

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 24, 1930

Number 2453

NO STRIKE FOR HER

Our daddy left his job to-day,
Up where the masons climb.
The men are out for higher pay.
And shorter working time.
They've sworn to stick,
Nor lift a brick
That comes from off a truck,
But mother, patient mother, hasn't struck.

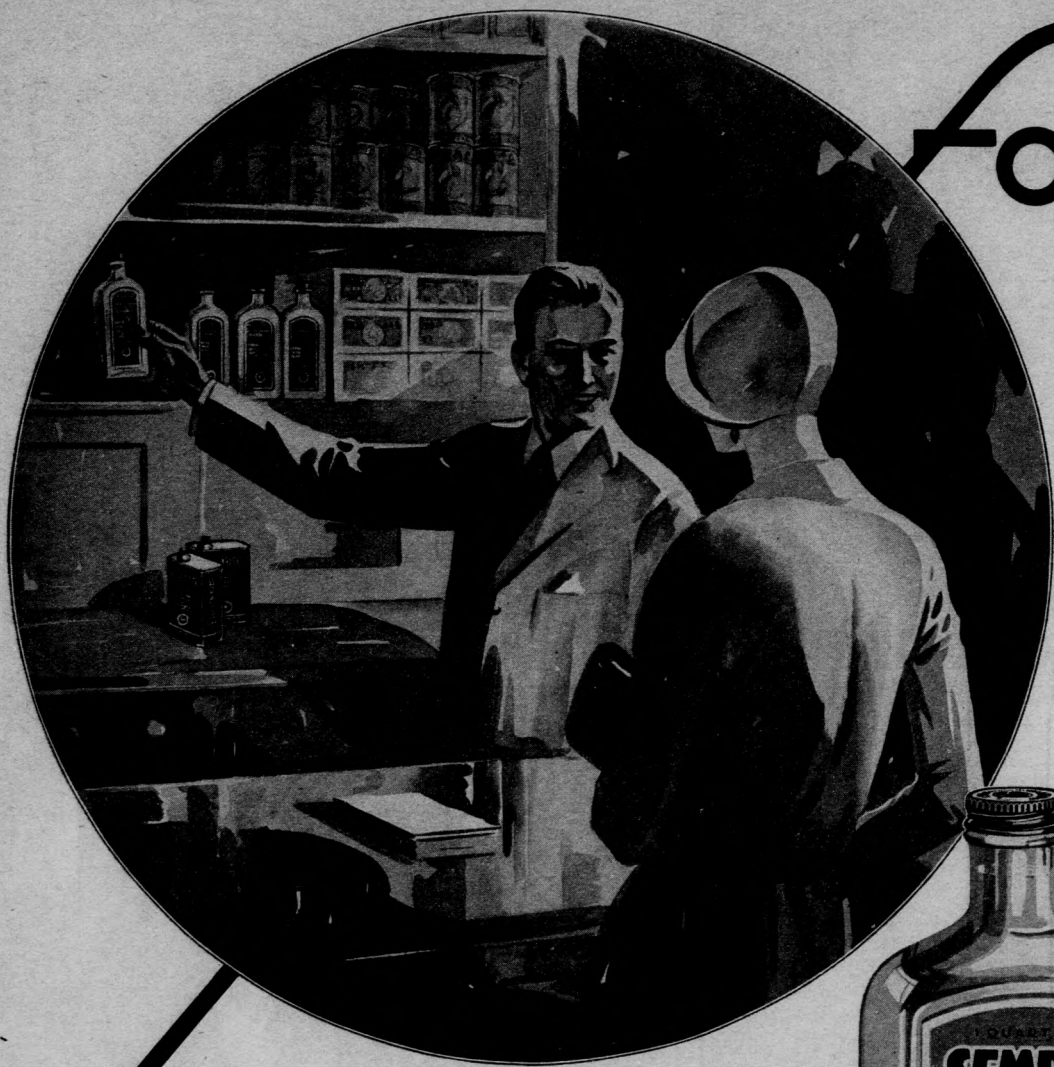
Our sister Kate is home from her
Nice stenographic place.
The striking typist girls concur
The wages need a brace.
She does not please
To pound the keys
For pay she doesn't like,
But mother in the kitchen doesn't strike.

And brother Bill has left his job
At motoring a car
He says the managerial mob
Pushed tyranny too far.
No move he'll make
To turn a brake.
He thinks he's showing pluck,
But mother, weary mother, hasn't struck.

And Uncle Bill, who up to date
Has been a dry goods clerk,
This morning at the hour of eight
Refused to go to work.
He said, "It's wrong
To toil so long
Where women shoppers hike."
But mother in the kitchen doesn't strike.

Her working day has hours sixteen,
Outside the union ranks.
No salary she's ever seen;
Her pay's a (maybe) "Thanks."
Yet night and day
She slaves away
For Ned and Mame and Mike,
But mother in the kitchen doesn't strike.
John O'Keefe.

Public Reference Library,
Library St



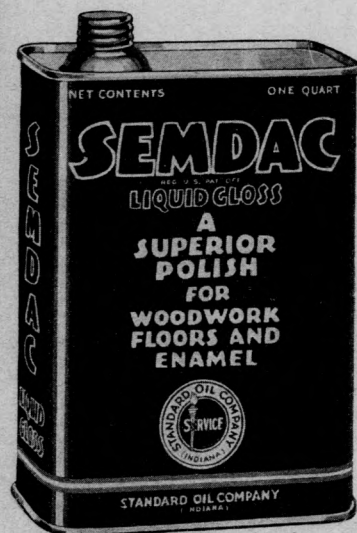
for
easy
sales

THOUSANDS of women consider Semdac as a household necessity. For years Semdac Liquid Gloss has been a standard polish in homes throughout the Middle West. With the combination of Semdac Liquid Gloss and Semdac Furniture Dressing you can make two sales where you formerly made one.

Stock these products . . . display them . . . watch the ease with which they sell.

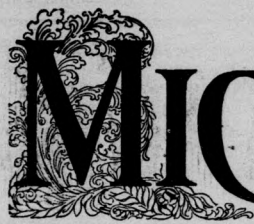
STANDARD OIL COMPANY (Indiana)

General Offices: 910 South Michigan Ave., Chicago, Ill.



SEMDAC

FURNITURE
DRESSING
LIQUID
GLOSS



MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 24, 1930

Number 2453

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Effective Work For the Capper-Kelly Bill.

It has been suggested that the most propitious time in which to make headway in behalf of the Capper-Kelly Fair Trade bill is during the congressional campaign. It is realized that business and professional men have neither the inclination nor the desire, if indeed they have the time, to participate in practical politics. This fact unquestionably accounts for the nomination and election of so many undesirable and unfit men for public office. It further explains why so many questionable men are appointed to public office. If political machines are permitted by business and professional men to do all of the work in primaries and elections, they have no just cause for complaint when the beneficiaries of this work pay their debts with appointments, or by recognizing them in some other substantial form. The point to be remembered is that business and professional men pay dearly for their inactivity in popular primaries and elections. Respecting the Capper-Kelly bill, the way to make votes for it is to make votes for candidates for Congress.

There are many ways to help candidates for Congress and for other public offices. These have been understood by the executive officers and counsel of large corporations and combinations for many years. They have been employed for the benefit of candidates and to the material advantage of such corporations and combinations. Not infrequently this has been done at the expense of the masses, including independent retailers, wholesalers and manufacturers. Strange as it may seem, few of them have known it. This was because of their indifference to public affairs and their lack of information as to the inner-workings of practical politics. No citizen of this country is in a better position to help candidates for Congress and for all other offices than the retail druggist. No other citizen has a store patronized by the voters—men and women—daily

and on Sunday and by day and by night. A few members of the house and of the United States Senate have realized this and have not been slow to take advantage of it. Generally speaking, however, retail druggists have been slow to take advantage of their wonderful opportunity to promote their own interests, although few citizens engaged in business and professional activities need recognition by Congress and other branches of the Government, Federal and State, as much as the independent retail druggist. Druggists can help congressional candidates by distributing their campaign literature, by passing a good word in their behalf in their daily contact with patrons of drug stores, by participating in public meetings and making speeches in behalf of such candidates, or contribute according to their ability and worth over the radio.

Death of Well-Known Charlevoix Merchant.

Charlevoix citizens generally were stunned Sunday morning, when news reached here that Miss Adeline S. Holley had passed away at the U. of M. hospital, Ann Arbor, where she entered for treatment less than one week previous, the death notice coming shortly after her friends received information that her physical condition was greatly improved and her complete recovery, unless something unforeseen set in would be rapid. The unforeseen happened and a few hours later came the notice of her death, a shock to relatives and Charlevoix friends. Miss Holley was born at Detroit November 8, 1879, where she lived until she came to Charlevoix seven years later, in 1886 since which time she has been a permanent resident of this city, and one of its highest type best citizens, respected and loved by everyone.

She was a graduate of Charlevoix high school, class of 1901, and a thorough student and hard worker in student efforts, a girl of pleasing personality, and as such won and retained friends from her early days throughout her span of life and to the point where she was an honored, welcome guest in every local home. Modesty and refinement were characteristic virtues and these to a height equalled by few of the present age. Hence her passing is a distinct loss to Charlevoix and a source of deep grief to relatives and friends.

For twelve years she was accountant in the local office of the Michigan Bell Telephone Co.—for two seasons she was at the desk in the Beach Hotel, and for some time Secretary for the Charlevoix Association of Commerce, filling each position with a high degree of efficiency, exactitude and rare attainment.

Eight years ago she engaged in business on her own account, under the firm name of "Holley Gift Shop." Starting in a small way. From the first the business has gradually grown and expanded and under her supervision produced satisfactory financial results.—Charlevoix Sentinel.

Late Business News.

Moderate increases in distribution at wholesale and retail are reported by the commercial agencies. Slow revival is regarded as best under the circumstances.

Scrap steel prices continue firm. The Pittsburgh quotation was pushed up another 25 cents a ton last week.

Department stores are reported this week to be engaging many new employees for the fall trade and the winter holiday season. Most of the stores heard from indicate a decidedly hopeful state of mind.

Automobile industry conditions are considered sound by all of the authorities quoted this week. They agree that production this year up to August 31 was disappointing. But all of them point out that sales are now ahead of output, thereby setting up a position which assures good progress when revival comes.

Enforcement of the Mississippi sales tax has been enjoined by a bench of three Federal judges sitting in Gulfport. The order was obtained by J. C. Penney on the ground of unconstitutional discrimination. The state attorney-general has given notice of an appeal.

The British Columbia salmon pack this year up to August 15 amounted to 1,197,457 cases, nearly twice as many as last year, and the largest pack on record. The packers are talking of extensive advertising plans to help in distributing the surplus.

Sears Roebuck sales in the four weeks ended Sept. 10 were 14.1 per cent. less than in the same period a year ago. The falling off since Jan. 2 was 6.5 per cent.

The proposed Jewel Tea-Van Camp merger has been abandoned at the instance of Jewel Tea. The reason given is that Van Camp stockholders seemed to hold back in spite of their president's statement that the company was greatly in need of the extra capital the consolidation would have provided.

On the other hand, it transpires that the Colgate-Palmolive-Peet Co. is acquiring the \$5,500,000 assets of Kirkman & Son, manufacturers of soap products.

Death of Former Woman Merchant in Cadillac.

Cadillac loses a long-time resident and one of its former most prominent women merchants in the death

of Mrs. Elizabeth A. Johnson, who passed away Sept. 20 at her home, 122 East Nelson street. Mrs. Johnson had been ill with summer flu, but had recovered, death being attributed to an angina seizure of the heart.

Elizabeth A. Kitchen was born May 9, 1861, on South Manitou Island. About 53 years ago she was married to Robert Johnson. To this union were born two sons—Oscar, of this city, who is county register of deeds, and Fred, of Detroit, and a daughter, Mrs. F. M. Dolan, of Coral Gables.

The Johnsons came to Cadillac to make their home about forty-five years ago and for thirty-five years owned and managed a grocery store on North Mitchell street. After the death of Mr. Johnson, which occurred about thirty years ago, Mrs. Johnson conducted the store, assisted by Oscar.

Mrs. Johnson was a member of Cadillac Chapter No. 177, Berea Shrine and the Rebekah lodge. She attended the Congregational church.

Of late years she has spent the summer in Cadillac with her son Oscar and the winters in Florida with her daughter.—Cadillac Evening News.

Fewer Chain Store Robots are Advised.

Fewer "chain store robots" and more "genuine" merchants is the demand of the modern woman consumer, the Boston conference on retail distribution was told to-day by Mrs. Christine Frederick, of New York, household efficiency expert. "Main street," she said, "has become 'chain street'."

Mrs. Frederick said that "Mrs. Consumer has silently been conducting a buyer's revolt—a revolt at the extreme mechanistic turn given to all retail distribution by chain store development and influence. I hold that retailing has been pushed too far in a scientific, a coldly mechanistic direction, without a corresponding analysis of its relations to consumer conditions and to consumer psychology. In short, 'Mrs. Consumer' resents the fact that retailing has so universally 'gone robot' and that the modern average retail store has become little more than an automatic vending machine."

Exploit Weiners.

Another kind of picnic which offers possibilities is the weiner roast, very popular with the younger folk. One dealer exploited this in a simple but effective manner, by banking the background and sides of his window with tree branches, freshly garnered from the woods. A mixture of turf, dried leaves and sand formed the floor covering. The frankfurter roast was in progress in the middle of the trim where the fire was devised with twigs, hidden among which was a red electric bulb.

JOBBS FOR THE JOBLESS

Which Means Business For the Merchant.

Grand Rapids, Sept. 22—The Grand Rapids daily papers advised their readers to listen in on WOOD radio station and hear Mr. Fred Stiles broadcast his well-thought out plan to bring prosperity back to Grand Rapids. After Mr. Stiles divulged his plan he requested that his listeners take this proposition up with our city manager and with the city commissioners. So by this I am complying with his request.

If I understood Mr. Stiles correctly, his plan is that our city commissioners buy page advertisements in our local daily papers in order to boost Grand Rapids and get outside manufacturing concerns to locate here and pay the expense thereof from our taxes. May I, as an experienced advertising man, suggest that if we are to go into such a venture, instead of buying space in our local dailies to boost Grand Rapids to Grand Rapids we buy page advertisements in the Detroit, Cleveland and Chicago dailies? Let us advertise in the cities from which we expect manufacturers to come. With all due respect to Mr. Stiles and the Grand Rapids boosters, to me all boosting is useless unless you have something to boost. Let's stop, think and face facts. If we are to go on such an extensive advertising spree, what advantage have we to offer that other cities do not have? In saying this I fully realize that unless one goes off half-cocked with the rest of the boosters, he will be considered by some as disloyal to his home city, but that is not the case. I fully appreciate that every dollar I have was made in Grand Rapids and, although I am retired from business, I am still a fairly good sized tax-payer here. I mention this because prosperity to Grand Rapids means prosperity to me and it gives me goose pimples when I hear boosters boosting Grand Rapids by the meaningless, silly, unbusinesslike slogan, "Grand Rapids Is a Good Place to Live." Why, every city says that same thing and we all know that the only cities which are good places to live are where the merchants and laborers can make a decent living.

It bores me to hear our boosters everlastingly trying to boost Grand Rapids as an industrial furniture city. Boosters seem to be so furniture minded. Of course, that kind of stuff was all right when we old fellows were running around in rompers, but today Grand Rapids' industries are composed of diversified manufacturing business. For instance, the Michigan Tradesman of Sept. 10 had an editorial entitled, "Furniture No Longer King." The metal industry has advanced to first

place and it goes on to say that our metal industry employs 11,000 men, while the furniture factories only employ 9,000, and that the wages in the metal industries average 10 cents an hour higher than the wages in the furniture factories.

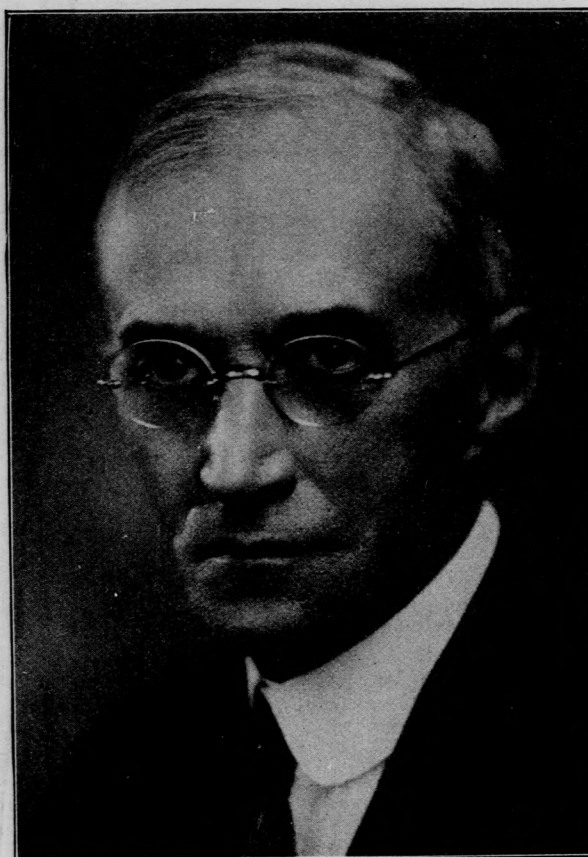
And may I ask, if we are in such desperate straits that we have to spend our taxes to advertise Grand Rapids, is that not in itself a bum advertisement for Grand Rapids? We should remember that if we are to appeal to outside manufacturing concerns to move their plants here, we will have to talk business in a businesslike way. If we can show them that it is to their advantage

The Animus of the Present Peace Talk
Grandville, Sept. 23—There is a tide in the affairs of men which taken at its flood leads on to fortune.

Admitting this to be true of men why may it not apply to nations as well? The gathered councilors at Geneva seem to imagine that war may be abolished for all time through an agreement among the powers of Europe.

The dream of a united states of Europe still clutches the minds of a few European statesmen; that number, however, is growing less by degrees until at the present time grave fears are expressed by some that peace and war are equally a necessary part of National character, and that all the agreements possible will certainly prove futile when the passions of men are aroused over some fancied wrong.

All the bargains so far proposed have but the half-hearted support of the diplomats who call them up.



Gerrit J. Johnson

in dollars and cents to move their plants here, we will not have to coax them; they will come in droves. Suppose we advertise a real advantage such as no other city in the United States dares to do by saying that after to-day all manufacturing industries locating in Grand Rapids will be exempt from taxation on their factories, buildings, equipment and contents for a period of twenty years. I imagine at this I hear a groan, but remember unless we offer some advantage they will not come. If we exempt them from taxation they may come and that would mean jobs for the jobless and business for the merchant.

Gerrit J. Johnson.

As impossible as that the river Nile will flow upstream. It is pleasing to be friendly of course yet not at the expense of a National loss.

Say what you will the whole force of this talk of a united states of Europe is aimed at America. Had you not thought of that, good American citizen that you are? The bitter enmity lurking beneath the skin of the peace animal as advocated by those European nations is a stab aimed at this country.

It isn't pleasant to know that the great body of Europeans hold for this country the most bitter enmity. Why, you ask, and again why? It would seem the height of foolishness for those nations we saved from demolition to turn not only the cold shoulder to us, but to plot secretly for our downfall as a nation.

These facts are beginning to crop out as the discussion goes on across the water. The Frenchman has it in for the Yankee, even though there would be no French nation to-day had not Pershing and his Yankee troops stood between French despoiling by the great German octopus.

Ingratitude of the basest kind is at the bottom of this French hatred of America. It is well known that had not America taken up the cudgels in behalf of France and Britain to-day would find the former at least a dependence of Germany.

Italy, never in love with France, has secret plans which, when the opportunity offers, she will put into operation no matter how many peace conferences have decided otherwise.

The human animal is such that not all the agreements in the world can hold him from carrying out a long smothered feeling of revenge for real or fancied wrongs of the past. Mussolini is not the one to give France the upper hand in any peace bargains that may be concocted.

Hatred of all things American dominates nine-tenths of the people of Europe to-day. That hatred comes from a mistaken source, yet is none the less venomous, and will surely at some future day lead to another effusion of blood.

Right now the cry, "Boycot America!" is heard throughout Europe. The times for the laboring class over there are much worse than here and America is held responsible in large measure for the same.

With the whole of Europe united against this country we may expect some unpleasant moments yet to come. There is no laying aside the seriousness of the situation. Although America and England have decided to be good as between themselves, and discard a part of their navies, the disarmament of the world may not be expected.

Arm for National defense. This is going on right now in secret foreign circles and every addition to guns and ammunition is wholly aimed at the United States, a nation which has no real enmity for a single foreign power.

Ingratitude is the basest of crimes, and of this nearly all Europe is at this moment guilty. No doubt it will be a sorry day when the dogs of war again bark on sea and land with the Star Spangled Banner flying at the mast heads of a strictly Yankee navy brought into existence through the low down treachery of our supposed foreign friends.

We shall lie low and watch the maneuvers of our foreign foes. As far lasting peace that is totally impossible as the future will some day demonstrate beyond question.

Old Timer.

Blessed are they who have the gift of making friends, for it is one of God's best gifts. It involves many things, but above all, the power of going out of one's self and appreciating whatever is noble and loving in another.

Low Streams as Breeders of Typhoid.

The great open spaces each year are appealing to more and more thousands. Thanks to good roads and the automobile, the beauties of this Commonwealth and other states are being discovered literally by millions each season. All of which is most fortunate, provided certain details have been given due consideration.

Too frequently one's enthusiasm engendered by glorious scenery, deep woods and poetic brooks, carries judgment out of bounds, sometimes with unfortunate results. For example, a beautiful spring or a romantic-looking well attracts the eye, and without due consideration as to the purity of the water it contains, it is used to quench thirst. That the germ of typhoid fever may be lurking in the cool and crystal clear liquid is entirely disregarded. So-called vacation typhoid as a consequence not infrequently results.

Again, this death-dealing germ is likely to become potent in streams where extremely low levels, occasioned by dry weather, exist. This fact, too, is not fully appreciated. As an illustration, but a few days ago a number of typhoid fever fatalities were reported the origin of which was directly traceable to the use of a sluggish creek for swimming by a group of campers.

While normally, large streams remote from sewer outlets, and bubbling creeks, can be used with entire safety for swimming purposes, the great drought of this year has resulted in developing a hazard along this line which usually does not exist.

It therefore might be well for the enthusiastic outdoor persons who are either on a vacation excursion, or who just naturally seek the river and creeks for bathing purposes when they are home, to appreciate that in some sections of Michigan where stream conditions are unhealthily low, it is best temporarily to forego this sport unless resort is had to a pool where proper chlorination and modern sanitary devices assure security from the typhoid bacillus.

G. E. Williams.

When On Your Way, See Onaway.

Onaway, Sept. 23—For the sake of an argument let's call it summer weather. A few nice showers and the trees and foliage fresh and green. No frosts yet and but a very few leaves showing autumn tints. Farmers having a splendid time to dig potatoes and get their fall plowing and other work done.

How about the hunters? Well, they are right in their glory, too. The lakes and streams are furnishing a liberal supply of ducks and hunters are quite numerous, arriving from different sections. John Shaloy and Tom LaForest were photographed with a nice string of Mallards, bagged the first day of the season; they both show that famous crescent shaped grin.

The Onaway garment factory is running full capacity and is rushed with orders, compelling them to run a full day each Saturday, instead of closing at noon, as formerly. An employment advertisement is published in the Onaway Outlook this week in connection with a two column write-up of the factory, its methods and instructions to employees. Manager Beauregard demands good, faithful, reliable help and offers every inducement for advancement.

The big \$100,000 club house being erected at Black Lake by the Maxon

corporation is going to be a wonderful structure. The work is progressing rapidly and a large force of men is employed. There will be numerous other buildings in connection, all being supplied with water from flowing wells. When completed a description will be furnished in detail and the premises will become a place of considerable consequence and attraction.

The Chamber of Commerce held a very lengthy meeting Wednesday at the Schlienz banquet rooms and transacted considerable important business, principally in reference to the purchase of and the re-organization of the Onaway-Chebovgan fairground property.

The City Commission is installing traffic lights at the intersection of State and Dine streets; also publishing a new traffic ordinance which takes effect Sept. 22 and woe unto the party who violates its provisions. The city jail is in readiness.

Squire Signal.

Dorothy Dix To Speak On Home Furnishings.

Dorothy Dix, regarded by millions of women all over the United States as their counselor and friend, through her contributions to the Tradesman for

twenty-five years and her daily newspaper column, will tell these women about the value of home in a radio broadcast at the opening of the Style Show period.

Her address, reproduced by electric transcription, will be repeated over the 155 stations in all radio station cities in which there are retail subscribers in daytime broadcasts either September 25, the day before the Style Show, or September 26.

In her talk she will say:

"If you want to keep your children at home, interested in home affairs, have your home filled with things that they will enjoy. You can't expect sensitive girls to bring their boy friends into shabby surroundings. Nor can you expect boys brimful of energy that calls for action to stay at home unless there is something there to expend that energy on.

"Home isn't just four walls and some tables and chairs. It is all the interests that make it the center of the family's life. These must find ade-

quate expression in the fittings of the home."

Passed On To the Echoless Shore.

Traverse City, Sept. 20—We again were called upon to lay away one of our charter members to-day, William L. Chapman, who for many years traveled through this section of the State and who was a fine example of the traveling fraternity in principle and good fellowship.

I know you are a good friend of the traveling men and thought you would be interested in this bit of information concerning one of the boys.

John S. Ames,

Sec'y-Treas. U. C. T., 361.

Not Even Seriously Injured.

A cowpuncher ordered a steak at a restaurant. The waiter brought it in—rare—very rare. The puncher looked at it and demanded that it be returned to the kitchen and cooked.

"Tis cooked," snapped the waiter.

"Cooked——" said our friend the puncher. "I've seen critters hurt worse than that and get well."

Putting "Commune" in Community

WHO?

Who put the pep in the retail stores of this city?

Who kept the store rooms filled?

WHY?

Why so many empty store rooms in this city?

WHAT?

What became of the clerks and the proprietors who conducted the stores in the now idle store rooms?

HOW?

How many additional store rooms will be vacant by spring?

How many additional clerks and proprietors will be without jobs?

WHERE?

Where are the jobber, the manufacturer, and the wholesale produce merchant to sell their product?

WHEN?

When will the owners of the empty houses, empty apartments, empty buildings and empty stores awaken to the situation?

THE ANSWER -

The answer to WHO - WHY - WHAT - HOW - WHERE - and WHEN is the local merchant.

The local merchant puts the pep in the business life of our city.

The local merchant kept the store buildings occupied.

The local merchant is the employer of hundreds of clerks.

The local merchant is the one who supports the local jobber, the local manufacturer, and the local produce merchant.

Putting "Commune" in Community

Fight and the world fights with you—crawl and you crawl alone. Fight for your local merchant, and it will not be necessary to crawl alone—into oblivion—with your empty dwellings, empty apartments, empty buildings and empty store rooms.

Buy of your local merchant and put the spirit of "COMMUNE" in community.

A. E. Brooks & Co. believe now is the auspicious time to strengthen the spirit of unity in community. Believing in this, we are launching on October 3rd a greater campaign for Brooks' Confections in a hook-up of leading newspapers. We invite the co-operation of the public and merchants of this community—your home, and also ours.

A. E. BROOKS & COMPANY

PHONE 6-9325

GRAND RAPIDS

"50 Years of Home Ownership—50 Years of Good Candy"

One of a Series of Advertisements now appearing in Leading Michigan Daily Newspapers.

MOVEMENTS OF MERCHANTS.

Detroit—Joseph Sominsky, dealer in boots and shoes at 9671 Gratiot avenue, has filed a petition in bankruptcy.

Detroit—The Harroun-Hoffman Co., 5158 14th street, plumbing, has changed its name to E. C. Harroun, Inc.

Detroit—Charles R. Cornfield, dealer in boots and shoes at 1150 Mack avenue, has filed a petition in bankruptcy.

Detroit—Benjamin Barnett, dealer in boots and shoes at 7850 West Vernor Highway, has filed a petition in bankruptcy.

Detroit — Arkin Bros., Inc., 5239 Trumbull avenue, has changed its name to Arkin Brothers Food Distributing Co.

Detroit—The Michigan Co-Operative Wool Marketing Association, has removed its business offices to 221 North Cedar street, Lansing.

Jackson—The Horne Funeral Home, 1613 Francis street, has been incorporated with a capitalization of \$1,000, \$500 of which has been subscribed and paid in.

Ionia—The Ionia Dorlexa Building Corporation, 201 West Main street, has been incorporated with a capitalization of \$50,000, all of which has been subscribed and paid in.

Charlotte—R. Howard Mate, who came to Charlotte four or five years ago and bought the H. R. Sylvester furniture stock, will retire from business and close the store.

Detroit — The Michigan Plumbing & Heating Co., 5736 Chene street, has been incorporated with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Ann Arbor—The Ann Arbor Grain & Feed Co., 212 South First street, has been incorporated with an authorized capital stock of \$25,000, \$19,000 of which has been subscribed and paid in in cash.

