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MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 1, 1930

Number 2454

THE VALUE OF STAYING POWER

Many a game has been won, many a friend made and many a deal closed by persons possessing the determination to "stick." Victory has been just around the corner for weary others who have lacked the vision, the courage and the tolerance to carry on.

With the advent of invigorating autumn there comes refreshed interest in life, motivated by the thrill of keeping in the race. There's a real zest to living for those who have stuck to the ship undaunted by threatening skies and stormy seas, making the course oftentimes seem so navigably impossible.

Staying Power is indeed one of the most valuable characteristics man can possess. It carries him through every conceivable condition, for its feet are founded on poise, its stride is ever forward and its eyes are constantly turned toward glowing achievement. Staying Power is a blessing in disguise, which man is so apt to overlook because somehow or other it seemingly functions without glory like so many other unheralded virtues. Without Staying Power man is more or less helpless; with it he is continually comforted by the satisfaction of seeing through to completion some worthy work he courageously has undertaken.

No man can fail who, unprejudiced, plans and lives a useful life. He experiences indescribable satisfaction in finishing what he has started, unfailingly rewarded by a precious peace that comes from meeting each and every situation head on. For, after all is said and done, life is a great experience, brimful of grim struggles which make or break us according to our faith and strength, governed strongly by our Staying Power. And, too, life is relieved inspiringly by lovely spots of thrilling romance and sparkling humor, balancing the weighty exactions solvent living places upon us all.

Let us make Staying Power one of our cardinal virtues. Let us not turn back at the first sign of adversity. Let us ever be grateful to the constant assurance Almighty God unfailingly gives his children who endeavor to do his bidding and for whom real glory awaits both here and in the Hereafter.

F. K. Glew.

Public Reference Library,
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The Tourist and Resort business is one industry in Western Michigan that has not been slack this year. It never will be slack if we keep progressing as we have during the past few years and go after it in an organized way!

Attend our Annual Meeting. Hear the State Tax Commissioner; the State Highway Commissioner and the Conservation Commissioner all tell how they have and will co-operate. You should be interested in this development and show it by your attendance.

Pantlind Hotel, Grand Rapids, beginning 2:00 p. m., Thursday, October 9, continuing through to banquet 7:00 p. m., Friday, October 10, 1930.

~ ~ ~
Michigan Tourist & Resort Association

Our sales policy

1 To sell no chain stores

2 To sell no "co-ops."

3 To sell no desk jobbers

4 To back every package with a solid guarantee



This policy backed by a quality product like Purity Oats is your weapon against "bargain sales" and other types of indiscriminate selling.

PURITY OATS COMPANY
KEOKUK, IOWA

Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

K C Baking Powder

Same price for over 40 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

we have established the price—created a demand and insured your profits.

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

Millions of Pounds Used by Our Government



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Number 2454

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.

America Is No Fool's Paradise.

May I thank Mr. Frederick Stiles for the nice things he said about me in the article which he wrote and the Herald published in reply to mine, and I wish to say that I do not want him to take as a personal affront anything that I may say. I quarrel with no man. I am simply at odds with what seems to me an unjust and unbusinesslike economic system.

Mr. Stiles and I graduated from different schools of economics. Mr. Stiles received his education in our educational institutions and in the lumber business, while I was educated in a cigar factory and by reading Henry George's Progress and Poverty, and as a post-graduate course I have gone through several panics. How well I remember those days of '73 and '74. Their memories are so lasting that even now in my prosperous days should I get stuck on myself, my once hungry guts give a sudden twist, bringing me back to earth, and naturally I get all het up with intelligent men who try to pacify the poor with a mental cure. Then, too, being a Democrat, I feel peeved, realizing that if Al Smith had been elected president hard times to-day would be a reality, but with Hoover in the White House business depression is merely a state of mentality.

There are 5,000 jobless in this city. We have about 3,000 families who have not yet paid last year's coal bill. Our charity organizations are broke. This very minute there are men, women and children in our midst who are hungry. I do not mean to be rabid. I am meek and patient, fully realizing that it is impossible for the well-fed to have such a vivid imagination as to visualize what it means to parents when children ask for bread and there is no bread. Our independent re-

tail merchants, one and all, feel the effects of our monopolistic chain system. The professional class also feels the effects of the times. Most of our manufacturers are sweating blood and our farmers, who were once considered economically independent and the backbone of this country, are being reduced to surfdom.

Our mental curists all say that this condition is caused by the lack of confidence and all we have to do is start buying. They do not realize that folks who have money do not need things and that the big majority who need things have no money.

Mr. Stiles says he wants to see fear driven from the hearts of men, and that is where we stand shoulder to shoulder. Our educational institutions are filled with spooks. If a teacher should see the injustice of our economic institutions and dare to mention same to the class studying economics, she would get fired.

Our conservatives seem to think that the world has been growing better and better day by day and now that we are born, all things are perfect. I again agree with Mr. Stiles when he says our trouble is mental, but I say that it is mental attitude of our educational institutions. There are thousands of college students graduating every year. They, one and all, know the rules of football but they are dumber than dumbbells about the laws of economics. It takes them two or three years bucking up against life's realities before they are disillusioned.

When I was a young man opportunity knocked at every man's door. To-day all avenues to success have a detour sign and for this condition we elders are to blame for allowing our educational institutions to graduate young men and women without knowing anything about political economy. Such a slovenly system of education is criminal. Why are not republicanism, communism, anarchism, I.W.W.ism, democracy, single tax and Mr. Stiles theory, or any other idea as to government, discussed openly and freely in our high schools and colleges? Have we no faith? Are we afraid? I maintain that no man is well balanced who dares not compare his old ideas with the new. Another reason we are in this economical mess is because we elders seem to love our political parties more than our country. We have yet to learn that it requires social consciousness to

run a republic and that this United States of America is no fool's paradise. Gerrit J. Johnson.

Recent Mercantile News From Ohio.

Bera—A voluntary petition in bankruptcy was filed by Paul Victor Machovina, trading as Machovina's Clothing Co., in the U. S. District Court at Cleveland, listing liabilities at \$2,811 and assets at \$385. There are thirty-five creditors, Butler Bros., \$533, and Alfred Safran, \$1,001, having the only claims in excess of \$500.

Columbiana—Albert J. Dickinson, of Columbiana, has filed action in Common Pleas Court at Lisbon against H. W. Hammond, as assignee for William and Bert Dickinson, of Columbiana, operating as Dickinson Bros., asking judgment for \$11,478, also for \$3,000, \$600 and \$500. The amounts are claimed to be due on promissory notes. Dickinson Bros. filed a deed of assignment in the Probate Court several months ago. Several weeks ago objections to the claim of A. J. Dickinson were filed with Hammond, as assignee, by creditors. The Dickinson claim, creditors declared, was false and untrue and they asked the court to determine the validity of the claim.

Akron—John Schorin, retail men's furnishings, 944 East Market street, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland listing assets at \$11,450 and liabilities at \$19,030.

Hamilton—Sam Greenberg, retail men's furnishings, 203 Court street, schedules assets of \$3,142, of which \$2,500 is stock in trade, \$500 machinery, tools, etc., and \$127 deposits of money. Liabilities are \$8,016, all unsecured. Unsecured creditors with claims of \$500 or more: The Rauh Co., Cincinnati, \$1,144; Isaac S. Strauss, Cincinnati, \$526; Wellmade Pants Co., Baltimore, \$1,042; H. Zussman & Son, Cincinnati, \$860; Mrs. Rebecca Greenberg Hamilton, \$829.

Akron—The new shoe store of I. Miller & Sons has been opened at 278 South Main street. P. S. Taft, who has been identified with shoe merchandising for the past fifteen years, ten of which have been with I. Miller & Sons, is in charge of the new store.

Cleveland—Hyman Glickman, dry goods and shoes, 1854 East Ninth street, schedules assets of 1,922 and liabilities \$7,438. There are twenty-nine creditors. Those with claims in excess of \$500 are Lena Glickman, \$1,000; Hibshman Bros., \$506; Mecca Hotel, \$500, all of Cleveland; Worthmore Clothing Co., Baltimore, \$898.

Dayton—Louis B. Roehm, aged 69, president, secretary and treasurer of the Roehm & Roehm Clothing Manufacturing Co., died after an illness lasting for about a year. He was widely known as a sportsman and was a charter member of the Dayton Gymnastic Club. He was also a member of the

Dayton Boxing Commission until he was forced to resign because of ill health. Surviving are his widow, a son, a daughter and his brother Horace Roehm, with whom he was associated in clothing manufacturing.

Akron—R. W. Schauweker, long connected with the shoe business in Akron, has been appointed shoe buyer for the new shoe departments of the A. Polsky department store, recently opened. Three distinct units make up the shoe department—the main shoe shop, the slipper shop for evening shoes and a separate department catering to children.

Cleveland—Stout Dress, Inc., manufacturer of dresses, schedules assets at \$18,204, and liabilities at \$23,621. There are eleven creditors.

Ashtabula—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against Creamer Reed Co., men's wear and shoes, by Attorney Joseph G. Ehrlich, representing Walter Booth Shoe Co., \$652; Phillips Jones Corp., \$86; W. O. Horn & Bro., Inc., \$144.

East Liverpool—An involuntary petition in bankruptcy was filed in the U. S. District Court at Cleveland against Herman B. Brussell, trading as Lambert Frocks, at East Liverpool and Canton.

Elyria—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against Abe Cohen, trading as Outlet Clothing Store by Harry Weinraub, \$146; L. Cooper, \$475; S. L. Cooper, \$84.

Canton—Bess Faloon, trading as Hutton Millinery Co., has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets at \$250 and liabilities of \$1,807.

Cleveland—An involuntary petition in bankruptcy has been filed in the U. S. District Court here, against Morris Goodman, trading as Goodman Button Co., by Attorney Thomas O. Nevison, representing Rochester Button Co., \$1,494.

Cleveland—Professor John C. Wattleworth has been appointed as assistant factory manager, the Vlcek Tool Co. He resigned from the faculty of Case School of Applied Science, Cleveland, where he served as associate professor of mechanical engineering, in charge of machine design.

Bellefontaine—Sale of the stock in trade, fixtures and accounts receivable of the Walk Clothing Co. here by the trustee in bankruptcy, James Fulton, has been approved by Judge Benson W. Hough, in the U. S. District Court at Columbus. The purchaser was Frank Detrick of Ada, Ohio, at \$8,500. The concern, of which Charles F. Walk was proprietor, filed a voluntary petition in bankruptcy. The purchaser will conduct the store.

LEARNED LITTLE

From Rubber Manufacturers Regarding the 1930 Advance.

Receiving many complaints from the trade on account of the advance of 10 cents per pair on practically all classes of rubber footwear, the Tradesman recently addressed a letter of enquiry to the following six rubber manufacturers:

Firestone Footwear Co., Boston, Mass.

Boston Rubber Shoe Co., Boston, Mass.

Mishawaka Rubber Co., Akron, Ohio
Lycoming Rubber Co., Lycoming, Penna.

B. F. Goodrich Rubber Co., Akron, Ohio.

Goodyear Rubber Co., Akron, Ohio.

The letter of enquiry was as follows:

Grand Rapids, Sept. 17—I recently met a representative of a rubber company which is selling rubber footwear to the retail merchants in this State. Was very much surprised to learn from him that several of the larger rubber companies were in a combine and that they were asking a higher price this year for rubber footwear than last. This is a matter that does not concern me directly. I dislike to see combinations of this kind where there is absolutely no justification for it.

It strikes me there is no justification for the rubber companies asking even as high a price this year for their product as they did one year ago, for the reason that rubber is now at the lowest point it has ever been in the history of the world. Also cotton is down to nearly pre-war prices. Labor is lower and if, in the face of the conditions, they are raising the prices, there must be some reason for the advance which you will be willing to give me authentic information on.

Thanking you in advance for the courtesy of a reply, I am

E. A. Stowe.

Four of six manufacturers appealed to have replied, as follows:

Akron, Sept. 24—Thank you for your letter of Sept. 22.

We do not manufacture or sell rubber footwear, other than the famous Goodyear Wingfoot soles and heels, and are therefore unable to give you the information requested.

Goodyear Tire & Rubber Co., Inc.

Boston, Sept. 25—In reply to your letter of Sept. 17, this is to advise you that we are not a part of any association or combine of rubber manufacturers and we know of no such combine. It has always been the policy of the Firestone Company to operate as an individual and I think our performance shows this to be a fact.

We might add that if there is a combine they have certainly done a very poor job in the last three years.

Firestone Footwear Company.

Williamsport, Pa., Sept. 24—I have read with a great deal of interest your letter of Sept. 22 relative to prices on waterproof footwear, and am taking the liberty of referring this to the Assistant General Manager of the Footwear Division of the United States Rubber Company, of which this plant is a subsidiary.

I will not attempt to comment in detail on the thoughts expressed in your letter, but might pass on to you the statement that there is a great deal more involved in setting prices on rubber footwear than the cost of rubber and cotton. If you have followed the rubber industry closely you are probably aware of the fact that the organization as a whole has a business

running well over a billion dollars yearly, and the margin of profit is very close to 1 per cent. on the gross volume of business. If I were privileged to quote figures to you on the experience of the footwear industry it would be even more startling.

Another factor entering into our industry, and one which is very rarely referred to, is the item of style changes, which is becoming more and more prominent. The up-to-date concern is obliged to spend hundreds of thousands of dollars every year designing new styles and purchasing last equipment to make the shoes.

I am not certain how much information our management will send to you, but as a matter of interest I am passing on the above comments, as I am sure the questions you raise are legitimate, and have doubtless occurred to many individuals who have contact with the footwear manufacturing organization.

