 13	Salt Peter	11 @ 22
Cocanut	27 1/2 @ 35	Worm, American	30 @ 40	Seldits Mixture	30 @ 40
Cod Liver	1 50 @ 2 00	Worm, Levant	6 50 @ 7 00	Soap, green	15 @ 20
Croton	3 00 @ 3 25	Tinctures		Soap mott cast	@ 25
		Aconite	@ 1 80	Soap, white Castile, case	@ 15 00
		Aloes	@ 1 55	Soap, white Castile less, per bar	@ 1 40
		Arnica	@ 1 50	Soda Ash	3 @ 10
		Asafetida	@ 1 50	Soda Bicarbonate	3 1/2 @ 10
				Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@ 1 20
				Sulphur, roll	3 1/2 @ 10
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50 @ 2 00
				Vanilla Ex. pure	3 25 @ 3 50
				Zinc Sulphate	04 @ 17

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

AMMONIA

Parsons, 64 oz.	2 95
Parsons, 32 oz.	3 35
Parsons, 18 oz.	4 20
Parsons, 10 oz.	2 70
Parsons, 6 oz.	1 80



MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 15
Quaker, 12-33 oz., doz.	2 40

BAKING POWDERS

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

K. C. Brand

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

BLEACHER CLEANSER

Lizzie, 16 oz., 12s	2 15
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BLUING



JENNINGS

The Original

Condensed

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

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

Perfumed Bluing

Lizette, 4 oz., 12s	80
Lizette, 4 oz., 24s	1 50
Lizette, 10 oz., 12s	1 30
Lizette, 10 oz., 24s	2 50

BEANS AND PEAS

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

BURNERS

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

BOTTLE CAPS

Obl. Lacquer, 1 gross	
pkg., per gross	15

BREAKFAST FOODS

Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Corn Flakes, No. 102	2 00
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10
Kaffe Hag, 12 1-lb. cans	7 30
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	2 00

Post Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 26s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

BBOOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUIT

Apples, No. 10	5 00@5 50
Apple Sauce, No. 10	7 55
Apricots, No. 2 1/2	3 40@3 90
Apricots, No. 10	8 50@11 50
Blackberries, No. 10	8 50
Blueberries, No. 10	15 00
Cherries, No. 3	3 25
Cherries, R.A., No. 2 1/2	4 30
Cherries, No. 10	12 00
Peaches, No. 10 Pie	7 20
Peaches, No. 2 1/2 Mich	2 10
Peaches, 2 1/2 Cal.	3 10
Peaches, 10 Cal.	10 40
Pineapple, 1 sil.	1 60
Pineapple, 2 sil.	2 25
Papple, 2 br. sil.	2 35
Papple, 2 br. sil.	2 40
Papple, 2 1/2, sil.	3 50
Papple, 2 cru.	2 80
Pineapple, 10 crushed	15 00
Pears, No. 2	3 00
Pears, No. 2 1/2	3 75
Raspberries, No. 2 blk	3 25
Raspb's Red, No. 10	11 50
Raspb's Black,	
No. 10	11 00
Rhubarb, No. 10	4 75
Strawberries, No. 2	3 25
Strawb's No. 10	13 00

CANNED FISH

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

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	3 25
Beef, No. 1, Roast	3 50
Beef, No. 2 1/2, Qua., sil.	1 75
Beef, 3 1/2 oz. Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, 3	7 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	92
Potted Meat, 1/4 Qua.	99
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/2	1 45
Vienna Sausage, Qua.	1 10
Veal Loaf, Medium	2 25

Baked Beans

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

CANNED VEGETABLES

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

Bar Goods

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

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

Roquefort	45
Kraft, small items	1 65
Kraft, American	1 65
Chili, small tins	1 65
Pimento, small tins	1 65
Roquefort, sm. tins	2 25
Camembert, sm. tins	2 25
Wisconsin Daisy	26
Wisconsin Flat	26
New York June	34
Sap Sago	42
Brick	31

CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen Sen	65
Beeman's Pepsin	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Cadillac	75 00
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Kringle's P-K	65
Zen	65
Teaberry	65