East Detroit—The Schroeder Fuel & Supply Co., fuel and building materials, has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Pontiac—An involuntary petition in bankruptcy has been filed against Sol. Manes, retail dry goods dealer, by Irwin Cohen, representing Rice & Ash, \$5,011; Broder Bros., \$160; Levin Glove Mfg. Co., \$63.

Detroit—The Unik Distributing Co., 4421 Chene street, has been incorporated to deal in cans and other containers with an authorized capital stock of \$20,000, all of which has been subscribed and paid in.

Negaunee—George Komidas, who has conducted restaurants in Ishpeming and Marquette for the past fifteen years, has opened a restaurant in the Elliott building, which has been remodeled and redecorated.

St. Joseph—The Peerless Track Co., Ann street, has been incorporated to distribute tractors and power appliances with an authorized capital stock of \$15,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—The Dairy Products Container Co., 3-164 General Motors build-

ing, has been incorporated to deal in containers for milk and cream with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Howell—The Livingston Cut Rate Co., 307 East Grand River avenue, has been incorporated to deal in dry goods and clothing for women and men, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Detroit—Thomas & Forsyth, men's clothing and furnishings, sports goods, etc., 2473 Woodward avenue, has merged the business into a stock company with a capital stock of \$10,000, \$2,000 of which has been subscribed and paid in in cash.

Holland — The Furniture Factory Sales Rooms, Inc., River avenue, has been incorporated to deal in furniture and household goods at wholesale and retail with an authorized capital stock of \$50,000, \$41,250 of which has been subscribed and paid in.

Detroit—The Basil J. Hackett Coal Co., 14799 Meyers Road, has merged its business into a stock company under the style of the B. J. Hackett Fuel & Supply Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in.

Detroit—Birch Controls, Inc., 1311 Terminal avenue, dealer in gas thermostats, gas appliances, has been incorporated with a capitalization of \$10,000 preferred and 1,000 shares at \$1 a share, \$11,000 being subscribed and \$10,000 paid in in cash.

Detroit—Abmak, Inc., 416 Stephenson boulevard, has been incorporated to deal in chemicals, chemical products and merchandise made of metal, glass and wood, with a capitalization of \$5,000, \$1,020 of which has been subscribed and paid in in cash.

Detroit—The Fehl Furniture Co., Inc., 8712 Gratiot avenue, has been incorporated to deal in furniture, household furnishings and electrical goods at retail with an authorized capital stock of \$150,000, \$77,000 being subscribed and \$10,000 paid in in cash.

Pontiac — Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Grays, Inc., women's ready-to-wear, by Frederick B. Darden, attorney, representing Flora Dora Costume Co., Inc., \$221; P. Kalika, \$160; L. Sarodnik & Co., \$49.

Detroit—The Parker Sales Co., 4461 West Jefferson avenue, has been incorporated to deal in food products with an authorized capital stock of 1,500 shares at \$2 a share and 2,500 shares no par value, \$3,000 of which has been subscribed and paid in in cash.

Muskegon—The Snowwhite Baking Co., 318 Apple avenue, has been incorporated to manufacture and sell at wholesale and retail, bread, pastries, and food products with an authorized capital stock of \$75,000 preferred and 2,000 shares at \$1 a share, of which amount \$69,810 has been subscribed, and \$39,810 paid in.

Lansing — The Home Dairy Co., which conducts stores in Flint, Jackson, Pontiac and Saginaw, has opened

its largest unit at 319-21 South Washington avenue. J. J. Englehardt, formerly manager of the Saginaw store is in charge, with a staff of 100 employees. A lunch counter and cafeteria is conducted in connection with the store.

Detroit—G. M. Dwelley, Inc., 505 Curtis building, manufacturer and dealer in health equipment, games and amusement devices, has merged the business into a stock company under the same style with an authorized capital stock of 1,000 shares at \$53 a share, \$53,000 being subscribed, \$33,952.56 paid in in cash and \$14,951.54 in property.

Charlevoix—Miss Adeline S. Holley, owner of the Holley Gift Shop, 309 Bridge street, died Sept. 15, at the Ann Arbor University Hospital where she was being treated for a general break down and pneumonia. Miss Holley opened her gift shop in 1922 and was very successful from the start.

Manufacturing Matters.

Detroit—The Stewart Brown Corporation, 10571 Grand River avenue, has changed its name to the Brown Steel Corporation.

Tecumseh—Horace Brewer & Co., manufacturer of clay working machinery, has increased its capital stock from \$250,000 to \$500,000.

Detroit—The Enterprise Tool Corporation, 1552 East Philadelphia avenue, has changed its name to the Enterprise Tool & Gear Corporation.

Alpena—The Alpena Cranberry Co., 111 First street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in.

Port Huron—The Midland Wire Co., Moak and 24th streets, has been incorporated with an authorized capital stock of \$100,000, \$50,000 being subscribed and paid in in cash.

Detroit—The B & L High Compression Spark Plug Co., 9020 Bryden street, has been incorporated with a capitalization of \$25,000, \$21,220 being subscribed and \$16,640 paid in.

Detroit—The New Tire Cover Co., Inc., 2205 Dime Bank building, has been incorporated to manufacture and sell tire covers with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in.

Detroit—Curtis, Layle & Co., 2842 West Grand boulevard, has been incorporated to manufacture and sell fire extinguishers, with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in.

Luce—The Luce Manufacturing Co., has been incorporated to manufacture auto and truck bodies and do metal stampings, with an authorized capitalization of 20,000 shares at \$10 a share, \$200,000 being subscribed and paid in.

Pontiac—The Savinac Sales Co. of Michigan, Riker building, has been incorporated to manufacture and sell cleaning devices and parts, with an authorized capital stock of 1,000 shares at \$33.33 a share, \$10,000 being subscribed and paid in.

Detroit—The American Horseshoe Pitching Products, Inc., 751 Fifteenth street, has been incorporated to manu-

facture and sell material for the game of horseshoe pitching, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The J. F. Warren Sales Co., 2563 Union Trust building, has been incorporated to manufacture and deal in tools with an authorized capital stock of fifty shares of A and 100 shares of B stock at \$100 a share each and 150 shares no par value, \$10,000 being subscribed and paid in.

Different Sign in Window Display.

A Colorado grocer has a frame in one corner of his window. Each night before he leaves he places a different sign in this frame. For his subject he always selects something timely. For example one read, "Snow and colder, papers say, lay in groceries here today." Each sign is tied up in some way with his grocery stock. People have become accustomed to look for his sign. It's mighty cheap advertising.

Nuts—What happened following the announcement of opening prices on California shelled almonds last Monday was more or less a repetition of the naming of prices on nuts in the shell. Buyers agreed that the shelled basis was low, that it practically cut off active competition with foreign almonds, and, that on the basis named by packers, a favorable selling range was established. Nevertheless, there was not the rush to confirm tentative contracts which had been expected and, while the nuts were ultimately taken during the course of the week, the same volume of business might easily have been done in forty-eight hours under normal marketing conditions. The jobbing demand for all nuts in the shell was adversely affected all week by warm weather. Consumer demand was not what it should have been, while local and interior jobbers are still inclined to buy conservatively. There are plenty of orders coming in but they are generally for small amounts and are often repeated. Brazil nuts are regarded with much more confidence by importers and goods are being taken, which is gradually cutting down the supply available for domestic outlets.

Pickles—While weather conditions at the end of the pickle producing season were more favorable than in the earlier part of the year, no material change in the situation at primary points has occurred. The crop is short and will not turn out to be more than three-fourths of normal. Picklers are firm in their views and where buyers are not anxious to make important commitments, packers are not pressing them by making special concessions.

Sauerkraut—New pack bulk and canned kraut, where available, is in better demand, although the weather has not been particularly favorable for consumption. Jobbers are making more extensive replacements, but are still conservative in their commitments.

Vinegar—The consumer demand is on the increase, which makes the retail and jobbing outlets more active. Stocks available are not heavy and are being kept low until new crop is available. The market at primary points shows no change.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.20 and beet granulated at 5c.

Tea—During the coming week it is expected that some announcement will be made concerning a change in the method of distribution of tea. Heretofore importers have been carrying large stocks from which the jobbers and retail trade were supplied. This policy has been going on for several years, but present conditions in the market of late have been such that importers propose to shift some of the burden of carrying stocks on the shoulders of both jobbers and retailers. In other words, it will evolve itself into a plan whereby the trade will have to anticipate requirements and order in advance. This method, which will be followed by all importers, will aid materially in helping them to reduce stocks.

Coffee—The market for Rio and Santos coffee, green and in a large way, both spot and futures, closes the week substantially unchanged from a week ago. There have been both advances and declines since the last report, but they about neutralized each other. Brazilian support forced the market up about 25 points on future coffee, but they were soon lost. The situation is in no way improved as compared with a week ago. Mild coffees show no change since the last report. Jobbing market on roasted coffee is about unchanged for the week.

Canned Fruits—The demand for additional blocks of canned foods for later outlets is restricted as it always is at this season of the year. In the fruit division, the California peach pack is the dominating factor. Canning is being completed, but no real line on production is possible, other than the assurance of the principal canners that the output has been kept close to the agreed maximum of 13,000,000 cases. The difference, one way or the other, is regarded as immaterial, and, while there was a large supply of raw material, peaches cost more than the price set by grower and canner. Selective buying resulted in a uniformly high grade pack. Where shortages occur are in the low grades. Some of the smaller canners have been forcing sales and have been cutting under the market which has made an unsettled market, but the larger interests have shown confidence in the future course of the market and they have been holding firm, awaiting the closing of actual operations, the announcement of the exact pack and a more favorable selling period when distributors are ready to do business. The importance of the peach pack as a marketing factor is shown in the effect this commodity has had on other fruits. It has temporarily quieted the whole line.

Canned Vegetables—Major vegetables have only one headliner—tomatoes. Pea trading for the time being has been done, and in the present quiet market the article rules steady to firm at primary points. An issue of the corn market is not being made until the pack is in the can and the canner knows how much he will have and how his gradings will work out. Standard corn is firmer than it usually is at

the end of canning, as stock to actually grade was not produced in its usual abundance in the States which run to that pack. The tomato market has been peculiar, as Southern canners talked bearishly, but meanwhile, showed a disposition to seek business. Not until the close of last week was there any definite evidence of genuine confidence. Canners are withdrawing offerings and are demanding higher prices, particularly for No. 10s. From all accounts, it will be hard to find well-colored, large-sized tomatoes this season.

Dried Fruits—Jobbers all over the country have but nominal interest in offerings for prompt or nearby shipment, and with plentiful supply of dried fruits, independent packers have been inclined to force sales, causing an easy undertone throughout the list. Raisins are irregular in prices among the various packers. Some of the larger packers are holding out for a more favorable selling period, and it is understood that Sun-Maid is devoting most of its attention to its carton business to allow the bulk market to get in better shape. It is a buyer's market at the source, with rather limited trading. Offerings of large Santa Clara prunes are narrowing. Assortments are being reduced on the big counts and strength is shown in consequence. Sizes below 50 drag and are not in much demand. Apricots and peaches are both easy, with little business passing. Spot stocks are being increased by new arrivals, but a considerable part of the goods coming in has been sold to arrive and there will be no chance to pile up an accumulation for several weeks, since stocks on the Coast have been conservatively acquired. Despite the moderate spot demand, the market was steady in tone all week, without important price changes.

Canned Fish—The fish line has been influenced by the salmon market. Recent neglect of salmon on the Coast has been felt in other offerings, with the added factor of no important consumer outlets to offset the lack of interest in primary markets. Pink salmon is the big seller at retail and sock-eyes are also moving better than in falls in which sockeyes have been on a relatively higher basis, but this phase of the market is not spectacular. None of the other fish offerings is as prominent as salmon at the moment.

Salt Fish—As intimated in previous reports, American shore mackerel has advanced and is now available only on a firm basis, without free offerings. Stocks in all quarters are reported to be light. Fillet is being promptly sold and advances amounting to about 20 per cent. have occurred during the course of the week. New Holland herring will be available soon, but high prices are anticipated on the first offerings, due to a shortage of 200,000 to 300,000 barrels in the early catch in the North Sea. A lower basis is anticipated later when fish caught in late September are available. Other lines of salt fish are without special feature, although the general demand is better. Retailers and wholesalers are stocking up for their usual fall outlets.

Beans and Peas—The market for California limas has dropped during the week on account of receipts from

the West. Pea beans are also easier for the week, and there has been some shading off on red and white kidneys. Blackeye peas are also weak and neglected.

Cheese—Demand for cheese has been rather quiet during the past week, but as offerings are light, prices have been steady.

Rice—The plentiful supply of Pro-life and the disappointing quality has made a rather slow market on that type. Blue Rose will soon appear and with its advent upon the market, rice handlers expect to see a broader enquiry through the domestic and export channels. Rains have delayed harvesting throughout the South, creating a firmer tone on available offerings, as well as resulting in a withdrawal of general offerings. Millers look hopefully upon the situation, counting upon a steady domestic movement.

Syrup and Molasses—Stocks of good quality sugar syrup are low. The market is steady without change in price. Compound syrup is also steady, with quiet buying. Molasses shows no change since the last report.

Review of the Produce Market.

Apples—Current quotations is as follows:

Transparents, U. S. No. 1	-----	\$1.25
Sweet Bough, U. S. No. 1	-----	1.75
Duchess, No. 1	-----	.75
Duchess, Commercial	-----	.50
Wealthys, No. 1	-----	1.25
Wealthys, Commercial	-----	.85
Cooking Apples	-----	.40
Maiden Blush, No. 1	-----	1.00
Pippins, Baking	-----	1.50
Wolf River, Bakers	-----	1.50
Bananas—5@5½c per lb.		

Beets—40c per doz. bunches for home grown; \$1 per bu. for fully matured stock.

Butter—Early in the week the market for fine creamery moved up about 1c per pound. That is the only change since the last report. Demand is fair and regular, with only moderate offerings. Undergrade butter is not wanted. Jobbers hold 1 lb. plain wrapped prints at 41c and 65 lb. tubs at 40c for extras and 39c for firsts.

Cabbage—Home grown commands 75@85c per bu.

Carrots—40c per doz. bunches for home grown; \$1 per bu. for fully matured stock.

Cauliflower—\$2 per crate for home grown.

Celery—40@60c per bunch for home grown.

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

Cranberries—Early Black are now in market. They command \$3.50 per ¼ bbl., of 25 lbs.

Cucumbers—No. 1 home grown hot house, 90c per doz.; No. 2, 40c; outdoor grown, \$1.25 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$7.25
Light Red Kidney	-----	8.15
Dark Red Kidney	-----	8.15

Eggs—The market is demoralized on account of other markets having dropped to 20c. Grand Rapids jobbers are paying 25c for choice stock, 22c for general run and 15c for pullet eggs.

Grapes—\$1.60 for Calif. Malaga; \$2.50 for Calif. Tokay; \$1.75 per dozen 4 lb. baskets for home grown Concord, Niagara and Wordens.

Green Corn—25c per doz. for Michigan grown.

Green Onions—Home grown, 30c per doz.

Green Peas—\$4.50 for 50 lb. crate from Calif.

Honey Dew Melons—\$1.75 for Jumbos and \$1.50 for Flats.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	-----	\$5.50
Imperial Valley, 5s, per crate	-----	5.25
Outdoor grown, leaf, per bu.	-----	1.00

Lemons—To-day's quotations are as follows:

360 Sunkist	-----	\$7.00
360 Sunkist	-----	7.00
360 Red Ball	-----	6.00
300 Red Ball	-----	6.00

Limes—\$1.50 per box.

Oranges—Fancy Sunkist California Valencias are being offered this week on the following basis:

126	-----	\$7.50
150	-----	8.25
176	-----	8.75
200	-----	9.00
216	-----	9.00
252	-----	9.00
288	-----	9.00
344	-----	7.50

Onions—Spanish from Spain, \$2.75 per crate; home grown yellow in 100 lb. sacks, \$1.75; Calif., white in 50 lb. sacks, \$1.50.

Osage Melons—Michigan Osage are now in market selling as follows:

12 by 12	-----	\$2.00
11 by 11	-----	1.75
10 by 10	-----	1.50

Parsley—50c per doz. bunches.

Pears—Home grown Bartlett, \$2.25 per bu.

Peaches—Prolifics, South Haven and St. Johns are in ample supply on the basis of \$1.50@2 per bu.; Elbertas and Hales fetch \$2@2.25.

Peppers—Green, 50c per doz. for California.

Pickling Stock—White onions, \$1.25 per box; cukes, 20c per 100 for small; \$2 per bu. for large.

Plums—\$1.75 for 4 basket crate from Calif. Apricots, \$2.75; home grown Burbank are now in market, commanding \$1.25 per bu.; Lombards, \$1.50 per bu.

Pieplant—\$1 per bu. for home grown.

Potatoes—Home grown, \$1.60 per bu.; Wisconsin, \$2.85 per 100 lb. sack; Idaho, \$3.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	19c
Light fowls	-----	13c
Radishes—15c per doz. bunches of outdoor grown.		

Spinach—\$1 per bu.

String Beans—\$1.75 per bu. for home grown.

Summer Squash—\$1.50 per bu.

Tomatoes—\$1.25 per bu. and 75c per ½ bu.; 20 lb. baskets 50c.

Turnips—\$1 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	16c
Good	-----	13c
Medium	-----	11c
Poor	-----	10c

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

This letter shows what can sometimes happen to a business man who cashes checks for strangers:

We operate three stores and are in a district where there have been many lumber camps operated. We have been forced to handle a lot of the different lumber companies' checks in payment for labor, etc. Our nearest bank is twenty-two miles from here, so we have been cashing a lot of checks because of the trade it brings to our various stores.

About the 5th of February, 1930, a former employe of the Standard Oil Co. came into our store at Orr, with the local constable, wanting to cash a \$350 check drawn to his order, claiming he was leaving town at once and wanted it cashed. The bank being closed, etc., the writer advised we didn't have enough cash on hand to cash it then. He left, and had tried other places, but they didn't have as much cash as we did. We were busy and getting cash right along, so we advised him we might have enough later. Everybody believed this fellow to be honest, etc., he being well known here, but the writer did not know him.

So he came back again in about an hour, with the local Standard Oil Co. agent, named George Lehto. We had enough cash then, so the writer looked at the check and identified the signature and check of the lumber camp as all right, as we have cashed many of his checks. This party, who was named Smith, endorsed it. It was drawn to his order and was signed by an uncle of his, who was connected with the lumber camp. The writer then requested Mr. George Lehto to endorse his name after Smith's name. About two days later we were advised that Smith had broken into his uncle's office and taken some checks previously signed by his uncle and made one out in his favor for \$350. The uncle admits that he made a practice of signing checks in advance, for the camp clerk to make out later for the men. These checks were made out with a typewriter, the usual way, and were in this style acceptable to the bank. The check which Smith stole and filed in is exactly the same as other checks we had cashed, so we did not hesitate cashing it, as far as the uncle's signature and reputation were concerned.

We took this check to an attorney. He filed a complaint against the uncle and George Lehto, and now our attorney has returned the check and advises that nothing can be done against the uncle, and that a judgment can only be gotten against George Lehto, but Lehto's attorney claims that he, George Lehto, only endorsed the check for identification. He wrote only his name in ink. Our attorney also advises that a judgment against Lehto is too slow a process of getting anything. Smith left town and cannot be located.

The camp clerk told the writer he discovered the theft about an hour later, and while there were at least six cars around the camp he did not care to trail Smith. He knew where he went to cash the check, etc.

Our attorney did not see any remedy against the uncle, as he mentioned that the law gives no remedy against the maker of signed blank checks that are stolen.

We would have been able to produce many witnesses to the effect that this Smith made a habit of being around the camp office, and kept company with his uncle.

All advice regarding this case will be appreciated, as we feel that we have a case against George Lehto, the second endorser, and also that negligence on the part of the uncle can be proven.

F. E. B.

Readers of these articles may have noticed that where somebody sends in a story of a piece of hard luck, like this, I have a very mean way of telling him—too late, of course—how he might have avoided the hard luck, whatever it is. I shall do the same thing to this correspondent, for his benefit and the benefit of anybody else who may be asked by a stranger to cash a check. If F. E. B. had simply called up the maker of this check and asked him if it was all right, the whole thing would have been avoided. No check ought ever to be cashed for a stranger, particularly for a sum as large as \$350, without a check-up or guarantee of some sort. For instance, sometimes a stranger comes into you to have a check cashed. He will have a mutual friend call up to say he is all right. When this happens, I should ask the friend, if he is responsible, to endorse the check before it gets to you. You will be surprised at the large number of friends who will refuse to back their recommendation in that way.

Well now let's see about this case. Where a man makes out a check in blank and leaves it around, and somebody steals it, fills it in and cashes it, the maker is liable for it or not liable for it, depending on circumstances.

He is not liable if he used proper care in safeguarding his signed checks so that a thief could not get hold of them. He is liable if he carelessly left them around. Of course, I don't know what the facts are here, but the fact that the thief had to break in the office to get the checks doesn't look like carelessness. If the check book, with signed checks in, was left lying on the desk, however, so that anybody gaining access to the room could lay his hand immediately on a signed check, it would in my judgment be negligence so as to make the maker liable.

And if in such a case the maker was guilty of any other carelessness which made it easier for a thief to pull this off, he is also liable. It seems gross negligence to me for a clerk to do nothing though he knew of the theft an hour after it had happened and also knew where the thief had gone to cash the check. It was clearly his duty to warn this correspondent, if he had the information in time to do it, as it seems he had. If this was negligence on the clerk's part, then the maker of the check, who was the clerk's employer, is responsible for it.

Of course the correspondent can sue the endorser here. The latter's plea that he signed simply for identification is worthless unless he had an agreement to that effect with the correspondent.

Elton J. Buckley.

[Copyrighted, 1930.]

Marked Gain in Chinaware Orders.

A scarcity of desirable merchandise available for immediate delivery has developed in the popular price chinaware field in the last few days. Offers of special prices current two weeks ago have been withdrawn by producers and prices are now firming at profitable levels. Some manufacturers claim to be a month or more behind in production schedules while others are two and three weeks behind. Dinnerware made up in peach shades with platinum

trimmings and small floral decorations leads the demands in the low-end goods.

The man who knows the most brags the least.

DON'T CLOSE OUT

Your Business at a Sacrifice
My New Plan is saving Michigan Merchants Hundreds of Dollars on their Stock Reducing and Close Out Sales.

Expert Sales Service at a

Surprisingly Low Cost

Years of experience.

Write for particulars.

BERT L. REAMES

322 No. Main St. Louis, Mich.

Corduroy Tires

Sidewall Protection

Made in Grand Rapids

Sold Through Dealers Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.

The
ripe safety and
helpful service of
the Old Kent are
available 24 hours
a day -- to those
who bank by mail.
A telephone call --
4355 -- will start
the machinery of
opening an ac-
count. Thereafter,
it's easy. Try it!

OLD KENT
BANK

Grand Rapids' Oldest
and Largest Bank

The Modernized Store Succeeds

The successful merchant keeps abreast of the times. That's why he is successful.

Terrell's steel display shelving, tables, racks, counters and special fixtures will put YOU in the progressive profit-making class.

For modern, sanitary, lasting, flexible store equipment, use Terrell's.



— LET US HELP YOU MODERNIZE YOUR STORE —

TERRELL'S EQUIPMENT
COMPANY

GRAND RAPIDS, MICHIGAN

Lost in the Fog.

Waiting in a wayside grocery store, one evening, to make some purchases near the hour for closing, the clerks all were still busy waiting on trade. Among the customers two world war boys were waiting, too. Yes, they were "soldiers," although not wearing the uniform. One was bent, having suffered an injury to his back. The other, a big strapping fellow, wore an empty coat sleeve. He had given his good right arm over sea for the cause of humanity. The first one passed through the crowded store to where the proprietor was busy with a customer and called out, "Why, how-do Samuel," in a sort of chummy way, then laughed so silly, giving a hic-cough, as only those intoxicated do." Bill and I were doing fine," leaning against the counter, "fine, until we got lost in the fog—lost in the fog the other night," he confided, yet loudly enough so all of the customers could hear.

Lost in the fog! Job gone and brain fogged with some alcoholic concoction, muscles shaking, tongue thick, will power weakened, drifting—where?

The tragedy of a big steamer one night when I was in Seattle came to my mind. Early in the evening a dense fog hung low over Puget Sound and far across the city. All night long we could hear the "harbor bell" sounding "This way, this way!" and the fog horns, blowing, blowing, blowing. The next morning the Seattle newspapers told the story—that a large useful ocean flyer had drifted in the dense fog past the bell buoy, far out and had crashed against the rocks. Nearly all on board were lost. Lost in the fog.

In conversation with a Spanish war veteran who cited the deplorable condition of the youth of our land—drifting in the fog of alcoholism to the rocks of blighted lives and death, he stated: "The open saloon was better than the way things are now." "One can get what he wants to drink now most anywhere. Within a half hour, right now, I could have any amount of liquor I wanted if I had the money to pay for it," he boasted.

"Yes, it would be much better to have the open saloon again."

"I don't agree with you," I flared. "Oh, you can't tell me anything about the open saloon. What do our young people know about the open saloon? Nothing. I tell you the folks who advocate the open saloon as a better condition for these days do not know anything about the conditions that existed in those days—those days when the saloon door swung open wide for our young men to enter and lose not only their money, but every inch of manhood they possessed. Lost in the fog.

"No, don't say open saloon to me," I lived at that time in a village of 600 folks. A good farming country all around. Two saloons prospered on the profits the farmers made. On opposite sides of the street there was a constant line of men going from one to the other when there was a crowd in town. As a young girl in school I doubt if there were many times I passed along the main street but there was at least one man drunk, staggering along the walk or across the street.

On Saturday nights the villagers always expected a drunken brawl. Two families with a feud were upheld by two factions that were sure to bring it about—one or the other. Often ending in a hand to hand fight in the roadway between the saloons. There was many a child barefoot in school because the money that should have been used to buy shoes and many other necessities the father had spent in the open saloon.

On reaching high school age, my family moved to another village, one of 1,800 folks, where they had voted the saloon out for thirty years. Year by year the question, saloon or no saloon, was an issue at every village election for thirty years. There was a large W. C. T. U. organization, also a strong Good Templar's lodge in the village and the prohibition sentiment agitated by those organizations helped to keep the fire burning in the conscience of the populace.

The first Sunday evening I was in that village I attended a Christian Endeavor meeting in the Baptist church. A young girl eighteen years old led the service. She had lived all her life in the village. The topic under discussion was: "Daniel's Purpose," a temperance topic. In her remarks the leader made the statement that she never had seen a person intoxicated. I could hardly believe her, yet I was in that village—a clerk in one of the stores—on the streets every day—and I was there six months before I saw a drunken man and then he was a salesman who had come in from a city nearby. Quite a contrast.

The time came in that village, when the wet element electioneered at the Spring election and put in their men—officers who favored the open saloon. A saloon was opened on main street among the other places of business. It was legalized. The proprietor placed it there to make money. He had to have patrons. Some mother's sons were enticed by the wiles and associations which always come with the open saloon. It was not long before a difference in some of the young business men about town was noticed. Some who had been previously, so manly and trustworthy and respectable were caught in the trap. They began to drift. Everything that makes life dear began to disappear—intellect, manhood, even their homes wrecked.

The temperance question has been a big problem all through the ages from the time of Noah on down through the years. It is a big problem now. But with the modern means of transportation and the number of lives lost because of drunken drivers of automobiles, how would the open saloon be any solution to the problem?

Surely those who advocate the swinging door of the licensed saloon never had any very deep experience with it and do not understand the condition that existed in those days.

Nim Hathaway.

In true leadership a fight is usually the last resort, consequently a leader does not court a fight, but always has the courage and willingness to put up a clean fight when the situation demands it.



Make It Easy to Buy!

THE MONARCH WAY—See It in Glass, Buy It in Tin—makes a store's interior most inviting. More than 40,000 independent retail merchants are profiting because they know women like to buy where shopping is a pleasure. Study the above photograph. Write for particulars. Just say "Tell me about The Monarch Way." You won't regret it.

REID, MURDOCH & CO., P. O. Drawer RM
Chicago, Ill.

Branches: New York, Boston, Pittsburgh, Wilkes-Barre, Tampa, St. Louis, Jacksonville, Los Angeles, San Francisco

MONARCH QUALITY FOODS

PROFITS

waiting for you

Royal Baking Powder has been used by generations of customers. They insist on Royal, the only nationally distributed Cream of Tartar Baking Powder.

Royal Baking Powder is backed by a great national advertising campaign in the leading women's magazines throughout the country.

Tie up with this advertising and get your share of the profits.

ROYAL Baking Powder

Distributed by
Standard Brands Incorporated

5 BIG REASONS Why You Should Push STANDARD BRAND Products

- 1—Prompt Service and frequent deliveries.
- 2—Small stocks properly regulated require small investments.
- 3—A reputation for freshness with every product.
- 4—Nation-wide advertising.
- 5—Quick turnovers and Quick Profits.

SLOW TO RECOVER.

Merchandise activities continue to furnish the best reports available from trade and industry as a whole. It is question, of course, just how far these activities can progress without real improvement in the large employing industries which so far appear to be making little headway. This is indicated by another recession in the weekly business index, which has dropped below the previous low point in this depression and is now very close to the bottom registered in the 1921 slump.