C. L. Wanamaker,
Factory Manager.

Boston, Sept. 25—In reply to your letter of Sept. 17, if there is a combine of rubber footwear companies allow me to say that this company is not a part of that combine, and frankly we must confess that if such a combine does exist they have done a very poor job.

If there is any industry in the market that has deliberately and willfully done bad business over a period of three years as bad as rubber footwear, I do not know what it is.

I can easily see why rubber footwear sold higher in price in 1930 than it did in 1929. Most of it that was sold in 1929 was sold below cost, and the statements of the rubber footwear companies will clearly show this to be a fact. As a matter of fact, some of the smaller companies and those companies which were not properly financed were unable to stand the strain and passed out of the picture. We do not believe that combines lean toward the building of permanent institutions.

Our policy has always been, and still is, to sell a fair value at a fair price. We have been forced to meet some competitive conditions in the past three years, but we are hopeful that some of the companies who are responsible for those conditions have learned a lesson and that we will not have to sell our merchandise at a loss.

Labor is not lower in our industry. Cotton is lower and rubber is lower but not enough lower to compensate for the bad practices which existed in the rubber footwear business during 1928-1929.

We are making a high quality product and we are endeavoring to sell it at a fair price, and outside of having unfair competition in certain commodities that we manufacture we are not interested in what our competitors do. We are endeavoring in every way to make our manufacturing facilities such that we can make them better and cheaper than anyone else in this business and still make a livable profit.

There is much conversation to-day as to the reason for present conditions. The country is overrun with long-haired men and short-haired women telling us how it should be done, but when we get down to brass tacks and get to work putting an honest value into an honest product to be sold at an honest price, I am convinced that we will ride out of this situation. I would not pay too much attention to rumors, as there are volumes of rumors to-day concerning the conditions of operation. If you will look back as far as the war, we had a lot of rumors during the war. We gave those rumors a very definite name and considered them as such.

Boston Rubber Shoe Co.

As showing how unfair the rubber shoe manufacturers are to the regular

retail trade and as furnishing an actual instance of the way in which they play into the hands of the chain stores, the following letter from the leading shoe house of Greenville is offered in evidence:

Greenville, Sept. 25—It is reported through a jobber that after the B. F. Goodrich Rubber Co. took over the Hood Rubber Products Co., it sold to J. S. Penny Co., Miller-Jones Shoe Stores, and one other chain shoe store, several thousand cases of women's all rubber gaiters which normally sell at wholesale at \$1.60 to \$1.70 per pair at 50c per pair to clean up the lot.

The result of this merchandise being thrown on the market by the chains, if this report is true, will enable them to retail this merchandise this fall for about 79 cents per pair.

The jobber who sells the independent dealer was not given a chance to bid on these, nor did the independent retailer know of any such deal.

We presume there is nothing that can be done in deals of this kind, but after the independent retailer has bought his fall rubbers of B. F. Goodrich, Ball band and other wholesalers, who sell the independents, it makes the competition pretty tough.

There is no question in our mind but that we retailers could have handled the majority of these jobs and would have been glad to have had the opportunity to buy them at even 75 cents per pair. Wyckoff & Smith.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 30—Now that the old Summer time is past it looks as if we are going to have a rainy Fall, with some severe storms, especially at Muskegon where the Barge Salvor tragedy occurred Sept. 26, in which five out of fourteen lives were lost. The barge was owned by T. L. Durocher & Sons, at DeTour. The rain came down in torrents here and considerable damage was done in this territory.

Our Automobile Club, one of our live associations, holds at least one dinner each year, at which officers are elected and the annual business reviewed. It must be admitted that they are doing a good work, especially for the numerous gas stations, where we can now buy gas at 20 cents per gallon, while at Cedarville, Hessel and other places in this neighborhood we are able to buy at 18 cents without going all the way to Detroit, where it can be bought at eight gallons for \$1. The motto here is, "In unity there is strength."

The well known Parker resort, two miles West of Manistique, was totally destroyed by fire last Friday. Mr. Parker has not decided just what his plans are for the future.

The Hancock pool room was also totally destroyed by fire last week at Engadine.

A district meeting of the Retail Hardware Association was held at Newberry in the community building, with members from Sault Ste. Marie, Rudyard, Engadine, Grand Marais, Pickford and McMillan attending. Sydney Foster, chairman, introduced the speakers. Among them were L. F.

Wolf, of Mt. Clemens, President of the Retail Hardware Association, and L. S. Sweinhart, of Marine City, field secretary, who gave talks on buying and selling. A question box followed. Sault Ste. Marie was chosen as a meeting place next year, with W. H. O'Neil of the Sault as chairman and H. R. Blair, of Pickford, as vice-chairman.

Floyd Seaman, the merchant from Drummond, made a business visit here last week, taking back a truck load of merchandise.

The John Jacob Astor House, at Mackinac Island, original headquarters of the American Fur Co., in 1780 and succeeding years, has been purchased by the Mackinac Island community committee and will be preserved as a relic of the early island history. The section of the building used in the early days by fur traders has been kept intact. In the office is an old desk used by the book-keepers, together with the books and records containing the accounts of individuals, trappers and some correspondence with the Astors in New York.

Most all of the summer resort hotels on Mackinac Island and the Les Cheneaux Islands have closed for the season. While it was no record breaker this year, most of the hotel men had a satisfactory season.

George La Fleur, of Cedarville, closed his confectionery store last week and left by auto for Montreal. He will continue on from there to Florida to spend the winter.

Money talks, but you never know whether it is serious or is merely jollyng you.

Cedarville is installing a pneumatic telephone system which will be completed in the near future.

George L. Crocker was elected President of the Michigan Hotel Association at the final session of the convention which closed Saturday. The next convention is to be held at St. Joseph and Benton Harbor. Leon Degman was re-elected Vice-President. Much business was transacted and a good time was had by all, but the weatherman was unkind, so that the golfers had to miss the sport. The worst storm of the season occurred during the convention, but their host, Leon, made them comfortable and arranged suitable entertainment.

William G. Tapert.

Would "Wipe Out" "Below the Belt" Cutting.

Detroit, Sept. 24—From the sidelines the gasoline scrap brings up possible remedy for independent retail grocers. If the Government decides that the independent retailer of gasoline is being persecuted by the cut-rate giants, why not same consideration for all independent retailers? Surely this probing by a special United States prosecutor should be interesting. In the event of a favorable decision by the United States Government for retail gasoline independents, it would establish action that would wipe out "below the belt" cutting because chains might buy for less. Sitting tight with favorable ruling possible is not to scare off the special United States prosecutor who may feel sorry enough for gasoline retailers until precedent is established. Fair profits makes for better citizens. Ralph Howell.



The Finest Products of California are packed by H. G. Prince & Co., Oakdale, Cal., under the brand

"ALL GOLD"

Distributed by
WESTERN MICHIGAN GROCER COMPANY

Grand Rapids

Michigan

Late Business News.

Secretary Lamont of the Department of Commerce is out this week with another optimistic forecast. He likes especially signs of better retail business, the increase in August exports and forward buying of raw materials.

Reports were current last week of a secret meeting under Government auspices to devise means of encouraging manufacturers to buy raw material at current low prices. This may explain the enquiries, noted in this place last week, which have been raising the spirits of producers of raw material.

Commodity prices gained somewhat last week in spite of the decline in agricultural products, the Irving Fisher index number rising from 83.4 the week before to 83.6. Evidence accumulates that something like equilibrium has been reached.

Garment makers report a distinct September pick-up. In many stores business is ahead of last year, inventories continue low both in retail and wholesale establishments, production is not quite keeping up with orders, and more commercial travelers took the road than in any fall since 1926.

These conditions are exceptional. In most other lines the fall activity is still uneven and moderate. Enquiries for raw material, however, are regarded as significant of good expectations.

The tire quasi-secret price war seems to be off. No formal announcement is expected, but understandings are said to have been arrived at to restore uniform dealer discounts and to recognize the independent dealers as essential factors in the industry. The Greater New York Tire Dealers have condemned the production by standard brand manufacturers of anonymous tires for chain outlets.

Consumers of food are now saving ten cents on the dollar over last year's prices according to a Department of Labor statement issued last week.

The North Carolina chain store tax—\$50 a year on all stores under common ownership—has been sustained by the Supreme Court of that State in a decision affirming a judgment of the Superior Court.

No other chain store tax law has gone as far in the state courts. An appeal to the United States Supreme Court will follow. Taxes already paid under protest in the fiscal year 1929-1930 by 2,600 stores amount to \$13,000.

New Cereal in Kansas.

Western Kansas is now producing a brand-new agricultural commodity which is called Beaver Milo and which is a cross between Kafir Corn and Milo maize.

This hybrid was first developed at the Woodford Oklahoma Experiment Station, and this year fifty farmers in the Kansas wheat belt were given seed with which to experiment, with the idea that they might substitute this crop in a wheat acreage reduction program.

It is claimed that Beaver Milo will grow wherever wheat grows. It grows about the same height as wheat and can be harvested and threshed with the new wheat combines in the Fall of the year. In the Kansas wheat country

the new agricultural product will, it is said, produce from forty to sixty bushels of seed to the acre, and there is a market for the seed at about \$1.80 a hundred pounds, which is a better price than wheat has brought this Summer.

Customary Procedure.

A man went into a small country store and informed the owner that he was about to leave the community. The storekeeper walked to his file and pulled out the list of unpaid bills, and approaching the man, said, "I know

you will never pay these bills so I have written 'paid in full' and charged them to my loss account."

The man looked at the bills for a few minutes and then remarked, "When bills are paid you always give a sack of candy for kids don't you?"

"BROOKS"—"Good Candy for 50 Years" Built This Big, Home-Owned Industry.



Thousands of square feet are here devoted exclusively to the making of good candy in a clean, model factory.

An Invitation -

\$

1

is now given you to buy BROOKS' \$1 Chocolates—fresh, delicious and wholesome—at your dealer's.

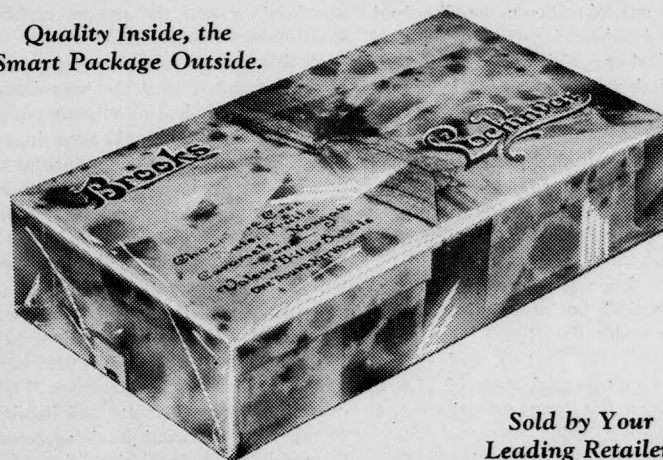
There is a BROOKS' Chocolate for every occasion—and they are always the greatest value at this one popular price—\$1.

Our factory is always open for inspection and you are cordially invited to visit our spotless kitchens. Here you will find only the finest ingredients and richest chocolate coatings prepared by the most cleanly, modern methods. The result is—America's best candy—cellophane-wrapped—to keep the freshness inside.

Use coupon below for information and prices.

A. E. BROOKS & CO. Phone 6-9325—Grand Rapids, Mich.

Quality Inside, the
Smart Package Outside.



Sold by Your
Leading Retailer.

6 Packages to Choose from:

Lochinvar (chocolate-coated nuts, fruits, caramels, nougats, Valeur Bittersweets and creams).

Valeur Bittersweets, 1 1/4-lb.

Classic (Hard and Chewy Centers, Milk Coating).

Bo-Peep (Assorted Milk Chocolates).

Combination (1/4-lb. Juicy Cherries and 1 lb. Assorted Chocolates).

Golden Dollar (Milk and Dark Chocolates, Assorted).

Michigan Made for Michigan Trade—50 Years Home-owned

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

- ☐ Mail Package Chocolate Sales Proposition
- ☐ Have Representative Call

MOVEMENTS OF MERCHANTS.

Kalamazoo—The Westend Furniture Co. has engaged in business at 719 West Michigan avenue.

Paw Paw — Morris Freeman will move the Green Point Tailor Shop to new quarters on Main street and add a line of general merchandise.

Plainwell—W. L. Eaton has purchased the DeMetzger hotel, taking immediate possession. He will make extensive improvements in the property.

Marquette—The Golde Smart Shop, carrying women's apparel and accessories, has been opening at 125 West Washington street, under the management of the owner, N. Goldberg.

Detroit—The Sago Drug Co., 8500 Harper avenue, has been incorporated to conduct a retail drug store with a capitalization of \$5,000, all of which has been subscribed and paid in.

Detroit—The W. R. Jones Co., 8923 Linwood street, has been incorporated to distribute paints and varnishes with an authorized capital stock of \$1,000 all subscribed and paid in in cash.

Detroit—The Library Market, Inc., 1218 Library avenue, has been incorporated to deal in food products with an authorized capital stock of \$10,000, \$5,000 being subscribed and paid in.

Detroit—The Diamond Coffee Co., 1365 East Larned street, has been incorporated to blend and sell coffees and teas with a capitalization of \$1,000, all of which has been subscribed and paid in.

Detroit—The Lindnergh Distributor Point Corporation, 608 Michigan Theatre building, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Detroit—The Carheater Corporation, 2-163 General Motors building, has been incorporated to deal in auto heating apparatus with a capital stock of \$15,000, \$5,000 being subscribed and paid in in cash.