COCOA



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

CHOCOLATE

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

CLOTHES LINE

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

COFFEE ROASTED

Worden Grocer Co.	
1 lb. Package	
Melrose	33
Liberty	20
Quaker	37
Nedrow	35
Morton House	43
Reno	33
Royal Club	29

McLaughlin's Kept-Fresh



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

GELATINE

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 85
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tin, 144 box	5 00
Ohio Blue Tin, 720-lc	4 00
*Blue Seal, 144	4 85
*Reliable, 144	3 90
*Federal, 144	5 00
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds Salted	95
Peanuts, Spanish	12
125 lb. bags	12
Filberts	32
Pecans Salted	82
Walnuts Burdo	65

MINCE MEAT

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

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 85
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	2 00
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

1/2s	34
1s	22
2s and 5s	30

PEANUT BUTTER



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

PETROLEUM PRODUCTS

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

In Iron Barrels

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

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8.2
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 75
32 oz. Glass Thrown	2 40

Dill Pickles Bulk

5 Gal., 200	5 25
16 Gal., 650	11 25
45 Gal., 1300	30 00

PIPES

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

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

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif.	24
Good Steers & Hf 15 1/2@22	
Med. Steers & Heif.	19
Com. Steers & Heif. 16@18	

Veal

Top	21
Good	19
Medium	16

Lamb

Spring Lamb	24
Good	22
Medium	20
Poor	20

Mutton

Good	14
Medium	13
Poor	11

Pork

Loin, med.	19
Butts	17
Shoulders	16
Spareribs	16
Neck bones	06
Trimnings	11

PROVISIONS

Barreled Pork	
Clear Back	25 00@23 00
Short Cut Clear	26 00@29 00

Dry Salt Meats

D S Bellies	18-20@18-16
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Lard

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

Suasages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@25
Hams, Cert., Skinned	
16-18 lb.	@25
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@36
Minced Hams	@19
Bacon 4/6 Cert.	24 @30

Beef

Boneless, rump	28 00@34 00
Rump, new	29 00@32 00

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/2
Fancy Head	07

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

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

HERRING

Holland Herring	
Mixed, Kegs	1 00
Mixed, half bbls.	9 75
Mixed, bbls.	17 50
Milkers, Kegs	1 10
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

Lake Herring

1/2 Bbl., 100 lbs.	6 50
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Mackeral

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

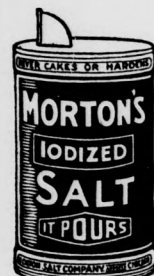
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SALT

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



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

BORAX

Twenty Mule Team

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

SOAP

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

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

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

Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg. 4 00	
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

SPICES

Whole Spices

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

Pure Ground in Bulk

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

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Poneltz, 3½ oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	20
Marjoram, 1 oz.	95
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2½ oz.	90

TRANSACTION COSTS.

(Continued from page 17)

The idea is just this: Certain classes of goods are staples and move fast, involving little deliberation or "nice discrimination" on the part of the customer. Group such goods at the back of the store, in relatively small space, where the business of handling them can proceed rapidly and effectively.

On the other hand, devote the larger space at the front of the store to the display of merchandise that involves a real selection—where the customer, without troubling any clerks unduly and without "cramping the style" of those who are making things hum back in the staple-goods department, will have ample time and leisure to exercise his or her judgment as to the character, quality, or price of the more highly differentiated objects that he is seeking.

Through efficient methods such as these, one merchant that I have in mind achieved a 10 per cent. increase in his sales, while, at the same time, he actually saved in the costs of his operations. Another merchant who does an astonishing amount of business on a small capital and inventory, reports that, by having his "fast-movers" compactly placed, he is enabled to do 75 per cent. of his business in 25 per cent. of his space. Such organization of the store represents efficiency.

Just a word about deliveries: There is a tendency in some quarters to consider "cash and carry" as embodying an indisputably efficient, money-saving principle. It certainly has merits. I could not undertake to-night any elaborate comparison of the relative benefits of "cash and carry" and "telephone and delivery." I merely want to note that the latter system has advantages of a sort that are not always recognized. In the first place, it saves the time of thousands of us customers—obviates the necessity of our going to the store. And it enables the store clerks to operate effectively.