As further evidence that the turning point in this reaction has not yet, perhaps, been reached comes another break in commodity prices. While prices do not have to turn up before business improves, but usually follow the recovery, the present circumstances suggest that a degree of price stability must be attained before industrial operations will increase. The decline last week in the Annalist weekly price index more than canceled the fractional increases of the preceding three weeks and all but the food product and chemical groups were lower. The index stands at 124.3, as against 147.7 a year ago.

Employment figures for August for the country as a whole disclosed a drop of 2¼ per cent. The reduction in payrolls has been steeper, due to the extensive part-time operations. Steel activity is maintained, but is not making its usual gains for this time of the year. Automobile output has been reduced further. Building contract awards this month are running a little better than in August, but some 25 per cent. under a year ago.

As the situation shapes up, the critical fall month is all but closing without the gains which would point to much in the way of real business recovery.

INDUSTRIAL PURCHASES.

A secret meeting was reported to have been held in Washington recently under Government auspices at which industrial leaders were sounded on the possibilities of increasing their purchases of raw materials where stocks were low and prices near bottom. The suggestion was understood to have come from the President and was also interpreted as one of a series of moves by which it is hoped to "talk up" business recovery before the fall elections.

Following this meeting there have been references here and there to an improved demand for manufacturing materials and also to a more widespread recognition of the advantages to be gained in stocking up for the future at present bargain values.

In the main, however, replenishment of raw materials on a sizable scale is still in the discussion stage if reliable reports from industry and the movement of prices are any criterion. Manufacturers have fashioned their operations as strictly along hand-to-mouth lines as their distributors. Price-easing is still the order of the day.

The reasons for hesitation are evident. Markets have not shown suf-

ficient improvement to warrant large-scale buying on the one hand and, on the other, stocks of raw materials of almost every description are still top-heavy and disclose heavy increases over a year ago despite the fact that business activity is much reduced at this time.

It will take more evidence of better prospects than is now at hand to push the buying of raw materials, much as sentiment or political prospects might be improved even by an artificial purchasing movement.

SHORTAGE OF FEED.

The real consequences of the summer drought have now been reduced to something like certainty and may even be measured by the pound. Secretary of Agriculture Arthur M. Hyde has completed a survey of the twenty-eight states most hurt by the dry weather and discovers that the farmers are short of winter feed for their stock by about 990 pounds per animal. He recommends the use of the wheat surplus for winter feeding but doubts that this will be sufficient to meet the shortage.

The average city dweller is likely to be hazy as to how a drought takes its toll. His first impulse is to suppose that foodstuffs will be scarce and expensive and that somebody may even go hungry. But the farmer considers drought most seriously as it affects his chances of carrying over the winter. If he cannot feed cows and horses, he may be compelled to sell them in an unfriendly market, which means not only loss but the dissipation of his essential capital and the breakdown of his business.

The immediate problem before the farmer and the Department of Agriculture is to find feed for live stock in the states which lost their crops in the drought. Credit must be found for the farmer to buy what he was unable to raise this summer, so that he may have a chance to recover in a more fruitful season. It would be a major calamity to the whole country if hard times this winter should compel many farmers to sacrifice the live stock which is the evidence of their success and an essential of their business.

CENSUS RETURNS SOON.

With the appearance shortly of the first reports on the distribution census, conducted for the first time this year, promises are made that a fund of information will be placed in the hands of business interests that will go a long way toward remedying our over-production evil. The data will cover every type of distributor and set forth sales, expenses, salaries, credit operations and other details.

Those who have directed the survey believe that the whole distribution system is in the midst of major changes brought on by developments since the war and that the census should go a long way toward straightening out the tangle now evident on all sides.

Possibly the hopes of these experts may be justified in a measure since the more economical means of marketing various products should be in-

dicated. The huge waste in distribution is undoubtedly a burden that bears heavily on industry. Once this waste is reduced and a shorter and more efficient path marked out for products in their movement to consumers, the more likely it is that prices will be lower, consumption increased and purchasing power advanced.

From the retail standpoint, the census will prove invaluable if order is brought out of the present chaos wherein new competition is springing up overnight as one type of store or dealer takes to selling what another has specialized in.

THE MOOD OF AUTUMN.

Summer has lately taken leave of this part of the world, not with any flurry of farewell but as silently as sunset color fades from the sky and is replaced by the somber tints of evening. It is not that midsummer heat is ended, for hot days will return to deny the calendar and the sun still rides high at midday. But there is a new tint in nature's fashions and a new note in the orchestra of the fields.

The full green of summer is a little drab with weariness, the meadows and hedges are still bright with color, but their gayety is mature and middle-aged. The woods are growing silent, as though waiting word from winter; the fields are noisy at night with insect music, but their tune is in minor key. And over all lie the mists of autumn like fairy smoke, a veil of thin blue to match the mood of the dying year.

After the gay and garish summer, this is a season of quiet loveliness, a little sad but without any touch yet of winter's tragedy. There is a mood to match it in the lives of men, when the strenuous life is over, but when there is still time for the quiet pleasures of contemplation, of mellow memories and and kindly company. The heat of the day is no longer troublesome, the night is not yet threatening. It is a time when life yields its best awards, as the harvests ripen and are gathered in the slanting rays of autumn's sun.

EYES WHICH WERE NOT LOST.

Much is said concerning the loss of eyesight from industrial accidents. It is doubly gratifying, therefore, to hear of the saving of eyesight through the use of protective devices. On the assumption that an object which struck a goggle lens with such force as to pierce or shatter it would, but for the lens, have caused complete or nearly complete loss of vision and that the bespattering of a lens with molten metal would have meant the loss of an eye, the number of eyes saved from serious injury or destruction in 1927 and 1928 from 500,000 workmen in 583 plants exceeds 10,000. The money saving is estimated at \$46,000,000. The growing need for protective devices is shown by the striking statement that the use of destructive chemicals has increased to such an extent that the spattering of both lenses with molten metal or injurious chemicals was experienced by one employe in miscellaneous plants in every hundred. Even yet, however, injuries to eyesight

through industrial accidents are often considered unavoidable accompaniments of certain processes. It cannot be too emphatically stated that injuries to eyesight in industry are largely preventable and that their prevention means great financial saving not only to the employe but also to the employer and the public.

THE OLDEST SCIENCE.

Ever since man first looked at a hill and wondered what lay beyond he has been interested in geography. Once he wondered if new hunting grounds or new enemies might be found beyond the hill. Later he sought new markets or new treasures beyond the hill. Then, the hill crossed, he found the lakes and the oceans, and in turn crossed them. And as he wandered about the earth, he drew pictures of his paths and his findings that others might follow or he return. And thus curiosity founded a science, one of the oldest yet to-day one of the most generally neglected, studies of the factors that govern man's movements and his life.

When the first American school of geography was founded at Clark College, Worcester, Mass., a decade ago, its aim was to co-ordinate the sciences bearing on geography and make it a science in itself. Now comes the school of geography at Harvard, founded by Dr. A. Hamilton Rice, an explorer and geographer of experience and ability. This second American school of geography faces entirely new problems and new possibilities. The last ten years have been particularly fruitful in knowledge concerning the earth's surface. They have seen the airplane flying across continents, oceans and even the poles.

DRY GOODS CONDITIONS.

Warm weather reduced trade volume somewhat during the past week from its previous level, but retail sales are still reported to be comparing favorably with a year ago in many instances. The recent spurt, therefore, is holding up quite well, and store executives believe it has been demonstrated that cool weather will keep consumer demand to a satisfactory point.

Values being offered the public at the special sales now current receive chief credit for the gains being registered. The theory that customers would prefer lower prices to better goods at the same prices appears to be fully substantiated, especially on articles of staple use. On other than necessities, better qualities are attracting favorable response.

Sales comparisons with a year ago are now entering a period where they should prove more favorable. It is felt also that a very large potential demand for most merchandise exists and may spring into action once public psychology improves. This psychology or sentiment, of course, depends chiefly upon a gain in employment and removal of unemployment or wage-cut fears. It has been urged that those in a position to spend more money might help matters by doing so.

Package of success almost always come C. O. D.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The Jonker grocery store on Alpine avenue has been completely rejuvenated since my last call on the owner and now presents a very handsome appearance. So far as I could determine by a cursory examination every article in the store, except fresh vegetables and fruits, bore a price tag. It is well worth a visit to this store to note the changes which have been wrought by discriminating judgment.

John Borgman, who conducts dry goods, shoe and grocery stores on West Leonard street and a storage warehouse for his grocery stores—eight altogether—tells me that he plans to dispose of his dry goods and shoe stores at the earliest opportunity and devote his entire time and attention to the further expansion of his grocery stores. Mr. Borgman is a good grocer, if I am any judge of grocers—and I think I ought to be after close contact and association with the grocery business for more than sixty years.

At Coopersville I found people on the street laughing at the dilemma the manager of the A. & P. store found himself in. He advertised during the week that he would make a special price on onions Saturday of \$1.25 per bushel. When the independent stores opened Saturday morning they were well supplied with onions at 69c per bushel. The A. & P. manager could not get permission from his district manager to lower the price, so he quietly pulled in his signs and secreted his stock of onions in the rear of the store.

Clifford G. Veldman, the new grocer at Dennison, is now enrolled on the subscription list of the Tradesman. The former owner of the store kept his premises so dirty that I repeatedly refused his offer to subscribe for the paper. I have never permitted the Tradesman to go to a crooked merchant or into a dirty store, if I could avoid it. I am glad Mr. Veldman has made his store look more wholesome and inviting.

A trip around Spring Lake at this time of the year, under the skillful direction of Mr. Baumann or his associate is an event long to be remembered. The shore developments at the Handley, Hopkins and Judson homes staggers description because of their artistic appearance. The same is true to a somewhat lesser degree at many other lakeside homes. Considering the reasonable price at which such a trip can be made, I wonder why all the boats in the Baumann fleet are not constantly engaged.

I had the rare pleasure of taking Charles W. Garfield and party over this route last Tuesday afternoon. Mr. Garfield had not made a survey of Spring Lake for fifty-eight years and was entranced with the beauty and symmetry shown in the shore developments created by many millionaire home owners. He had been a

guest at many of the homes on the land side, but had not taken time to inspect the water fronts.

By the way, I am told that the Judson estate on Spring Lake is now offered for sale for \$250,000. It ought to find a ready purchaser at that price, because it is one of the key locations on one of the most beautiful bodies of water in the world.

The marvelous oval on the lake at Grand Haven, which was the scene of great activity during July and August, is now nearly deserted. Drifting sand is permitted to accumulate on the pavement to such an extent as to retard travel. Drivers who undertake to navigate these accumulations usually find their engines dead after going a few feet. I suppose a million people must have visited this great health resort during the summer season, leaving the scene with their lungs full of ozone and their minds brightened by glimpses of the finest body of fresh water in the world.

For the past twenty-seven years the Tradesman office has been brightened at regular intervals by the presence of Mrs. Elizabeth Kiely, who has retired from the road after a continuous experience of thirty-five years. Most of this time she represented the S. N. Magill Co., of Philadelphia, manufacturer of women's silk underwear. During this long period she has kept up her home in Saginaw, supported relatives and educated her son and nephews and nieces and started some of them on business careers. She has been compelled to face many exasperating situations, but has invariably surmounted any difficulties which confronted her with the courage of a stoic and has always kept sweet and wholesome and radiant. She never permitted any experience to sour her good nature or embitter her life, which has been like a benediction to her friends and associates. If she finds home life too tame, after her long road career, she may conclude to open a woman's ready to wear store in Saginaw.

Michigan merchants should realize that they may soon be confronted with a new problem in the shape of a sales tax. Eight states already have laws whose basic principle is to tax retail stores in proportion to gross sales, and similar sales taxes are projected in Louisiana, Florida, North Carolina, Maryland, Vermont, New Hampshire, Indiana, Kansas, Washington and a number of other states. Unless the movement is halted, we may look forward to a general adding of the cost of sales taxation to the other distributive difficulties of 1930.

Two motives behind sales taxes are apparent: First, to gain revenue; second, to hamper the chain stores. Georgia and Kentucky are, to date, the two most notable instances of the dovetailing of these two motives. In Georgia, the gross sales tax act imposes a "tax upon the business of selling any tangible property, real or personal, at the rate of 2 mills on the dollar or \$2 per \$1,000 of gross receipts."

A differentiation between wholesalers and retailers is made, providing that, "in the case of a wholesaler, jobber or broker, the tax shall be equal to 1 mill on the gross receipts of the business." In other words, the whole of 1 per cent. and the retailer one-fifth of 1 per cent. and the retailer one-fifth of 1 per cent. for selling the same goods—a total tax of three-tenths of 1 per cent. (\$3 per \$1,000) which must be added to the retail cost of the manufacturer's product, in addition to the half-mill per dollar (50 cents per \$1,000) tax upon the gross receipts of Georgia manufacturers.

The argument that this form of tax is paid by the stores and not directly by the public itself is entirely erroneous. No store can afford to absorb this tax and pay it from normal profits. Prices must, of course, be raised, leading to an immediate increase in the cost of living and a decrease in the sales of certain products. The unquestioned increase in the cost of living which sales taxes effect may be the best weapon to use against the flood of State levies of this nature to be expected within the next few months.

A friend writes me as follows regarding a financial tragedy which recently transpired in a neighboring city:

I was in Elkhart recently and was told that the former plant of the Lincoln Paper Mills, which went out of business a few years ago, was recently sold at receiver sale for \$21,500, having been purchased by Mr. C. E. Frye, of Elkhart, and his associate, Mr. Steven Monroe, of Kalamazoo. Mr. Frye told me that at one time there were bond issues outstanding against the property of \$635,000 and during the six years he was manager of the company, they made a lot of money. They sold out to a bunch of capitalists from Kalamazoo and Chicago, who wrecked the business within a few years. I never saw such a large plant and well equipped which was sold for so little money. Mr. Frye told me that they are willing to turn over the plant to any company which will put it in operation "cheaper than they can steal it." The other paper factory in Elkhart, a coated paper mill, is doing a splendid business and has never failed to pay a dividend of one per cent. per month or more.

I have had my attention called to the unnecessary wreckage of a good many plants, but this is about as bad a record as I have ever recorded.

Preparation of the debaters' guide which I propose to publish for the use of those who wish to present the cause of the independent merchant in public or scholastic debates is going forward rapidly. Because I have always undertaken to be helpful in matters of this kind, without improving such occasions to line my own purse. I propose to furnish this matter absolutely free to any merchant who writes me that he keeps a complete file of the Tradesman in his store or will promise to do so hereafter. It is absolutely necessary that such a file be maintained in order to enable the debater to keep up with the times and post himself as thoroughly as he should to make a proper presentation of his side of the subject. I hope no one requests information from me on this subject

unless he is willing to do his part by meeting this requirement. All the matter I shall use in the pamphlet I propose to issue has already appeared in the Tradesman and the additional matter I shall print from week to week will supplement the information contained in the pamphlet. In no way can a merchant tie his customers to him more effectively than by telling his trade that he keeps a file of the Tradesman on purpose to enable them to post themselves on any subject on which they may wish authentic information and to render assistance to their young people who may be selected to present the subject of chain store competition in debate.

The chain store people, who have millions to spend in propaganda, conduct an enormous bureau in New York where matter of this kind is sent out in support of their side of the question. They are encouraging these debates because they are prepared for them, but the independent merchant seems to be content to give up his good money to freaks, crooks and racketeers instead of investing it where it will do him permanent good.

The best news I have heard for a month is that W. K. Henderson has been made to see the light by the Tradesman and other trade journals which have opposed his alliance with a trading stamp concern and has decided to break his contract with that institution. His telegram to the St. Louis gang who undertook to get him "in bad" with the retail trade was as follows:

On May 8, 1930, the Hello World Corporation entered into agreement with you and your associates whereby you are permitted to print and offer for sale to independent merchants of the country Hello World Trading Stamps. Representations made by your president and his associates, whereby I was induced to enter into the agreement have in no sense been verified.

I entered into this agreement solely upon the theory that as a means for advertising it would benefit independent merchants and business men of the country and thereby a corresponding injury to the chains and monopolistic interests.

It is useless for me to go into details here of the assuming of privileges for the corporation it was denied under contract and understanding. I have definitely determined that, notwithstanding the representations made, it will be a benefit in the fight on the chain store menace, that the contrary is the fact and I therefore refuse to give it further support and must insist that further efforts to promote Hello World Trading Stamps be discontinued. W. K. Henderson.

This reversal of policy on the part of Mr. Henderson takes him out of the list of enemies to the legitimate trade, to which I was forced to consign him when he strayed from the fold.

The railroads complain over the competition of the trucks. I hold no brief for the trucks, because I regard the business as illegitimate so long as the trucks insist on using the cement roads without contributing to their construction; but I have to admit that the supremacy of the truck system is due to the survival of the fittest, be-

cause they give better service than the railroads do. Take the town of Buchanan, for instance, only eighty-six miles out of Chicago, on the main line of the Michigan Central Railway. Through freight trains pass through the town every hour or so, but the local freight runs only every other day. When a shipment is made to Chicago it goes only as far as Michigan City, where it lies over a day before being reshipped to destination, so it requires three days to get shipments (less than a carload) into or out of Chicago. The trucks, on the other hand, pick up shipments at either of these points in the evening and deliver them to the door of the consignee early the next morning.

Referring again to the change of front on the part of Mr. Henderson I think it is due largely to the stalwart opposition of L. F. Padberg, Secretary of the Missouri Retail Merchants Association. Mr. Padberg worked early and late to create mercantile opposition to the trading stamp programme advocated by Henderson and succeeded in getting the merchants of Missouri and adjoining states to join hands in vigorous protest against such an abuse of authority. Mr. Padberg received no support in this movement from other pretended friends of the independent merchant in his home city who had loudly proclaimed their opposition to the chain store, but who for some reason shut up like a clam when Henderson arbitrarily announced his utterly antagonistic attitude to the independent merchant. The outcome is a great victory for Mr. Padberg and demonstrates very clearly that he is a true friend of the independent merchants and that his leadership is of such a high order that he is worthy of the great following he has built up in Missouri and in other states where his farsightedness and energy are universally conceded.

Much as I commend the wonderful campaign conducted by Mr. Henderson last winter—which I think has placed the independent merchant under great obligations to him—I sincerely hope he will refrain from misusing his position in the future to sell things over the radio. His autobiography and his coffee were priced away beyond their merits and his short-lived organization proved to be a fiasco because it was not based on a solid foundation. The \$12 membership fee collected from thousands of merchants gave many notorious racketeers an opportunity to draw down \$3 per, but anything further actually failed to materialize. I think a direct appeal to the independent merchant for contributions to continue the agitation he conducted so successfully last winter would meet with a prompt and satisfactory return, providing the money was sent direct to Mr. Henderson and not reduced by deductions made because of the itching palms of intermediates, associates and common crooks.

In his determination to foist his trading stamp swindle on the independent merchant Henderson has naturally

made many enemies who will never have anything to do with him again and who will never listen in on his programmes under any circumstances. I refer to the unfortunate manner in which he undertook to coerce the merchant into taking on his trading stamps. He vociferously undertook to lead the people into the belief that they have been short-changed in the past and that unless the retailer gave Hello World stamps he was still short-changing them. That kind of education goes hand in hand with the propaganda chain stores have been conducting against the independent retailers with little result, because people generally believe that the independent merchant is honest and that the chain store employe is forced to be a crook in order to hold onto his job.

Henderson's attitude in this matter shows that he is not a safe man to follow, because he assumes his judgment is supreme and that any one who does not immediately agree with him and follow him blindly without question is unworthy of consideration. Because of this fault in his make up thinking merchants will invariably take him with a large grain of allowance hereafter. E. A. Stowe.

The New Canned Food Standards.

I don't know when I've been quite so well satisfied with what the Government has done as I am with their action in having the law passed to establish standards for canned foods. Like most Governmental movements, this one didn't come until long after it was needed, but I applaud it because it came at all.

Canned food standards have been needed for a long, long time. With all other food products held to rigid standards, the canned foods packers have been playing fast and loose with truth for years. Not all, but a very large percentage.

The guilty packers can be divided roughly into two classes:

First, the wildcats who manipulated their goods and their labels in every way they could to make money. There were very few of these. They were fools, of course, and were boycotted by most responsible buyers.

Second, the rank and file of the more or less irresponsible beings that canned foods packers so often are. These were simply careless or indifferent or hard-pressed to get business. They packed first class stuff one week and slop the next, all under the same label. Men who used ready made "fancy" labels and packed anything under them.

When the Government completes the standards it is authorized to make under the new law, all these mercurial gentlemen will be brought into line and kept there. A fancy label will mean a fancy product. We will all know what second grade and third grade mean—they have no meaning now because few packers ever use the term. And I predict that some packers will be forced out of business entirely. I almost wish they would, because the food business is much better off without them. Their departure would free

the canned foods industry of one handicap anyway.—E. J. Buckley in Grocery World.

See Spending Slogans Needed.

The current phase of the business situation has been developing a number of slogans. Some are designed to change the mental outlook of the business along the lines of the "Business Is Good" buttons. While this effort has aroused smiles in some quarters, it is suggested that a different type of

slogan carried directly to the consumers would result in a great deal of benefit. One of the slogans is "Spend a Little of Your Money." This is suggested by a jeweler who feels that if spread broadcast by representatives of his craft throughout the country it will help greatly to loosen consumer purse strings.

There can be no true leadership without a genuine interest in human life.

STOKELY' CANNED VEGETABLES

Q-MACARONI PRODUCTS

ALL GOLD CALIFORNIA FRUITS

PARAMOUNT CONDIMENTS

Distributed by

Western Michigan Grocer Company
Grand Rapids, Michigan

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates are Surprisingly Low

FOR INSTANCE:

for **\$1²⁵** or less, between
4:30 a. m. and
7:00 p. m.—

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

Day Station-to-Station Rate

From GRAND RAPIDS to:

RAPID RIVER\$1.25
MANISTIQUE1.25
ESCANABA1.20
CHEBOYGAN1.15
ALPENA1.10
PORT HURON1.05
PETOSKEY1.05



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

For fastest service, give the operator the telephone number of the person you are calling, which can be obtained from "Information"

United States Ripe For Transformation.

After traveling fully ten thousand miles in the United States and Canada, the writer returns hopeful that his formerly-expressed view will be substantiated, namely, that the final quarter of the year will be the best—the best stock-marketwise, the best industrially, the most promising agriculturally.

One conviction driven home is that, except in a few lines, supplies of manufactured goods never were at a lower ebb in manufacturers' warehouses or on merchants' shelves.

Another conviction resulting from talks with all classes is that interest in the stock market has been only temporarily discouraged, and that by and by public buying of securities will again run to stocks rather than bonds.

Farmers have finally learned that they cannot depend upon the Government to make them rich. Many of them are chagrined. But, having ceased looking for political miracles, they are turning to self-help, determined to make the best of, in many instances, very discouraging conditions.

Throughout the country the prevailing view is that Wall street, and the East in general, have indulged in pessimism to an unwarranted degree. Business conditions, it is everywhere admitted, are far from ideal. But over a wide part of the continent the disposition is to maintain a stiff upper lip and to reason that improvement cannot be far away. Panicky talk and panicky action are entirely absent. Complaint is voiced in certain cities that the local bankers have been unduly influenced by last year's stock crash and have acted with extreme timidity.

Everywhere it was discernible that the Administration has failed to arouse enthusiasm. More bluntly, President Hoover's popularity has suffered rather severely. Many voted for him after having been taught to believe that he was a super-man, capable of performing miracles beyond the power of any of his predecessors. Disillusioned, they resent having been, as they regard it, misled. Their attitude is: "If Hoover is such a wonder, why has he allowed wheat and cotton and other commodity prices to fall to the lowest levels in years? And why hasn't he checked the spread of unemployment?"

The quite general expectation is that the November elections will reveal dissatisfaction. High-ups, however, question whether there will be such a pronounced overthrow as Democratic leaders predict. Some financial unsettlement before and after the elections must be considered a possibility.

Frankly, the general economic trend during Summer was not such as to generate fresh confidence. The last week of August did bring a few heartening symptoms, and the opening of the present month brought a modest measure of encouragement.

It cannot be claimed, however, that the betterment has been general enough or decisive enough to prove that definite, permanent betterment is assured from now on. Conclusive evidence will not be available until the fourth quarter is under way.

What, meanwhile, should be the at-

titude of our banking and business leaders?

My emphatic opinion is that it is time for them to change their course. They have carried caution quite far enough—some of them altogether too far. Further deflation is utterly uncalled for.

What is now needed most of all is a transformation in sentiment. How we can have a transformation in conditions before a transformation in sentiment sets in isn't easy to grasp. Thought precedes action. Among the powers that be, gloom has dominated thought and guided action.

Let there be developed forthwith determination to adopt a more cheerful attitude and a more confident line of action. The opening of the Fall season is an ideal time for bending every effort to turn the tide. Opportunity for leadership is here. Drifting has continued long enough. Weaklings are content to wait impotently for things to happen; strong men cause things to happen.

This Nation has prided itself in the past on its possession of strong men, of veritable giants of finance, industry, transportation, commerce. Has a touch of adversity denuded the United States of strong men, of giants?

Events in coming months will give the answer. B. C. Forbes.

Keeping Lettuce Fresh.

In handling lettuce the problem is to keep it not only fresh, but looking fresh.

As the lettuce is picked over, the heads open up more or less, especially if they are not extra hard. They become ragged and outer leaves have to be trimmed off. This takes time and also takes away from the attractiveness of the lettuce.

At a Pasadena, Calif., store each head of lettuce has an ordinary rubber band snapped about it when it is put out on the vegetable rack. The rubber band is large enough so that it doesn't fit too tightly or cut into the lettuce. The band holds the head together. As the head is sold the rubber is removed to be used again.

At this same store the bin used for lettuce is lined with burlap. The burlap is dampened and as the lettuce is sprayed from time to time through the day, it remains damp, holding moisture well.

The heads are turned down against this damp burlap and keep fresh much longer than when turned up. The display looks neat, too, with its regular rows of firm looking lettuce heads.

Reordering Starts on Gift Wares.

Improvement in consumer buying has enabled retail stores handling giftware items to clear their stocks and to reorder in substantial quantities. Reorders jumped noticeably last week and have continued heavy during the last few days. One sales agent reports that merchants who placed orders for Oct. 15 and Nov. 1 delivery are calling for immediate shipment of their goods. Articles retailing from \$3.50 to \$7.50 appear to be in the best demand.

The best mental ration is inspiration.



You Can Sell It Just By Suggesting It

Mueller's Cooked Spaghetti

in cans, a DOZEN AT A TIME—
with its delicious sauce—a satisfying and healthful meal in itself.
Just heat, and treat.

C. F. MUELLER CO.

Jersey City

New Jersey



BIGGER VOLUME

Ammonia is far from being the biggest sales item in your store — but there's a way to make it much bigger than it is.

But don't make the mistake of thinking that Ammonia is just Ammonia—that it makes no difference what brand you sell. It makes "a whale of a difference."

There are plenty of women in your community who can tell you that PARSONS' has no equal for quality—for efficiency—for cleaning everything in the home, quickly, easily, safely, thoroughly.

For bigger volume, and bigger profits, concentrate on PARSONS', and give your customers what they KNOW is the best value for their money.

Order Through Your Jobber

PARSONS' HOUSEHOLD AMMONIA



Major E. Jones, Michigan Representative, 1941 W. Fort Street, Detroit, Michigan

FINANCIAL

Low Point Seems To Have Been Touched.

With his fingers crossed, Colonel Leonard P. Ayres expresses the belief that business is turning the corner, but this shrewd Cleveland prophet rightly recognizes the mixed character of the news and the difficulties in predicting how long the current improvement will last.

He very ably summarizes his observations on the processes of improvement noted in September by saying that "they have been demonstrably under way in recent weeks, and some of them have been more than merely seasonal. The lowest point in the business depression so far appears to have been reached at the end of July. Since the first week of August industrial activity in some of the most important of the basic lines has been increasing, and to a degree which justifies the hope, but not the conviction, that the lowest point of the depression has been reached and left behind."

Graphic illustration of trends is one of Colonel Ayres's long suits, and in the Cleveland Trust Company's bulletin he picks six fundamentals as a basis for portraying recent shifts in business. Allowing for the usual seasonal changes he finds that the output of electric power has been almost stabilized since the beginning of July. Freight loadings reached a low point in the second week of August but since then "have kept pace with the normal seasonal increase." Bituminous coal production, which had been declining steadily since early April, has moved up since the second week in August. Building construction had been below normal most of the year but "it reached its lowest point in the first week of August and since then has made a vigorous advance." Colonel Ayres says this "is of special significance as an indicator of business conditions."

Automobile output declined almost steadily from its extreme points of early 1929 to a low point at the end of July this year, since which time "it has more than doubled and seems to be about holding its gains." He looks on the improvement in steel since late August as significant and makes the interesting comment that "if this increasing trend continues it will constitute persuasive evidence of an advance to better times."

Not the least of the interesting observations made by Colonel Ayres is that bond prices have been rising for a good many months, that drives against the stock market failed to get far and that both here and abroad "the long decline in commodity prices appears to have been checked."