Detroit—The Detroit Electric Co. (follows one of same name dissolved recently) has been incorporated to deal in electrical specialties with an authorized capital stock of \$1,000, \$250 being subscribed and paid in.

Detroit — Samson Shoe Repairers, 616 Ford building, has merged its business into a stock company under the style of Samson's, Inc., with an authorized capital stock of \$10,000, \$3,000 being subscribed and paid in.

Detroit—Leon Goldsmith has merged his optical business into a stock company under the style of L. Goldsmith, Inc., 15 East Grand River avenue, with a capital stock of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Detroit—The Picadilly Candy Co., 5632 East Forest avenue, has been incorporated to manufacture and deal in candy and nuts with an authorized capital stock of 1,500 shares at \$5 a share, \$4,385 of which has been subscribed and paid in in cash.

Detroit — The Detroit Macedonia Cheese Co., 9417 Edgewood avenue, has been organized to manufacture and deal in cheese and other dairy products with an authorized capital stock

of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit — The Jordan-Williams Equipment Co., 915 Holden avenue, has merged its wholesale and retail garage equipment business into a stock company under the same style with an authorized capital stock of \$25,000, \$11,200 being subscribed and paid in.

Pontiac—The Wolverine Warehouse Store, Inc., Franklin Road, has been incorporated to do a wholesale merchandising business on commission with an authorized capital stock of 10,000 shares at \$1 a share, \$5,000 being subscribed and paid in in cash.

Detroit—Purfield's Foot Comfort Shop, Inc., with business offices at 1120 Lincoln avenue, Ann Arbor, has been incorporated to deal in shoes and other merchandise with an authorized capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Holland—Walter Sutton and John Karreman have taken over the Geo. H. Huizinga Co. stock of jewelry, silverware, etc., and will continue the business under the style of the Karreman Co., Jewelers and Optometrists. Both partners have been lifelong residents of this city.

Muir—E. S. Fuller, proprietor of the Hatch & Baker hardware store at Lyons, has purchased the O. A. Messer & Sons hardware store at Lyons and will continue the business as a branch store, under the management of C. R. Owen, who has been connected with the store for the past eight years.

Detroit—In the case of the Ransom Furniture Co., 9833 Grand River avenue, petition for review of the order of U. S. District Judge Simons at Detroit, affirming the order of George A. Marston, referee in bankruptcy at Detroit, disallowing its petition for reclamation of approximately \$1,000 worth of furniture consigned to the debtor firm, has been filed in U. S. Circuit Court of Appeals at Cincinnati, by the Detroit Wholesale Furniture Co., Detroit. It is averred the court below and the referee erred in disallowing the petition.

Cheboygan—Work has been started at Cheboygan toward the organization of a new bank in this city to replace the First National Bank, according to William Childs, who is conducting the preliminary work. It is said that Harry F. Harper, President of the Motor Wheel Corporation, of Lansing, who spends his summers at Mullet Lake, will have a substantial interest in the new bank. Childs stated that the new institution will have a capital of \$75,000, the shares to be sold at \$125 each. When the new bank opens, it will take over the approved assets and liabilities of the First National Bank as rapidly as possible. Subscriptions for stock in the new bank were said to be coming in rapidly, insuring its opening at an early date.

Eaton Rapids—From a poor boy, who made axe handles and sold them to neighboring farmers for a living, to a man of wealth, the owner of a large retail hardware store and modern garage, is the record left by Merton P. Bromeling, of Eaton Rapids, who was buried last Saturday. He was 61

years old. He left the little district school in the hamlet of Petrieville, near this city, when yet in his teens to fashion the axes which bore his name. Farmers, who were clearing land in those days, learned to know and respect the good blade and strong handles of the Bromeling axe. Later, he was a pioneer automobile dealer in this section and bore a reputation as one of the shrewdest and best salesmen in the business. As a hardware man, he was equally successful. An illness of several years caused his death, Tuesday. He is survived by his widow, Mrs. Margaret Bromeling; a sister, Mrs. Frank Blessing, of Jackson, and two nephews, Harold and George Petit, of Eaton Rapids.

Manufacturing Matters.

Houghton—The Carroll Street Foundry Co., Carroll street, has been incorporated with a capital stock of \$250,000, \$213,000 being subscribed and paid in.

Detroit—The H & N Tube & Manufacturing Co., 1349 East Milwaukee avenue, has been incorporated with a capital stock of \$200,000, \$36,000 being subscribed and paid in in cash.

Sebewaing—William K. Kellogg, 60 years old, prominent business man, died suddenly of apoplexy Sept. 29. He conducted a machine shop and foundry here thirty years. His widow survives.

Detroit — Phillips Products, Inc., 3206 Joy Road, has been organized to manufacture syrups, extracts and confections with an authorized capital stock of \$15,000, \$7,500 being subscribed and \$2,500 paid in in cash.

Detroit—Lead Or'Loy Metals, Inc., 2648 East Fort street, manufacturer of lead gaskets and strips, tools and stampings, has been incorporated with a capital stock of \$25,000, \$10,075 being subscribed and \$5,075 paid in.

Sparta—The Switzer Radio Laboratories has been incorporated to manufacture and deal in radio and similar apparatus with an authorized capital stock of 5,000 shares at \$10 a share, \$4,500 being subscribed, \$1,000 paid in in cash and \$2,000 in property.

Detroit—The Christen Products Co., 315 Orleans street, has been incorporated to manufacture and sell tools and parts for motor equipment with an authorized capital stock of \$15,000 common and \$10,000 preferred, \$20,020 being subscribed and paid in.

Detroit—The National Production Co., 4561 St. Jean street, manufacturer of tools and machinery, has merged its business into a stock company under the same style with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in property.

Owosso—Judge J. H. Collins, of the Circuit Court, has granted the petition of James T. Warner, Detroit, principal stockholder of the Owosso Foundry Co., for the dissolution of the firm, which was organized two years ago. Warner will act as permanent receiver and will attempt to sell the company's assets intact.

Detroit—The Finsterwald Clothing Co. has announced an arrangement with H. Huntsman & Sons, of London,

whereby a certain number of models will be designed by the English firm for exclusive manufacture and sale under the Fintex brand. The initial models in suits and topcoats made in this country under this arrangement of specially imported woolsens are being shown for the first time in the Finsterwald stores at the prevailing price of \$23.50.

Detroit—An order has been issued by Judge Homer Ferguson, of the Wayne Circuit Court, dissolving the W. H. Hill Co., formerly engaged in drug manufacturing in Detroit, and appointing the Union Guardian Trust Co. as permanent receiver for the company. The court's order results from action brought by executors of the estate of the late William H. Hill, founder and former head of the company, in an effort to terminate the affairs of the company and to settle the estate.

Await Pick-Up in Toy Orders.

Not a great deal of improvement has been shown in the placing of additional orders for many toy items for holiday delivery. Indications are that the volume of late business will be large, although some pick-up in orders is expected during the first half of this month. Advance orders on dolls have not been good, and these items are counted on to figure prominently in the late business. Added business in wheel goods, electrical playthings and games is anticipated. Dollar items are stressed in many of the novelties offered.

Demand Slows Pewter Deliveries.

Delivery difficulties have developed in the pewter market, where the recent heavy demand for goods has cut deeply into available stocks. In the popular-priced field the demand for pieces retailing around \$3.95 has been so heavy that one of the largest producers has stopped taking orders for Fall delivery. Other manufacturers are experiencing difficulty in supplying the market and are several weeks behind in production. Although the pressure for merchandise is less noticeable in better grade pewter, it is sufficient to make deliveries uncertain on goods wanted for immediate sale.

All things are engaged in writing their history. The planet, the pebble, goes attended by its shadow. The rolling rock leaves its scratches on the mountain; the river, its channel in the soil; the animal, its bones in the stratum; the fern and leaf, their modest epitaph in the coal. The falling drop makes its sculpture in the sand or the stone. Not a foot steps into the snow or along the ground, but prints, in character more or less lasting, a map of its march. Every act of the man inscribes itself in the memory of his fellows, and in his own manners and face. The air is full of sounds, the sky of tokens, the ground is all memoranda and signatures, and every object covered over with hints which speak to the intelligent.—Ralph Waldo Emerson.

There is more good and more ability in the average man than anyone ever gets out of him.

Essential Features of the Grocery Staples.

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

Canned Fruits—Last week the California peach pack was announced as 13,173,111 cases, assuring the distributing trade a workable quantity of one of the finest quality packs ever put into cans.

Canned Vegetables—Corn canners feel it safe to make a preliminary estimate of that pack and agree on about 14,000,000 cases, or about 3,500,000 cases less than last year. That quantity of corn can be easily marketed, as it starts toward the consumer on a favorable price. It is easier to buy the higher grades than standards, so that quality will not be a handicap as it often is when the sections, which go in for standards, overpack. It is too early to foretell the tomato output in the South, but the growing strength in the market is taken as an indication of the drift of prices as soon as weak sellers are eliminated. Well-colored, large tomatoes are scarce. There is little change in peas, which remain steady to firm, and while not especially active, more or less sizable orders are being put through.

Dried Fruits—The absence of the usual proportion of large prunes in the California crop this year has narrowed the offerings of packers on genuine Santa Clara of this type until they are more or less out of the market. Incidentally, owners of old crop on the spot are holding large prunes more firmly. Package prunes are in no surplus here. So far the trade has been working with old crop bulk and package prunes, but new fruit is soon due. Oregon new crop is virtually off the market as packers want to have the fruit in their bins before they set a price on it. Old prunes are being absorbed readily because of the poor quality of the 1930 yield. Bulk raisins on the Coast are irregularly priced among the smaller independent packers which tends to slow down general buying for forward shipment, but it does not affect the spot range nor curtail steady buying for known wants. Package raisins are also short on the spot, and are readily absorbed as shipments arrive. Apricots are quiet here and on the Coast with no developments worth mentioning. Peaches are in broken assortments, and are the tag ends of old crop. New pack is now due, and will restore stocks to normal.

Canned Fish—Salmon is reported by one broker to be in far better shape as a result of the advance in sockeyes recently from \$2 to \$2.25. Red tails are in a stronger position than in several weeks past and while there has been no startling upturn in trade, it marks a definite step forward toward firmer ground.

Salt Fish—With approximately 1,000,000 pounds of American shore mackerel landed at Gloucester last week for salting purposes, which, it is estimated, will amount to 3,000 barrels, it is not thought catches from now on will be heavy and a continued shortage is seen in the salt fish market. The fish off the New England coast are headed in a Southerly direction, so that chances of later and heavy

catches to any extent are remote. Most of the fish landed last week were No. 3s. There is a large file and No. 1s shortage and the market rules firm on such supplies as are available. No price quotations have been established on foreign fish due to late arrivals so far. It is expected, however, that prices will be governed largely by prices obtaining in the American market.

Pickles—Genuine dills are strong in all positions. Sellers have not been inclined to put up more than enough for their nearby requirements and there is no surplus to depress the market. Supplies in primary markets are generally in strong hands. Salt stock is held firm with few quotations being put out by picklers.

Rice—With the demand centering mainly in Blue Rose, the rice market is coming more or less to await shipment of this crop rather than load up on quantities of Prolifics and Long Grain. No more rains have since been reported from the Louisiana district, and business undoubtedly will be spurred by new crop arrivals. Long Grain sales continue fair in the absence of Blue Rose, but generally speaking, shippers are content to await stocks of the higher type to meet domestic requirements.

Sauerkraut—A peculiar situation has resulted in the bulk kraut market as the result of a more favorable yield of early cabbage than anticipated and a falling off in the production of the late crop. Holders of early pack have been pressing sales, making the market temporarily easy and causing more than the usual supply available for early fall consuming channels. While the weather recently has favored late cabbage, the heads did not size up properly in the late summer, and the pack is expected to be curtailed, which causes a firmer feeling on the part of owners of late packs. They are not pressing sales, believing that when early packs are out of the way the situation will be more favorable for them.

Vinegar—Retail and jobbing outlets are somewhat stimulated by the improvement of consumer demand. Fairly light stocks continue to be the rule pending the arrival of the new crop. The primary market remains unchanged.

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

Bagas—90c for 50 lb. sack of Canadian.

Bananas—5@5½c per lb.

Beets—\$1 per bu. for fully matured stock.

Butter—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 75c per bu.

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

Cauliflower—\$1.85 per crate of 12 to 16 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	\$6.50
Light Red Kidney	7.50
Dark Red Kidney	7.50

Eggs—Grand Rapids jobbers are paying 27@28c for choice stock, 25c for general run and 18c for pullet eggs.

Grapefruit—Seald-Sweet sells as follows:

54	\$5.00
64	4.75
70	4.75
80	4.50
96	4.00

Choice is held as follows:

54	\$4.50
64	4.25
70	4.25
80	4.00
96	3.50

Grapes—\$1.50 for Calif. Malaga; \$1.60 for Calif. Tokay; \$1.75 per dozen 4 lb. baskets for home grown Concord, Niagaras and Wordens. Delawares command \$2.50 per doz.

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

Green Onions—Home grown, 30c per doz.

Green Peas—\$4.25 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
300 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	\$8.00
150	8.75
176	8.75
200	9.50
216	9.50
252	9.50
288	9.50
344	7.80

Onions—Spanish from Spain, \$2.75 per crate; home grown yellow in 100 lb. sacks, \$1.50; Calif. white in 50 lb. sacks, \$1.25.

Parsley—50c per doz. bunches.

Pears—Home grown Bartlett, \$2.25 per bu.; California Bartlett, \$2.75 per box.

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—\$1.50 for 4 basket crate from Calif. Apricots, \$2.50; home grown Lombards and Guifs, \$1.50 per bu.