Here is an example of how that works: A clerk with a dozen orders received over the telephone can stand in front of the canned peas and take down a dozen or more tins all at the same time, expeditiously, instead of making a dozen separate trips at the behest of individual customers standing in front of the counter. Such efficiency in assembling orders is one of the very effective means of cutting down that troublesome, potentially destructive "high transactions cost" that we have been looking at this evening.

To cut it to the very minimum is, to-day, one of the major tasks of good retail salesmanship. The vital point is that the merchant must know what each service is costing him. He cannot guess, or "feel his way" vaguely—he must have the facts and figures, and they must be exact. By getting them, he will enable everyone of us to benefit, through lower prices.

In this, he might take a leaf from the book of many wholesalers who have accomplished most surprising and gratifying economics by eliminating numerous accounts that proved to be

unprofitable and by taking other means to reduce "transactions costs."

Julius Klein.

Some Peculiarities of Filipino Restaurants on the Coast.

Los Angeles, Dec. 20—One of the crusaders in the Mexican Assembly introduced a bill which would forbid all cock and bull fighting, as well as boxing in the cactus republic. Inasmuch as bullfighting has long been considered the National pastime the measure was received by his legislative associates with mixed groans and laughter. It is not very likely it will be heard of again, although every now and then some reformer arises to denounce the bullring and other rough settings for national sports. If the Mexicans did not have the cockpit and the ring to release their emotions they might be indulging in more revolutions. The arena seems to be a sort of safety valve.

A former head of the Shipping Board has so far as I have observed offered the most practical suggestion for the preservation of world peace. He suggests that a couple of dozen of industrial magnates get together on a gentleman's agreement to prevent their production going into war equipment and supplies when nations crash upon the battlefield. He can pick out a little group of men in copper, rubber, steel, manganese, coal and iron who could make war absolutely impossible if they kept command of their output. By withholding the essentials of war preparation they could make war difficult if not impossible. Why not encourage this sentiment?

Unlike the other oriental races who are so much in evidence here, but who are, seemingly, in a class by themselves, are the Filipinos. They do not associate with the Chinese or Japanese, lean more to manual industry, but undergo a stress of isolation which is far from breeding contentment on their part. It is claimed there are about 6,000 of these diminutive but healthy young chaps, who make an honest living here, but less than four score of girls, mostly married, and that in itself creates a problem. In the Philippines, American books are used in teaching in the schools and every Filipino schoolboy learns more about our country than he does about his own. He easily learns to speak English and he learns to think of America as the land of romance and achievement. He can get a very good education at home but he prefers to come here if he can. So many of them are now coming here that there are not enough of them to do the gricultural and other manual work of the Islands, and the Philippine legislature is more than eager to restrict emigration in this direction, than the United States is in restricting immigration. In the Philippines, life is comparatively easy and indolent, but here one is much surprised to know that of the orientals that settle among us the Filipino shows the greatest adaptiveness for real hard work. The Chinese, with few exceptions, turn to trade and commercial pursuits, seeking channels of least resistance; the Japanese are more inured to hard work, but they are shifty and escape it when they can. But the Filipino is progressive and wants to be up to date, though much inclined toward extravagance. You would be surprised to learn how many Filipino boys here pay as much as \$100 for a suit of clothes and have silk shirts made to order. In the Philippines where they are among relatives and friends, and whether they have money or not they always have a roof and plenty to eat. Here they soon

learn that they must work to live. But it is hard to teach them that they must save for the future.