Paul Willard Garrett.
[Copyrighted, 1930.]

Extensive Period of Accumulation Before Spring Rally.

Although the action of the stock market in recent sessions has proved rather disappointing to bankers and business men, it appears to have followed closely the trend established in 1921.

In fact, the parallel between the industrial averages nine years ago and those being made currently suggests

that the course of business is moving about in line with that of 1921. Those who had hoped the latest rally might continue and provide additional encouragement for trade improvement may expect little help from the market before mid-October if the 1921 precedent holds.

Nine years ago a rally began in the third week of October which continued for most of the remainder of the year, the high point being reached about mid-December. That marked the real beginning of the recovery.

Expectations of some improvement later in the year are based on a slight gain in retail sales reported by chain stores late in August and indications of a return to normalcy in building operations.

Business in many groups was better last month than had been anticipated, because August usually is dull. Increased distribution in retail channels probably will be quickly reflected in manufacturing lines, for in general retail inventories are light.

The market averages have followed the 1921 trend, for almost a year, rallying in the spring and declining sharply in June only to rebound in July and again slump in August. The bottom this year was in June, while in 1921 it was in August. The recovery from August extended to the second week in September in both cases. Thereafter a gradual recession carried the 1921 averages to slightly lower levels for about five weeks. The upturn that began in October lasted two months and approximated in extent the spring rise.

The prospect of a continuance of narrow price movements for some time coincides with recent analyses of experts, who see a period of accumulation under way at present with the likelihood of another such period late in December and early in 1931.

Since periods of accumulation always precede market advances, it is argued that the groundwork is being laid for a promising sustained rally in the spring months of next year. By that time it is expected the motor car and building industries will have recorded a measurable improvement.

William Russell White.

[Copyrighted, 1930.]

Good Bonds Still Yield More Than Stocks.

If rising bonds prepare the way for an advance in stocks during recession periods why has an improving market in bonds over the last eleven months not started a new bull market in stocks?

This question in one form or another is puzzling a good many people these days. A feeling exists that emergence from a business depression usually is led by a rising market in bonds. Men in the financial district informed on the history of business cycles and uninformed for months have viewed the improvement in bonds that began last October as the forerunner of a recovery in stocks. Now they are beginning to ask why this expected sequence does not develop.

Perhaps the most obvious reply to this question is not the final answer is that not enough time has elapsed to

generate a fresh major bull market in stocks. Bottom in the 1929 bond market was not reached until roughly eleven months ago. Usually in cyclical adjustments of this nature eleven months of rising bond prices is more than the stock market allows to pass before beginning its advance. But 1921 in some respects presents a better analogy to the present depression than any other. Stocks did not in that epoch start forward immediately after they got the signal from bonds. Bonds reached their low level early in 1920 and then started slowly upward, but the major advance in stocks did not start until more than a year later in August, 1921.

Still another answer that deserves particular attention now is that stocks

in the 1929-1930 decline never have reached that obvious bargain level that is impressed on investors by opportunities to buy on a conservative ratio to earnings for the blue chips. Consequently investors have been slow to shift from bonds into stocks. Investors skeptical of the business future have not been induced by a low earnings ratio to assume risks. Nor have the higher yields offered through an investment in stocks been a compelling inducement to buy.

Strange as it may seem even now investors interested only in a cash return on their funds may obtain more from bonds than from common stocks. A yield of only 4.20 is offered through a selected list of common stocks whereas a yield of 4.41 is available in

Investment Securities

E. H. Rollins & Sons

Founded 1876

Phone 4745

4th Floor Grand Rapids Savings Bldg.

GRAND RAPIDS

Boston

New York

Philadelphia

Chicago

Denver

San Francisco

Los Angeles

London

The Measure of a Bank

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

the present market from an equally conservative list of bonds.

Paul Willard Garrett.
[Copyrighted, 1930.]

Expansion in Commercial Loans Usually Lags.

Bonds running for a long period rather than short-term commercial credits apparently will be the channel through which money will revive business in this depression just as in 1921, 1924 and 1927.

Uninformed prophets look with discouragement on the sweeping reduction in commercial loans since last November and lament the 1930 drop to levels substantially under 1929, 1928 and even 1927. It suggests to them that so far as business goes the expanded flow of easy money is wasted. It makes them ask the pertinent question: How is our 1930 supply of cheap money going to find its way to the ailing organs of the sick patient?

Now it is an historic rule that this effective stimulant reaches business through bond emissions long before any expansion in commercial loans begins. Precedent suggests this rule but logic explains it. Financing through bank loans usually grows when money becomes dear or when borrowers know they can meet any obligation maturing in the near future. These very elements accelerated the 1929 growth in commercial loans. Conversely the present flow of cheap money and uncertainty for the immediate future are tending to make business men finance through bonds with a distant maturity rather than through bank loans.

We must then look on the marked 1930 growth in bond emissions as the normal sign that money is finding its way into the right channels to generate recovery. When the desired upturn in business will come is not a question that can be answered through observations of statistics. That the volume of commercial loans remains light with the multiplication of new bond issues is no ground for disappointment.

Virtually every business recession of recent recorded history was turned into revival after an expansion in bond flotations and bank investments was substituted for an expansion in short-term commercial credits. Usually the growth in bank investments and bond emissions precedes the upturn in business activity whereas no material increase in commercial loans occurs until after a recovery in business begins.

Paul Willard Garrett.
[Copyrighted, 1930.]

Excess Regulation As Menace To Proper Traffic Control.

Successful traffic administration, when all is said and done, depends a great deal more on the motorist than that individual realizes. Without his co-operation attempts at regulation are futile, but with his wholehearted support the possibility for moving motor vehicle traffic over State highways in an orderly manner is very great.

There is a definitely constructive part which the motorist can play, and it is dependent both on his own attitude and on the way in which he is regarded by those who are administering the law.

The successful traffic administrative official or enforcement officer should not look upon the motorist only as the individual who violates the traffic laws or makes it difficult to enforce them. On the other hand, the man who drives must not be allowed to acquire the idea that laws are made just to restrict his freedom but, rather, in the case of using his automobile, that they permit him to drive more safely and with a greater degree of convenience than if he and all other motorists were not regulated in their use of streets and highways.

Once the motorist feels that he has entered into a partnership with the traffic authorities to maintain order on the road, his whole reaction to regulation becomes a more healthy one. He no longer drives in a slipshod manner, trying to see how much he can "get away with," but feels that he has a genuine responsibility toward those whose duty it is to draft and enforce the laws and to all other users of the highways who would be seriously inconvenienced by his negligence.

Only by placing a large measure of responsibility on the motorist can we cope with the increasing complexity of street and highway traffic. It is no longer an easy matter to drive an automobile and do it well. It has got past the stage of knowing only the mechanical operations necessary for driving, itself. Nor is it any longer a matter of learning a few rules of the road.

Driving an automobile now calls for an exercise of personal judgment which cannot be acquired from a perusal of a book of rules. Constantly changing situations are confronting the motorist to-day, and meeting them successfully depends almost entirely on his own capability.

To that extent over-regulation can become harmful since it robs the driver of the necessity for using his own judgment rather than relying on what someone has laid down for his guidance. For this reason the indiscriminate use of automatic traffic signals and "stop" signs results in a mechanizing of the traffic flow which, besides impeding its freedom, robs the man behind the wheel of the need for making his own decision as to the best course of action when he reaches the intersection of streets or rural roads.

These controls of traffic are by no means without their useful purposes, but they can be multiplied to a harmful degree. They then make the motorist careless since he feels that the situation is already solved for him whereas if he knows that upon reaching an intersection he must decide for himself when it is safe to cross, his own responsibility becomes more apparent. As a result, it will temper his entire driving practice.

To the extent to which motorists generally can be made to look upon their actions in traffic as depending upon their own thought, will regulation be successful.

Harold G. Hoffman.

Bath Powder.

Powdered Borax	1 lb.
Ammonia Murat	2 ozs.
Synthetic Violet	2 drs.
Synthetic Heliotrope	2 drs.

8 ADVANTAGES of a Life Insurance Trust

1. Replaces speculation with a balanced financial plan.
2. Protects the principal from inexperience or extravagance of heirs.
3. Assures regular income and complete safety principal.
4. Provides flexibility to meet the expenses of illness, accident or unusual items.
5. Can be varied to fit large or small estates.
6. Cost is but a small percentage of the annual income.
7. Replaces individual opinion with the judgment of experts.
8. Gives you peace of mind by safeguarding your family's future.

BANKERS TRUST COMPANY OF MUSKEGON

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank



L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

Telephone 8-1201

SIGNING WITHOUT READING.

Traps in Which Too Many Merchants Are Caught.

"Read before you sign," is a trite saying. And the danger in signing a written instrument without reading it is so obvious that at first blush one might think cases of this kind would be rare indeed. But, the frequency with which hard-headed, successful business men do this very thing is surprising. And this in the face of the rule that ignorance of the character of a paper signed, may fall far short of relieving from liability thereunder. Now, let us see.

In one case of this kind, a merchant was approached by a friend and requested to sign a certain paper. The merchant's friend was in the insurance business and stated he needed some references and the merchant signed without reading. The paper was, in fact, a bond and the merchant signed as surety. Thereafter an action was brought against the merchant on the bond, and in describing the circumstances under which he signed it, the merchant said:

"I didn't read the bond over, but I glanced over it and saw no amounts or nothing filled in; just a lot of printed matter; no typewriting; no long-hand. I relied on the statement that it was just a character recommendation.

"I was busy with another man at the time he handed it to me. I asked him what it was and he said he wanted to get a bond, and that he needed a few names as references; that there was nothing to it but a lot of red tape. I was busy and carelessly signed it without knowing what it was; I took his word for it because I was busy with another man when he handed it to me."

The trial of the cause resulted in a judgment in favor of the merchant. From this an appeal was taken, and the higher court in reviewing the record had this to say:

"A person who knowingly signs a written instrument cannot avoid its terms on the ground that he did not attend its terms or that he did not read the document which he signed, or that he supposed it was different in its terms or that he thought it was mere form, or that he was mistaken as to the nature and contents of the instrument which he signed. The reason for the rule is well stated in the following language:

"A person cannot sign a paper in ignorance of its contents and thereafter excuse such ignorance by the mere plea that he was busy or that he is habitually neglectful in such circumstances, and throw upon the courts the burden of protecting him from the consequences of his imprudence.

"The policy of the law is fixed to the effect that he who will not reasonably guard his own interest when he has reasonable opportunity to do so, must take the consequences. Courts do not exist for the purpose of protecting persons who fail in that regard.

Following the above statement of the general rules, and the reason therefor, the court turned to their application to the facts of the instant case. In this connection it was said:

"The reason for the rules is particu-

larly applicable here, since [the merchant] admits that he 'carelessly signed it (the bond) without knowing what it was,' although he had every opportunity to inform himself. He was, according to the record, an intelligent, capable business man, and carelessly failed to read the instrument because his trusted friend, for whose benefit he signed his name, misrepresented the nature of the instrument."

In conclusion the court, after passing upon other matters not material here, ordered judgment against the merchant as surety on the bond for the sum of \$775. Holding, as outlined in the opinion, that the contention of the merchant that he had signed the bond in ignorance of its character did not constitute a defense to this action, in view of the facts and circumstances surrounding the signing.

The foregoing case was well reasoned by the court and its holding appears to be in accord with the great weight of authority. This authority taking the position that one cannot carelessly affix his signature to a paper, in ignorance of its contents, and then plead such ignorance as an excuse for signing in an action by an innocent third party on the instrument.

Certainly the case reviewed constitutes a striking illustration of the importance of care in the signing of written documents. In the light of this case, it would seem better to do a little reading beforehand, than take chances on doing a lot of weeping thereafter. To put it another way, don't take chances, when executing written documents, by signing without reading.

Leslie Childs.

A Business Man's Philosophy.

At the time Abraham Lincoln was shot down in a Washington theater Thomas A. Edison was a telegraph operator in Cincinnati. On the evening of the assassination Edison observed a great crowd gathered about a nearby newspaper office. A messenger was sent to find out what was up. In a few moments the boy rushed back shouting "Lincoln's shot!"

None of the operators recalled having taken down the message, although all were certain it must have been received in that very room.

Each man ran through his copy sheets and, of course, it was found in a file of press dispatches. The operator had performed his work so mechanically that the sense of the words he had written had utterly failed to reach his conscious mind.

William Feather.

Artificial Flower Orders Start.

Orders for artificial flowers increase sharply as the Fall buying season opens in the Eastern market. Prices on most of the higher grade flowers are unchanged from last year, but there is a slight drop in the medium and low-priced grades. Retailers are said to be buying in quantities equal to those of last Fall and placing a large part of their holiday business at this time. Roses, always the leading item in artificial flowers, have proved more popular than ever, sellers state.

Remember to ask "Why" as well as "How."



RIGHT NOW -

There are many attractive issues that offer safety and good returns.

We shall be pleased to check your present holdings with you and suggest new issues best suited to your present program.

This service costs you nothing.

A Capacity To Serve That Wins
Everlasting Confidence

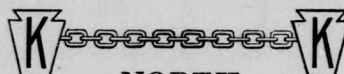
PETTER,
CURTIS &
PETTER
INC.

Investment Bankers and Brokers

— PHONE 4774 —

Grand Rapids

Muskegon



NORTH
AMERICAN
TRUST
SHARES
and
Appreciation

One of the unique and outstanding features of North American Trust Shares is a privilege to shareholders of reinvesting the proceeds from sales of stock dividends, share splits and rights in additional shares at a discount from the regular price. This affords multiple appreciation. Had NATS, in their present form, been available in 1912, a buyer of one unit, at about \$22,500, would have had today, an appreciation of more than \$100,000 from his original investment.

Details of this unusual plan on request.

A.E. KUSTERER & Co.
The Oldest Investment
Banking House
in Western Michigan
303-307 MICHIGAN TRUST BLDG.
PHONE 4267

POTATO CHIPS

Wholesome, delicious, convenient.
STA-CRISP POTATO CHIPS
Grand Rapids Potato Chip Co.
912 Division Ave., South

We suggest the purchase of
CITIES SERVICE
COMPANY
COMMON STOCK

for the following reasons:

1. A Billion Dollar Corporation.
2. 45% increase in net earnings over last year.
3. 28% increase in net earnings available to Common and reserves over last year.
4. 1929 High—68½.
1929 Low—20.
1930 High—44¼.
1930 Low—24½.

Present market about 27½.
Current yield about 6.75%.

Wire or phone at our expense

Securities Department

The
Industrial Company

Associated with
Union
Bank of Michigan
Grand Rapids,
Michigan

Resources over
\$5,600,000.

Fenton
Davis
&
Boyle

Investment Bankers

Detroit
Grand Rapids
Chicago

"The acquisitive man and woman, always bears in mind both security and a certain return on his money."
P. of B. I.

Precisely that type of investments is constantly available to the clients of this investment banking house.



MUTUAL FIRE INSURANCE

What Happens When Fire Destroys Property.

If I can paint for you a vivid word picture of what actually takes place when fire destroys property—a picture that you will remember and take with you when you leave this place—I will have accomplished something worth while.

All right, we will suppose the canvas is ready for the picture.

An alarm rings in one of our fire stations, calling the apparatus to a fire in an industrial plant on the outskirts of the city. The response is rapid, although it is night time and the men endanger their lives as the heavy truck rushes through traffic and makes turns at corners. They endanger the lives of others, too, for the records tell of many accidents involving fire apparatus.

Upon arriving at the fire the chief finds a difficult job before him, as the flames gained considerable headway before they were discovered. He summons additional help and his men start to work at once. Shortly after the battle with the fire commences an explosion occurs, which scatters flames to new areas within the plant and injures several men. In fact, the construction of the buildings, with great open spaces, permits the flames to spread in all directions with the utmost speed. After the explosion the chief knows he and his men are beaten—that about all he can do is to surround the fire with a wall of water, confining it to the buildings already involved. When the fire is finally extinguished most of the vital parts of the plant have been destroyed.

In the morning the owner of the factory states, during an interview, that he has sufficient insurance to replace the property and that rebuilding will commence shortly. But even so, is the entire loss covered? Let us see what actually happens after a fire of this kind. Rebuilding may require six months, during which time the plant would be closed. To begin with, there is a severe loss of time which is an economic waste. Contracts with other organizations probably will be broken. None of the materials customarily used in the company's manufacturing processes will be purchased, so the damage done by the fire actually extends to many other industries. The company will produce none of its finished products for sale, with the result that there will be no profits during the period of reconstruction. Let me say, however, that most of these losses could have been covered by insurance. If the factory owner has complete insurance protection he should not lose, but the effect of the fire will be felt by the employees, most of whom will be thrown out of work. Without work they will be unable to buy in the same quantity they are accustomed to, so again the fire reaches out to other industries and if it was a large plant, employing thousands of men, the reduction in the sales of the other industries may be considerable. Many of the employees may find it necessary to move away in order to find work and in this event the community suffers through the lowered possibilities of business.

Through the saving power of insurance eventually the plant will be rebuilt, but the materials originally used in its construction are gone forever. The natural wealth of the country is depleted to that extent and the fire therefore constitutes an economic waste. When it is considered that fires like the one described are occurring every day in many sections and that the total property loss each year is almost a half billion dollars, you will appreciate that the economic waste each year is gigantic. But that is not all. We must also consider that fire takes a toll of about 10,000 lives annually. That is the most serious aspect of the situation.

You will probably ask, "What can we do about it?" Well, let us see what could have been done about the fire described. An investigation of the origin of the fire will doubtless reveal that it was caused by carelessness. Some workman may have been careless in the use of his machine or in the condition of it. He may not have cleaned up around it before he left it for the night. Someone on the way out a little later may have tossed a lighted cigarette into the pile of refuse. There are any number of ways in which fires in factories can be caused by little acts of carelessness. In the end, however, the blame rests on the management for not instituting a system of daily inspection, checking up on conditions and providing rules for the guidance of employees, thus making such an occurrence unlikely.

An explosion was mentioned during the description of the fire. It is possible this was due to false economy at the time the building was constructed. All hazardous processes used and explosive materials stored should be separated from the rest of the building by strong fire walls; or better still they should be housed in separate buildings at a safe distance. False economy in building was undoubtedly the cause of the rapid spread of the fire. In many factory buildings large open areas are found and once a fire gains headway there is no stopping it. The Recommended Building Code of the National Board of Fire Underwriters limits the floor areas of each class of building. All large structures should be subdivided by walls that will retard fire; in this way the flames are often confined to the immediate area where they originated until the apparatus arrives, thus giving the firemen an opportunity to extinguish them before great damage has been done. One point that the management of all factories should bear in mind is that they can obtain safety recommendations regarding the installation and maintenance of hazardous processes, as well as the construction of the building itself, by getting in contact with the local insurance agent or broker. He will put them in touch with the nearest local board of underwriters, which has fire engineers on its staff ready to help.

Doubtless the fire in question would have been greatly retarded at the beginning, and possibly extinguished, had the building been equipped with automatic sprinklers. The fire chief states that there was considerable delay in reaching the fire. Had an automatic system of detection been installed the

apparatus could have been on hand many minutes earlier—and the first few minutes of a fire are the most precious, from the standpoint of fire-fighting.

In a fire of this nature it is also possible that false economy was practiced in the equipment of the fire department. Sometimes the men respond to an alarm and find that they are not properly equipped to combat the kind of fire they find. Modern engineering is making a science of fire-fighting.

At the beginning it was said that something worth while will have been accomplished if you carry with you a picture of what actually happens when fire destroys property; but that is not enough. It is necessary that you not

only carry with you the picture, but that you do something about it.

Six thousand of the 10,000 deaths caused by fire each year occur in homes and a large percentage of these are among women and children. You owe it to your family to become informed on practical fire prevention as applied to your own home and business.

Modern Chemistry.

Two druggists were talking about one of their confreres who had just died.

"He was a great druggist," said one.

"He was," admitted the other. "But don't you think he made his chicken salad sandwiches a little too salty?"

Affiliated with

The Michigan Retail Dry Goods Association

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

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

WHOEVER OWNS PROPERTY

KEPT CLEAN AND IN GOOD REPAIR

Can Become a Member of THE FINNISH MUTUAL FIRE INSURANCE COMPANY, Calumet, Michigan, and Get Fire Insurance at COST.

Paid 40 to 68% Dividends For 40 Years

THE FINNISH MUTUAL FIRE INSURANCE COMPANY

Telephone 358

444 Pine Street

CALUMET, MICHIGAN

FUNDAMENTAL TRUTHS.

Happiness and Prosperity Depend on Their Use.

The interest in the present campaign provides the humor to an otherwise serious economic situation. When President Lincoln was overburdened with the great problems of the civil war, he often resorted to reading and telling humorous stories. In the present crisis the stories of some of the political candidates and leaders help to relieve the strain caused by the present hard times, which are further aggravated by the prolonged drought.

Many do not understand why the country is plunged into such a plight. The leaders of big business have repeatedly declared that prosperity was just around the corner—not going, but coming this way. While we are waiting for it to appear, let us consider a few things which are not hard to understand. There is always a cause for every result. If we can find out the cause and remove it, conditions will return to normal. Economists generally agree that we are suffering from an over expansion of credit. That is, more credit has been launched upon the sea of business than it can float. There are more credit obligations than there is money to pay them. It is the same as writing more checks than you have money in the bank to pay. This means that a great many people have been buying beyond their ability to pay. They not only spend all of their income, but have borrowed and mortgaged their expected future income. So many have done this it has thrown the machinery of business out of balance or stopped it entirely.

Now to get back to normal business conditions, we first must stop doing the things which caused these hard times. The Nation has got to do just what you and I have got to do, because it is all of us who make the Nation. We make it prosperous or poor, according to our way of living. The first thing toward restoring our financial health is to begin living within our income. If we have debts to pay, we must live so as to have money to apply upon them until the debts are paid. When everyone starts doing this, it will not be long until many debts will be wiped out. Money paid upon debts can then be used to finance new business of all kinds, and this will hasten the return of good times.

It has been truly said that the present economic panic is man made. That is, it was brought upon the country by too many people trying to live beyond their means. Big business must take its share of the blame. Its high powered salesmen were instructed to push the sale of their products to the limit. When banks could no longer care for the flood of notes given for purchases, it organized its own financial corporations and everything the heart could wish for was offered on a small down payment, and a long string of notes on which the purchaser paid a high rate of interest. Big business did not stop to consider the welfare of its patrons and whether they could afford the purchases made. The present financial crisis should be a lesson to every manufacturer and merchant that it is poor business to make a sale

which will impoverish the patron and cause him later regret.

Out of our past experiences we should acquire a valuable lesson. Overbuying and overuse of the automobile is, no doubt, the largest single factor in the present depression. Too many bought high priced cars when they should have selected a low priced car which would fit their purse. Many purchased cars who could not afford them. They did not have sufficient income to operate a car after paying living expenses. Many a home was lost and farm mortgaged for the privilege of using a car. Besides the high cost of owning and operating cars came the high cost of good roads and the heavy gas and weight taxes. We all like to drive over good roads and to have a good car, but we have gone beyond the limit of our pocketbook in trying to pay for them. It would be more wise to stretch out our road building program and ease up on the heavy tax burden. A large percentage of automobile travel is for pleasure. It is also a very large part of the cost of upkeep of our highways. This makes our pleasure come high. It looks as though we had overdone these things when measured by our ability to pay. When we learn to buy a car we can afford or learn to wait and not buy until our pocketbook can stand the cost, then we will get along much better, providing we do not pay out all of our income to keep it going. Thousands are trying to support a car and a family who cannot make ends meet. It causes them to get behind with the merchants who extend them credit for living expenses. There is no chance for them to lay something aside for times of sickness and to prepare for old age. Those in such a position should be compelled to cut down their expenses if they cannot increase their income. It is better to get along without a car than to be impoverished trying to keep one. When one gets able to live comfortably and save a little for future needs, then he can justify himself in buying a car. Not many years ago we all got along well without cars. A few of the well-to-do owned a carriage team or horse and buggy, but most of the people got along without either, as it was beyond their means to pay the cost and upkeep. It would be fine if everyone could afford an automobile and the cost of operating it. If they will work and save carefully, the time will come when they can. What has been said here of the automobile is true in the purchase of radios and many other articles.

The present depression has caused enormous losses, but it carries with it many valuable lessons. It was the only way to stop overspending. It shows how necessary it is for everyone to live within his income. It shows what is good business and what is bad business methods. It makes it plain, that in every line of business, and in every walk of life, each should build a savings reserve to meet emergencies. That a large portion of these reserves should be deposited in home banks, where the funds cannot only earn safe interest for the depositor, but it will permit the local banks to properly finance home business of all

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

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

kinds. When we learn these fundamental truths and use them our happiness and prosperity will be more fully assured. E. B. Stebbins. Carson City, Sept. 15.

Recent Business News From Ohio.

Cleveland Heights—Julius A. Frater, tailor, 2159 Lee road, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets at \$4,730 and liabilities at \$5,125.

Cleveland—Samuel D. Goodfriend, retail hats and caps, 690 St. Clair avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing assets as \$1,525 and liabilities at \$2,875.

Toledo—The new West Toledo meat market at 1379 Sylvania avenue is now open. Max Ravin, who has been in business here for many years, is proprietor and general manager.

Cleveland—The Nolish Hat Co., retail hats and caps, 4423 Woodland avenue and 2570 East 55th street, list liabilities of \$8,344 and assets of \$3,150. There are thirty creditors.

Youngstown—Youngstown Hat & Cap Co., manufacturers and retailers of men's headwear, 1306 Market street, list assets of \$2,100 and liabilities of \$11,143 to thirty-three creditors.

Columbus—Charles E. Connor, who founded the Coonor Co. twenty years ago and who until recently headed that company, which operated two retail clothing and furnishings stores in Columbus, announced that he had sold the store at 20 East Broad street and has organized a corporation under the name of Charles E. Connor, Inc., to operate the store at Rich and High streets. He also announced a new policy in the conduct of this store. Instead of catering to the charge accounts or the 10-payment plan, he will do a strictly cash business with no deliveries, approvals or C. O. D.'s. As a result of the new policy he promises that his prices will be lower than those of any other store, even when special sales are promoted by his competitors.

Cleveland—Hyman Leibowitz, trading as Eastern Import & Mfg. Co., furrier, 1843 Euclid avenue, list liabilities of \$22,873 and assets of \$19,095. There are twelve creditors.

East Liverpool—Myer Rosenfeld, men's wear, 118 East Sixth street, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$2,270 and assets of \$1,000.

Cleveland—E. A. Clark, manager of the Stone Shoe Co. for several years, has resigned, according to announcement of Mrs. K. L. Fontius, president and treasurer of the organization. J. Harold Roberts has been appointed manager of the company in his place, Mr. Roberts also being vice-president. He has been with the company for nine years, starting as salesman.

Cleveland—Involuntary bankruptcy proceedings were filed in the U. S. District Court here against Jack Weinberger, trading as Weinbergers Cut Rate Dry Goods Chain Store, by Attorney Melvin S. Greenwald, representing Tobias Textile Co., Cleveland, \$97; New Style Hat Co., Cleveland, \$59;

Louis Guss, Cleveland, \$239; A. Krolik & Co., Detroit, \$207.

Cincinnati—Final records closing the case of Philip Herschman, retail ready-to-wear, 134 West Fifth street, have been filed in U. S. District Court here. Liabilities were \$18,710; assets, \$5,158; unsecured creditors received \$2,591, or 15 per cent.

Findlay—A bill of complaint was filed on the C. F. Jackson Co., general retail department store in the equity division of the U. S. District Court at Toledo, by the Bigelow-Sanford Carpet Co., of Boston. The bill alleges that the C. F. Jackson Co. in 1925 conducted stores at Findlay and Norwalk, that in August of that year an explosion destroyed the Norwalk store, which has never been replaced, and that since August, 1925, the Findlay store has been conducted at a net profit of \$118,000 for the five years. It is claimed that the defendant company is solvent, and that its assets exceed its liabilities to a great extent. Its assets consisting of a good stock in trade, the store building and the real estate upon which it stands. Its indebtedness is approximately \$110,000, for merchandise, and \$147,000 in mortgages on real estate. It is further alleged that due to the present economic depression, and a certain bank failure in Findlay, the defendant company has been unable to make payments on its indebtedness with its usual promptness and for that reason is threatened with a multitude of suits and small levies. The result of such suits would be to destroy the business and goodwill which has been built up during the twenty-five years that the company has been in business and it would be to the advantage of all the creditors that the business be sold as a going concern, the bill says. The bill further prays for the appointment of a receiver or receivers. An answer was filed by the C. F. Jackson Co. admitting the allegations contained in the bill of complaint. A consent to the appointment of a receiver or receiver was also filed. And order was entered by Hon. George P. Hahn, U. S. District judge appointing Edward E. Jackson and K. S. Jackson, of Findlay and Robert E. Dunn, of Toledo, receivers with authority to continue the business until it is sold or other disposition thereof is made. The law firm of Tracy, Chapman & Welles, of Toledo, which is counsel for the plaintiff was also appointed counsel and solicitors for the receivers. John F. Priddy, of Findlay, attorney for the defendant, has been appointed special master to receive claims against the defendant. These claims must be filed within sixty days of Sept. 6, 1930. At the end of that period hearings will be held on the claims, and a report made to the court within thirty days. The order also enjoins the defendant, its officers, employees and creditors from interfering with the receivers in any manner. The receivers are under bond of \$10,000 each.