Pieplant—\$1 per bu. for home grown.

Potatoes—Home grown, \$1.50 per bu.; Wisconsin, \$2.85 per 100 lb. sack; Idaho, \$4 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	20c
Light fowls	14c

Quinces—Home grown, \$3.50 per bu.

Radishes—15c per doz. bunches of outdoor grown.

Spinach—\$1 per bu.

String Beans—\$1.50 per bu. for home grown.

Squash—Summer, \$1.50 per bu.; Hubbard, \$3 per 100 lbs.

Tomatoes—\$2 per bu. and \$1.25 per ½ bu.

Turnips—\$1 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

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

Guide Questions In Taking Inventory of Yourself.

Here are some questions addressed to salesmen by way of guidance to them in taking inventory of themselves:

Day by day in every way. Think that over and answer these questions for yourself.

"Am I working to a purpose?"

"Have I made a list of all the items my house asked me to work this week?"

"Do I know the selling talk on all these deals?"

"Am I talking too much about the weather?"

"Am I talking too much about politics?"

"Am I adding to my customers' success?"

"Is my work for the week properly organized?"

As a somewhat inconspicuous member of a rather conspicuous business house, and since then as an amateur diplomat, I have found that the business of international understanding is being carried on by business as it cannot be carried on by any other means. Business is exchange of goods for goods and of goods for services. Though we speak of bargaining as sordid, when men first began to exchange, to trade or bargain, instead of using force to capture what they wanted, the first great challenge to barbarism had been made.—Dwight Morrow.

A leader is one with an outstanding clear-cut policy who has the courage to live up to it consistently in spite of the discouragements that are bound to assail him.

I long to accomplish great and noble tasks but it is my duty and joy to accomplish humble tasks as though they were great and noble.—Helen Keller.

Most pluggers plug nothing but leaks.

LAND OF THE SETTING SUN.

Incidents of a Trip To the Western Coast.

Eastbound, San Juan County, Wash., Sept. 27—Before Mrs. Barlow and I started on our travels I promised to write you something about them. We traveled to Chicago via auto, our party getting under way about 3:20 a. m. Sunday, Aug. 10. About three blocks from our home we passed an auto, which was stopped in the middle of the road and a man was standing on the running board. His left hand was held down at his side and he seemed to raise it and point it at the people in the car after we had passed. It looked like a hold-up, but we don't know.

After we turned West on Burton toward Division a car was following us which did not look good, so we put on some speed and turned down a side street toward the city again for a couple of blocks, turning West again toward Division. After driving about three blocks more we were about to turn back toward Burton again when Mrs. Barlow noticed a car parked directly across the road, so we drove up a couple of blocks farther and turned on another street, then into Burton again. When we got to Division a cop halted us and said, "How is it you have only one headlight burning?" Well, we fixed the light and I turned around to tell the cop about our experience, but he was gone, so we drove on and saw no more of our pursuing auto. Now whether that was a hold-up or the wild imagination of tenderfeet we will probably never know. We arrived at Chicago about 10:30 a. m.

We left Chicago Monday on the Santa Fe and woke up in Kansas. It was hot! hot! hot! Kansas is living up to its reputation, although the conductor said it has been hotter there this summer than for years. Corn (much of it) looked to be about seven or eight feet high, then again some of it was shorter and seared by the sun. They had had no rain for some time, but it rained yesterday and the night before, which should do some good. Kansas is flat and level with now and then a few hills; rather monotonous to view from a railroad car, but there is much good farming land through it.

The nights were cool from there on. In the morning we woke up in New Mexico. It was about 5:20, after having set my watch back one hour and fifty minutes. Here are rocks and trees and soon after getting into the foothills, we saw what is called Starved Rock, a high hill or small mountain with a flat top. Imagine it would be pretty hard to climb. Years and years ago a band of Spaniards climbed up onto it to escape Indians who were pursuing them, and although they kept the Indians off, they dared not come down and had to stay there until they starved to death, which evidently gave the rock its name.

Right where we are now the foothills are bare except for the grass and small bushes. Now that is funny, for, as I write, we are getting into a section with more trees, and we just passed a small village.

The people looked like Mexicans and the buildings are adobe which is made from the soil mixed with water, which bakes and hardens into quite a durable material.

At Albuquerque we saw Indians weaving Navajo blankets and I think the youngest saleslady we ever saw helped to sell the product of her parents. Her sales talk was limited to the one word "Hello!" which was repeated at intervals of about three or four seconds.

At Williams, Arizona, we began the side trip (at night) to the Grand Canyon, where we arrived the next morning.

The Grand Canyon. We have all heard so much about it. The biggest thing in the world, stupendous, grand,

wonderful, with the different strata of rock; red, brown, tan, gray, mingled with the green of the trees in places, and the thin, blue veil of distance blending it all into a harmonious picture. Strange formations like castles, animals, forts, cities; they hardly seem real but like a panorama from the mystic world, however, they are there; hard immovable, majestic, and will be there for ages to come, an example of God's power and grandeur. We took the rim trip this morning and revelled in the different views. From no point can one see the whole picture and yet each one so big and vast that it does not seem that more could be crowded into it at one time.

When we returned we saw the moving picture of the Kolb Bros. trip down the Colorado river through the Canyon. It is a thrilling picture and really rough stuff which took nerve, gall and daring. Emery C. Kolb is the only man alive who has twice made this trip. In 1923 he piloted the United States Geological engineers through the Grand Canyon.

From several points we can see the river, which averages a width of 300 feet and, according to our driver, the seventh in size in the United States, but it looks about like our Plaster creek from our point of view.

"Where the silvery Colorado wends its way" is a misnomer, for it surely is about as muddy a stream as I ever saw.

Looking from the Lookout we see the mule team, which started this morning, returning and the members of it look like beetles and seem to move with about the same speed.

I am looking -rain and as I look new features seem to spring into the picture. Different shadows and blendings form different effects in the same places. I looked before, but there are too many. I cannot do justice to them: the picture is too big, too vast to complete. These are only my own thoughts that come to me as I write and I must leave the subject here, as I can do no more.

After taking the rim ride, while standing near a railway commanding a good view, we overheard a conversation between two ladies, as follows:

"Well, I suppose we will have to stay here all day and I don't believe there is even a movie here." "No, I suppose not." They said just that with the Grand Canyon staring them in the face.

Arrived at Los Angeles we were met by my niece and son and a friend. We spent the next two days with Laguna Beach as our headquarters.

On August 16 she drove us to San Juan mission, a very interesting place, with its old pictures, candlesticks, etc., and the altar which was built of mahogany and covered with eighteen carat gold 250 years ago or approximately 100 years before the mission was built. The original bells of the mission are still rung daily and many parts of the original buildings are still preserved. There is also the Indian burying ground where 2400 Indians are buried. Quite a number of very rare old books are in a glass case. Most of them are bound in vellum and two in rather roughly hand-tooled leather, which does not compare with the work of our better workmen of to-day.

The mission was built for the Indians in 1777 by Fray Junipero Serra (middle name pronounced "Hoonipero") and most of the work was done by them.

August 18 we drove to San Diego. It is a beautiful city with the proverbial California stucco houses and red tiled roofs. It covers most of the shore of the practically land locked harbor on which it is situated.

Went over the line to Tijuana, where the liquid refreshment is plentiful. We could have taken back a lot of it. All the authorities asked us was if we were American citizens and hardly took a look into the car.

Hotel Agua Caliente is the big gambling place there. It surely is gorgeous and reeks with wealth. Saw a man win \$10 in about two and one-half minutes and lose it in one-half minute, but that is nothing. It is said fortunes are lost in a night.

Passed the old Spanish Light, which in times past served as a beacon for sailors. Also visited Balboa Park, which is one of San Diego's beauty spots.

August 19 we visited the Huntington library, the bequest of Henry B. Huntington, a very rare and valuable collection of old books, manuscripts, pictures, letters, etc., besides over 150,000 printed books and an uncounted number of manuscripts which are not open to the public, but for reference and research only for all qualified persons. Some of the old books were bound crudely and some were beautiful examples of the bookbinder's art, in which the luster of the gold hand tooling is still very brilliant, as are also illuminated pages of the books.

On the way to the Huntington library we passed the Bastanchury ranch, the largest orange ranch in the world, 5,500 acres being under cultivation, most of it within the city limits of Fullerton. It is owned by one man, Mr. Bastanchury, a native of Basque.

August 24 we visited a relative of my nephew's uncle, where we partook of refreshments under an orange tree with a spread of some 90 feet—largest spread in Los Angeles county. The tree was electrically lighted and this combined with the firelight from an open fire-place shining on the face of the company, seated in a half-circle around it, made a pleasant picture which will not soon be forgotten. These fire places are used to burn rubbish and make smudges to discourage mosquitoes.

August 26, at San Francisco, we took a sight seeing trip on which we saw among other things the Steinhardt Aquarium, which is well worth while. I might say right here that the superintendent of the Golden Gate Park is eighty years old, draws a salary of \$10,000 a year, is furnished a home in the park, also a car and chauffeur, all of which goes to prove that Dr. Osler was wrong.

Saw Ramon Navarro at the Fox Theater in "Call of the Flesh." This is the most gorgeous theater we have ever seen with its art gallery, statuary, vases, and grand furnishings.

We like San Francisco very much. The streets are wide and it has a cool and refreshing climate, which we possibly appreciated more on account of having passed through the heat of Southern California, and we seem to feel more at home here than in any other city we have yet found in that State.

August 27, as we left the ferry at Oakland, we saw a sign which read "red caps will carry baggage free," but although we strained our eyes, we failed to discover any of the gentry with the cardinal colored headgear.

On the train was a bunch of foreigners who had evidently lost their bearings to some extent. "Where's Mike?" said one, "Oh, he's back in a da uddah car. He said we gotta de wrong car." "Oh, he always get a mix-up," and straight way he left to find Mike. While he was gone another contingent came in without Mike. Then they all talked at once and the words "sleeper, Mike, special" and some others were prominent in the conversation. Each seemed to have a different idea as to where their proper location on the train should be, but they finally all left in a body for the rear of the train, which would seem to indicate that Mike was right.

We rode from Oakland to Sacramento in the day coach, and although one gets more attention and service and is more exclusive in the parlor cars, he misses just such scenes as I have described.

To me an incident of this character adds interest to any trip, it breaks the monotony and is something to talk, think or write about later on.

Arrived at Sacramento, where we were met by my nephew and family later. Took a drive around the country where much fruit is raised. Also saw acres and acres of what had been fertile land but now covered with stones, the result of mining the land and thus bringing the stones to the top. It seems a crime to let this go on and we hope that California will soon wake up.

August 28 we drove with my nephew and niece into the Sierra Nevadas. Up, up and up into the mountains, around and around, back and forth, but always up. Our "jack rabbit" switch back seems like a toy compared with it. I was not "onto its curves" and when I got out of the car, was surely dizzy. The sad part of it was that I had partaken of no liquid refreshments that would cause such a condition. We finally arrived at Donner Lake, Summit and Monument. There is where the Donner party of gold seekers tried to get through but could not on account of the snow and cold, in 1847-48. Of the 90 in the party 42 perished and 48 survived. These were sturdy, determined pioneers. Then along the Truckee river. This river is beautiful, a typical, rocky trout stream of clear, swift flowing water at the bottom of the canyon with its heavily timbered sides. On to Reno, Manzanita, Toiyon, with its red berries, buck brush and other bushes, also grew on the mountains. We dined at Reno and after looking around a little, I decided to keep the same wife I had, so we are still sticking.

Back again along the Truckee to Lake Tahoe with its sapphire blue water, surrounded by mountains. At the farther end is Emerald Bay, where the water is green and a small island in the center shines forth like a wonderful gem in a beautiful setting. We have never seen anything in scenery to compare in beauty with this lake and its surroundings. Down again and down still farther. It did not seem so far when we came up but somehow we couldn't get back to our destination any other way but down.

We finally arrived at Placerville where we took our evening meal. This is an old mining town of the '49 period, well known in history. Here in the old days guns blazed on slight provocation, the "Vigilants" meted out Justice (?) and when a certain bell rang a man was hung. The place was for a time called "Hang Town."

On August 30 my nephew (on a business trip) took Mrs. Barlow with him to Vallejo, where the Mare Island Navy yard is located and the new cruiser Chicago is in process of construction. Many war vessels of all descriptions are anchored, some for repairs, some to be dismantled. There is also a large hospital.

On August 31 we drove to Calaveras Grove (of big Sequoias-Redwoods) and this is truly an impressive sight. One of the trees named "Father of the Forest" had fallen but was 450 feet high when standing. This tree was hollow and we walked through approximately 100 feet of it. We paced off another (standing) as about 30 feet in diameter. This was cast out in the center so that an ordinary automobile could be driven through it as shown in pictures, which you, no doubt, have seen. We ate our lunch in this grove of big trees which we had read so much about and wondered if we would ever see.

Before getting to Calaveras Grove we passed what is known as Michigan Bar, a territory about eighteen miles East of Sacramento. Here in the early mining days mostly placer mining was practiced and quite a number of men became rich with the gold taken from this location.

The Mother Lode mine was passed on returning. I have not the exact figures but something like \$30,000,000 to \$40,000,000 in gold was taken from this mine; a few million more or less either way will not matter much.

Through mining towns, where many of the original buildings still have the year of erection above the steel doors which were put in for protection against bandits, some of the dates going back as far as 1854.

More mountain scenery. These mountain trips are inspiring, exhilarating and full of thrills beyond description. When one drives along a road with a perpendicular wall rising on one side and a sheer drop of 2000 or more feet on the other, looks down and has no excitement of feeling and awe—it strikes me—especially if it is his first experience—that he is a little slow.