The adventurous or ambitious Filipino boys come to America, except those who study for teaching and such work at home, but the girls are not allowed this liberty. Their parents rarely will permit of their leaving home, with the natural result that there are too many girls over there, just as there are too few here. Dancing and its concomitants are the order of entertainment over there, hence the problem is just how to entertain these young men after they come. Society frowns upon any attempt to encourage social relations here; legislation also. Hence the Filipino boy has his problems and drowns his unrest with hard work, which he performs efficiently and reliably. There are several strictly Filipino restaurants here, and except for some Americans with love for the exotic, their patronage is limited to their own race. The tables, chairs and lunch counters in such restaurants are very low, as most of the Filipinos are short legged. The menus are printed in an odd mixture of English and Filipino (not Spanish). They look and are unpronounceable words, but they are mostly high grade places and supply noodles, spring chicken, shrimp omelets and much pork, which is for some reason considered a great delicacy by all orientals. Rice is usually served in lieu of bread, and ice cream is in much demand as a dessert. Four hundred years of Spanish rule never wiped out the Filipino language. Nowhere in Mexico can one find a menu printed in anything but Spanish. How the Filipinos must have clung to their own speech and traditions. They surely are interesting.

Consolidation until the railroad transportation of the country is centered in a half dozen or less gigantic systems, is said to be the plan for greater railroad efficiency evolved by the Interstate Commerce Commission, the result of a dozen years' study, that is to be reported at the present session of Congress. At the same time the Commission will treat on the proposals of mergers by the railroads themselves, drafts for which have been submitted, involving more than 60,000 miles of track and more than ten billions of dollars in investments.

In the days of E. H. Harriman mergers were called manipulations and were frowned upon by law and the public. Nevertheless these propositions have always been more or less meritorious and are worth careful consideration, although consolidations of this kind have their dangers and in the long run they have usually made heavier the burdens on the long suffering public. The original move in this direction was the formation of the Interstate Commerce Commission, its object ostensibly being to protect the small shipper against the encroachments of the big fellow. In other words to prevent discrimination, although certainly not by formation of railroad trusts. Gradually the Commission became composed of men who were in a large sense susceptible to railroad influences. Later on it was made up almost exclusively of railroad officials, and began to assume powers which were never delegated to it by Congress. It lapped over from the National field to assumption of control of properties strictly subordinated to state control, and these state officials were told to skedaddle. From dictating the policies of railroads it made another advanced step and began superintending the affairs of the trolley lines in the various states to the extent that the most of them have been put out of business with a posi-

tive entire financial loss to their owners.

The death of Harriman had much to do with the program of railroad manipulation and operation. He was no longer feared and his influences had been minimized, so with the drift of time even the public has become accustomed to the talk of consolidation and there seems to be little doubt but what ultimately steam railroad operation will be in the hands of one giant monopoly, and the Interstate Commerce Commission, with its rulings, will have entirely alleviated the sufferings of the so-called "small shipper" by putting him out of business altogether. For some time this has seemed inevitable and the shock has been lessened to the dear public who are becoming used to about everything up to absolute confiscation of their earthly possessions.

But the development of motor transportation is now looked upon by some as the country's salvation. Maybe so! But on the other hand the motor lines are undergoing a phase of consolidation and unless some patriotic watch dog keeps on their trail, one large merger will be made of all of them, which will be just ahead of their being gobbled up by the rail syndicate. Just how much of this sort of thing the public will stand for has not been estimated. Evidently so long as the individual is immune from these encroachments he will be disinterested, reserving the right to make a grand kick when the show-down reveals itself to him.

The greatest collection of trolley lines in this country is the system operated by the Pacific Electric Company in Los Angeles and environs. They operated many hundred miles of lines and perform the service of a first-class railroad. They are successful, but such has not always been their experience. During that period of their existence when they held the same estimate of the public that Vanderbilt once did, they were not always safely to be depended upon to pay dividends. Recently, however, they have taken the public into their confidence and among other things encouraged them to ride. For instance every Sunday they have on sale passes over the most of their lines, for the sum of one dollar, and thousands avail themselves of same and save gasoline. Frank S. Verbeck.

Restoring Faded Writing.

Moisten the paper with water, and then pass over the lines a solution of sulphide of ammonium. The writing will immediately appear quite dark. In parchment, it will remain so. On paper, however, the color gradually fades, but may be restored by the application of the sulphide.

To Clean Greasy Bottles.