Borated Talcum Powder.

Powder Talc 2 lbs.
Magnesium Carbonate 4 ozs.
Boric Acid ½ ozs.

Home Baker Flour has increased in sales

300%

during the past three months
as compared with the previous
three months period.

There are reasons for this
remarkable increase--quality,
price and satisfied users.

From the number of voluntary
letters of endorsement received
from housewives throughout Michigan
we maintain that Home Baker
will satisfy the most discriminating
consumer.

Home Baker renders a service
in assisting in placing the
distribution of flour back into
the proper legitimate channel--
the independent retailer.

Home Baker is made to our
own formula--satisfaction
is guaranteed.

LEE & CADY

DRY GOODS

Michigan Retail Dry Goods Association.
 President—J. B. Mills, Detroit.
 First Vice-President—Geo. E. Martin, Benton Harbor.
 Second Vice-President—J. T. Milliken, Traverse City.
 Secretary-Treasurer—Thomas Pitkethly, Flint.
 Manager—Jason E. Hammond, Lansing.

Lingerie Which Accents Natural Curves of the Figure.

Having expended considerable space and energy on the coats, dresses, hats and other paraphernalia of the new Fall fashions, let us dwell for a bit on the inside story of the mode. Right at the start we would like to lay down the dictum that straightness in lingerie of any kind is as passe as the straight "tube" dress silhouette of not so many years ago. If a dress is smoothly fitted, the lingerie one wears beneath it now must be even more fitted; for, if there is a wrinkle or slightest bit of a bulge here and there, how is the dress to attain the desired effect of being an accent to the natural lines of one's figure?

"Natural lines," we hasten to add, must be taken with a grain of salt. What these lines should really be are nature's aided and abetted by skillful corseting. Even the slimmest of figures needs something in the way of molding, something that will give that figure so smooth and firm a line that there is no sharp break at the waist or any sign of hips.

The newest corsets are even more nipped at the waist line than they were last Spring, since the natural belted waist is more prominent in Fall styles. So, if one's figure is to undergo the necessary regulations, one's lingerie should at least co-operate to the extent of fitting equally smoothly. This it does by taking nips and tucks about the waist, by cutting chemises and slips on frankly princess lines, by favoring soft, light materials and by limiting fullness to circular fullness that will lie flatly under a dress's waist and hip lines.

We recommend immediate investigation into the fine and dainty French embroidery that is replacing lace in many instances and the "point turc" appliqued designs. And here is a fashion hint to the thrifty: Many shops carry beautiful hand-made lingerie, embellished with drawn work or delicate embroidery that is made in the Philippines and Porto Rico and is consequently much lower in price than French lingerie of similar quality.

Petticoats have made a strong bid for a smart come-back. The slim wrap-around style is an excellent "smooth line" undergarment and those that are circular and set onto a fitted hip yoke are also successful in dispensing with unnecessary bulk. They are an excellent solution to the evening problem of giving substance to one's skirt without adding bulk and extra shoulder straps above. In fact, it is in evening styles, intended to be worn as the only other bit of lingerie besides one's corselette, that the petticoat really shines. Under other long dresses you may prefer one of the new ankle-length slips.

Nightgowns, not being required to co-operate with dresses, are imitating them to the last detail! Natural waist lines, permanently fixed and with a

ribbon sash worn over them, suggest the Empire period, while princess lines and diagonal seamings remind one of a Vionnet creation. Little boleros and jackets often accompany the new nightgowns, to be worn either as a bed jacket or a very casual and intimate negligee.—N. Y. Times.

Many Kinds of Mules To Accompany Different Negligees.

The mule, for all its workaday name, is a point of elegance in the boudoir costume, and as much importance is given it as to slippers for evening wear. Cinderella's slipper was never more romantic than the latest models to be worn with a negligee or dressing gown. Every sort of material known to footwear makers is used—kid, suede, satin, plain and brocaded; crepe, plain and printed; velvet and metal cloth. The less ornate mules, that may be worn with more than one negligee, are usually rather simple in design, and the woman who is fortunate enough to have a collection of negligees, elaborate and otherwise, has almost as many pairs of mules.

The old-style mules in which French women are more successful in walking than Americans have been superseded by a more comfortable model. This has a heel strap which holds the slipper secure instead of the unprotected quarter that left it flopping and the heel clicking along the floor. Some have also a fitted quarter exactly like that of the ordinary shoe, and have no ankle or heel strap, but are open at the sides, sandal fashion. Heels are moderately low, others are the extreme Louis Quinze. The most exotic types are lined with silver or gilt to match the heel or with satin of a shade to contrast or harmonize with the outer material. These are interesting as artistic bits, even in the hand, and the lining is suggested subtly when the mules are on the feet.

Knowing When To Jerk.

Selling is often spoken of as a great game. And when we make it a great game, it is the gamest sport in the world.

Many of you, no doubt, during the summer months have taken a vacation and searched for rest and recreation. Perhaps you have gone fishing and what a sport it is! In hip boots you may have whipped the pools for the speckled beauties of a swift running stream. You may have trolled the lakes of the North woods waiting for the strike of the Northern pike, the pickerel or the hard fighting muskallonge. From an anchored boat you may have cast to the edge of the lily pads awaiting the swirl of water and the plunge of the bass. Or from the bank of a sluggish stream you may have fished for bull-heads with a bent bamboo pole.

When any fish strikes your bait there is a time to jerk. When your rod begins to bend and your line begins to sing your thoughts begin to trend toward the secret of all selling. And that secret is knowing when to jerk.

Telephone Manners.

The telephone is a vital point of contact between any business and its customers. Rightly used, it is a great

builder of good-will. Conversely, it can tear down more good-will in five minutes than can be built up in five months.

No successful merchant has to be sold on the idea of greeting his customers properly. Yet some of them forget that courtesy is just as essential over the telephone as in personal contact. In fact, telephone conversation is doubly important, because the party at the other end of the wire judges you solely by what you say and how you say it. She can't see your smile. You have to put it into your voice.

Seek Uniform Shirt Fold Sizes.

The question of standard measurements in shirt folds is attracting considerable attention in the trade. An effort is being made to obtain uniform sizes in both long and square folds, as the measurements now being used by different manufacturers vary from one-eighth of an inch to two inches. Uniform sizes, it was pointed out, would permit of standard boxes and eliminate the numerous dimensions now being used. In addition, as many large buyers demand folds to their own standards from various manufacturers, the cost of repressing by those makers whose measurements do not conform with the purchasers' requirements would be eliminated. Repressing expenses total as high as \$1 per dozen.

Would Spur Men's Jewelry Sales.

A sharp falling off in the demand for men's jewelry has been occasioning considerable worry among manufacturers and retailers and steps are now being undertaken to stem this unfavorable development. Trade leaders are urging retailers to develop jewelry style consciousness among men, with particular reference to items for special occasions. A drive to increase the sale of stickpins, long neglected items, is under way. The sale of cuff links of the better grade is being pushed to meet the competition of cheaper lines and the universal use by shirt manufacturers of pearl buttons on cuffs. In watches good sales have been reported of medium and popular-price wrist types.

Glassware Prices Still Easing.

Continued softening in prices on glass stem ware is reported in the Eastern market. Selling agents blame the condition on the fact that retail stores are interested only in sales merchandise which can be purchased at concessions for immediate delivery. The only types showing normal sales activity in the wholesale field at present are the black and crystal style glasses. These are in great demand from stores in large cities, and some difficulty is now being experienced in making prompt deliveries. Rose, amber and plain crystal glass are out-selling the black and crystal combination in the small communities.

Find Notions Trade Is Growing.

A tangible improvement has developed in the notions trade this week. Most of the activity has centered on sewing supplies, hairpins, hair nets and Christmas lines. The trend toward packaging a combination of articles in one box is more noticeable in the holiday business this year. Interest in

needlework continues to grow, according to the producers, who are receiving substantial orders for sewing materials of all kinds. The general improvement of trade, it was stated, has stopped the downward trend in notions prices and they are being stabilized at levels slightly below those of last Fall.

Sales of Half Hose Improve.

The improved business during the past week in the hosiery line has extended to the half hose division and a decided pick-up in sales is reported in the primary market. Wool mixture fancy half hose is being bought more actively, despite the fact that the weather has not been of a nature to encourage purchasing. Sales of silk and rayon fancy half hose were reported to be satisfactory, although no improvement in prices has been registered. A considerable volume of solid-colored goods was also disposed of, particularly in the cheaper grades, according to trade comment.

Orders For Electrical Goods Gain.

A vigorous Fall demand for household electrical items has developed and producers expect a bigger business this month than was handled in September last year. The buying now being done by stores covers supplies which customarily are purchased during the Summer months and is confined to articles wanted for immediate sale. Coffee urns, percolators and electric toasters are the leading items at present. A few orders have been received for heaters and other late Fall goods, but the heaviest volume on such merchandise is not expected before the middle of next month.

Men's Shirt Prices Stiffen.

A slight stiffening in the prices of men's shirts is reported. Converters' quotations are said to be a little firmer. At the present time there is a strong demand on shirts to sell from \$1 to \$1.59, which are sought for October sales. Holiday lines will be ready about Oct. 1, trade comment indicated. The general merchandise stores out-of-town are reported to be seeking silk stripe goods, while the better-grade department stores are ordering fine woven and madras materials. Men's and boys' pajamas are also moving well, and the immediate prospect for these furnishings lines is bright.

"Thin" Markets Firm Prices.

Rather "thin" markets are already beginning to develop in a number of commodities. On a very slight increase in demand, prices stiffen perceptibly. This in fact is offered as the explanation of a good deal of the recent firming up which has been noted in several commodities. At current levels, some of which are below pre-war prices, the quotations on several basic materials are said to be attracting the buying of large corporations on a long pull commodity investment basis alone.

Every Customer Is a Guest.

The live wire grocer treats every man, woman and child that comes into his store as if he expected to have them come back again, just as the hostess in her home makes every effort to please her invited guests.

SHOE MARKET

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

City Changing Men's Lasts, Patterns and Materials.

The most noticeable trend in men's shoe styles for fall is in the young men's group designed for the college trade. Except in a few fresh-water college towns, the college and young business man is becoming "citified" as far as his footwear is concerned. Hence the swing of the style pendulum away from the extreme wide toes and doggy shoes. While this movement was felt last year in some sections, it is now a fact almost all over the country. Extremes in men's apparel—hats, clothes and shoes—do not stay in vogue for any great length of time.

Big Eastern college style indications point to plenty of custom lasts with a slight amount of decorative punching, pinking and stitching to offset the plainness.

From the Mississippi to the Allegheny Mountains collegians will buy heavy shoes with little gingerbread. On the West Coast, from Berkeley North, the very heavy soled, bellows tongue grain affairs built over medium wide English lasts will have the call. Southern California will naturally stick to the lighter weights that are in keeping with the climate.

Louisiana and Texas are buying decidedly lighter colors and weights for their college trade than the rest of the country, save the Southeast. Lasts are coming narrower but not as narrow as both coasts will sell.

Alabama will buy the lightest colors seen anywhere, while the entire Southeast will run close to Texas in color preferences. The only difference noted in the fall orders was in lasts. Here, a good 10 per cent. of the business was placed on a rounding English toe.

Climatic conditions have all to do with shoe color preferences for in the warmer sections very few dark clothes are worn in the winter.

Considerable space was given to college shoe indications but they reflect the buying trend of a large proportion of the male shoe pairage consumption and are therefore considered important. Shoes of this class are also the happy medium between the extremely jazz \$5 and \$6 high school plunder and the plain high grade conservative type.

Heels are about a 50-50 break between leather and rubber, with no issue between the two, except as to how a leather or rubber heel relates to the completed shoe. Some types of shoes need flanged or stitched leather heels, while on others a rubber heel is better.

The picture of a well-balanced shoe stock is being greatly simplified this year from the last standpoint. Previously many stores were forced to carry two distinct stocks, one with plenty of wood up forward, for the young trade, and another for the older or more conservative business man.

This fall will see custom lasts selling in the \$6 and \$7 grades where a year ago they could not be given away at these prices. Also except in

a very few communities, the sale of wide toes has every indication of being limited to the high school trade. Even these boys are liable to switch suddenly when they realize that they are the only wearers of wide toes.

Cities still retain their liking for custom types. The larger the city—the higher the grade served—more of this character wood used. A number of Eastern stores carry only two types of lasts, the custom for all materials, and the full toes for the brogues. The lasts of the French family will not be seen in these establishments.

Country-wide sales for winter show the French type of lasts having a big lead in popularity over all others.—Boot and Shoe Recorder.

Price Competition Fight.

In a study made of newspaper advertising for the past three weeks, the outstanding characteristic is that of "price comparison." All over the country, the public is being urged to buy—with "ad-copy" indicating unprecedented values.

If all the advertisements were predicated on giving the public the most for their money, that would indeed be something worth commenting about; but we have noted this season—above all others—that malicious competitive price advertising is the dominant note.

When we see great department stores with past reputations for veracity issuing advertisements saying "Our shoes at \$5.74 have all the characteristics of \$22.50 shoes," then we begin to wonder whether the public is dumb or the advertising man is dumber still.

In one newspaper, the amazing statement of one advertiser was backed up by a scientific laboratory test, in an effort to convince the public that shoes at \$6 were equivalent in every way of other shoes at \$14.50. In the same issue, copy to the effect that "If you have been in the habit of paying \$6, why pay more than \$3.74?"

And so it goes—comparison on top of comparison—all with the "holier than thou" on one store and an inference that a "Satan of high profit" is working in the other store.

It doesn't seem to us as though any other line goes so heavily into the comparison motif as shoes. There is no objection to a man's selling his shoes at the lowest possible price, whether or not he makes a profit, but his advertising at least should be honest to the extent of not making preposterous claims out of line with common sense. If there were less of this and more of constructive selling in retail shoe advertising we believe more shoes would be sold.

Avoiding Poison Ivy Infection.

As summer begins to wane, there are three plants that herald the approach of cooler weather quicker than all other vegetation native to Michigan. Sumach, woodbine and poison ivy leaves are usually the first to change color—sometimes as early as the middle of August.

Probably everyone recognizes the tall sumach with its spreading branches and maroon flower which looks like a tufted plume, but many people to their ultimate sorrow cannot tell the difference between common woodbine (Virginia Creeper) and poison ivy—

at least until after they have gathered some of the latter for decorative purposes.

Woodbine and poison ivy are very easily distinguished for woodbine has five leaves while ivy has but three—the same number as there are letters in the word. Two of the leaves are short stalked while the third or terminal leaflet is long stalked.

Poison ivy leaves are shiny or wax-like, except in the early Spring, while woodbine leaves are dull. The berries of the woodbine quickly turn to a deep blue; the ivy bears smooth, greenish berries which change later to a yellowish white, or ivory color.

The berries remain on the plant until late in the Winter and are about a fourth of an inch in diameter.

Poison ivy, as well as woodbine, tends to trail along the ground, or climb over brush or fences. Both often grow on trees. But ivy, under favorable conditions, can grow as a shrub three to four feet high or even assume the proportions of a young tree.

Poisoning usually occurs as a result of actual contact with some part of the plant. It is possible, however, that a person may be poisoned by the leaf hairs or pollen of the plant if only a short distance from it.

The susceptibility of different persons varies but it has been established that there is apparently no such thing as absolute insusceptibility.

If one comes in contact with poison ivy one of the surest and best ways to prevent the eruption is the use of soap and hot water for the poison requires some time to penetrate the skin. A stiff brush should not be used as this might tend to drive the poisonous material further into the skin.

The irritation from the eruption may be allayed by immersing the inflamed surface in hot water for several minutes, gradually increasing the temperature until the water is as hot as can be borne. If the eruption is on the face apply the hot water by means of towels. Cooking soda or borax on bandages (a teaspoon to a cup of water) is of value but the bandages should not be tight and should be frequently changed. A 10 per cent. solution of hyposulphite of soda (photographers' fixing liquid) applied as a wet dressing gives beneficial results. Ointments should not be used in the early stages.

A bad case of ivy poisoning always

requires the attention of a physician. In any case if there is fever, severe pain or headache, it is much safer to call a physician at once.

B. R. Rickards.

Cosmetics That Satisfy.

Capitalizing on a popular slogan, a San Antonio druggist recently sold out a surplus stock of cosmetics. Glued to one of the show windows of the store a little below eye level was a partly burned cigaret. From the ash of the cigaret emanated a foggy wisp of grey paint, simulating smoke. After traveling to the upper reaches of the window, the paint curled into the words, "Cosmetics that satisfy." In the display proper of course were featured representative numbers from the cosmetic line of which he was so anxious to dispose.

To Retail At Four Dollars

There is a growing demand for shoes at four dollars, but - - -

A four dollar shoe MUST Shine, Fit and Wear.

We manufacture six styles in men's oxfords that fulfill these requirements.

A post card will bring a salesman with samples. All six styles, including Scotch grain, carried in stock.

It will pay you to investigate.

Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

Saved to Policyholders

Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooping, Grand Rapids.
First Vice-President—William Schultz, Ann Arbor.
Second Vice-President—Paul Schmidt, Lansing.
Secretary — Herman Hanson, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors — Ole Peterson, Muskegon; Frank Marxer, Saginaw; Leigh Thomas, Ann Arbor; M. C. Goossen, Lansing; R. J. LaBarge, Pontiac.

Greetings and Sales Talks—Fortunate and Unfortunate.

In Texas the clerk wears his hat in most individual stores. He looks as if he had just stepped into the place. If he were not behind a counter one would not think he belonged. His greeting is shouted from wherever he happens to be. "Something for you?" he asks, with strong emphasis on the for.

Throughout the food trade elsewhere one is greeted with a formula which makes me nervously irritable, "Yes, sir." This seems to have originated among the Greek and Italian fruit vendors and they have carried it into all corners of the continent.

There can be no set rule for the greeting of customers. This is one vital element that can be made to reflect personality so completely that perhaps it is best not to suggest any set of words. I think if the would-be seller will think sincerely of the customer's interest he will be likely to evolve a suitable form of greeting.

"May I help you?" is a favorite in many well managed organizations. "What can I do for you?" is good. "How can I serve you to-day?" if spoken with a real smile and modulated carefully is, perhaps, as good a form as could be suggested.

But it is in the direction of customers to sources of information or service not within the province of the clerk where terribly unfortunate expressions are used. "You'll have to see," or "You'll have to go to" are preferred samples of the terrible ones. Any clerk, salesperson, executive or what have you need to think for just an instant to realize that no customer, prospective customer or possible customer "has to" do anything on earth. The customer is king—so recognized throughout the entire realm of retailing. How can anyone tell a king he has to do any special thing?

On several successive Christmas eves I purchased pound boxes of a certain well known line of chocolate bonbons for the girls in our offices. One Christmas, seven or eight years ago, the delivery was short one box. I distributed as usual, figuring that I could get my own box at the store where I had left the order.

I went there and reported, presenting the sales slip. The young woman at the counter told me: "You'll have to take that to the factory" and she named an address a mile or more away; "we don't handle that here." I could not quite swear at a girl clerk, so I found myself saying with exceeding quietness but ample emphasis: "No, young lady. I don't have to do a thing. I gave the order here. I am reporting the shortage here. It is your business, not mine, to correct that shortage," and I walked out.

What a chance I gave that girl to do splendid service for her employer. She did not take it. I never got the box for which I had paid eighty perfectly good cents; but also that house never has had a cent of my money since then. This, too, despite the fact that I know the management would not tolerate such a shortcoming if it knew about it.

If one so thoroughly posted in retail affairs as I am supposed to be will act thus, what can anyone expect from a non-professional customer who experiences bad treatment or a simple shortcoming? If you think she will feel she "has to" do anything particular you are just likely to be out of luck, so far as she is concerned.

But there are clerks who smile and say: "I'm sorry that I cannot adjust that for you. I'd like to give you that box of candy now, but such things have to go through a certain routine. However, I'll handle this and I am sure you will have the candy soon." Had the girl said that, I should have beamed on her, told her to take all the time needful—and continued to be a customer.

Other clerks succeed in sending one to the proper person by means of a formula which is polite, considerate and perfectly satisfying. Their mere words do not matter. Their manner matters 100 per cent. But in these days of keen competition there are no "little things" in selling.

Food merchants of to-day in many respects have not the means to "know their groceries" as we of a generation long gone could know them.

To my mind and taste, for example, there is no molasses and no syrup obtainable. Up to 1879 we had real syrup and molasses. It was the direct product of the sugar refinery. As if it was yesterday I recall the first lot of mixed glucose and syrup we received. It tasted like glue. It so utterly lacked taste that I never could like it. To-day and for the past forty years there has been nothing else on the market. Give a man or woman of this generation a taste of unadulterated sugar syrup and the reaction would be: "Oh, that's too rank for me."

Last Spring in New Orleans I saw a field of great iron tanks. I thought it was storage for crude oil, but learned that this was the storage of sugar houses—the formerly well-known New Orleans and Barbadoes—molasses. I learned that the company which owned the tanks purchased the entire supply of crude molasses and would not sell a single gallon of it in its virgin state. Every ounce of it is "blended"—plainly, mixed—with glucose in varying proportions before it is marketed.

Nobody in the grocery business to-day has background of such facts with which to enlarge his knowledge through his sense of taste and, of course, he cannot now go back to origins with any syrup or molasses story.

Sorghum is still grown and I believe it is home-boiled in some districts. That has an exceedingly pungent flavor. If pure, it is to my mind great stuff for pancake spread. In Georgia and Alabama, probably also in Louisiana and Mississippi, cane

(Continued on page 31)

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Baked in the right manner—backed by the right advertising—the result can only be a steadily increasing demand for HOLSUM.

GRAND RAPIDS LOOSE LEAF BINDER CO.

Manufacturers of The Proudfit Loose Leaf Devices.

Write for information on our system forms for all purposes.

10-16 Logan St., S. W.

Grand Rapids, Michigan

VEGETABLES

BUY YOUR HOME GROWN AND SHIPPED-IN VEGETABLES
AT THE VEGETABLE HOUSE

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

MERCHANT PARCEL FREIGHT TRANSPORTATION

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

SEVERAL TRIPS DAILY TO SURROUNDING TERRITORY.

We ship only packages weighing 1 to 75 lbs. and 70 inches in size (girth plus length). State regulated. Every shipment insured.

NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

Putnam's

NEW PACK

MALTY MILKIES

Wrapped in wax lined gold foil
which makes a very attractive
and handy pocket package.

Ask about our
Introductory Offer.

PUTNAM FACTORY

National Candy Co., Inc., 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.

Chain Store Competition And How To Meet It.

As an indication that independents who have squarely faced the situation and met it with progressive merchandising methods are challenging the supremacy of the chains, witness that many chain stores have recently inaugurated delivery services and some are now installing telephones to compete on the independent's own ground.

The trump card heretofore played by many groups of independents has been that chain store are "foreign" owned enterprises and therefore not entitled to "home" support. However recent reports indicate that several of the leading chain organizations are encouraging their branch managers and employees to take greater part in local activities. Out of twenty-six in one chain it was disclosed that twenty-two held memberships in local Chambers of Commerce.

Investigators have been making a close study of chain store methods that have proved successful, and have also been in contact with independents who have effectively overcome chain store competition. It has been fairly well established that the only prominent factor in favor of the chain is its mass buying ability. Enquiry develops that six important factors have carried the chain store to its present position in the merchandising field:

1. Cutting of overhead by cutting service—the cash and carry plan as an example.
2. Specialization in merchandise carried. Only goods are stocked that sell freely.
3. Careful choice of locations.
4. Efficiency in planning interiors, fixtures, lighting, display and the insistence of cleanliness.
5. Thorough system and complete records of every phase of the business.
6. Strict attention to the training of employees.

Interviews with leading independent retailers have failed to substantiate the belief that chain stores have any absolute monopoly on these methods. The investigation of operating expenses of representative chain stores and independents has dispelled the idea that there is any great economy in favor of the chain operated store.

In the course of this investigation, and from a close study of the business press of the country, a number of successful plans were disclosed that can be applied profitably by chain store and independent merchant alike. Due to the present trend in merchandising and the battle being staged by independents to meet chain competition, the greater part of this information was secured through independent store channels. These plans and methods have been selected as being worthy of thoughtful consideration of all progressive merchants.

E. G. Putnam, independent grocer and market man of Oklahoma City, features delivery service and the ad-

vantage of the telephone for placing orders in a recent issue of his store bulletin, which also lists a few choice and seasonal offerings. At the bottom of the page appears the following:

"We give free delivery service with a smile. How nice to phone in your order in two minutes instead of taking 30 minutes to dress, 30 minutes to drive, 30 minutes to find a parking space and 30 minutes to select your groceries and shop around and, at the same time, burn up 30 cents of gas! Why take all this upon yourself when you can save both time and money by trading with this home-owned institution?"

An Albany, N. Y., grocer, faced with the necessity of keeping pace with a chain store competitor who opened a few doors away, held his trade by continuing to sell his merchandise at established prices and advertising a 5 per cent. discount to those who paid cash and carried the goods home.

William H. Piel, independent grocer and meat dealer at Belvidere, Ill., a town of 7,800, does a business of more than \$700,000 a year in face of keen chain store competition. Since chain competition was established a few years ago, he has increased his sales 40 per cent. and doubled the size of his store. Mr. Piel has added to his staff until it now includes twenty-seven clerks, seven delivery trucks, four telephone operators and four book-keepers and cashiers. This successful retailer says that the price at which a merchant can afford to sell is determined, not by volume buying, but by volume selling. Even if an independent grocer cannot buy at quite the figure the chains can, if he can sell more merchandise than they do, he can meet them on price. The Piel store plays the game of loss leader as well as the chain store, usually managing to win out because of ability to apply effective plans immediately a situation is faced rather than waiting for instructions from a central office.

The changing conditions in the retail field have been met by several independents who have moved from a business district to a residential one. More than one independent grocer has met the condition by putting in an attractive delicatessen department, and meat dealers have put in vegetables and fruit.

M. D. Declares Himself in Favor of Meat Diet.

Another medical man took up the cudgel in defense of meat last week when Dr. William Brady, writing in the Brooklyn Eagle under the title of "Need a Near Vegetarian Make a Noise Like a Nut," declared himself in part as follows:

"One of the things that are constantly stimulating my diaphragm is the way some nuts prate about their vegetarianism while they partake of milk butter and eggs, and sometimes even a bit of fish, just a bucket of shrimp or half a lobster, please.

"Some research investigator has lately made the front page by announcing that his extensive observations, made on a few volunteer students who dieted for a few weeks on lots of meat, gravy and not so much potato, bread, etc., have shown that a

meat diet is not advisable, or something like that.

"I prefer to accept the evidence given to the scientific world by the explorers, Stefansson and Andersen. The difference between the test these men underwent and the test the students of the research investigator underwent, is as great as the difference between reading the daily bulletins from de luxe personally conducted polar expeditions and reading Stefansson's 'The Friendly Arctic.'"

"The study of Stefansson and Andersen on a meat diet was unique in scientific record. Nothing like it has been attempted before or since. Both men voluntarily confined themselves meat and nothing but meat as food for twelve consecutive months and remained constantly under scientific ob-

servation or reported at regular intervals for such tests as the various scientific experts desired to make. The experiment was conducted in 1928.

"Some of the questions which I consider settled by the Stefansson-Andersen experiment are these:

"1. Meat does not tax the kidneys or damage the kidneys.

"2. Meat does not increase the uric acid in the blood or tissues.

"3. Meat does not favor putrefactive decomposition in the intestine.

"So, have some meat if you like it, and don't let the chin-music of near-vegetarians disturb your digestion."

Hint On Vinegar.

"In order to keep mother from forming in vinegar, add a little salt," suggest an Indiana grocer.

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

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

COLD STORAGE FOR APPLES

We will BUY your APPLES for you.

We will STORE your APPLES for you.

We will SELL your APPLES for you.

We Guarantee Proper Temperatures — Best of Service — Lowest Rates — Liberal Loans. Write for Rate Schedules — Harvest Your Apples Direct Into Cold Storage and Get Full Returns for Your

Crop. Our Warehouse is a Public Institution Open to and Soliciting the Patronage of All.

KENT STORAGE COMPANY

GRAND RAPIDS

GRAND RAPIDS PAPER BOX Co.

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

GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST — FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

HARDWARE

Michigan Retail Hardware Association.
President—Louis F. Wolf, Mt. Clemens.
Vice-Pres.—Waldo Bruske, Saginaw.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in October.

With the approach of October, the fall trade in the hardware store is well under way. Now is the time for good shooting displays. Guns, ammunition and other hunting accessories make the most interesting and attractive windows a dealer can show.

In the preparation of such displays, a number of effective designs can be utilized. The range of display is a wide one, from the simplest type of "stocky" window with guns, revolvers, shells, powder, primers, knives and shooting garments to elaborate displays showing an actual shooting scene or a hunters' camp. Sporting lines such as these offer a pretty fair margin, since the enthusiastic sportsman usually wants the best goods and can afford to pay for them.