September 1—Took train No. 8 North for Portland (eleven p. m. August 31). Rose early and got a fine view of Mt. Shasta; in fact several views, from different angles, as the train passes considerable of the distance around it. This is evidently a lumbering district, as there are practically miles of it piled in sight as we ride along. There are twenty-six tunnels between Crescent Lake and Eugene. After emerging from some of these a slight distance we will see the top of a mountain peak and the effect as we descend the gorge is that the peak is rising slowly out of the earth.

September 2. Portland. Took Columbia river highway drive up to Horsetail Falls. This is a very scenic drive and the grand old Columbia seen from a high elevation is quite impressive. As the day was not very clear we missed Mount Hood.

While in Portland I dropped into the Kilham Stationery and Printing Co. After informing the man with whom I talked that I was from Grand Rapids he said "We have a man here who formerly lived in Grand Rapids,—John, step here a minute." Before the gentleman who was summoned reached me I recognized him as John Greenway. John looks a great deal the same as he did except for the fact that his hair is somewhat whiter and thinner. He wished to be remembered to Al. Moore and all the printers in Grand Rapids who knew him.

September 3 we arrived at Seattle, where we were met by two nephews and a grand niece. We find it very handy to have all these nephews, nieces, sisters, etc., and especially so as they are scattered around so promiscuously.

September 4, trip to Ranier National Park, to which it is said that more people come than any other park in the country, except Rocky Mountain National Park in Colorado.

Narada Falls, a short distance from the spot where the Nisqually Glacier melts and becomes the Nisqually river, tumbles over rocks in several places, a wild torrent continuing on down the gorge.

My Point is well named. Every member of our party involuntarily repeated the name as each walked up to the stone parapet and looked far down into the very steep and rocky gorge with the Nisqually river at the bottom and a vast forest on the other side of it. On our return we walked up the Nisqually river. I should say about one-fourth mile from the bridge, where the road crosses it to the face of the Nisqually Glacier, a huge sheet of ice and ground rock at least 100 feet thick and I should say 300 feet wide.

The water flows out from the bottom of this ice sheet and is a dirty gray, caused by the small particles of rock in it. Down the face of the glacier at intervals flow small streams, and now and then down these streams fall small rocks which eventually drop into the foaming river. At times rocks are loosened from the sides of the canyons and fall down and across the

path for tourists. Signs of warning are placed along the way, although I imagine it would not be an easy matter to elude one which was headed your way.

Nisqually Glacier is third largest in the United States, including the Muir Glacier in Alaska. It moves down, often as much as sixteen inches per day, but the melting at the snout exceeds the replenishment of snow at the source of the glacier, high on the mountain. The snout receded 127 feet in three years (1924 to 1927) and averages about 70 feet each year.

The force of the water, soon after leaving the ice sheet is so great that we could plainly hear the muffled sound of the boulders as they were turned over and rolled on by it.

Practically all of the foregoing information concerning the glacier was gleaned from placards placed along the path.

The day was foggy when we started out; also when we returned, although more or less of it was caused by smoke from forest fires in the vicinity. However, before we arrived at Paradise Inn, the sun shown as we were above the fog and we had a very clear view of Mount Ranier. In this we were lucky as it is often obscured from view for days. It is a grand old mountain which carries snow on its summit the year around, although just at this time there is not so much as earlier or later in the season.

From Paradise Inn we walked up Paradise Valley to practically the top of the timber line. From this point the mountain top seemed so near that it appeared as if we could walk to it and back in three or four hours but were told that it takes approximately thirty hours for the average party of tourists to make the return trip.

The next day we dined with another nephew and wife at the Villa Fontana, a very unique room of the Wilsonian Hotel, in old Italian style, and later visited the University of Washington campus. It is one of the finest and largest in the United States and we were especially impressed with the library, a building, the main floor of which I should say is approximately 225 feet long by 50 wide and 50 to 60 high. There are still two wings to be built.

Everything thus far has worked out to the best advantage and enjoyment of this trip, one of my nephews even going so far as to have his silver wedding celebrated while we were here.

September 6 we drove to Anacortes and from there took the ferry to Orcas. Here my sister and brother-in-law met us and I can tell you that was a happy meeting, as it was twenty-nine years since I had seen her and had never met him. My wife had never met either of them. We also met Lizzie (my other sister's friend) and she carried us safely to Eastbound and Madrona Inn, where the other sister was waiting for us. This also was a time for joy as I had not seen her for several years.

If you care to hear more I will tell you about the Island, the Inn, the mountains, etc., and our return trip over the Canadian Pacific.

Will H. Barlow.

Samples of a Bradford spun, pure worsted, ribbed bathing suit, to sell to jobbers at \$11 a dozen, which is \$1 under the present price range of that type of suit are offered by a large manufacturer. The suit comes in the speed model for men and sun-back type for women. Boys' and misses' models will sell for \$9 a dozen. It is reported that competing mills will not cut prices on their present \$12 range of suits, but that several are bringing out models in the \$11 range to meet competition.



FRIEND of the Family

Would you say these were the qualifications?

1. Willingness to give good business counsel freely on request.
2. Helping the widow set up a sensible budget plan based* on the income she receives under her husband's Will.
3. Steering the family away from making bad investments, toward making good ones.
4. Giving impersonal advice on personal financial questions.

These things and many others we may be called on to do as "friend of the family" of the man who, in his Will, has named us Executor and Trustee to carry on for him.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

SWING IN DEMAND INDICATED

The pronouncement last week of a retail economist that stores cannot hope to enjoy increased sales except at the expense of their competitors seems to be open to sound objection. While it is true that in ordinary circumstances what one store gains another loses, there is first of all the element of growth in the community to be considered. An increase in population furnishes an increase in trade. Likewise, extension of the trading area of a community has more often than not brought about a definite expansion in the business done by all of the retailing units.

In the present circumstances, however, there is a new factor presented in what is shaping up as a swing in demand to needed personal and household wares. A year ago money was scraped together for speculation in the security markets. Automobile sales were in heavy volume. Instalment purchases were reaching new high totals. The merchandise markets suffered from this competition.

Now there are signs that a replenishing of wardrobes and a refurbishing of homes are under way. These evidences do not yield sure proof of an exceptional demand, but the tendency is that way. Employment and purchasing power must improve before this demand can be fully released. Nevertheless, a growing consumption of merchandise, sales of which are a good deal more than half of the value of the total industrial output of the country, should stimulate all business and with it employment and buying power.

Such a swing toward merchandise would bring an increase in store business that would raise all sales totals and not benefit one concern to the loss of another.

TRIAL WITHOUT JURY.

"How unfair" is the instinctive comment likely to be made by many if not most persons on the proposal that defendants in some felony cases be tried without a jury. If the proposal meant that they must be so tried, it would indeed be opposed to our ideas of justice. But that is not its meaning. The proposal is that in felony cases in which the penalty for conviction is less than death or life imprisonment and in all misdemeanor cases the defendant be given the right to choose to be tried by a judge without a jury. The general argument in favor of this arrangement is that it would reduce the time and expense of trials. In response to a suggestion from the Crime Commission the Legislature at Albany passed a resolution four years ago proposing an amendment to the State Constitution which would permit the defendant to make this choice, but it has been defeated at every session since. The commission intends to renew the recommendation at the meeting of the Legislature this winter.

Far from being untested, voluntary trial without jury, even in murder cases, has existed in Maryland since Colonial days. Nor is the choice a mere paper privilege. Herbert O'Con-

or, State's Attorney for Baltimore, writing in the Panel, says that more than 90 per cent. of the defendants arraigned in Baltimore elect to be tried without a jury. Is this because judges are more lenient than juries? Hardly, since 85 per cent. of the cases tried by a judge alone or with two associates sitting with him at his request result in convictions.

Why, then, do defendants elect to be so tried? They so elect, of course, on the advice of their counsel, who feel that a judge will give full weight to every technical feature of the defense, such as the inadmissibility of evidence which frequently gets before a jury and is consciously or unconsciously allowed to affect its decision despite the judge's warning that it must be disregarded, and who feel also that a judge will be influenced to a smaller degree than a jury by racial or other prejudice.

Our reasoning, based upon tradition and custom, leads us to regard trial by jury as essential to the protection of the rights of the defendant. It comes to us with somewhat of a shock that a defendant might prefer to submit his case to a judge. Why shouldn't he have a choice between the two procedures? At present, we insist that he have the privilege of trial by jury. We sternly refuse him the privilege of trial without a jury. Is that fair? Our intentions are of the highest, but it is questionable whether as much can be said for their practical expression, from the standpoint of either the defendant or the public. The next legislature should give serious consideration to the proposal.

BUSINESS RECOVERIES.

Queried on the "surest" indicator to watch for an approaching upturn in business, leading statisticians in the financial district furnished a highly varied list which was published during the week. Freight car loadings received the most votes, but commodity prices, building contracts, inventories, money in circulation and a number of other activities were cited.

As a matter of fact, among what might be called major statistics the recovery of 1921 was forecast in December, 1920, by cotton consumption, which led other operations in the upturn. Automobile output and boot and shoe production rose in January, 1921. Car loadings rose in March and bituminous coal output the same month.

The recovery from the 1924 reaction was led by bituminous coal production in April. Car loadings, automobile production, cotton and wool consumption, exports and steel sheet orders showed improvement in June. Bituminous coal production again led the upward trend in the shorter slump of 1927, followed by steel sheet orders in August, electric power output in October and steel ingot production and automobile output in November.

The turning point in a depression, therefore, has no "surest" indicator, although a soundly constructed index of general business activity will mark the recovery early enough for all practical purposes. An accurate barometer

of retail sales by units of merchandise sold would probably prove the best forecaster, but no such index is now available. Dollar volume of trade is subject to price influences which affect its accuracy.

QUARTER CLOSING POORLY.

With the close of the month and the quarter near at hand, the feeling in business quarters is obviously one of disappointment that so little progress has been made toward recovery and that the future holds so little prospect of real improvement. Even the spurt in merchandise activity has let down, and basic industries disclose little new in the way of promising developments.

The most recent reports on industry are discouraging, particularly for a month that ordinarily brings fall expansion. The weekly business index has dropped, in fact, to a new low for the depression. Steel operations are lifting a little, but automobile output sticks at its low level; power consumption is off, and car loadings may fall quite short of their usual gains for this time of the year. Building contract awards for the month are running 24 per cent. under a year ago, when admittedly the industry suffered from high money rates.

To cap these unfavorable statistics, the trend of wholesale commodity prices has again turned downward, the Annalist weekly index suffering a sharp decline of 1.3 points and resting now at 123. The recession was due entirely, however, to low farm and food product prices. All other groups were practically stationary.

In their forecast of loadings for the fourth quarter, shippers in Eastern territory last week looked for an increase over the same period last year of 4.1 per cent. The majority of commodity groups expect decreases, and the net increase is anticipated largely because of larger coal shipments.

GETTING PRICES LOWER.

While one reason or another is given against price reductions by producers who still hope to maintain their quotations against the general movement toward lower levels, there is still the strongest basis and ample proof for believing that a quick adjustment to reduced costs is yielding the best results now and will probably confer lasting benefit.

The stereotyped arguments against reductions is that operating costs are higher on curtailed schedules, that higher priced raw materials remain to be used up and that lower prices would bring no more business. The answers are obvious. What the public is looking for and demanding is the accustomed quality and even something better at a lower price. If this is not furnished then curtailment will grow more severe and costs still higher. Raw material stocks will continue unused. Orders will drop still further.

In the middle of the August hot spell, when new heat records were made, many stores launched their usual fur sales. The results were astounding, for the simple reason that values were the lowest seen in years. New sales records were achieved as perspiring

customers tried on winter garments. Some fur manufacturers deplored the low prices, but they have seen fit to change their views. A market was made and the industry has been more active than for many seasons.

The inference is plain, and it is in the expansion of demand by reason of lower prices that the best hopes of business recovery lie.

DRY GOODS CONDITIONS.

Retail trade volume continued to suffer during the past week from hot weather which held down seasonal purchasing by consumers. As earlier in the season, however, the response to special offerings at new low price levels was quite good and in several notable instances dollar volume ran well ahead of a year ago. The public is quite apparently hunting for bargains and does not let the weather interfere with shopping when qualities and prices are attractive.

The effects of the weather in the last two weeks, however, are likely to be evident in a lower retail volume for the month now closed. The earlier spurt gave promise of a highly satisfactory showing considering conditions. Dollar totals were probably running somewhat under a year ago but in merchandise units it appeared that volume was holding its own and even exceeding the quantities sold last year. Now it is likely that the August comparison will not be much improved upon.

From a psychological standpoint, of course, the sentiment which influences both trade and industry has suffered some setbacks. The depression of agriculture has been accentuated by recent developments, the stock market has slumped further and employment has failed to show the gains which were expected to result from fall expansion. Retailers have, perhaps, less cause than others to complain of conditions but they are again inclined to operate more cautiously.

FOR FIRE PREVENTION.

In his proclamation of Fire Prevention Week, beginning October 5, President Hoover says that the property losses due to fire in this country last year amounted to more than \$470,000,000. This is exclusive of resultant economic losses. The death toll from fires is about 10,000 a year. Two-thirds of these fatalities occur in private homes.