Take of Castile soap, in shavings, 4 ozs.; carbonate of sodium, 2 ozs.; borax, 1 oz.; water of ammonia, 7 ozs.; alcohol, 3 ozs.; sulphuric ether, 2 ozs.; water to make one gallon. Dissolve the soap in a portion of the water by aid of heat, if necessary, add the other ingredients to the cold solution.

Menthol After-Shave Lotion.

Menthol ----- 1 dr.
Boric Acid ----- 4 drs.
Glycerin ----- 4 ozs.
Alcohol ----- 1 pt.
Water, or witch hazel water -- 1 gal.
Mix. Let it stand for awhile, and filter.

Wholesale Grocer Who Wants To Be Helpful.

(Continued from page 20)

story for emulation by those wholesalers who would become "Big Brothers" to their retail customers.

Just by way of hint, here is one question asked of Englehardt by a grocer recently: "Say," said this grocer, "in 1910 I paid my wife \$65 per week and now I find it hard to pay her \$25. What is the matter with business or is it me that is wrong?" When a man asks such a question, he is ready to listen to anything sound. A sound answer can only follow on close investigation of his business. Hence the investigation—revelation—confidence established—co-operation made tangible and real.

Another business sidelight, a reflection of the stock market, too, is the action of Julius Rosenwald, chairman of the board of Sears, Roebuck & Co., in pledging his entire personal fortune to protect margin accounts of his 40,000 employees.

Such a guaranty insured those workers against being sold out at a loss. It was an action which must have bound the employees to their employer in a way that perhaps no other act could do. Experience in other similar crises is that those protected have become conservative investors. They have climbed out of their deep hole with the aid of such a helping hand and will be careful not to get in again.

Consider how much better such employees will be hereafter, from every angle, and we can see that this, like Englehardt's, is a good investment.

Paul Findlay.

Some Essentials Necessary in Rural Fire Fighting.

(Continued from page 15)

two-ton capacity with plenty of power and speed. I have found the above equipment to render satisfactory service in the rural districts. I would recommend where the pump can draft water and have no shortage of water that a lead-off be made with the 2½ inch hose off the discharge side of the pump, then siamese the large hose into 1½ inch hose. This method has prevented a shortage of water in a number of instances.

Chief Albert Herring,
Murphysboro, Illinois.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 5.—On this day also was held the first meeting of creditors in the matter of Julius Purcell, also known as Mrs. Robert Purcell, Bankrupt No. 3960. The bankrupt was present in person and represented by attorney Harry D. Reber. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Joseph A. Friske, Bankrupt No. 3958. The bankrupt was present in person and represented by attorneys Belcher & Hamlin. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

Dec. 5. We have to-day received the schedules, reference and adjudication in the matter of Earl Mol, Bankrupt No. 3977. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Otsego,

and his occupation is that of a factory superintendent. The schedule shows assets of \$511 of which \$35 is claimed as exempt, with liabilities of \$1,179.73. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

In the matter of Archie W. Baxter, Bankrupt No. 3565, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 14. There were no appearances. The trustee's final report and account was approved and allowed. Claims were proved and allowed. Expenses of administration were approved. The balance of accounts and other assets were sold at auction. An order was made for the payment of expenses of administration and for the declaration and payment of a final dividend to creditors of 14 per cent. All preferred claims were first paid. 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 Lewis F. Striker, Bankrupt No. 3822, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Nov. 19. There were no appearances. The trustee's final report and account was approved and allowed. Bills for expenses of administration were approved and ordered paid. An order was made for the payment of expenses, as far as the funds on hand permit. There were no dividends to creditors. No objections were made to the discharge of the bankrupt. The final meeting of creditors then adjourned without date, and the case will be closed and returned to the district court, as a closed case, in due course.

In the matter of Frank A. Brooks, Bankrupt No. 3969. The first meeting of creditors has been called for Dec. 24.

In the matter of Orin B. Treat, Bankrupt No. 3972. The funds have been received and the first meeting of creditors has been called for Dec. 24.

In the matter of Raymond J. Pike, Bankrupt No. 3975. The funds have been received and the first meeting of creditors has been called for Dec. 24.