Hence, it is worth while for the dealer to put some work and thought into his hunting goods display.

Now is the time, too, to push your heating goods. Give these lines a good chance. Do not leave them hidden away at the back of the store, but move them to the front, and put on an occasional window display.

For a store which appeals largely to country trade, here is a suggestion for a stove window:

Along the top of the window hang some lanterns on wire. Stove pipe wire, which does not show very much, will do. If the window has one large pane of glass extending to the top of ceiling, a wire should hang from the center of the ceiling to within about six feet of the bottom of the window. From this another wire should slant to right and left, facing the window, to within three feet of the window floor.

Then, starting in the center, suspend lanterns by short lengths of wire about 12 inches apart, twisting the wire several times around so that there will be no slipping. Fill the bottom of the window with stove boards arranged in a semi-circle, and in the center set up a large heating stove, placing it far enough back so that when two lengths of pipe are run up and an elbow attached, the collar on the elbow will make it look as though there was a flue in the back of the window.

If possible, have a large pasteboard or dummy figure of a farmer in his shirt sleeves sitting on a lantern box. Place him directly behind the stoves. Having his coat off suggests in a realistic way the heat of the stove. Red tissue and an incandescent in the stove will give the appearance of a glowing fire.

Near the dummy's outstretched hand set a small oil heater. Place the smaller heaters around the big stove in a semi-circle. In the spaces formed by this semi-circle place a small oven for a base and on this a large oil stove. Fill in the space in front of the stoves with flue stops, collars, dampers and elbows. At each side of the window place joints of pipe of various sizes.

Then, with price cards on each stove, and show cards to suggest the timeli-

ness of a new heater, you have a pretty comprehensive, quite effective and not too elaborate window.

Of course more elaborate windows suggesting the idea of "winter comfort" or "making the home homelike for the holidays" can be devised.

For the next month or more, considerable window space should be given to stove displays. Do not overcrowd the displays, and be sure to use attractive and catchy display cards to point out the special features of the stove shown. Oil heaters also merit some display. If properly featured, quite a few of these small, between season heaters can be sold in the fall.

Stove accessories should not be forgotten. There is hardly a home that does not need some article required in connection with the heating system. It may be a coal shovel, a coal hod, an ash sifter, ash can, stove lining, package of fire clay, stove board, flue stopper, collar, stove shovel, or any one of several dozen saleable articles.

In your anxiety to push the sale of the stoves themselves, do not forget this potential but too often neglected demand for accessories.

At this time of the year a large number of householders are re-arranging the locations of their stoves and pipes that have lain idle since last winter. These people will be interested in a display of stove polish, pipe enamel, aluminum paint for pipes, small brushes, etc.

Two or three old lengths of pipe partly re-varnished or re-finished with aluminum will be sure to attract attention. The contrast is an old but very effective feature of display. Do not forget that brushes are needed to apply the finishes. The display should include an assortment of moderate price brushes with price cards attached. Use these displays to drive home the wisdom of securing all the necessary accessories before the cold season really sets in.

The turning of the leaves and the cool nights will shortly remind the merchant that the farmers will soon be thinking, if they are not thinking already, of the comfort of their live stock during the winter months. Here is a pointer for the hardware dealer catering to rural trade. Horse blankets halters and cow ties, will be required, while probably the barns will need fixing before they can be made habitable for the winter. Nails will be required, glass, putty and paint. Now is the time to put a fresh coat of paint on farm buildings and fences. The wood is dry after the summer heat and in the best condition to receive and retain the paint.

Feature the paint department considerably. While elaborate displays can be put on, remember that an attractive window can be made of paint cans with their various labels, helped out by the handsome colored hangers furnished by the manufacturers. Paints are worth one, two or even more displays, depending on the amount of window space at your disposal.

As the season progresses you can divert some of your attention from exterior paints to interior specialties; and sound the timely slogan, "Brighten up for the holiday homecoming." This is a sort of curtain-raiser to your holi-

day trade; and displays along this line prepare the public mind for your holiday campaign.

The dark evenings at this season of the year create, in rural communities at least, a demand for more light. Thus a very seasonable display can be arranged by the use of lanterns, lamps, burners, wicks, and similar articles.

A show card should be used pointing out the special features found in the lanterns or lamps displayed. Some of these features are: the size of the oil tank, the convenient handle, the extinguishing device, brass bowl, special style and type of burner, economical consumption of oil and time of burning with one filling. The features to be played up depend, of course, on the particular line you handle.

But with most lines, this idea of bringing out prominently and emphatically by means of show cards the strong selling points of an article is well worth while. A display of lamps and lanterns will remind the passer-by that he needs something of this sort. But a similar display coupled with a few words that clearly emphasize the superiority of the article shown will convince the same passer-by then and

there that it is exactly the article he wants. Make your window displays talk intelligently and effectively to the person who stops to look at them.

Alarm clocks are in considerable demand with the coming of shorter days and the natural tendency to sleep somewhat longer in the morning. This line has become a popular seller with the hardware trade. Sales can be immensely increased by means of attractive window displays. Show cards will help here, also.

Fall housecleaning is now in full swing, and the housewife is interested in housecleaning accessories. There is such a large variety of housecleaning supplies that some very attractive displays can be contrived. With some of the larger items, such as vacuum cleaners, a demonstration display is good. That is, have a rug spread on your window floor, a broom and dust pan on the one hand, and a vacuum cleaner on the other. Label this "The old way—and the new. Save time and labor." But at the hours when the street is crowded, put a couple of girls in the window, and have one use the broom and the other the vacuum cleaner, demonstrating the superior

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

Manufacturers and Distributors of
SHEET METAL ROOFING AND FURNACE SUPPLIES,
TONCAN IRON SHEETS, EAVETROUGH,
CONDUCTOR PIPE AND FITTINGS.

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

efficiency and ease of the latter method.

Housecleaning displays should aim to bring out the idea of the housewife saving herself unnecessary labor by having a full equipment of "helps" with the exact article to do most quickly, easily and efficiently each class of work.

A display apt to attract considerable attention is an assortment of apple parers. A supply of apples can be secured at small cost, and these can be displayed on the parers in various stages of peeling. A stand or rack will prove the most convenient device for such a display, and a small window can be effectively used for this purpose. Help out the display with a show card quoting prices; many housekeepers will readily buy such articles when they find out how inexpensive they are.

Victor Lauriston.

Grand Rapids Has New Sewage Disposal Plant.

A great new sewage disposal or treatment plant, now under construction at Grand Rapids, will be placed in operation about October 1, this year. The plant is located at the end of Market street, between the tracks of the Pere Marquette railroad and the river. The site is properly located and well adapted for its specific use. When completed, the plant, including the embankment, excavation and necessary equipment, will represent an investment of \$975,000.

The plant follows the most modern practice in design, and when ready for use will represent one of the most up-to-date and economical sewage treatment institutions that can be built. It will have ample capacity to serve a population of 250,000, which is the estimate for the city in 1945. There is plenty of space available for expansion.

The flow of sewage from the city varies between 18 and 40 million gallons per day, average 30 million gallons. When the plant operates, the sewage will be received at the site through the high level sewer. It will first pass through the screen chamber. Then it will pass through fixed bar screens, the bars being so placed as to give one and one-half inches clear opening between them and placed at an angle of 45 degrees with the direction of flow. Rags, large sticks and other objects, which would clog pumps, will be removed at this point.

Next, the sewage will pass through what is known as a grit chamber, adjunct to the screen chamber, which will consist of five separate passes arranged for mechanical cleaning, 60 feet in length and eight to ten feet in width, in which passes the normal velocity of the sewage will be reduced to the appropriate velocity at which sand, gravel and other larger mineral matters are settled out.

The flow of sewage, with its load of organic waste, will proceed to the primary settling tanks. These tanks are square in plan, eighty feet on a side, with twelve feet water depth. The sewage flow will be equally distributed to each of the four tanks, in which the average detention period

will be 90 minutes, during which time from 50 to 60 per cent. of all suspended matter will settle to the bottom. This represents substantially all solid matters in the sewage which will settle without further chemical or biological treatment. Each primary settling tank will be equipped with a unique revolving type of sludge collector driven from the top of the tank, but with shoes and scrapers cleaning the bottom and bringing the settled matters, known as sludge, to a central outlet cone, from which point the sludge will be handled by pumps, as any other liquid or semi-liquid material.

The settled sewage will then pass to the river, but will not longer form sludge banks along the stream from here to Grandville, as is the case at present.

Handling the sludge obtained in the primary settling tanks is the second item of major importance at the plant. This matter will be taken care of in four round concrete tanks. These tanks are seventy-five feet in diameter and twenty-five feet in depth and will be spanned by a steel superstructure resembling the span of a steel bridge. This superstructure will support a revolving sludge removal mechanism, one of which will be mounted in each tank for the purpose of collecting and mixing the sludge undergoing digestion.

The Grand Rapids plant differs from most others in that these tanks are to be covered and the gases given off by the decomposition of sludge will be collected at designated points and led off to gas burning boilers, which in turn will heat water for re-circulation back to the digestion tanks through steel pipe coils. The heat generated from the burning gas thus will be utilized to keep the tanks at an optimum temperature, which will "break down" the sludge much more rapidly than would be the case if it was stored in an open or cold tank.

Whereas in the open type of sewage tank, six to seven months' time is required for digestion of sludge, the Grand Rapids plant will accomplish the same end in from thirty to sixty days by this special design of sludge digestion tank.

The city, therefore, will be saved what would otherwise have been a much larger capital investment in sludge storage capacity and at the same time there has been removed the largest single source of odor common in sewage plants, which comes from the gases in the decomposition of sludge. Odors present in the gases will, of course, be burned along with the gas, and thus this source of nuisance will disappear.

After a proper period of digestion within the sludge tanks, this material will be ready for discharge to secondary storage or directly to open drying beds, which will cover several acres of land within the diked area making up the sewage plant site. Under ordinary summer conditions this material will dry within ten days to two weeks to such a condition that it may be removed, put into storage or used for agricultural purposes. While not of high fertilizer value, it will be decidedly

worth hauling away and should return to the municipality a small revenue. It will be of value on some of the lighter soils in and around Grand Rapids, and the humus nature of the sludge will be recognized by farmers and truck gardeners.

The present construction program represents only the first of two steps in the treatment of the sewage, which it is felt will be ultimately required. The hydraulics of the plant are so arranged and the area is sufficient to add at a later date the so-called aeration or purification process, which will take the settled sewage from the primary tanks, remove the balance of the organic matter and replace the oxygen to any desired amount before the treated sewage is discharged back to the river. The estimated cost of such an addition to take care of present population is \$675,000. The addition, of course, would in turn entail considerable increase over what the operating expense of the present plant will be when it goes into operation.

The work is being constructed by A. A. Alexander & Repass Bros., general contractors of Des Moines, under the direction of the director of public service and supervision of the city sanitary engineer and staff, from plans prepared by members of the sanitary engineer's office, working in conjunction with and under the direction of Pearce, Greeley & Hansen, consulting sanitary engineers of Chicago.

The plant is the city's answer to a State Supreme court decision rendered in 1913.

He who conceives of nothing as impossible is capable of the impossible.

A. CHAS DUNNING & CO. AUCTIONEERS

15 So. Channing St.
Est. 1920 Elgin, Ill.

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.
Saginaw.

Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
309-310-311 Murray Bldg.
GRAND RAPIDS, MICHIGAN

These Be Our Leaders



Sold only by
The Blodgett-Beckley Co.
Members India Tea Bureau
Toledo, Ohio

WHITEFISH and TROUT By Air Daily

LAKE and OCEAN FISH
GEO. B. READER
1046-1048 Ottawa Ave., N. W.
GRAND RAPIDS, MICHIGAN

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and

MUSTARD

OTHER SPECIALTIES

HOTEL DEPARTMENT

Verbeck's Ideas on Ocean Fishing at Los Angeles.

Los Angeles, Sept. 20—W. A. "Billy" Day was a valued patron of mine for a score of years, when I was in the hotel game at Pentwater and Glen Lake, and if he is still occupying space on this terrestrial ball, he is annually visiting one or the other of these places, where he is exceedingly well known and popular. If not, he is most certainly in Paradise or there is no such place. He was a born fisherman, but he made a living by selling steam boilers, oodles of them, and long after they were superseded by the radio and other hot air equipment. But he was what I would call a "perfunctory" fisherman. He used to bring up a trunk load of paraphernalia each recurring season, spend hours stretching lines, oiling reels, sharpening hooks, etc., but I never heard of his dropping a line in the water and I think I can safely assert that he never caught a fish, but he was a worthy rival of Baron Munchausen and Col. Tom. Ochiltree when it came to reporting on the day's accomplishments.

With these few qualifying remarks I think I may also be placed in the "perfunctory" class when it comes to piscatorial sports. But for all that I am regarded by some as an undoubted authority on this subject and occasionally I go down to Redondo Beach with some Eastern friend and help boost him along on a crime wave. Summer is the season when this sport ranks high; is at its zenith, as it were. If you come to California and feel the urge to angle, you can procure bait and tackle ashore and fish off the piers, but to enjoy this sport to the utmost you should take a tug boat which lands you on a fishing barge two or three miles out and you are right among them—the big fellows. Except when there is a storm on the waters, of which there is always abundant notice, for storms never come in a hurry here, the sea is usually as smooth as glass. To be sure, various varieties of fish have their periods of rest, during which they do not bite, but there are so many varieties that one is sure to come upon varieties which do bite and it is worth while to watch the flash of their silver sides and feel that they are hovering around the barge for one specific purpose which has no connection whatsoever with a "hunger" strike. The yellowtail, valuable as food and gamey as you like, will not respond to the bait on the open water, but if you have the patience to linger around the piers you may be rewarded by a catch, and they often make lively work for the unwary fisherman who has dropped his bait in for something smaller—smelts, for instance. He belongs to the mackerel family and can smash more tackle than other fish which lives.

When you want something extra big, the jewfish is ready at almost any time of the year and as vigorous as you could desire. He is a big sea bass, with all the power of that gamey fish and weight to back it, often running to over 200 pounds. On the barge windlasses are provided for hauling in this class of finny products, and while you experience the joyful sensation of the original "strike" you may relieve yourself of the responsibility of a landing by turning your catch over to an assistant who is supposed to be an adept. I have witnessed maneuvers of this type when the primary cause of the discomfiture of these sea monsters were members of the fair sex and more often juveniles scarcely in their teens. Once in a while a lucky sport who has hooked one of these treasures will jump into a waiting dory and allow the fish to tow him until the victim is tired out, and then again he may be playing possum, as they frequently do, and give you a

grand rush as a finale, which may land you in the brine.

The tuna is a big ocean mackerel which equals the jewfish in size, but surpasses him in vigor and dash. The tarpon of the Florida coast may attain greater averdupe, but he is an "also ran" when it comes to acting up after he has once been securely hooked. He is full of tricks and if you haven't got your feet firmly on the ground or deck, as the case may be, you will be telling your great-grandchildren all about the sensation of your first catch in more youthful days.

One's greatest sport is with the silver sided mackerel, which are in evidence at almost every season of the year, and the smelt, which bites copiously and is regarded with much affection by epicures. Smelt, which are fine for frying, play around the barges and piers in vast schools and two or three hooks on the same line will often be full of them at once. You have almost a certainty of catching plenty of these, as also of the mackerel, if you have the right kind of bait. Often you will see halibut with their queer shaped heads steering about in the water below. They are quite a lively fish when hooked, and when they run as high as forty or fifty pounds, which they often do, will give you the impression that as a fisherman you have arrived.

The Pacific mackerel are by no means as delectable eating as those caught on the Atlantic coast, but I really think the halibut are better. Lobsters out this way are entirely devoid of claws of every description, but have the Massachusetts flavor to a satisfactory degree. When it comes to oysters the cafes list them at so much per hundred, instead of by the dozen. They are quite satisfying, however, and are inexpensive. The story is related of a Los Angeles sub-deb who, in a New York cafe, ordered a hundred N. Y. counts, having in mind the size of the Pacific type. At the price charged in L. A. for the N. Y. variety, comradeship at this particular stage would not have appealed to me strongly.

Now that I have given "Billy" Day a good press notice, without mentioning his particular boiler factory, and told you fully and freely what you may expect if you go fishing in California, we will pass to the next topic.

A lot of people—several train loads—went down to Las Vegas, Nevada, this week to attend the inauguration exercises attendant upon the driving of the first spike in an extension of the Union Pacific Railroad, which is to eventually be opened to the Boulder Dam site. I say eventually for the very good reason that it is not expected the road will be opened for a long time and the further one that actual work of construction on the dam will hardly be started for two years.

Now the tragic feature about this whole thing was that among the passengers on these special trains were a lot of individuals who went down there to apply for work on dam construction and when they arrived there found other hundreds who had gone there for the same purpose, by rail, auto and afoot, to be among the "early birds" and there will be no work of any kind available until the site of the dam is finally agreed upon and the proper surveys completed, which will be a matter of two years, according to the Government engineers. Uncle Sam has put a stop to exploitation of land sales by taking everything available off the market, but he should go a step farther and give the widest publicity to the further fact that there will be no call for laborers until 1932, if at that time. There are altogether too many derelicts starving to death on the plains, and this misunderstanding of exact conditions is not going to help any.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION



Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable.

Free private parking space.

E. L. LELAND, Mgr.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop

Hotel and Restaurant
Equipment
H. Leonard & Sons
38-44 Fulton St., W.
GRAND RAPIDS, MICH.



HOTEL BROWNING

Grand Rapids
Room & Bath \$2 to \$2.50. No Higher
Half Dollar Dinners 5:30 to 8 P. M.
Three Squares from Station.
Liberal Parking Space.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Republican Hotel

MILWAUKEE, WIS.

Rates \$1.50 up—with bath \$2 up
Cafeteria, Cafe, Sandwich Shop
in connection

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb

—Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private

Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular

Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

GEORGE L. CROCKER, Manager.

HOTEL CHIPPEWA

HENRY M. NELSON, Manager

European Plan

MANISTEE, MICH.

Up-to-date Hotel with all Modern

Conveniences—Elevator, Etc.

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and

Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -- Michigan

The William Pitt Hotel, in Chatham, Ontario, was formally opened the other day, when a group of Detroit and Windsor hotel men went over and helped "blow off the foam." Among Detroiters present were Harold A. Sage, Hotel Tuller; Maynard D. Smith, Hotel Fort Shelby; J. H. Pichler, Hotel Statler and Preston D. Norton, Hotel Norton. Hotel managers in nearby Canada, become almost automatically members of the Michigan and Detroit hotel associations and fraternize therewith, consequently it was highly proper for the Detroit contingent to go over there and start the ball to rolling.

Next week the Michigan Hotel Association is to hold its annual convention at Hotel Ojibway, Sault Ste. Marie, and an innovation will be pilgrimages of members of the craft which are going to start in the middle of the week, in the way of so-called motorcades. There will be several bunches of them, but they plan to flock together somewhere en route and take the unsuspecting Soooties by storm. The program, as announced in these columns a short time ago, with a few minor exceptions, will be the official one. There will be a lot of business transacted and it is understood that such as do not care for arenic sports will be taken care of in other interesting ways.

The Milwaukee Chamber of Commerce has instituted a new fraternal order to be known as the Loyal Order of Hosts. It is a sort of adjunct to the Milwaukee Hotel Association, and it is expected that hotel men will supply the inspiration which is to keep it going. A good think, I should say.

F. W. Bergman, who was manager of the Detroit Statler when it was first opened and was with that organization in various capacities for a long time, is now manager of Hotel Shelton, New York City.

A lot of hotels and restaurants spoil an otherwise appetizing table d'hôte meal, by leaving out an important item—salad. At a cost of a few cents this essential might be added and its cost compensated for by abbreviating somewhat the heavier items. A lot of folks nowadays consider a tasty salad one of the chief elements in a meal and I agree with them.

One café out here attaches a neatly printed slip to its breakfast menu reading: "It may be a perfectly beautiful day. Then again maybe it is not a nice morning at all. It may be cloudy or actually storming. Either way, let it be a good morning, indeed—particularly if our good breakfast can make it so. Our good morning and your good breakfast."

One good thing about this miniature golf is that a lot of desirable corners which hotel promoters might have tried to utilize for caravansaries have, temporarily, at least, been removed from the market. If the same individuals promoting the golf courses are interested in the hotel problem, at least hotel operators are immune.

That food luxuries of a former day have become the necessities of to-day is indicated particularly, perhaps, in figures showing the consumption of tropical fruits in temperate regions, and different items of this nature which were rarely called for in hotels and restaurants of a generation ago are now consumed by all classes of patrons. A recent survey made by the U. S. Department of Commerce in one principal industry, shows that of the total spent for food approximately 6 per cent. was for fresh fruits.

Curlee & Palmer, Michigan hotel operators, who formerly conducted the

Ben Franklin Hotel, at Saginaw, and the Park Hotel, at Mt. Pleasant, have taken over the Western Hotel, at Big Rapids, which was recently purchased from W. F. Jenkins by J. Herschel Hardy. Mr. Jenkins, under an arrangement with the owner was to remain in charge until a lessee was secured, which probably means he will now retire and Curlee & Palmer will be actually in charge. It is announced that many changes will be made in the way of improvements.

Howard A. Smith, formerly assistant manager of Hotel Tuller, has been appointed manager of Highland Towers, a large apartment hotel in Highland Park. Mr. Smith started his hotel career as a bell boy at Hotel Winona, Bay City, at the age of fifteen.

Thomas S. Walker, assistant manager at the Pantlind, has been enjoying a wonderful motor trip through the East, as his vacation.

Detroit Greeters are planning to hold a series of meetings in various of the smaller cities outside of Detroit, for the purpose of recruiting its membership. Several hotels have already offered the hospitality of their establishments in furthering the plan, which is unquestionably a good one.

Also the Michigan Hotel Association is putting on a drive with a similar object in view, which will be in charge of Preston D. Norton, of the Detroit Norton. I am betting on Preston D. We used to go out together on these forays and there are a few in Michigan who will testify to the effect that some bacon was brought home.

Ray Himmel, of Marshall, is the new proprietor of Hotel Calhoun, at Homer, formerly operated by Mrs. Clyde Ulrich. Extensive repairs are on the program for the near future.

George W. Snyder, former manager of Hotel Waldorf, Toledo, has been appointed night manager of the Book-Cadillac by managing director Carl M. Snyder. Mr. Snyder has been much in evidence in Detroit hotel affairs, having been connected with the Fairbairn and LaSalle hotels previous to going to Toledo.

George Gidley, long-known as owner and operator of Hotel Montague, Caro, has disposed of his interest in the hotel to Karl Kinsey, and will become a resident of Southern California. Mr. Gidley ran a remarkably good hotel, and was well known among traveling men as well as by members of the fraternity in the Wolverine State. I hope to catch up with him out here and return some semblance of the hospitality he used to pass out to me, when I was gathering dues for the M. H. A. There are none better.

Reports from all parts of Canada are to the effect that the hotels in the Dominion have had a record-breaking season and that a lot more summer hotels are going to be built and put in operation next season. Some claim Mr. Volstead is, in a measure, responsible for this sudden improvement in conditions over there, but one hears all sorts of stories, and you can believe as much as you please, including the statement that arrests for drunken driving are only 10 per cent. of what they are in the U. S. based on an equal amount of traffic.

William E. Snyder, manager of Hotel Seward, Detroit, was elected president of the International Stewards' Association, at the annual convention held at Detroit, a few days ago. Mr. Snyder had previously attained a prominent position with Detroit and Michigan hotel operators and the honor conferred upon him was richly deserved.

Detroit hotel operators have perfected an arrangement with the principal laundry operators of that city whereby hotel laundry found in the hands of private parties will be returned to the rightful owners. This move it is expected will save a large sum annually to the various hotels and will have a very substantial effect on "linen snipers."

One of the best ways to play safe when cashing checks for strangers is for the clerk to ask himself, "Would my bank cash this check for this man?" and act accordingly. Except for the fact that he has been trained to expect this service, there is no reason in the world why the unknown guest in a hotel should expect the management to do for him, in the way of providing funds, what the bank, with its superior facilities for meeting such situations would not do.

George C. Beall, former chief clerk at the Detroit Tuller, has been appointed manager of Van Etten Lake Lodge, at Oscoda, owned and operated by Mrs. Frank G. Cowley. Mr. Beall went to the Lodge as chief clerk after resigning from the Tuller staff a short time since, and soon afterward received the managerial appointment.

Two automatic stokers have just been installed in the furnace room of Hotel Burdick, Kalamazoo, a continuation of the policy of Walter J. Hodges, its general manager, to keep abreast of the times.

Mr. and Mrs. Rollin Cook, of the Skirvin Hotel, Oklahoma City, Oklahoma, have been visiting in Grand Rapids. Mr. Cook was formerly chief clerk at Hotel Mertens, and was secretary-treasurer of Charter No. 22 of the Greeters.

W. C. Keeley, a former manager of the Morton Hotel, Grand Rapids, but now manager of the extensive hotel properties controlled by the Chicago Title and Trust Company, is reported to be making a wonderful showing in his new position, whereat his many Michigan followers will be greatly pleased.

The Miller Hotel at Carson City has been leased by the owner, Mrs. Ben Baker, to Ray Burrell of Edmore who will take immediate possession. The Miller House is one of the old hotels of this part of the State. Under the proprietorship of its builder and later that of Ben Baker the hotel enjoyed a fine patronage.

The Hotel Phelps, at Greenville, has been purchased by Mrs. Mayta E. Baldwin, who proposes to thoroughly modernize the old hostelry, a new heating plant, new furniture, painting inside and out. The hotel is one of the oldest in Montcalm county and until recent years has enjoyed a large commercial business. Very few hotels in the smaller communities of the State enjoy anywhere near the amount of business they did a few years ago. In the days when hundreds of traveling salesmen packed the railroad coaches five days out of the week it was a poor hotel even in the small hamlets that did not make money for its owners. Old timers recall the number of salesmen who piled out of the smoker with their grips at every stopping place and it was a dull day at the crossroads when they failed to put in an appearance. Many of the salesmen of that period were as much of a fixture in a small town as the village president to

the town constable. They had regular calling days and everybody in town knew exactly when to look for their arrival. If there happened to be a social function in town that night they were in attendance, coming with their customers and taking a friendly part in whatever program was being offered. Wet and dry lines were much farther apart than they are to-day and if one of the boys fell off the wagon the natives saw to it that he was duly revived and back on the job the next day. The writer has seen a merchant suddenly remember something he had failed to order while the salesman was, in his store run over to the town saloon and give the knight of the road the missing item. You can imagine anything like that happening these days. We knew several traveling men who met regularly once a month in a small village and at the end of the day's work would take the merchants with them to the inn for a night of revel. Although the party was common knowledge to all we never heard a single person utter a word of condemnation, and there were a lot of good folks in that community. To-day the traveling man with a smell of liquor on his breath is almost taboo. New methods of distribution have taken more than half of the men off the road and those who remain are as careful of their personal habits as a church deacon. The old days have passed forever.—Ionia Sentinel.

Twenty New Readers of the Tradesman.

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

A. H. Jansen, Bellaire.
Clyde Beery, Otsego.
Johnson Hardware, Otsego.
Derk Huisman, Otsego.
F. E. Glover, Otsego.
Nooney & Miller, Plainwell.
H. H. Nyenhuis, Hamilton.
H. J. Lampen, Hamilton.
H. A. Lampen & Son, Overisel.
A. Block, Walker.
Clifford G. Veldman, Dennison.
Home Grocery & Market, Zeeland.
Heyser Bros., Zeeland.
Martin VanderVelde, Zeeland.
C. K. Baarman, Zeeland.
Andrew Vander Ploeg, Holland.
Peter Tuinstra, Holland.
Jack Systma, Holland.
Peoples Market, Holland.
L. D. Knoll, Holland.

Characteristics of Success.

To be able to carry money without spending it.

To be able to bear an injustice without retaliating.

To be able to do one's duty even when one is not watched.

To be able to keep at the job until it is finished.

To be able to make use of criticism without letting it whip you.

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.
Rumely Hotel and Annex, LaPorte, Ind.
Edgewater Club Hotel, St. Joseph, Mich., open from May to October.
All of these hotels are conducted on the high standard established and always maintained by Mr. Renner.

DRUGS

Michigan Board of Pharmacy.
 President—J. Edward Richardson, Detroit.
 Vice-Pres.—Orville Hoxie, Grand Rapids.
 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—John J. Watters, Saginaw.
 First Vice-President—Alexander Reid, Detroit.
 Second Vice-President — F. H. Taft, Lansing.
 Secretary—R. A. Turrell, Crosswell.
 Treasurer—P. W. Harding, Yale.

Law As To Labeling of Proprietary Medicines.

The fact already has been developed that the law, in determining whether the therapeutic claims of the manufacturer of a proprietary medicine are "false and fraudulent," within the meaning of the Food and Drugs Act, uses as its yardstick the prevailing medical view or fair consensus of current professional and scientific opinion regarding the drugs or medicinal agents employed in the particular product. With that rule or yardstick clearly in mind, let us attempt its application to conditions or facts that will be assumed by way of example or for purposes of demonstration.