Fire prevention is a practical movement, even though it appears to be making slow progress. During the years 1922-1926 the annual fire loss exceeded \$500,000,000. In 1926 it reached \$560,000,000. This was reduced in 1927 to \$478,000,000 and in 1928 to \$472,000,000. It would be encouraging to think that carelessness is decreasing, but probably the wider use of fire-resistant materials was the chief factor in the reduction of fire losses. This decrease is not yet so great as to warrant any relaxation of the educational campaign which was begun some years ago by the United States Chamber of Commerce in co-operation with the Federal and State Governments.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In passing through Rockford Saturday I was much pleased to note the long row of zinnias along the street line of the Wolverine Shoe Co. The lawn on the premises is always kept in such a way as to present a most attractive appearance. I wish more manufacturers would pay more attention to the external appearance of their factories and surroundings.

The view of the Rouge river valley from the high hill just South of Rockford this fall is unusually attractive. The same is true from the high hill on the Greenville road, just East of town. Red and yellow colors are beginning to put in an appearance. Two weeks from now this scene will be literally indescribable.

Cedar Springs is one of the few towns which has a grocery store with a tile floor.

Art Crook, the Howard City grocer, is again sole owner of the business he has managed for several years, having repurchased the interest of the National Grocer Co. in the "R" store he has conducted since he joined hands with the band of lunatics who thought they could conduct wholesale and retail stores at the same time. They succeeded in their undertaking—at a cost of \$3,000,000 (\$1,500,000 capital stock and \$1,500,000 surplus) to the stockholders. From all I can learn there will not be enough assets to pay the creditors 100 cents on the dollar, which constitutes one of the greatest financial tragedies the State has ever witnessed. The corporation was losing money at the rate of nearly \$100,000 per month. If the pirates had been permitted to continue in business much longer there would have been nothing left for the creditors.

Of course, Art Crook—being far from a lunatic, like his erstwhile associates—is by no means a loser because of his short and somewhat erratic experience with the National Grocer Co. He made money when he sold his stock to the "R" store gang and he made more money when he bought it back. Art may not be very long for this world—being only about five feet tall—but he is long headed when it comes to a deal of this kind and can smell a bargain as far as any man I happen to know in this vale of tears.

One of the heaviest losers in the crash is Clifford Elliott, whose wholesale grocery house was one of the component parts of the National Grocer Co. When he made the sale of his stock and business to the ill-fated organization he took \$140,000 preferred stock in part payment. This stock now has no value, and but for his holdings in the Northwestern Yeast Co., of Chicago, Mr. Elliott would find himself financially stranded in his old age.

The manager of the Art Designed Flooring Co. told me that his factory,

just South of Howard City, is running full handed and is unable to keep pace with its orders.

When the nomination of Couzens was plainly indicated by the returns, Chase Osborn sent the successful candidate a very generous congratulatory telegram. Contrary to the universal custom under such circumstances, Couzens made no acknowledgment of the felicitations of his opponent, showing very plainly that the possession of fifty million dollars does not always entitle a man to the rank of gentleman. It simply accentuates his ill breeding and indicates the possession of qualities which precludes his ever lining up in the same class as the genial gentleman from the Soo.

Groesbeck appears to be running true to form. I met a lady the other day who was a school mate of his forty years ago. She said he never took anything for granted and refused to accept the statement of either teacher or school book author until same was explained to him to his entire satisfaction. Because he was so obstreperous in refusing to take anything for granted he interfered with the regular work of the school room to such an extent that nothing was accomplished until he was excused for the day, which was the only way the teacher could do her duty to the other pupils in her room. Lawyers who have opposed him in the trial of court cases tell me that the habit Groesbeck formed in his school days of objecting to everything and undertaking to mess things up so badly that even the trial judge could not see straight, still appears to be a dominating feature of his career. His latest effort to "make a mess" of the political situation, so far as the governorship nomination is concerned, appears to be in line with the unfortunate habit he has assiduously cultivated all through his life.

Groesbeck's attitude during the Republican State convention in Grand Rapids last week was in keeping with his conduct four years ago when he was defeated by Fred W. Green, when he refused to appear on the same platform with the successful candidate and told a friend that the "Republican party could go to hell." Although he was invited to sit on the platform here he preferred to "sulk in his tent" in the seclusion of his room at the Pantlind Hotel.

If there is anything the American people applaud and appreciate, it is a game loser like Thomas Lipton. If there is anything they utterly detest it is a poor loser like Groesbeck, who has never taken any reverse cheerfully and whose nasty disposition is a matter of common knowledge among those who are so unfortunate as to know him. His unfortunate disposition is accompanied by outbursts of bitter talk which would be a disgrace to a street brawler. Furthermore, whenever he is defeated, he indulges in threats he never carries out. During the campaign he stated on several occasions that he would apply for a grand jury to investigate the "stealings of Fred Green," whether he was elected or

not. He has never made good on this threat—he never intended to make good—because he knows there is no such thing in existence. Notwithstanding the reckless manner in which he handled the work of the Securities Commission during his six year term as Governor, he ventured no reply to the charges made against him by the writer in this department. Michigan is now well rid of him. Considering his action during the recent campaign and subsequent threats he is a dead duck—so dead that no friend of his will ever mention his name in connection with any political office hereafter.

Planning without vision appears to be about as common in Grand Rapids as is the case in other cities with which I am familiar. Our furniture manufacturers, encouraged by the profitable condition of the industry for several years, expanded their manufacturing capacity to an unwarranted extent. There is hardly a factory in this market which could not get along with half or three-quarters the space it has under roof. In order to utilize the vacant space orders for hundreds of articles not included in the furniture line have been solicited, secured and executed. Even with this help dozens of factories are paying taxes on land, brick and mortar which are practically useless to them.

The same is true of printing equipment. Because of the influx of orders for furniture catalogues some years ago nearly every printing office in the city added to its equipment, especially in the line of presses, to an unjustifiable extent. To-day there are five presses idle to one which is kept in constant use. Job printers are paying taxes on equipment which they are unable to use—may never be able to use.

When the Union depot was dedicated it was found to be inadequate to the requirements of the public. That was in the old days of the G. R. & I., which was once the most popular railway system in the city and brought more passengers into the city than any other railroad. This condition prevailed for ten or fifteen years, but no longer exists. The G. R. & I. name has been obliterated and the rails of the Pennsylvania have literally become streaks of rust. The only use the Pennsylvania has for the depot is to lease it at exorbitant rates to the Michigan Central and Pere Marquette railway systems, which still enjoy the confidence and patronage of the public because they treat their patrons as human beings ought to be treated. They furnish chair car service and dining service on practically all their trains, while the Pennsylvania system forces its patrons to use coaches which are inadequate beyond description. It is possible the Pennsylvania system obtains sufficient income from its tenants to justify the present size of the Union depot, but so far as Pennsylvania travel is concerned it could be accommodated in a building one-tenth the size of the present structure.

The public library furnishes an example of the contrary extreme. I do

not know who is to blame for this condition, but the structure was too small for the city when it was completed and is now inadequate to the demands of a growing city like Grand Rapids. Unfortunately, no effort has been made—perhaps I ought to say successfully accomplished—to secure adjacent land on which to erect additions to the original structure. The result is deplorable from any standpoint. I do not know where the blame rests. Perhaps no one is to blame. One thing is very certain, however, and that is that something must be done in the near future to remedy the utterly inadequate vision of the men who had to do with the creation of the present building.

The greatest lack of vision in the management of our city affairs is shown in the treatment of the city museum, which is housed in a building which should never have been utilized for that purpose, because it is anything but fire-proof. We have a million dollars' worth of valuable material ready to be transferred to the museum any time the city gives us a fire-proof structure, but no one makes a move in the matter and we drift along like an empty boat in a summer sea, utterly regardless of the critical situation which confronts us in the shape of possible fire and the assurance that much of the valuable material which awaits our action will go to other museums if we do not act soon.

I think I have been very fortunate in the number of noted men I have had the pleasure of meeting during my existence. None of the distinguished men I have met impressed me more than Andrew Carnegie. While President of the Grand Rapids Board of Trade I made three trips to New York City to see him and, if possible, induce him to assist us in the creation of a fire proof museum building in Grand Rapids. I found him at home on the occasion of my last visit and presented my cause with all the fervor I could command. After I had completed my plea, he replied:

"But I am not building museums. I am building libraries."

"You built a museum in Pittsburgh," I retorted.

"Pittsburgh is where I made my money," replied Mr. Carnegie. "Pittsburgh people can have anything they want at my hands."

"Then you are going to send me away with no hope of assistance?" I said.

"No, not so bad as that," he replied. "My present plan is to erect a Carnegie library in every town in the United States and Scotland which falls in with my plans. After I have completed that programme, if I have any money left, come back and I will assist you with your museum."

"But you are getting well along in years, Mr. Carnegie, and may not be here when I come back," I suggested.

"No matter about that," Mr. Carnegie responded. "Before the echo of your footsteps on my front walk die out this conversation will be dictated to my stenographer for permanent preservation."

I did not see Mr. Carnegie again until the first or second week in May, 1911, when he was a prominent figure at the great international peace conference held at Baltimore. The presiding officer was Cardinal Gibbons. President Taft and other distinguished men from every civilized nation in the world were seated on the stage with the Cardinal. Mr. Carnegie talked for about a half hour, concluding with these words:

"If in the fullness of time, our great President is able to bring about this marvelous undertaking, I shall feel like the prophet Isaiah of old when he said: 'Let thy servant depart in peace, for I have seen the wonder of the world'."

E. A. Stowe.

Lightening the Burden of Sorrow.

How often we hear these expressions, "You have my sympathy" or "I extend to you my sympathy." I have used them myself. Too many times unfeelingly. To really mean those words one must have had a similar experience, a fellow feeling. There were seven children in our family. One brother died when he was 21 and the remaining brother, together with us five sisters, formed an unbroken family circle for a good many years. Then my oldest sister died very suddenly, and from my experience at that time I feel sure I shall never express sympathy as a matter of form.

There's a difference in folks. Some can do you good, even when your heart is breaking.

One little woman met me in the hall, "I am so sorry" she said, "I know just what it means to lose a sister who was more than a sister to me—like your sister was. There were nine of us in our family and when my mother died I was only 3, the youngest in the group. My oldest sister took my mother's place. She did for us many things my mother never could have done, for mother's health was not good." She meant it when she said, "I sympathize with you". She spoke from a like experience.

My sister mothered us all. When my mother died, I was 5 years old, brother, a baby a year and a half old, and sickly, and my father in poor health, but my sister threw my mother's mantle around her, and many's the night she has burned the midnight oil, not reading to improve herself, but to knit stockings and make dresses and aprons for her sisters in order that they might stay in school. Yes, there was a fellow feeling between that little woman and me.

Another woman came in and she talked a lot. "Death comes to us all, so we must be ready for it, yet we never are. It is hard to part with our dear ones, yet we know that we must." On and on she talked. Then she said, "Come up to the Bible class. We need some one to lead the singing-to-night." Who could sing when there was a big lump in one's throat? Later she met me on the street and apologized. "Oh, I didn't say half enough to comfort you the other day." She meant well, she said enough, but not the things that brought real comfort.

A young man who had buried his

mother a week before came back half a block and taking both of my hands in his said, "You have my sympathy. I can sympathize with you. Father and I have just been taking care of our things—her things. Our home is broken up with mother gone."

A friend called over the telephone: "I just now saw in the paper of the death of your sister. I am so sorry for you. I wanted you to know that I sympathize with you." And then she added, "Did you ever hear Mr. Ben East lecture? Well, he is to be at our church on Friday evening. We have a banquet and he is to be the principal speaker. I took ten tickets to sell. They are 75 cents per plate and I thought you might like one; that you might like to hear the lecture." Why did she tack that on? I felt that she had killed two birds with one stone and that the last one was the bigger bird. Perhaps some could have gone to a banquet five days after a sister's funeral and enjoyed it, but not I. Her sympathy meant very little to me. It did me no good. Tact is needed everywhere in this old world, but never more than when one is trying to lighten the burden of sorrow among his friends.

Nim Hathaway.

Sees Hope For Small Merchant.

Prof. R. W. Stone, of the School of Commerce and Administration, University of Chicago, writing on the subject of "Personal Aspects of Mergers," does not believe that the small merchant is doomed to be eliminated from the economic picture.

"Despite the tendencies," he states, "in certain lines of mergers and consolidations, to displace the small individual proprietor, there are yet, and probably will continue to be, many lines in which the individual of ability will have opportunities."

"Perhaps the fate of the independent retail merchant has attracted most attention. The struggle is still inconclusive, but observation indicates that the able retailer performing services of a high grade can still operate profitably. There is an interesting example of this condition in the baking industry, where giant consolidations are found operating alongside the handicraft baker with no apparent danger of extinction of the latter."

"In large corporation employers find it more difficult to maintain their identity as individuals."

"The accident rate in large companies is lower than that in companies medium and small in size, he finds, despite the fact that increased merchandising, resulting from consolidation, normally would be followed by more accidents. He believes that better safety engineering in the larger concerns is responsible for this favorable condition. He thinks it probable that consolidations offer somewhat greater certainty of employment, although this point has not been definitely determined. Personnel management in mergers, he holds, is unquestionably better than in smaller concerns."

"Exceptions in larger numbers may exist, but it can be said that consolidations have through their personnel policies and methods in respect to personal treatment, promotion policies,

safety engineering, improved working conditions, liberal wages, shorter hours and regularity of employment forged far ahead of the average independent industry."

Improving On Nature.

The solemn discussions of the British Association for the Advancement of Science yielded some light relief when Dr. A. W. Hill of Kew Gardens reported progress. Not only are Kew Gardens one of London's show places, but in addition to the great greenhouses and elaborate flower gardens there is located at Kew an important laboratory where improvements are sought in fruit, flower and vegetable.