In the matter of John V. Byrne, Bankrupt No. 3970. The funds have been received and the first meeting of creditors has been called for Dec. 24.

In the matter of Jake Hazekamp, Bankrupt No. 3963. The funds have been received and the first meeting of creditors has been called for Dec. 23.

In the matter of Milo D. Rathbun, Bankrupt No. 3964. The funds have been received and the first meeting of creditors has been called for Dec. 23.

In the matter of Burt Hiller, Bankrupt No. 3954. The funds have been received and the first meeting of creditors has been called for Dec. 23.

In the matter of William B. King, Bankrupt No. 3973. The funds have been received and the first meeting of creditors has been called for Dec. 23.

In the matter of Arthur E. Kanitz, individually and as Arcadia Co., Bankrupt No. 3687, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 28. There were no appearances. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and preferred labor claims, as far as the funds would 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.

Dec. 7. We have to-day received the schedules, reference and adjudication in the matter of Henry Wirth, Bankrupt No. 3978. 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 merchant. The schedule shows assets of none with liabilities of \$3,775.30. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

March Wells, Grand Rapids	\$210.00
Brehl Hardware Co., Grand Rapids	5.00
Mrs. M. Wirth, Grand Rapids	400.00
Consumers Power Co., Grand Rapids	27.00
Worden Grocer Co., Grand Rapids	565.00
G. R. Wholesale Grocery Co., G. R.	56.00
National Grocery Co., Grand Rapids	114.00
Vandenberg Cigar Co., Grand Rapids	150.00
Ferris Coffee House, Grand Rapids	70.00
Voss Bros., Grand Rapids	95.00
Lawrence Barber, Grand Rapids	600.00
George Brown, Grand Rapids	812.30
James Schultz, Grand Rapids	6.00
John Vanderploeg, Grand Rapids	30.00
Heth Produce Co., Grand Rapids	30.00
Ellis Bros., Grand Rapids	20.00
Geo. E. Carter, Chicago	150.00
Dayton Scale Co., Dayton, Ohio	95.00
Mills Paper Co., Grand Rapids	125.00
Rich Garage, Grand Rapids	20.00

Dec. 7. We have to-day received the schedules, reference and adjudication in the matter of Joseph W. Lynd, Bankrupt No. 3979. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of

Howard township, and his occupation is that of an ice dealer. The schedule shows assets of \$1,341.85 of which \$500 is claimed as exempt, with liabilities of \$3,603.64. 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.

Dec. 9. We have to-day received the schedules, reference and adjudication in the matter of Henry Retsema, Bankrupt No. 3980. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a factory worker. The schedule shows assets of \$50 of which the full amount is claimed as exempt, with liabilities of \$2,462.97. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

Dec. 9. We have to-day received the schedules, reference and adjudication in the matter of Czerl B. Corbin, Bankrupt No. 3981. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a musician. The schedule shows assets of \$4,325 of which the full amount is claimed as exempt, with liabilities of \$1,395.93. 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.

Dec. 9. We have to-day received the schedules, reference and adjudication in the matter of A. Gust Glade, doing business as Glade & Son, Bankrupt No. 3982. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a soft drink distributor. The schedule shows assets of \$4,911.90 of which \$250 is claimed as exempt, with liabilities of \$10,668.02. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of bankrupt is as follows:

Kamm & Schellinger Co., Mishawaka, Ind.	\$10,402.14
Standard Oil Co., Grand Rapids	25.00
U. S. Brewing Co., Chicago	40.88
B. H. State Bank, Benton Harbor	200.00

In the matter of Stanley M. Young, doing business as Young Jewelry Co., Bankrupt No. 3634, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 14. There were no appearances. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the payment of preferred claims and the declaration and payment of a first and final dividend to general creditors of 7.8 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a closed case, in due course.

Dec. 11. We have to-day received the schedules, reference and adjudication in the matter of Athol R. Thomson, formerly one of the partners of Brooks-Thomson Motor Sales Co., Bankrupt No. 3974. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$6,000 of which the full amount is claimed as exempt, with liabilities of \$12,197.12. 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.