The first question must be as to the character or nature of the condition or malady intended for treatment. As to a limited number of diseases, there is practical agreement among those entitled to speak with authority that the safe and effective treatment of such diseases calls for the services of a physician. In this class belong cancer and influenza, which still baffle the medical world, both as to underlying causes and prevention or successful treatment. To these may be added tuberculosis, pneumonia, diabetes and Bright's disease, which, although better understood and perhaps more successfully handled or controlled by the medical profession, are commonly regarded as demanding the observation and attention of the trained practitioner, who alone will be in position to meet the peculiar problems presented in individual cases and often requiring urgent measures.

Inasmuch as the diseases just enumerated are considered to be beyond the reasonable powers of any combination of drugs, for reasons already intimated,

the Government does not permit mention of those diseases by any manufacturer of a ready packaged medicine offered for sale to the general or lay public. As to those particular maladies the Government does not concede that any substantial measure of relief through any medicine would be possible, and hence insists that the treatment of those diseases shall not be undertaken by the manufacturer of any proprietary preparation. Those diseases therefore must be considered, at least in the present stage of developments in the fields of science and medicine, as outside the domain of proprietary medicines and thus as calling for no further comment in this discussion.

While this is not offered or to be accepted as a complete list of ailments which the manufacturer of a proprietary medicine should not attempt to treat in this year 1930, it includes those diseases as to which there appears to be no serious controversy in this connection at present. In considering possible additions to this list of forbidden maladies, let it be noted that in some if not most instances the ban against use of a proprietary medicine in the treatment of the disease involved really is based upon the shortcomings of the medical profession itself with reference to that disease, rather than upon the lack of medicinal virtue to be accorded to the product of any manufacturer. Illustration of this may be found in the case of influenza, the cause of which the profession has been unable to find. The point is that, with respect to such a disease, the mere fact that a ready-packaged medicine is not recognized or allowed on the market for that ailment is not to be taken as indicating any inherent danger in self-diagnosis and self-treatment in and of themselves. On the contrary, the fact may be that the manufacturer is denied the right to attempt the treatment of some particular disease for the reason that the medical profession has not developed any successful treatment of its own for that disease. Mention is made of this circumstance because it unfortunately is true that the enemies of the ready packaged medicine industry, or those who for selfish reasons would like to see that industry crippled or destroyed, are now attempting in insidious ways to develop, out of this denial to the manufacturers of proprietary medicines of the right to treat diseases such as cancer and influenza,

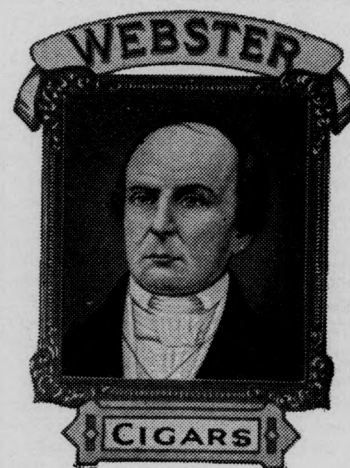
an argument against the citizen's age-old right of self-diagnosis and self-treatment. They should not be permitted thus to confuse the issues to their own selfish ends.

Let it be clearly understood that there is no disposition here to argue that proprietary manufacturers should be allowed to advertise and sell their medicines for the relief of all diseases or that they nor are unjustly denied the right to attempt the treatment of some of the maladies just mentioned. Such is not the purpose of this discussion. What is insisted upon with all possible emphasis, however, is the point that the denial to ready-packaged medicine manufacturers of the right to advertise and sell their products lawfully may be justified only upon a showing that the particular disease has not yet

been brought under control by science or that the peculiar nature of that ailment requires the personal attention of the trained physician. This is far from saying that self-diagnosis and self-treatment are inherently dangerous. Indeed, no court ever attempted to ground a decision upon the theory of inherent danger in ready packaged medicines, nor is it likely that an argument of that sort would prove at all persuasive. While there have been some inroads upon the personal liberties of the individual, it is not to be expected that the citizen would tolerate the taking away of his right to treat his own ills in his own way, save only in those restricted cases where the nature of his ailment might be such as to endanger the public.

Nor is it to be inferred that this is

**TWO FAMOUS
BRANDS, KNOWN FOR
QUALITY WHEREVER
MEN BUY CIGARS**



**THESE LEADING
QUALITY CIGARS
ARE GOOD CIGARS
TO TIE TO**

**Distributed Throughout
Michigan by
Lee & Cady**



**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.*



a mere man of straw or "scarecrow" set up for purposes of assault. The deliberate and calm judgment of those with unique opportunity for observation and study is that a determined movement already has begun that has for its object the gradual "whittling down" of the ready-packaged medicine industry through the removal of one disease after another from the permissible field of treatment by proprietary preparations. The chains already are being forged. Will the industry permit itself to be shackled?

National Pharmacy Week.

By continual repetition of the date, October 12 to 18 we hope to impress upon our readers the fact that that week is the retail druggists' opportunity to sell to the public the value of their profession—Pharmacy. It is not a week to sell merchandise; it is a week to sell the service our readers render. Plan a window display and tie-up for this week that will be outstanding among your windows of the year.

In this connection it should be noted that the committee on education and research of the National Wholesale Druggists Association has again undertaken the preparation of an unusually attractive window trim for distribution to retailers, free of charge. This display material consists of a chemical map of North America, handsomely lithographed in several colors, with appropriate streamers which may readily be attached to such chemicals as the retailers may care to exhibit. That such a map in an appropriate setting will prove not only interesting to the passersby, but extensively educational as well, all will doubtless agree and it goes without saying that such a unique set-up in the drug store windows of the country will soon cause the general public to realize that pharmacy is something more than the mere

retailing of merchandise, however important and praiseworthy the latter may be.

Even though the merchandising side may predominate in an establishment, the very fact that a pharmacist owns or conducts the store, gives a prestige to the business and an assurance to the patron whatever his intended purchase may be. The significance and the beneficial results of Pharmacy Week to pharmacy and the drug business depend on the impress made on the public, the publicity given relative to its mission; there is opportunity during the fifty weeks or more each year to advertise the merchandising side of the store so very necessary for producing direct profit. During Pharmacy Week, however, pharmacy should be the paramount topic of the drug store. Professionalize your store for the week October 12 to 18 inclusive.

The New Canned Foods Standards.

Standards established under the new canners' law, amending the Federal Food and Drugs Act, will not apply to this season's pack, the Department of Agriculture stated Sept. 6. The Department said it had made progress in preparing tentative drafts of standards for tomatoes, corn, peas, string beans, peaches, apricots, apples, pears, cherries and salmon, which will not become effective until there have been laboratory tests and public hearings, before the close of the present year. The Department added that it is giving close study to the problem of the statements to be required on labels of canned products.

Together, the most inspiring word in the English language. Coming together means beginning, keeping together means progress, working together means success.—Edward Everett Hale.

HOLIDAY GOODS OUR 1930 HOLIDAY LINE NOW ON DISPLAY

IN OUR OWN BUILDING AT GRAND RAPIDS.

You will find the most complete line of Holiday Merchandise for DRUG STORES and GIFT SHOPS we have ever shown. The line is varied, the line is unique — and rightly priced. Come in and look it over. Actually seeing is believing. We welcome you to inspect our line and compare.

Free Parking Space. Sample Room Phone Dial 65-221.

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		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Buchu	2 16
Boric (Xtal)	10 @ 20	Eligeron	4 00@4 25	Cantharides	2 52
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Capsicum	2 28
Cutric	52 @ 66	Hemlock, pure	2 00@2 25	Catechu	1 44
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Colchicum	1 80
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	2 04
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Gentian	1 35
Ammonia		Lavender Gar'n	1 25@1 50	Gualiac	2 28
Water, 26 deg.	07 @ 18	Lemon	4 00@4 25	Gualiac, Ammon.	2 04
Water, 18 deg.	06 @ 15	Linseed, bbl.	@ 81	Iodine	1 25
Water, 14 deg.	5 1/2 @ 13	Linseed, bbl, less	98@1 11	Iodine, Colorless	1 50
Carbonate	20 @ 25	Linseed, raw, less	95@1 08	Iron, Clo.	1 56
Chloride (Gran.)	08 @ 18	Mustard, artifil. oz.	@ 35	Kino	1 44
Balsams		Neatsfoot	1 25@1 35	Nux Vomica	2 52
Copaiba	1 00@1 25	Olive, pure	3 00@5 00	Opium	1 80
Fir (Canada)	2 75@3 00	Olive, Malaga,		Opium, Camp.	2 40
Fir (Oregon)	65@1 00	yellow	2 50@3 00	Opium, Deodorz'd	1 44
Peru	3 25@3 50	Olive, Malaga,		Rhubarb	2 40
Tolu	2 00@2 25	green	2 85@3 25	Paints	
Barks		Orange, Sweet	6 00@6 25	Lead, red dry	13 1/4 @ 14 1/4
Cassia (ordinary)	25 @ 30	Origanum, pure	@ 2 50	Lead, white dry	13 1/4 @ 14 1/4
Cassia (Saigon)	40 @ 60	Origanum, com'l	1 00@1 20	Lead, white oil	13 1/4 @ 14 1/4
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	2 1/2
Soap Cut (powd.)	20 @ 30	Peppermint	4 50@4 75	Ochre, yellow less	3 1/2 @ 4
Berries		Rose, pure	13 50@14 00	Red Venet'n Am.	3 1/2 @ 4
Cubeb	@ 90	Rosemary Flows	1 25@1 50	Red Venet'n Eng.	4 @ 8
Fish	@ 25	Sandelwood, E.		Putty	5 @ 8
Juniper	10 @ 20	I	12 50@12 75	Whiting, bbl.	@ 4 1/2
Prickly Ash	@ 75	Sassafras, true	2 00@2 25	Whiting	5 1/2 @ 10
Extracts		Sassafras, arti'l	75 @ 1 00	L. H. P. Prep.	2 80@3 00
Licorice	60 @ 75	Spearment	7 00@7 25	Rogers Prep.	2 80@3 00
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	Miscellaneous	
Flowers		Tany	7 00@7 25	Acetanalid	57 @ 75
Arnica	75 @ 80	Tar USP	65 @ 75	Alum	06 @ 12
Chamomile Ged.	30 @ 40	Turpentine, bbl.	@ 74	Alum, powd. and	09 @ 15
Chamomile Rom.	@ 1 25	Turpentine, less	61 @ 74	Bismuth, Subni-	
Gums		Wintergreen,		trate	2 00@2 40
Acacia, 1st	@ 60	leaf	6 00@6 25	Borax xtal or	
Acacia, 2nd	@ 50	Wintergreen, sweet	3 00@3 25	powdered	06 @ 13
Acacia, Sorts	35 @ 40	Wintergreen, art	75 @ 1 00	Cantharides, po.	1 25@1 50
Acacia, Powdered	40 @ 50	Worm Seed	6 00@6 25	Calomel	2 72@2 82
Aloes (Barb Pow)	35 @ 45	Wormwood, oz.	1 50	Capsicum, powd	62 @ 75
Aloes (Cape Pow.)	25 @ 35	Potassium		Carmine	8 00@9 00
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Cassia Buds	30 @ 40
Asafoetida	50 @ 60	Bichromate	15 @ 25	Cloves	40 @ 50
Pow.	90 @ 1 00	Bromide	69 @ 85	Chalk Prepared	14 @ 16
Camphor	87 @ 95	Bromide	54 @ 71	Chloroform	47 @ 54
Gualiac	@ 60	Chlorate, gran'd.	21 @ 28	Choral Hydrate	1 20@1 50
Gualiac, pow'd	@ 70	Chlorate, powd.	16 @ 23	Cocaine	12 85@13 50
Kino	@ 1 25	or Xtal	17 @ 24	Cocoa Butter	60 @ 94
Kino, powdered	@ 1 20	Cyanide	30 @ 90	Corks, list, less	30 @ 10
Myrrh	@ 1 15	Iodide	4 34 @ 55	Copperas	03 @ 10
Myrrh, powdered	@ 1 15	Permanganate	22 1/2 @ 35	Copperas, Powd.	4 @ 10
Opium, powd.	21 00@21 50	Prussiate, yellow	35 @ 45	Corrosive Sublim	2 25@2 30
Opium, gran.	21 00@21 50	Prussiate, red	@ 70	Cream Tartar	35 @ 45
Shellac, Orange	50 @ 65	Sulphate	35 @ 40	Cuttle bone	40 @ 50
Shellac, White	55 @ 70	Roots		Detxrine	6 @ 15
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Dover's Powder	4 00@4 50
Tragacanth	2 00@2 35	Blood, powdered	40 @ 45	Emery, All Nos.	10 @ 15
Turpentine	@ 30	Calamus	25 @ 85	Emery, Powdered	@ 15
Insecticides		Elecampane, pwd.	20 @ 30	Epsom Salts, bbl.	03 1/2
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10
Blue Vitriol, bbl.	@ 07	Ginger, African,		Ergot, powdered	@ 4 00
Blue Vitriol, less	08 @ 15	powdered	30 @ 35	Flake, White	15 @ 20
Bordea, Mix Dry	12 1/2 @ 23	Ginger, Jamaica,		Formaldehyde, lb.	12 @ 35
Hellebore, White		powdered	60 @ 65	Gelatine	80 @ 90
powdered	15 @ 25	Ginger, Jamaica,		Glassware, less 55%	
Insect Powder	47 1/2 @ 60	powdered	45 @ 60	Glassware, full case 60%.	
Lead Arsenate, Po.	13 1/2 @ 27	Golden Seal, pow.	5 00@5 50	Glauber Salts, bbl.	@ 02 1/2
Lime and Sulphur		Licorice, powd.	5 50@6 00	Glauber Salts less	04 @ 10
Dry	09 @ 23	Licorice, powd.	35 @ 40	Glue, Brown	20 @ 30
Paris Green	26 1/2 @ 46 1/2	Orris, powdered	45 @ 50	Glue, Brown Grd	16 @ 22
Leaves		Poke, powdered	35 @ 40	Glue, White	27 1/2 @ 35
Buchu	@ 90	Rhubarb, powd.	@ 1 00	Glue, white grd.	25 @ 35
Buchu, powdered	@ 1 00	Rosinwood, powd.	@ 1 50	Glycerine	17 1/2 @ 40
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.	@ 10	Hops	75 @ 95
Sage, 1/4 loose	@ 40	ground	@ 1 50	Iodine	6 45@7 00
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Iodoform	8 00@8 30
Senna, Alex.	50 @ 75	Squills	35 @ 40	Lead Acetate	20 @ 30
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Mace	@ 1 50
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Mace powdered	@ 1 60
Oils		Valerian, powd.	@ 60	Menthol	7 00@8 00
Almonds, Bitter,		Seeds		Morphine	13 58@14 33
true	7 50@7 75	Anise	@ 35	Nux Vomica	@ 30
Almonds, Bitter,		Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
artificial	3 00@3 25	Bird, 1s	13 @ 17	Pepper, black, pw.	45 @ 55
Almonds, Sweet,		Canary	12 @ 13	Pepper, White, p.	75 @ 85
true	1 50@1 80	Caraway, Po.	30 @ 35	Pitch, Burgundy	20 @ 25
Almonds, Sweet,		Cardamon	2 50@2 75	Quassia	12 @ 15
imitation	1 00@1 25	Coriander pow.	40 @ 50	Quinine, 5 oz. cans	@ 60
Amber, crude	75 @ 1 00	Dill	15 @ 20	Rochelle Salts	28 @ 35
Amber, rectified	1 50@1 75	Fennell	35 @ 50	Saccharine	2 60@2 75
Anise	2 00@2 25	Flax	8 @ 15	Salt Peter	11 @ 32
Bergamont	6 50@7 00	Flax, ground	8 @ 15	Selditz Mixture	30 @ 40
Cajuput	2 00@2 25	Foenugreek, pwd.	15 @ 25	Soap, green	15 @ 30
Cassia	3 00@3 25	Hemp	8 @ 15	Soap, mott cast	@ 25
Castor	1 55@1 80	Lobelia, powd.	@ 1 30	Soap, white Castile,	
Cedar Leaf	2 00@2 25	Mustard, yellow	17 @ 25	less, per bar	@ 1 60
Citronella	1 00@1 20	Musard, black	20 @ 25	Soda Ash	3 @ 10
Cloves	4 00@4 25	Poppy	15 @ 30	Soda Bicarbonate	3 1/2 @ 10
Cocoonut	27 1/4 @ 35	Quince	1 75@2 00	Soda, Sal	02 1/2 @ 08
Cod Liver	1 40@2 00	Sabadilla	45 @ 50	Spirits Camphor	@ 1 20
Croton	6 00@6 25	Sunflower	12 @ 18	Sulphur, roll	4 @ 11
Tinctures		Worm, American	30 @ 40	Sulphur, Subl.	4 1/2 @ 10
Aconite	@ 1 80	Worm, Lavant	6 50@7 00	Tamarinds	20 @ 25
Aloes	@ 1 56	Webster Cigar Co. Brands		Tartar Emetic	70 @ 75
Asafoetida	@ 2 28	Websterettes	33 50	Turpentine, Ven.	50 @ 75
Arnica	@ 1 50	Cincos	33 50	Vanilla Ex. pure	1 50@2 00
Belladonna	@ 1 44	Webster Cadillac	75 00	Vanilla Ex. pure 2	25 @ 50
Benzoin	@ 2 28	Golden Wedding		Zinc Sulphate	06 @ 11
Webster Cigar Co. Brands		Panatellas	75 00	Commodore	
Websterettes	33 50	Commodore	95 00		

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Lamb
Pork
White Hand Picked Beans
Scotch Peas
Vienna Sausage

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 15
Quaker, 12-33 oz., doz.	2 35

BAKING POWDERS

Arotic, 7 oz. tumbler	1 35
Royal, 10c. doz.	95
Royal, 4 oz., doz.	1 85
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 80
Rumford, 10c. per doz.	95
Rumford, 8 oz., doz.	1 35
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	
Clorox, 16 oz., 24s	3 85
Lizette, 16 oz., 12s	2 15

BLUING

Am. Ball, 36-1 oz. cart.	1 00
Quaker, 1 1/2 oz. Non-freeze, dozen	85
Boy Blue, 36s. per c.	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 Kidney Beans	8 25
Col. Lima Beans	14 50
Black Eye Beans	16 00
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	5 75

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross	16
-----------------------	----

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Pep. No. 224	2 70
Pep. No. 202	2 00
Krumbles, No. 424	2 70
Brans Flakes, No. 624	2 45
Brans Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

Post Brands.

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

BROOMS

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

Solid Back, 3 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

Shaver

No. 50	1 80
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
-----------	------

CANDLES

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

CANNED FRUITS

Hart Brand

No. 10	5 75
--------	------

Blackberries

No. 2	3 75
Pride of Michigan	3 25

Cherries

Mich. red, No. 10	12 50
Red, No. 10	13 00
Red, No. 2	4 25
Pride of Mich. No. 2	3 65
Marcellus Red	3 25
Special Pie	2 70
Whole White	3 10

Gooseberries

No. 10	8 00
--------	------

Pears

19 oz. glass	5 65
Pride of Mich. No. 2 1/2	4 20

Plums

Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25

Black Raspberries

No. 2	3 75
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

Red Raspberries

No. 2	3 25
No. 1	3 75
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

Strawberries

No. 2	4 50
No. 1	3 00
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 75

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1 1/2	2 25
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/2, Curtis, doz.	2 20
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., sil.	1 35
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, s	3 70
Chili Con Car., ls	1 35
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

Campbells, 16 oz.	1 05
Quaker, 16 oz.	85
Freemont, 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

Hart Brand

Baked Beans	
Medium, Plain or Sau.	85
No. 10, Sauce	6 00

Lima Beans

Little Dot, No. 2	3 10
Little Quaker, No. 10-14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

Red Kidney Beans

No. 10	6 50
No. 5	3 70
No. 2	1 30
No. 1	90

String Beans

Little Dot, No. 2	3 30
Little Dot, No. 1	2 50
Little Quaker, No. 1	2 00
Little Quaker, No. 2	2 90
Choice Whole, No. 10-12	75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 80
Cut, No. 10	10 50
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 60
Marcellus, No. 10	8 25

Wax Beans

Little Dot, No. 2	2 75
Little Dot, No. 1	2 00
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 90
Choice Whole, No. 10-12	50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

Cut, No. 10	10 50
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 50
Pride of Michigan	2 25
Marcellus Cut, No. 10	6 75
Marcel. Whole, No. 2 1/2	1 85

Carrots

Diced, No. 2	1 40
Diced, No. 10	7 00

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 60
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen., No. 2	1 80
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

Little Dot, No. 2	2 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10-10	35
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 40
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. Ju., No. 10	7 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

Pumpkin

No. 10	5 50
No. 2 1/2	1 80
No. 2	1 45
Marcellus, No. 10	4 50
Marcellus, No. 2 1/2	1 40
Marcellus, No. 2	1 15

Sauerkraut

No. 10	5 00
No. 2 1/2	1 60
No. 2	1 25

Spinach

No. 2 1/2	2 50
No. 2	1 90

Squash

Boston, No. 3	1 80
---------------	------

Succotash

Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 50
Little Quaker	2 15
Pride of Michigan	2 15

Tomatoes

Hominy	
Pearl, 100 lb. sacks	3 50
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30.
9 oz. package, per case	2 60

Bulk Goods	
Elbow, 20 lb.	6 1/2 @ 8
Egg Noodle, 10 lbs.	14
Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 75

Sage	
East India	10

Tapoca	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors	

FLOUR	
V. C. Milling Co. Brands	
Lily White	
Harvest Queen	
Yes Ma'am Graham	
50s	2 20

Lee & Cady Brands	
American Eagle	6 70
Home Baker	5 75

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 10
Half gallon	12 15

Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	11 15
Half gallon	15 40

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

SURESET PRODUCTS	
Made in Grand Rapids	



Sureset Gelatin Des-	
sert, 4 doz.	3 20

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

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	20 1/2
Nucoa, 2 lb.	20

Wilson & Co.'s Brands	
Oleo	
Certified	24
Nut	13
Special Roll	19

MATCHES	
Diamond, 144 box	4 25
Searchlight, 144 box	4 25
Onto Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

Safety Matches	
Quaker, 5 gro. case	4 25

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

Shelled	
Almonds Salted	95
Peanuts, Spanish	
125 lb. bags	12
Filberts	32
Pecans Salted	82
Walnuts Burdo	62

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 15
10 oz. Jar, Plain, doz.	2 25
14 oz. Jar, Plain, doz.	4 75
Pint Jars, Plain, doz.	2 75
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuffed, doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 70

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

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	4 35
8 oz., 2 doz. in case	2 65
15 lb. pails	
25 lb. pails	

PETROLEUM PRODUCTS	
From Tank Wagon	
Red Crown Gasoline	19 7
Red Crown Ethyl	22 7
Solite Gasoline	22 7

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 "R"	65 1
Transmission Oil	65 1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 50
Parowax, 100 lb.	8 3
Parowax, 40, 1 lb.	8 55
Parowax, 20, 1 lb.	8 8



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
16 Gallon, 2250	27 00
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 80
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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	21
Good Strs & H.F.	15 1/2 @ 19
Med. Steers & Heif.	16
Com. Steers & Heif.	15

Veal	
Top	19
Good	15
Medium	12

Lamb	
Spring Lamb	19
Good	17
Medium	14
Poor	11

Mutton	
Good	12
Medium	11
Poor	10

Pork	
Loin, med.	22
Butts	20
Shoulders	16
Spareribs	13
Neck bones	06
Trimnings	12 1/2

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

Dry Salt Meats	
D S Bellies	18-20 @ 13-17

Lard	
Pure in tierces	14
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

Suasages	
Bologna	16
Liver	18
Frankfort	20
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats	
Hams, Cer. 14-16 lb.	@ 27
Hams, Cert., Skinned	
16-18 lb.	@ 26
Ham, dried beef	
Knuckles	@ 40
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 39
Mixed Hams	@ 13
Bacon 4/6 Cert.	24 @ 31

Beef	
Boneless, rump	23 00 @ 36 00
Rump, new	29 00 @ 35 00

Liver	
Beef	17
Calf	55
Pork	10

RICE	
Fancy Blue Rose	5 65
Fancy Head	07

RUSKS	
Dutch Tea Rusk Co.	
Brand	

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

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb.	
packages	1 00

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

HERRING	
Holland Herring	
Mixed, Kegs	90
Mixed, half bbls.	9 75
Mixed, bbls.	17 50
Milkers, Kegs	1 00
Milkers, half bbls.	9 75

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

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

White Fish	
Med. Fanov, 100 lb.	13 00
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

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

STOVE POLISH	
Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 35
Enameline Paste, doz.	1 25
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.	80
Colonial, 30-1 1/2	1 05
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	84
Butter Salt, 280 lb. bbl.	24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	40
14, 10 lb., per bale	2 45
50, 3 lb., per bale	2 60
28 lb. bags, Table	12
Old Hickory, Smoked,	
6-10 lb.	4 50



Free Run's, 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 35
48, 10 oz. packages	4 40
96, 1/2 oz. packages	4 00

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	35
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 94
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 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

SOAP	
Am. Family, 100 box	6 10
Crystal White, 100	3 85
Big Jack, 60s	4 75
Fels Naphtha, 100 box	5 55
Flake White, 10 box	3 50
Grma White Na. 10s	3 10
Jan Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 00
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandna Tar, 50 sm.	2 10
Grandpa Tar, 50 lre.	3 50

LOOKING BACKWARD.

Events of Fifty Years in the Confectionery Business.

Looking back over fifty years and noting all the changes which have taken place in the city during that time; taking into consideration its growth, which has increased more than five fold; recalling to memory the changes in the different business houses and the passing away of so many prominent men during that time, together with the great changes in our own line of business, I cannot help but feel that fifty years is a long time. Yet to a person who is actively engaged in business the time passes quickly and fifty years seem almost like a dream. Fifty years ago I was associated with B. W. Putnam and my brother, H. C. Brooks, in the Mills block, 63 and 65 Canal street, under the style of Putnam & Brooks, with no competition to speak of in the candy line except outside our own city. This combination continued without change except moving into the Blodgett block on Ionia street, until 1889, when a dissolution took place, Mr. Putnam buying the Brooks interest and forming a stock company known as the Putnam Candy Co., while the writer formed an alliance with three of the traveling salesmen of the old company under the style of A. E. Brooks & Co., starting operations in a small way in the rear of the Cody block on Fulton street. Within a year these quarters were found to be too small and we rented the store next to the Hazeltine & Perkins Co., on Ottawa street, of George Kendall, taking a three year lease and renewing the lease for one year. Then we again found it necessary to have more room and leased the Gunn block on Ionia street, being separated from our old competitors only by a saloon. This was found to be sufficient to keep us good natured and on friendly terms, although neither of us was ever inclined to settle any differences in saloons or to frequent them for any other purpose. The Gunn block was leased for five years and re-leased yearly for four consecutive years, when we again found it advisable to change, and in the meantime, having purchased the lot at 116 and 118 South Ionia street, decided to build on that spot, erecting a building 50x100, five stories and basement, concluding that would be sufficient for all time. After a few years we again found we needed more room, and, having an opportunity to purchase the lot in the rear on Commerce street secured that, thinking we might be able to use it to advantage, but the lot South of us was more desirable and also in the market, so we decided to take it in and use it in connection with the old one, utilizing the one in the rear for a power house. We accordingly built three stories and basement, 50x100, which constitutes our present plant, occupying 50,000 feet of floor space. Even this is small compared with many factories in the larger cities. The personnel of our company has changed about as many times as we have moved, the old salesmen drop-

ping out one by one and their places being taken by others, but the writer stuck to the ship as captain, until two years ago, when he retired from active service. The ownership of the business is vested in the writer, his two sons Marcus D. and J. Winfield, Glenn Young and Fred Poel. Our capital stock is \$200,000. To say that it has always been smooth sailing would hardly be correct, for when we first started in 1889 we soon encountered the worst panic we have ever seen, but we weathered all the storms of the nineties, although the clouds were dark and threatening at times and the profits for many years so small that they were hardly noticeable. Not until the nineteenth century had passed,

inspection and analysis. On account of this condition it was thought advisable to seek a remedy and better trade conditions, so at the request of a couple of Cincinnati houses, represented by Jacob Buss, of the P. Echert Co., and H. D. Smith, of H. D. Smith & Co., the writer met these parties in Chicago with this end in view. The first party we called upon—one of the largest in Chicago—received us in a very affable manner and readily assented to our proposition to call a meeting and do what he could to aid us, but before leaving we must go out and take a drink with him—which by the way, was of frequent occurrence with this particular party—and though not accustomed to doing

using nothing but the highest grade of materials and to prosecute any parties, whether members or not, who used harmful colors or injurious ingredients in their goods, thus forestalling, so far as confectionery is concerned, by many years the so-called pure food law of 1906. The National Confectioners' Association, through its officers and executive committee—who have always been men of character and ability—did more than any other organization to aid in the formation of same. To say that the confectionery business has kept pace with all the leading industries of the land I believe is putting it mildly. Many of the factories which were considered large fifty years ago have quadrupled in size. The new ones that have sprung up can be counted by the hundreds and the volume of business has so increased as to render the figures appalling. It would seem as though one or two of the large factories which turn out several tons daily ought to be enough to supply the whole United States, but the truth is, candy has come to be almost a necessity. Many people use it not only for an occasional evening or afternoon party, but in place of the customary dessert at the table. Then, again, the kind and variety has changed. Fifty years ago hardly anything in the line of chocolates was made. To-day there are many large factories making hardly anything else, and the variety is unlimited. Even in our own factory we use more than a hundred tons of chocolate annually and have upwards of a hundred varieties.