Dr. Hill's announcement was of a self cracking nut, which he rightly considered "a valuable achievement in a commercial sense." Those who have tried to get all the meat and none of the shell from an obstinate walnut or discovered stray scraps of wood in a nut sundae will agree that science is not wasting its time in developing a nut which will shed its shell without a struggle. Dr. Hill has his eye particularly on the pistachio, a nut of unusual delicacy for those who like it, which he describes as "commercially valueless owing to the cost of cracking."

The expert did not confine his year's labors to the self-cracking nut. He also achieved a self-picking lime, designed to drop gently to the ground at the exact moment of maturity. He was working hopefully on a new curve for bananas, which would permit better packing of banana bunches on shipboard. These achievements deserve appreciation and suggest possibilities which Dr. Hill may have overlooked. What has been done, for instance, to develop a self-squeezing lemon, a self-mashing potato or a self-picking cucumber? Is there any hope for a tearless onion or for a scallion which would be socially acceptable? Can anything be done to make spinach taste like anything but spinach? Can cantaloupes ever be made uniformly honest and reliable?

Science has done much to amend the oversight of nature, but the work is not finished. The self-cracking nut is something, but it only whets the appetite for wonders yet to come.

Paul Findlay and Wife To Winter in Italy.

Paul Findlay, known to all grocers through his practical trade articles during nearly thirty years, is booked to sail on the Roma, crack ship of the Navigazione Generale Italiana line, from New York Saturday, October 11. Mrs. Findlay goes with him. They are due in Naples on Monday, October 20.

"This will be both an old and a new experience for me," writes Findlay to the Tradesman; "old in that I have crossed the Atlantic a dozen times—new to the extent that neither my wife nor I have seen much of Italy. We visited Genoa, Milan and Venice in 1924, but it being August, it was too hot to go farther South."

"We plan now to visit the coast towns in the Naples district," continues Findlay's letter, "and naturally

shall see Pompeii and such other historic places as abound in that locality. Next, Rome where we plan to live for about two months. Then a month will be spent in Florence after which we go by easy stages through Northern Italy, Switzerland, France and Germany. Then after a glimpse of London, we plan to take a freight-passenger ship for the run direct to San Francisco via the Panama Canal—a sea voyage of about thirty days.

"As on former occasions," Findlay concludes, "I expect to note and report on grocer ways and habits; but I plan to pay major attention to the Five Good Emperors and Caesar & Company. For the fact that there were only five so known shows again that no man can stand irresponsible power; and there were plenty of the Caracallas and Caligulas. In fact, I expect to not merely bathe in Champagne—as may be my fortune in France—but to drink deeply of the rich historical vintage of that land which has given so much to the entire background of civilization. I hope therefore that my friends may be willing to read something besides how Italians handle foods in their grocery stores."

Parking in Dangerous Places.

When a motorist stops his car just beyond the crest of a hill or around a curve where it cannot be seen by overtaking traffic and the result of that blunder is a crash, it is incorrect to classify it as an accident. The word "accident" carries with it the suggestion of unavoidability.

This type of mishap is avoidable, which makes all the more conspicuous the guilt of the driver who exercises such poor judgment as to stop his car where it cannot be clearly seen by overtaking vehicles. Ever since traffic began to be regulated in this country, drivers have been warned against the danger of this practice. Such a warning, and the application of a penalty for failing to heed it, should not be necessary.

Anyone mentally qualified to drive a motor vehicle should subconsciously know the dangers involved. Apparently there are a large number who do not. When they have occasion to stop they apparently think of nothing but stopping.

One of the most conspicuous cases of this kind was recorded recently in a neighboring state. A car developed a flat tire just at the crest of a hill. The driver pulled over to the right, as the law required him to do, but he forgot all about pulling down the grade to a place where he could be seen.

Another car approaching over the crest of the hill crashed into the parked machine. Although it seems inconceivable, while the two drivers were discussing the mishap, a third car came along and rammed the second machine. Not until then, however, did any of the occupants of either of the first two cars think to go back and flag other machines.

Such mishaps are not accidents. They never can be so regarded.

Harold G. Hoffman.

Can you take a disappointment and come back smiling?

MEN OF MARK.

Gaius W. Perkins as a Boy and as a Man.

When the city of Grand Rapids had about 2,000 residents the late Samuel F. Perkins and his wife (born Mary D. McIntyre) occupied their then new home, which was on the Southwest corner of Pearl and Ionia streets. At that time this location was known as "up on Prospect Hill at the North end of Greenwich street." And in that house the well-known citizen, Gaius W. Perkins, was born. For the sake of historical accuracy it may be stated that this babe was born the year preceding the removal of the Indian Chief, Wau-ka-zoo, and his village from Black Lake (Holland) to the Grand Traverse region. The historical fact seems incredible to those who know Gaius W. Perkins well, because of its seeming inconsistency with the physical appearance and all 'round athletic qualities of the gentleman in question. And yet all the old-timers know, and have known ever since he was a mere lad, that, if he has ever submitted to what might be classed a habit, it has been the habit of agility and physical strength.

Gaius is about the youngest elderly man in Grand Rapids, both in looks and action—a living demonstration of the value of right living. During his childhood the old stage barns, which stood where the Ashton building now rears its architectural proportions, Withey's lumber yard, at the Southwest corner of Fountain and Ionia streets, W. R. Cady's livery stable, at the opposite corner, and the little white church building of the First Methodist congregation, at the corner of Fountain and Division streets, were the dominating features of the most popular playground neighborhood in the city. Here a majority of the boys of those days congregated each evening after supper—6 o'clock dinners were unknown in those days—with strict injunctions to "be home at 8 o'clock" from their games of "pull-away," "guard the sheep," "chalk the corner," "Honko," and so on. And here, on Saturdays, they again assembled to play "chase," "marbles," "follow the leader," and all the rest. Here, too, was the culminating spot of the coasters in wintertime. And in all the games, of whatsoever nature, "Gay" Perkins was a leader.

Not that his childhood was a continuous playspell, for his father was considerable of a disciplinarian and the boy had his daily tasks which, come what would, he was obliged to perform; but, whether at his studies, his work or his play, he was a leader, entering into each one of them with all the earnestness and energy at his command. For several seasons he was the champion marble player, and had innumerable cigar boxes filled with winnings. At the same time he was recognized as the best pupil in arithmetic, either "Practical" or "Mental," in his grade.

About that time, also, two notables, named Heenan and Sayres, were quite in the public eye and their most successful disciple at the old Union School-on-the-Hill was Gaius W. Perkins. And, by way of contrast,

he was the most enthusiastic and devoted geologist in embryo then at school. A circus visited Grand Rapids and the piece de resistance of the entertainment was an athlete who while riding a horse, leaped through a "hoop of daggers." Within a fortnight thereafter "Gay" Perkins could do the trick handily, using a spring-board in the absence of a horse.

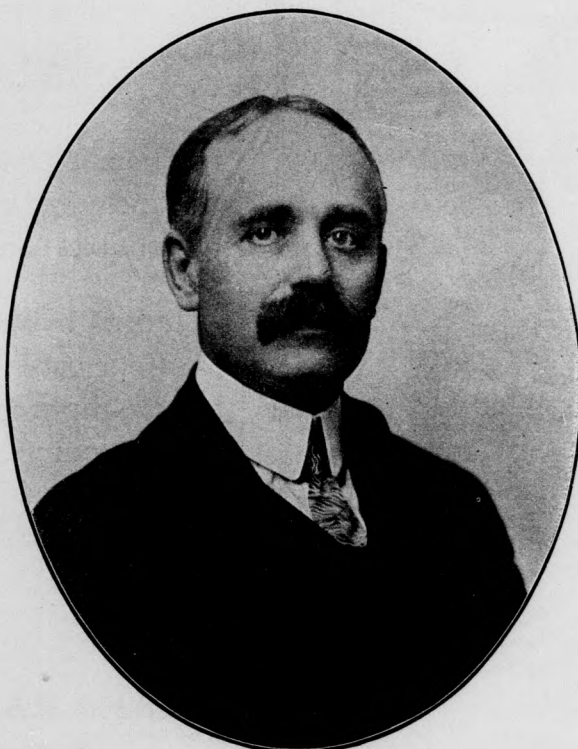
Naturally such a boy was popular, but Gaius was doubly so because of his absolute lack of conceit. He was utterly unassuming, as he is to this day. Kindly, good-natured and absolutely reliable, he was, if not the best-liked boy in town, as sincerely admired and as thoroughly trusted as any of his fellows. He had no successful rival in this respect.

His progress at school was rapid, steady and convincing, so long

had conducted in this city since 1836. Presently, realizing that he was lacking in one business essential at least, Mr. Perkins took up the Eastman Business College course in accounting and business practice, being graduated from that institution in short order and with honors.

It was fortunate, indeed, that the young man followed his bent in this manner, because, within a very few weeks after his return to take charge of the accounting of his father's business, that father passed away, in February, 1866, and almost immediately the boy found himself in charge of a considerable business with many important accessories.

That he proved entirely competent successfully to meet such an exigency is history well known to all Grand Rapids business men. That he has



Gaius W. Perkins.

before he was graduated from the high school he was very frequently called upon to help out various of the assistant teachers in school who now and then found themselves baffled by lesson problems, to say nothing of his being regularly called upon, when in class, as a sort of last resort, to work out a problem that had proved too much for his classmates.

No boy ever passed through more typical and enthusiastic boyhood than did Gaius W. Perkins; but, coupled with it, and as its foil, so to speak, was a systematic, sincere development of the man, so that, when he left the high school, he was exceptionally well-equipped for taking up responsibilities and duties in connection with the business—boots and shoes, hides and leather—his father

ever been a broad-minded, loyal and public-spirited citizen is a record equally well known. In fact Gaius W. Perkins is typical of the kind of manhood and the quality of citizenship which have brought the city of Grand Rapids up from being the ninth or tenth city in Michigan to the dignity of second city in the State, and the metropolis of Western Michigan.

Mr. Perkins is a man of convictions, having the courage to abide by and strive for those beliefs, but without developing the shadow of bigotry. Confident as to the future of the city of his nativity he has ever labored freely and generously to advance her interests. The rehearsal of two characteristic incidents will present a clearer view of the man's temperament than can be given in any other way:

When a lad Mr. Perkins was fond of playing checkers and succeeded, as a rule, in winning a majority of games, until he engaged in a series of games with two other boys, one of whom appeared to be a shade more skillful than the other two, although the trio were very evenly matched. The contest became rather intense and to make matters more interesting it was agreed that the winner of a majority of 100 games should be declared the champion. Mr. Perkins thereupon quietly visited H. M. Hinsdill's book store and bought a book by somebody or other on "The Game of Draughts or Checkers" and began a course of study. Later he won the coveted championship.

During the years 1882-3-4 Mr. Perkins was President of the Board of Education and in that capacity he very soon learned that the question of school desks and seats was very much of an enigma. Such a fact was not to be tolerated by a President of a Board of Education so long as he happened to be that President. And so he began to study school desks and seats, their manufacture and cost. As the result of this study the city profited quickly in the purchase of desks and seats at prices much less than had been the conventional figure and as a further result of this study, Mr. Perkins and his partner, Wm. T. Hess, with S. W. Peregrine as a third partner, began the manufacture of school and office furniture in a small factory at Ionia and Prescott streets in January, 1886. In May the following year the Grand Rapids School Furniture Co. was incorporated with a capitalization of \$50,000, and in August, 1888, this company, owning seven acres of land on Broadway between Ninth and Tenth streets, occupied new factories, which, with various enlargements the past few years, are still occupied by the successor of the company in question, the business of the establishment reaching into many millions of dollars annually. When the American School Furniture Co. was organized Mr. Perkins was its first President for a year, during which time he resided in New York. He was one of the largest stockholders in the American Seating Co., which succeeded to American School Furniture Co.

Besides being interested in and an officer of various other important industrial and financial enterprises, Mr. Perkins served two years as President of the Grand Rapids Board of Trade and during his administration the membership and efficiency of that organization were very largely increased.

No man has lived a more upright life, no man has been more loyal to the best interests of the city or more generous and energetic in advancing those interests; and yet, for no specific reason but merely because his tastes are so strictly and purely domestic, Mr. Perkins is not, it is stated, a member of any religious or fraternal organization. His life has been devoted to his family, his business and his native town, and this devotion has been marked by supreme rectitude, self reliance, industry and energy, backed by clear, careful judgment and good will toward all. It is impossible to conceive a superior record.

FINANCIAL

Market Exaggerates Let-Down in Autumn Business.

Essentially the question puzzling the stock market is whether to await a recovery in business at this price level or lower down.

Up to now there has been a betting chance that business might revive this autumn. Even the optimists are losing their optimism as October approaches without any evidence yet of more than a seasonal expansion. As bulls in the market lose their nerve on failing to see expectations met they let their stocks go. Nothing depresses sentiment in the financial district so much as a bull turned bearish.

But in reality the let-down in business is not what observers would suppose from mixing in the market places. Sentiment in the stock market has not turned pessimistic from any new evidence of severe depression but from industry's failure to step along faster. Business is holding its own but the market expected more.

Disappointed in its hope of a recovery in business this autumn the market is giving more thought to one element in the situation that never has satisfied the most conservative observers. That is the high level at which some blue chips still sell. So long as the market could convince itself that revival was not far distant speculators were willing to take their chances on a resumption of the bull movement in the face of these high earnings ratios. They are not so willing now as they were. They are more inclined at the moment to suspect that certain leading stocks must undergo an adjustment if the way is to be prepared for a major bull market when the upturn in business comes.