Dec. 11. We have to-day received the adjudication and reference in the matter of Morris E. Newell, Bankrupt No. 3971. This is an involuntary case. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules have been ordered filed, upon receipt of same, the first meeting of creditors will be called and note of same made herein.

In the matter of St. Joseph Motor Supply Co., a corporation, Bankrupt No. 3668, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 28. There were no appearances, except that of the trustee and several parties interested in assets to be sold at auction. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and preferred claims, and for the payment of a first and final dividend to general creditors of 13.8 per cent. No objections were made to the discharge

of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Lynn C. Gardner, Bankrupt No. 3673, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 28. The trustee was represented by attorneys Belcher & Hamlin. Certain bidders were present to bid upon the balance of assets to be sold. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 10.3 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Dec. 16. We have to-day received the schedules, reference and adjudication in the matter of Jerome Hamlin, Bankrupt No. 3983. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of South Haven, and his occupation is that of a laborer. The schedule shows assets of \$380.30, \$500 is claimed as exempt, with liabilities of \$2,802.25. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

In the matter of Glen P. McHugh, individually and as McHugh Bootery and Pantlin Boot & Toggery Shop, Bankrupt No. 3740, the trustee has heretofore filed his final report and account and a final meeting of creditors was held Nov. 19. The trustee was present. Several bidders were present to bid on the remaining assets of the estate. An order was made for the payment of expenses of administration and for the payment of preferred claims in full and the declaration and payment of a first and final dividend to creditors of 9 per cent. The trustee's final report and account was considered and approved and allowed. 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.

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—General store in country town. Best proposition in Madison county. New York state. Large milk station, grain elevator, handle lots of feed. Do not advertise in papers or deliver. Established thirty years. Store built in 1918, cost \$21,000. Modern living rooms overhead. Stock around \$15,000, fixtures \$2,000 to \$5,000. Post office on same lot. Not much competition. Could increase business by installing gas station. Freight, from city 35 miles away, \$.30 per hundred. Selling because of ill health. M. J. Davenport, Eaton, New York. 200

WANTED—SALESMEN to carry line of infants' soft shoes and moccasins, including line of semi-hard soles. Territories, Ohio, Kentucky, Tennessee, Indiana. Commission 10%. Dunn Shoe Co., Danvers, Mass. 201

For Sale—Grocery store and fixtures. Will invoice about \$3,000. Sales \$500 per week. Kalamazoo, Mich. Address No. 202, c/o Michigan Tradesman. 202

For Sale—Hardware and implement business in corn belt of Indiana. Established forty years and always profitable. Stock and fixtures will invoice about \$6,000. Will sell or lease two-story brick building 24 x 100 ft. W. E. Runner, Oxford, Indiana. 203

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

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

Do You Wish To Sell Out! CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

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

I OFFER CASH!
For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone

L. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

1930

I will start anew this morning with a higher, fairer creed,
I will cease to stand complaining of my ruthless neighbor's greed;
I will cease to sit repining while my duty's call is clear;
I will waste no moment whining and my heart shall know no fear.
I will look sometimes about me for the things that merit praise;
I will search for hidden beauties that elude the grumbler's gaze;
I will try to find contentment in the paths that I must tread;
I will cease to have resentment when another moves ahead.
I will not be swayed by envy when my rival's strength is shown;
I will not deny his merit, but I'll try to prove my own;
I will try to see the beauty spread before me, rain or shine;
I will cease to preach your duty and be more concerned with mine.





WITH losses lower, with expenses lower, with no inside profits for invested capital—you would expect the net cost of Mutual insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The mutual plan of operation is right. Mutual insurance is better protection. Because it is better it costs less.

May sound unreasonable if you are not informed. An investigation is convincing. For the sake of yourself and your business, investigate.

MUTUAL INSURANCE

Is An Investment of Good Judgement

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



Combined Assets of Group
\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES
Tornado—Automobile—Plate Glass

**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

Speed Up Sales
*by featuring properly
advertised lines*

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

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

K C
**Baking
Powder**

Same Price
for over 38 years

25 ounces for 25c

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

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

**Millions of Pounds Used by Our
Government**