I would not be doing the subject justice if I did not allude briefly to the manner of packing and distributing candy at the present time. Fifty years ago everything was packed in five pound boxes, with no fancy packages of half-pound, pounds, twos, threes and fives daintily put up by experts and tied with fancy ribbon—a marvelous transformation from the old style of packing, and one which is not only pleasing to the eye, but is much more sanitary and acceptable. Speaking of sanitation leads me to remark that the transformed style of packing is not much more marked than the changed conditions of cleanliness in the factory, made compulsory by the pure food laws of the State and Nation, and which should be welcomed by every manufacturer in the land.

I realize that this treatise is meager for the length of time it covers and upon which volumes might be written instead of paragraphs, but my time is limited and this work is out of my line entirely.

I congratulate the Tradesman on its growth, which, like the city and our own business, has been gradual and substantial for nearly fifty years and also for its progressive spirit; for its firm and decided stand for right principles and, lastly, for its stand for civic pride and betterment. Long may it live and thrive and continue to serve the business interests and citizens of Grand Rapids and vicinity!

A. E. Brooks.



A. E. Brooks

did we realize much more than ordinary 6 per cent. dividend.

Fifty years ago conditions in the confectionery business were very different from what they are to-day. Then price was about the only thing to be considered and the goods were usually made to fit the price. This had a tendency to demoralize, owing to the disposition on the part of some of the larger manufacturers to use adulterants to cheapen their products, which could easily be done without injury to looks by the use of terra alba, a mineral product resembling the finest kind of pulverized sugar and which could be bought in large quantities as low as a cent a pound and which could only be detected by close

anything of the kind myself, I thought as long as I was with these other gentlemen, I must tag along, which I did. "What'll you have, Brooks?" "Nothing, thanks," I said, "I don't indulge." "Have a cigar then?" "No, thanks, I don't smoke." "What the h—l do you do?" to which I made no response; but to make a long story short, without giving further details, a meeting was called. Nearly all the Chicago houses were represented at a meeting held a little later, to which all the confectioners in the United States were invited, at which an association was formed called the National Association of Confectioners, which had for its principal object the raising of the standard of confectionery by

Good and Sales Talks—Fortunate and Unfortunate.

(Continued from page 20)

is grown for the manufacture of "syrup" without the production of sugar.

That insect-to-goodness cane syrup is one of my compensations for getting into the Old South—though there are plenty of others, for I love that region. But when I am within striking distance of such cane syrup, you can ditch off the glucose and maples that you have everywhere else.

It always hits my funny bone to find a man in business who is fearful that information may leak out regarding his business as such.

In Montgomery I saw a sign indicating that a certain wholesale grocery house, Hobbie, I think it was, had connection with or was sponsor for a line of I G A stores. I called at the office and asked what were the I G A stores. My enquiry was directed to a man in a cage, evidently book-keeper or cashier or both.

Immediately his expression became like a mask. He seemed to fear that I might dig something out of him. With subdued, careful words, he referred me to another man out on the floor. That man looked fairly enlightened, but he told me I'd "have to see" somebody he mentioned. I smiled and told him I did not have to see anybody. If he knew what that organization was he could tell me or not. I indicated to him my object in asking, but he was so fearful of his own shadow that he declined to answer.

Of course we all know what kind of an organization that is. But I always think how our business is handicapped by such fears to speak out.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 9.—We have to-day received the schedules in the matter of Grimes Manufacturing Co., Bankrupt No. 421. The schedule shows assets of \$7,424.44 with liabilities of \$17,327.06. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

W. F. Dunbar, Constantine	\$71.57
O. A. Knapp, Schoolcraft	130.21
Marj Daniels, Constantine	22.15
Ray Daniels, Constantine	17.20
L. D. Frye, Schoolcraft	24.45
Ned Young, Schoolcraft	20.53
Roger Schreyer, Schoolcraft	11.49
Russell Davis, Calina, Ohio	41.11
Vivian Norris, Schoolcraft	10.00
F. Wilford Kline, Kalamazoo	107.50
C. B. Grimes, Schoolcraft	2,049.00
V. D. Weaver, Schoolcraft	800.00
L. D. Gott, Three Rivers	574.80
Kalamazoo County State Bank, Kalamazoo	1,218.18
Advance Paint Co., Indianapolis	26.75
Acme Steel Corp., Chicago	3.47
Mary L. Anderson, Three Rivers	11.15
American Envelope Co., Chicago	130.65
Burton Duda Corp., Chicago	320.32
Wm. B. Burdett Printing Co., Indianapolis	13.62
W. J. Burdett, Schoolcraft	23.44
Burritt & Koster, Schoolcraft	19.85
R. M. Bell, Schoolcraft	.75
Bagley Photo Co., South Bend	67.61
Biss & Gray Textile Co., Phila.	223.66
Constantine Bros. Co., Constantine	124.67
Continental Cashion & Spring Co., Chicago	75.75
Charlton Ohio Co., Buffalo	1.00
Continental Steel Corp., Kokomo, Ind.	14.85
Carl Brock Bag Co., St. Louis	118.00
Continental Time Recorder Co., Cincinnati	50.00
Continental Co-operative Buying & Selling Corp., Constantine	14.18
D'Arcy Barber Co., Kalamazoo	7.74
R. G. Dunn Co., Toledo	20.00
Dodley Paper Co., Lansing	72.19
Edwards & Knapp Co., Elk-hart	6.75
Frank Shaw & Co., Grand Rapids	9.08
Edwards & Knapp Co., Grand Rapids	185.51
Farmer & Co., Detroit	73.51
G. R. Wood, Grand Rapids	16.82

G. R. Wood Finishing Co., Gd. R.	2.87
A. Hoenigsburger Co., Chicago	1.84
Howes Oil Co., Constantine	8.73
Harvey Stuart, Schoolcraft	167.61
Arthur E. Howard, Three Rivers	59.90
Hillwood Mfg. Co., Cleveland	21.20
Illinois Bedding Co., Chicago	604.77
Johnson Glass Co., Hartford	14.25
Kal. Gazette, Kalamazoo	2.57
Kay Mfg. Co., Grand Rapids	211.92
C. W. Krum & Son, Schoolcraft	11.65
Kellogg Oil Co., Constantine	29.50
LaFrance Textile Co., Grand Rap.	72.03
Morris B. Leventhal, Philadelphia	314.94
Lusky-White Coolidge Inc., Chi.	50.00
Mich. Mut. Liability Co., Detroit	135.39
Mutual Thread Co., Bristol, Tenn.	79.94
Nat'l Spring & Wire Co., Grand R.	296.23
Peaslee-Gaulbert Paint & Varn. Co., Louisville, Ky.	27.75
Royal Textile Co., Boston	360.09
Wm. Weber, Jr., Constantine	8.90
Sturgis Supply Co., Sturgis	1.23
Smith-Patterson Lbr. Co., Sturgis	39.17
Sturgis Machine Co., Sturgis	52.48
Superior Printing Co., Kalamazoo	13.32
Walter Swigart, Chicago	22.50
Schoolcraft Express, Schoolcraft	11.40
Three Rivers Lumber Co., Three R.	143.66
United Tapestry Mills, Philadelphia	68.75
J. L. Van Selos, Three Rivers	44.08
Valley Oil Co., Cleveland	15.45
George Wilcomb Co., Boston	35.80
Wolf Bedding Co., Fort Wayne	35.40
Wayne Belting Co., Fort Wayne	8.79
Wetly Truck Line, Kalamazoo	5.96

Sept. 10. We have to-day received the schedules, reference and adjudication in the matter of Charles Richmond, Bankrupt No. 4231. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a merchant. The schedule shows assets of \$5,753.99 with liabilities of \$5,516.73. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Muskegon Heights	unknown
Helen Richmond, Muskegon Hts.	\$96.00
Gezon Motor Sales Co., Musk. Hts.	700.00
Milbourn Shoe Case Co., Lansing	525.00
Armour Co., Chicago	228.25
Servar Garage, Muskegon Heights	12.65
Western Mich. Grocer Co., G'd R.	31.68
Heights Lumber Co., Muskegon	371.56
Chase & Co., Muskegon Heights	27.00
Anderson Packing Co., Musk. Hts.	62.41
Steindler Paper Co., Muskegon	61.10
Record, Muskegon Heights	16.80
John Lansdale, Muskegon	9.14
R. Gumz Co., Milwaukee	34.64
C. W. Mills Paper Co., Grand Rap.	65.64
Arnold Bros. Packing Co., Chicago	101.83
Rath Packing Co., Waterloo, Ia.	20.00
Hekman Biscuit Co., Muskegon	56.54
Reid Murdoch Co., Chicago	45.92
Schoenberg's Market, Musk. Hts.	54.82
Multon Grocery Co., Muskegon	40.85
J. R. Beiersdorf Bros., Chicago	35.87
Oscar Mayer Co., Chicago	19.06
Wilson Co., Chicago	161.24
Marble Cement Co., Muskegon	25.96
Cudahy Bros., Cudahy, Wis.	262.84
Wide World Christian Couriers, Chicago	20.00
Dr. LeFevre, Muskegon	50.00
Mercy Hospital, Muskegon	30.00
J. Dimondolys & Nichols, Mus. H.	250.00
Swift Co., Muskegon	479.81
Herbert Smith, Muskegon	125.31
First State Savings Bank, Mus. H.	1,075.00
Dr. Carl Panzerl, Muskegon Hts.	70.00
Charles Brems & Son, Muskegon	110.00
Al Damm, Muskegon	27.07
Muskegon Roofing Co., Muskegon	25.00
Reid Craft Co., Muskegon Heights	10.50
Plankinton Packing Co., Muskegon	102.15
Clara Garrison, Muskegon	60.00
Schust Biscuit Co., Muskegon	15.00

In the matter of James Blanskma, Bankrupt No. 4220. The funds have been received and the first meeting of creditors has been called for Oct. 1.

In the matter of Charles Richmond, Bankrupt No. 4231. The first meeting of creditors has been called for Oct. 6.

In the matter of Claude C. Cole, Bankrupt No. 4219. The funds have been received and the first meeting has been called for Oct. 2.

In the matter of I. Gudelsky & Sons Co., Bankrupt No. 4197. The first meeting has been called for Oct. 2.

In the matter of Orlo Meyers, Bankrupt No. 4212. The funds have been received and the first meeting of creditors has been called for Oct. 1.

In the matter of James Blanskma, Bankrupt No. 4220. The funds have been received and the first meeting of creditors has been called for Oct. 1.

In the matter of Carl E. Olson, Bankrupt No. 4216. The funds have been received and the first meeting of creditors has been called for Oct. 1.

In the matter of Albert J. Schultz, doing business as Neumeister & Schultz, Bankrupt No. 4228. The first meeting of creditors has been called for Oct. 1.

In the matter of Arthur M. Schneider, Bankrupt No. 4222. The first meeting of creditors has been called for Sept. 30.

In the matter of Ralph Hellinga, Bankrupt No. 4172. The funds have been received and the first meeting of creditors has been called for Sept. 30.

In the matter of Ludovic F. Buchanan, doing business as L. F. Buchanan, Bank-

rupt No. 4218. The first meeting of creditors has been called for Sept. 30.

In the matter of L. F. Buchanan, Bankrupt No. 4218. The sale of assets has been called for Oct. 2 at the premises of the bankrupt, 2401 S. Division avenue, Grand Rapids. All stock in trade consisting of automobile accessories, parts, repairs and equipment, together with attendant fixtures and furniture, together with three chevrolet trucks and 1 ford truck will be sold, all appraised at \$2,723.14.

In the matter of I. Gudelsky & Sons Co., Bankrupt No. 4197. The sale of assets has been called for Oct. 3, at the premises occupied by the bankrupt, 155 W. Western avenue, Muskegon. All the stock in trade, consisting of ladies, men's and children's clothing, wearing apparel, together with men's, women's and children's boots, shoes and rubbers, also findings, etc., will be sold together with attendant fixtures, all appraised at \$5,682.10.

In the matter of Albert J. Schultz, doing business as Neumeister & Schultz, Bankrupt No. 4228. The sale of assets has been called for Oct. 3, at the premises of the bankrupt, 323 West Western avenue, Muskegon. All the stock in trade will be sold, consisting of boys, men's, women's and children's shoes, together with attendant fixtures, all used in a retail shoe store, scheduled by the bankrupt at approximately \$4,000, and fixtures at \$2,200. All interested in such sale should be present at the date and time.

Sept. 11. We have to-day received the schedules, reference and adjudication in the matter of Emil P. Gerardo, Bankrupt No. 4220. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Centerville, and his occupation is that of a laborer. The schedule shows assets of \$106.25 of which the full amount is claimed as exempt, with liabilities of \$3,195.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

Sept. 11. We have to-day received the schedules, reference and adjudication in the matter of Helm Chemical Co., Bankrupt No. 4232. The matter has been referred to Charles B. Blair. The bankrupt is a resident of Benton Harbor, and its occupation was that of selling medicines. The schedule shows assets of \$1,969.46 with liabilities of \$5,283.55. The court has written for funds. The list of creditors of said bankrupt is as follows:

Frank H. Platt, Benton Harbor	\$25.00
Werner Drug Co., New London, Wis.	18.00
Red Cross Drug Co., Benton Har.	25.75
W. E. Sheffield Drug Co., Ben. H.	78.10
Twinn City Adj. Co., Benton Harbor	46.00
Schultz Garage, Benton Harbor	21.60
Ungjohn Co., Kalamazoo	37.92
Winger Tire Co., Benton Harbor	23.75
Mrs. R. P. Helm, Benton Harbor	154.00
Hazeltine & Perkins Drug Co., G.R.	20.55
Hazel Atlas Co., Chicago	17.30
A. T. Hall, Benton Harbor	12.00
Indiana Engraving Co., So. Bend	5.50
Kimball Transfer Co., Benton Har.	21.64
B. M. Nowlen & Co., Benton Har.	31.74
Frank H. Platt, Benton Harbor	30.20
Peters Hdw. Co., Benton Harbor	16.46
Ross Sign Co., Benton Harbor	5.00
Apex Electrotyping Co., South Bend	16.37
Beattie & Barnard, Benton Harbor	302.00
Columbia Cigar Co., Benton Harbor	20.00
City of Benton Harbor, Ben. Har.	26.84
Detroit Testing Laboratory, Detroit	23.06
Lawrence Fish, Benton Harbor	35.00
R. P. Helm, Benton Harbor	1,295.62
D. English, Benton Harbor	150.00
Edwin Lerch, Benton Harbor	2,750.00
Frank H. Platt, Benton Harbor	28.00

Sept. 11. We have to-day received the schedules, reference and adjudication in the matter of Fred Thompson, Bankrupt No. 4233. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of an automobile dealer. The schedule shows assets of \$10,465.65, of which \$2,000 is claimed as exempt, with liabilities of \$12,813.24. The court has written for funds. The list of creditors of said bankrupt is as follows:

Peoples Savings Bank, Belding	\$6,000.00
Belding Bldg. & Loan Ass'n., Bel.	1,830.00
George Davis, Belding	425.00
Peoples Savings Bank, Belding	1,500.00
Shotwell Metzger Co., Belding	.50
Belding Motor Sales, Belding	9.12
Johnson Auto Co., Belding	1.84
Motors Rebuilding & Parts Co., Grand Rapids	12.23
W. P. Brogan, Ionia	216.60

K. L. Cobb, Ionia	2.28
Belding Merc. Co., Belding	45.00
Fineis Oil Co., Lowell	611.35
Fisk Tire Co., Detroit	99.92
Cummings Bros., Grand Rapids	15.04
Brown & Seher Co., Grand Rapids	60.60
Verwys & Co., Grand Rapids	37.30
Beadle & Becker Wiping Cloth Co., Saginaw	3.38
Alomite Co., Grand Rapids	13.00
E. J. Knapp Co., Belding	5.08
Grant Storage Battery Co., G. R.	6.71
Aupperlee & Beltman, Grand Rap.	13.13
Wes Porter, Belding	12.45
Belding Land & Improvement Co., Belding	35.00
Sherwood Hall Co., Grand Rapids	15.54
Holmes & Holmes, Belding	165.00
Roy Taylor, Belding	86.00
Bruce Pales, Belding	25.76
Protection Products, Kalamazoo	8.01
Mrs. F. D. Lincoln, Belding	9.74
Jim Antcliff, Belding	25.00
James Antcliff, Belding	16.00
Harry Deline, Belding	100.00
Salzman's Sons, Belding	1.65
Peoples Savings Bank, Belding	1,404.00

Sept. 12. We have to-day received the schedules, reference and adjudication in the matter of Anna M. Cross McDowell, Bankrupt No. 4234. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and her occupation is that of a school teacher. The schedule shows assets of \$100 of which \$75 is claimed as exempt, with liabilities of \$4,500. The court has written for funds. The list of creditors of said bankrupt is as follows:

Central Bank and Trust Co., Lakeland, Florida	\$4,500.00
---	------------

Sept. 12. On this day was held the first meeting of creditors in the matter of Anthony Kooy, Bankrupt No. 4204. The bankrupt only was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

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—Ready-to-wear store for rent. Fixtures for sale. Reasonable rent, good lease. Excellent following. Very best location in Detroit for active party. Must be sold. Give us an offer. Henry Edwards Co., 7333 Woodward Ave., Detroit, Mich. 233

DRUG STORE WANTED—A choice location in Kalamazoo business section. No drug store within several blocks. Store 22 x 35, new front. Easy terms. Excellent opportunity for new store, or to make change if present location unsatisfactory. Write W. F. Doubleday, 527 Douglas Ave., Kalamazoo. Phone 2-5450.

FOR SALE—Paying hardware, established twenty years. \$30,000 business per year. Invoice \$10,000. Poor health reason for selling. Address P. O. Box 427, Gold Hill, Oregon. 335

DRY GOODS STORE LOCATION—FOR RENT—Excellent opportunity for up-to-date merchant. Store 20 x 30 in brick building. Best location in thriving neighborhood business district. Grand Rapids Trust Co. 336

MEAT MARKET FIXTURES WANTED—Have house and lot in Mt. Pleasant, Mich. Would like to exchange it for good second-hand meat market fixtures. Address No. 337, c/o Michigan Tradesman. 337

For Sale—One of most advantageous neighborhood locations in Holland. A going business—fountain, confectionery, tobaccos, small groceries. Store building, desirable apartment above. Stock and fixtures must be cash, but at a real bargain. Peter Van Liere, 436 Columbia Ave., Holland, Mich. 331

FOR SALE—Store building and complete modern meat fixtures, including Frigidaire and Hasemann counters. Located at Lyons, Michigan. H. J. Houserman, Saranac, Mich. 327

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

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Detroit furniture stores are to participate in a major degree during the period of the National Homefurnishings Style Show, to be held throughout the country during the period from September 26 to October 4. Show windows in the Detroit stores will be ablaze with color and fashion. Thousands of dollars are being spent in order to present outstanding displays. Radio programs will go out during the period of the show over national networks of radio systems. One of the broadcasts is to go out on the air from 155 different radio stations simultaneously. R. K. Currie is manager of the local unit of the national exhibition and with his force of assistants is making great efforts to place Detroit in the leadership during the show. Detroit is more than passively interested in this great event.

An involuntary petition in bankruptcy has been filed against Meyer Price, retail dry goods, 865 Michigan avenue, by Irwin I. Cohn, representing Hamilton Carhartt Co., \$493; Weisman & Sons Co., \$146; Rice & Ash, \$204.

A 20 per cent. composition offer on all claims allowed or to be allowed, except such as have priority of payment, has been accepted by creditors in involuntary proceedings against Vogue Fur Shop. The offer is payable 10 per cent. in cash and the remainder in promissory notes payable 5 per cent. in three months and 5 per cent. in six months. The percentage in cash is payable following confirmation of the offer by the court. Assets are given as \$3,609 and liabilities \$15,077 in schedules filed.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Hugh C. Byers and George L. Bower, individually, and as co-partners, trading as B. & B. Furniture Co., by Lawhead & Kenney, representing Conewago Furniture Co., \$419; Northwestern Cabinet Co., \$237; Herman Miller Furniture Co., \$330.

John Hughes, who was in charge of the local branch of the Mavis Bottling Co. since its installation, a few years ago, is now head of the Philadelphia plant. Mr. Hughes made an enviable reputation as an organizer and business getter while in this city. He was active in Rotary Club affairs, in the section where he made his residence, and his ability as a public speaker frequently stood him in good stead in this work. It is predicted by Mr. Hughes' legion of friends in Detroit and contiguous territory that he will be heard from in a big way after he becomes established in the Eastern field.

That the normal replacement market for automobiles will be augmented by from 750,000 to 1,000,000 units in 1931 as a result of deferred buying this year is the conviction of an increasing number of executives here. In contrast with replacement sales of from 2,500,000 to 2,750,000 under normal conditions, those of 1931 are expected to reach a total of 3,500,000, the largest in the industry's history.

Nash has set October for the intro-

duction of its new series of eights and a six. Particular interest attaches to the news of Nash's quest for the title as manufacturer of the "lowest priced eight." That title has been very much in demand this year and it has changed hands several times. Now that Nash is seeking it, the company's forthcoming introduction of new models is being watched even more closely. The complete Nash line will be made up of three eights and a six, it is said. The projected six-cylinder product is slated to be the lowest price car of its kind ever offered under the Nash nameplate.

Oct. 11 has been announced as the date for the introduction of the new Reo line. Details of the projected series have not been revealed.

Durant's conviction that the motor-buying public desires a car in the lower price class having small dimensions and good performance will be tested by the introduction of the Mathis this Fall. The car now is slated to be ready for distribution on Dec. 1. While a small car, the Mathis is not properly classifiable as a midget. It has a front seat two inches wider than that of the Model A ford. The car, which has been manufactured in France since 1899, has a speed of fifty-five miles an hour, it is said.

Recent Business News From Ohio.

Coalton — Enoch Wood recently turned his retail hardware business over to his two sons, Homer F. Wood and Frank L. Wood, terminating his management of the business after forty years. The firm will be conducted under the name of Enoch Wood & Sons, with Mr. Wood retaining a third interest. The elder Mr. Wood came to Coalton more than forty-nine years ago, nine years later purchasing the old Miner's Supply building, where he established himself in the hardware business, also handling lumber and building materials. Mr. Wood recently celebrated his golden wedding anniversary.

Akron—Edward Lynch, hatter, 28 West Market street filed a voluntary bankruptcy petition in the U. S. District Court at Cleveland, listing liabilities of \$3,839 and assets of \$2,210.

Dayton—Jefferson Clothiers, Inc., 106 South Jefferson street, have been declared bankrupt by the U. S. Court.

Struthers—D. Brindisi, retail dry goods and shoes, 121 Bridge street list assets at \$5,588 and liabilities of \$8,243 to sixty-one creditors. The Dollar Savings & Trust Co., of this city, with a claim of \$2,250, is the only creditor of \$500 or more, and the only creditor holding securities.

Cleveland—Friedlander, Inc., retail millinery and dresses, 1826 West 25th street, lists assets at \$811 and liabilities of \$4,607 to forty creditors, with none of \$500 or more.

Columbus—The Rochester Clothing Co., managed by Max Dworkin, located at 177 South High street, which has been operated as a women's and men's apparel shop on the credit plan, announces that it will discontinue the women's business and in the future specialize in the sale of men's clothing and furnishings. The women's apparel line is being closed out.

Newcomerstown—The opening of the new Lieser Store here was held Sept. 6, following a suspension of activities for a few months. The store deals in furnishings for men and boys, work clothing, shoes for men and women, hosiery, etc.

Cincinnati—Nan Coughlin Co., retail ready to wear, formerly 136 East Fourth street, paid their unsecured creditors 10.1 per cent.

Akron—Involuntary bankruptcy proceedings filed in the U. S. District Court at Cleveland against Everett E. Brooks Co., retail men's wear, by Attorney Aldred M. Hawes, representing Ohio Overcoat Co., \$331; R. B. Strawn, \$30; Allen Schmidt & Pringle, \$165.

Cincinnati—Unsecured creditors of B. A. S. Co., men's wear, received \$19.13, or 10 per cent. on their claims.

Portsmouth—John E. Williams, vice-president of the Excelsior Shoe Co., a manufacturing concern, died suddenly at his residence here.

Mansfield—Louis Siegel, retail shoes and clothing, 134 North Main street, has filed a voluntary petition at Cleveland, listing assets at \$1,300 and liabilities at \$2,899.

Canton—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against Elmer Glaser, trading as Glaser Department Store, by Attorney Stewart O. McHenry, representing Empire Varnish Co., \$175; Dor Sil Hat Co., \$177; Liberty Textile Co., \$162.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 23—The good old summer time is drawing to a close and the cachooers said adieu last Saturday at their farewell banquet held at the Hotel Ojibway. They are certainly a good lot of Sault boosters. A good time was had by all during the season. A Mr. Hartley felt that he had to return to his business a short time ago in Cambridge. He had only been home five days when his illness returned, causing him great discomfort, while he was sitting in a barber shop. Without waiting for a shave he hurried home, packed a few things and caught the first train for the Sault.

The army of duck hunters are on the job and is keeping our county clerk busy. Last Tuesday he issued 331 small game licenses. The supply of ducks seems to be plentiful and some nice strings of Mallards and other species are being passed around to friends of the lucky hunters.

A careful motorist is one who avoids not only the wet spots in the road, but the wet spots along it.

It looks as if the Sault will not cater to any more carnivals for a while, at least, as our Chamber of Commerce refused to recommend one last request of a local labor union. It was pointed out that thousands of dollars were taken out of the city with no tangible return. In many cases people piled up debts in local stores in order to get money to spend at the carnival.

The Stalwart fair will be held Oct. 2 and 3. Horse pulling contests will be one of the features, as well as the five mile marathon race across country, the tug of war between Stalwart and DeTour, which will cause much excitement. The crops will be of high quality at this late season and if one wants to see a good crowd have a good time the fair at Stalwart is the place. It is looked forward to each year with much pleasure.

The farmers here who have much hay to sell this year are pleased at the prospect for better prices, owing to the dry spell in so many parts of the country. Our farmers have had regu-

lar hay crops as usual, as the weather was favorable for good crops.

The many friends of Clarence Sault, secretary to Robert Chappell of Washington, were pleased to hear he had been admitted to the Chippewa county bar last week. Clarence is a Sault boy and a graduate of our high school, Notre Dame university and Marquette university. He received his Bachelor of Law degree from Georgetown university and was admitted to practice law before the Michigan Supreme Court Sept. 27, 1928, and his friends here are proud of his record made since leaving the Sault.

The many friends of Frank Chappell were surprised to hear of his death at Pontiac last week. Mr. Chappell was in business here for fifteen years until he moved to Pontiac about ten years ago.

James Miller, aged 84 years, passed away at his home in Sault, Ont., last Thursday following an illness of several months. Mr. Miller came to the Canadian Soo in 1900 and engaged in the grocery business, later going into the clothing business. He was well and favorably known here and a member of the Masonic lodge.

James Douglass, former Sault sheriff, who moved to Lower Michigan about two years ago, has returned to the old home town again to take up his residence. James says the Sault looks better to him since trying the other good places.

William G. Taper.

Slightly Political.

Greenville, Sept. 23—About a year ago the question of unemployment became quite serious so that Congress appropriated five hundred and eighty million dollars to be expended on public works which would relieve the unemployed, which demanded immediate action. Hoover, who contended that he is a friend to labor and the welfare of the Nation, has allowed this to pass over without action, and Mr. Mellon, the Treasurer, withheld money for the purpose of preventing a shortage, but when there was a resolution passed by Congress to refund a number of million dollars of income tax, the question of shortage was considered, and Mr. Cohners recommended that it be applied to the public debt, if they had that amount to spend, but he was nearly alone in the position. It took about twenty minutes to pass the resolution to refund the income tax, but all summer to pass a bill to relieve the farmer. The same people in Congress who objected to old age pension have favored the spending of many millions of dollars every year in defense of the Volstead act, which has recently been repudiated by some of its strongest supporters, and some of the most enthusiastic leaders have been paralyzed through the primaries, and the Republican party has turned states evidence in which they are considering the question of modification, which they argued in the strongest terms in the session of 1928. You see they do not consider good principles even as a side line. Then they have the right to ask the people to trust them with Government affairs, after a number of head officials have been indicted by a grand jury and served time in a United States prison. Besides, they focus upon the people of the United States the greatest detriment, financially and morally, ever experienced by this country. It exceeds the bad effects of war or slavery. The result of the recent primary and of the November election will show that the people are awakening and realizing the depth of the trouble and expense caused by the huge composition of contracted business injected in the Volstead act.

E. Reynolds.

A nervous clerk demoralizes whole store.