It is unfortunate that sentiment in the business world must be influenced so materially by fluctuations in stocks. It makes for unwarranted optimism in business when stocks are strong and unwarranted pessimism when they are weak. If business leaders could adopt a little more of the market operator's psychology they would be better off. When stocks look their worst shrewd operators in Wall Street recognizes that then is the time when prospects for the future often loom brightest. When stocks soar to levels not warranted on earning prospects canny operators turn suspicious. The rest of the world perhaps would be accurate in its judgments more often than now if it could shift its sentiments to reverse when these extremes of pessimism and optimism make the future look wholly dark or wholly bright.

Paul Willard Garrett.
[Copyrighted, 1930.]

Suggests New Measuring Rod.

Wall Street is always groping for but never quite finding a measuring rod on which it can rely to gauge the movement in stock prices.

With so much emphasis on earnings nowadays it will be interested in a theory developed by Kemper Simpson even though it cannot go with him the full way. What he says is that statisticians in the financial district give too much emphasis on "earnings trend"

and not enough on "price-earnings ratios."

Extensive researches into more recent periods of American market history convince this economist that much more than mere yearly earnings for a stock go into the formation of its price. He explains that American Gas and Electric has had a better trend in earnings over a series of years than Consolidated Gas of New York but as "the trend of price-earnings ratios of the New York company has been better" its stock has sold at 30 times earnings whereas the other issue over the same period sold at levels less than 25 times earnings.

On this point he observes that "stocks come to have a certain standing in the mind of the public. Banking sponsorship, breadth of market, advertising, anticipation of the future earnings trend, and many other factors may develop an upward trend of price-earnings ratios. Public Service of New Jersey sold at about 14 times earnings at the end of 1927, at from 23 to 26 times earnings at the end of 1928, at over 30 times earnings at the peak of the 1929 market, and at about 20 times earnings at the end of that year. True, the average price-earnings ratio on all stocks rose between 1926 and 1929 because of easy money, but the record of the New Jersey company was far better than that of the average."

There are other stocks mentioned by him that show "abnormally large increases in earnings, but a decreasing trend of price-earnings ratios during the period from 1926 to 1929. This indicates that the market could not be aroused by the great increases in the earnings of these companies over this period. Perhaps, future obstacles were anticipated. Whatever the reason, the investor must consider the trend of price-earnings ratios as carefully as the trend of earnings because market values are as much dependent upon the one series as upon the other."

Plot your price-earnings ratios for the coming year just as you plot future earnings and you can forecast market values if Mr. Simpson is right. The point of vulnerability in his study is that the epoch under survey covers recent years primarily when prices have been subjected to more or less abnormal influences. Its appeal lies in the fact that intangible forces do enter into the market for any stock and the statistician who ignores these by confining his forecasts purely to earnings will keep himself out of many excellent issues.

Paul Willard Garrett.
[Copyrighted, 1930.]

Food Stocks Chosen For Trust.

The food industry, which has come through the business depression about as well as any, has been selected by sponsors of a fixed trust known as Trustee Food Shares as likely to prove the most profitable investment over a term of years.

Stocks of twenty-eight nationally known manufacturers or distributors of food products and kindred products have been chosen to comprise each trust unit. Each trust share represents a two-thousandth interest in a trust unit.

Companies selected include National Biscuit, Loose Wiles, General Foods, Hershey Chocolate, Borden, National Dairy Products, Coca-Cola, Canada Dry Ginger Ale, Swift & Co., California Packing, Beech-Nut Packing, United Fruit, William Wrigley Jr., American Stores, First National Stores, etc.

A statistical study of the records of the concerns included in the trust, prepared by the Standard Statistics Company, shows that for the five years ended December 31, 1929, the average annual cash income on the original investment would have been 16.4 per cent. had the trust been in existence for that period.

The total yield on the original investment, based on total income and appreciation for the five years, would

have amounted to 139.75 per cent. and that the average annual yield on the same basis would have amounted to 27.95 per cent.

The agreement provides for semi-annual distributions of all cash dividends and proceeds from the sale of all rights as well as all profits on any stock that may be sold. Stock dividends and splitups are retained except any shares remaining over after division by four of the number of shares received.

Provisions are made for conversion of the trust shares into the proportionate number of shares of the stock of the several companies or into cash where the conversion covers fewer than 500 shares. The trust automatically will terminate July 31, 1950, but may be extended by the depositor

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company with the consent of holders of 10 per cent. of the outstanding certificates.

A feature of the trust is eliminations be made in the stocks comprising the units except when the depositor has reliable reason to believe the value of any stock may be seriously impaired. In such an event, proceeds are to be invested in shares of the other companies.

William Russell White.
[Copyrighted, 1930.]

Gold Shortage Has Its Remedy.

Working a depressed world into a heat over a threatened shortage of yellow metal was not the object of the gold delegation of the financial committee for the League of Nations in making its report but rather to present the problem long enough in advance to assure its solution before any damage is done.

Unfortunately publication at this time is emphasizing the pains of the commodity price decline. It plants in the minds of many a suspicion that gold now or the lack of it is back of the 1930 deflation in raw materials. Odd it is that a world which thought its own salvation after the war depended on a return to gold should now suddenly decide that the metal is dragging it down.

That the demand for gold is likely to multiply faster than the supply is no new finding nor is it ground for immediate alarm. Essentially what the gold delegation says is that through economies in the use of metal the difficulties can be solved but they will not be solved if the banks stand idly by.

George E. Roberts subscribes to the delegation's view that "new gold available for monetary purposes will be inadequate by 1934 unless measures to alleviate the situation are adopted in time" but this distinguished American member of the committee is frank to say that the matter is not one for immediate excitement. It calls for a concerted application of the known remedies.

Here are a few of the sensible suggestions given by the delegation:

Further economy in the use of gold through an extension of the practice of concentrating metal in the reserves of central banks.

Less use of gold coin in circulation.

Concentration of all transactions in gold in a single institution in each country.

Legislation reducing the required minimum of gold reserves perhaps by an international agreement.

Extension in the use of checks.

More widespread use of the gold exchange standard by countries seeking to stabilize their currencies.

In making its report the delegation left out of consideration the possibility of the discovery of new gold areas but since that can scarcely be listed among the probabilities international students and the various nations must recognize the wisdom of reaching an agreement looking to a solution of a problem that is serious but in the language of the delegation not "insuperable."

Paul Willard Garrett.
[Copyrighted, 1930.]

Too much commendation is grounds for suspicion.

Giants Among the World's Trees.

A few tree species are noted for the great heights attained by them, but as a general rule heights tend to increase in proportion to the distance of the trees from possible sources of verification. Thus, stories are told of gum, ash and oak trees in remote sections of Australia and Tasmania reaching and exceeding 500 feet. An American forester who lately visited Australia investigated some of these tales. Three hundred and ten feet was the height of the tallest tree he measured, and he found that the tallest tree of which there were authentic records on that continent was a swamp gum, belonging to the Eucalyptus genus, 346 feet high.

The eucalyptus of Tasmania and Australia do, however, commonly reach the enormous height of 250 feet with a diameter of 14 feet, requiring 400 years and more to arrive at these dimensions. Yet compared with some native trees of North America these foreign species must take second place.

The Douglas fir of the Pacific slope occasionally grows more than 300 feet high, and the United States Forest Service is reported to have records of trees 350 feet. The tallest tree in the world of which there are authentic measurements is a giant redwood growing in Bull Creek Flat, California. Its height is 363 feet. The big trees also attain great heights, but not as great as tourists, estimating with the unaided eye, and guidebook figures would have one believe. Probably the greatest authentically known height of a big tree is 365 feet, measured after the tree had fallen.

The largest and most magnificent true pine in the world is the sugar pine. David Douglas, the first botanist to describe the species, reported a sugar pine in Southern Oregon 245 feet high. None of equal size has been reported since, but stems 200 feet tall have been found.

The East produces one champion among the trees, the yellow poplar, or tulip tree, the tallest hardwood tree native to this country. Yellow poplars approaching the 200 foot mark have been found. The sycamore, another native to the East, does not grow as tall as the yellow poplar, but it attains the largest diameter of any hardwood of the United States.

Government Will Analyze Many Grocery Commodities.

A list of the food commodities about which preliminary reports will be issued by the Department of Commerce has been compiled, and consists of nineteen products. Detailed analyses, in addition to studies on the movement of coffee, cereals and salad dressings through retail grocery stores in Louisville, Ky., will be prepared on canned goods, flour, sugar, salt, soaps and cleansers, tea and cocoa, meats and provisions, oleo and butter substitutes, candy and beverages, cigars and cigarettes, fresh fruits and vegetables, dried fruits and nuts, bakery products, table syrups, cheese, butter, eggs and malt syrups.

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It calls for an executor and trustee to see that your plans are carried out. Have you named us in your will?

BANKERS TRUST COMPANY OF MUSKEGON

Some Always Ahead.

A compilation by Ernst & Ernst from the published reports of corporation earnings for the first six months of 1930 throws some interesting light on the results attained in various lines of industry. For 480 industrial companies aggregate profits were 31.61 per cent. less than the profits for the first six months of 1929.

Twenty-eight groups are listed in this compilation and only five showed increases. They were the following with the increases given in parentheses: Amusement companies (68.39), drugs (7.38), restaurant chains (4.65), printers and publishers (2.64) and beverages and confections (1.94). Only in the amusement field, however, was the score perfect. The six companies used in the analysis each did better than in the first half of 1929. The six restaurant chains comprised three with larger and three with smaller profits. Of the nine drug companies six lost profits and three gained.

The inference from this list is that in times of depression and unemployment people have more time for the theater, to "doctor up," to read, to eat and to drink.

The really significant feature of the study, however, is that in only one line, that of tire and rubber companies, was there lacking at least one concern able to make a better profit than last year. The largest loss in profits, 106.9 per cent., was debited to electric household equipment and yet one of the eight companies reported an increase. In mining and smelting two of the twenty-six companies were able to improve on last year's showing, although profits for the group were almost 61 per cent. lower. Some companies always are ahead—and others might find out why.

Plumbing the Depths.

Somebody believes very thoroughly in the plan of the French scientist, Georges Claude, to produce power from the ocean by harnessing the differences in water temperatures off the coasts of Cuba. After two expensive failures and many minor ones, a mile of pipe line has been laid on the ocean floor, its lower end nearly a third of a mile beneath the warm surface waters of the Gulf Stream. And now that it has been done, the inventor announces that this will be only an experimental plant and that, if his tests of the next few weeks are successful, he will immediately start work on a much bigger pipe.

The theory of this device is comprehensible, whether it proves practical or not. A difference of temperature amounting to about forty degrees is potential power, and it may be possible to put it to work. The inventor expects to do so by making steam under vacuum with the surface water and driving it through turbines. The cold deep-sea water is apparently to be used to maintain the vacuum by chilling the steam again to water. It is not a project in perpetual motion, but an attempt to produce a great deal of steam with a little fuel, supplemented by the inexhaustible resources of the

sun as stored in the form of heat in sea water.

Science has approved the project, and substantial financing seems to be behind it. The experiments of the coming weeks will be worth watching, for if successful they may mean the production of unlimited power at low cost. At least the patience of the inventor deserves attention, and he may be congratulated on the safe completion of the Gargantuan plumbing on which his further experiments depend.

Group Buying Opposed.

Agitation of the group buying question broke out anew last week with the action taken by the garment manufacturers and wholesalers against the practice. They will attempt to have association members bond themselves against dealing with the groups. Similar action was introduced some time ago by the manufacturing furriers. It was followed, so trade reports stated, by more offers to the groups than they had enjoyed before the regulations went into effect.

Undoubtedly there are evils connected with group operations. They are not evils, however, that the manufacturers individually are unable to combat. Each one can make a price and stand by that price. It is merely a matter of backbone.

It is more than likely, on the other hand, that what the industry fears is a lowering of its established price lines. That brings up a question which can be argued several ways. Retailers point out, and offer proof, that the consumer wants the usual qualities at lower prices, and not better qualities at the same prices. The stores are therefore trying to get the lower prices.

Apparel producers admit that volume is sliding from higher to lower price groups, but apparently few of them are revising their price lines to prevent this loss from their group to the next lower one. They are, in effect, reducing the dollar values of the industry to a larger extent than if all lines were lowered a little.

Stocks Curb Smoker Set Sales.

Heavy stocks of smokers' sets, including ash trays and stands, now available in the market have deterred buyers from placing orders for holiday delivery. A large part of the stock available is described as distress merchandise, available at such low prices that regular goods cannot be moved. Several of the leading manufacturers have curtailed their production this Fall in view of conditions and others have refused to go to the expense necessary to develop new styles. Orders booked to date are said to be small in volume and confined to the lower grade products.

Astringent Face Lotion.

Alum	10 grs.
Zinc Sulphate	5 grs.
Glycerin	1 dr.
Tincture of Benzoin	1 dr.
Florida Water	2 ozs.
Distilled Water	to 1 pint

The salts should be dissolved in a little of the water before they are added to the rest of the mixture. The lotion will be of a milky appearance.

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MUTUAL FIRE INSURANCE

Former Merchant Loses His Barn by Fire.

Ever since I was a volunteer fireman in Big Rapids in 1881 I have been exceedingly careful about guarding against fire. For thirty-five years I sold oil and gasoline with the utmost care. I loaned or gave people cans instead of filling cans not labeled or painted as required by law. No accident occurred from my course. We had a fire in March, 1917, from the falling of a five gallon can of gasoline from a board across the rear end of a buggy when a lighted lantern stood on the ground about twelve feet away. In the night as I have sat or lain out doors or walked about in the coolness. I have watched for fires. During a thunder shower I am always looking for possible fires. Whenever I see smoke in the neighborhood, which I cannot account for, I telephone until I locate it. Almost everybody hereabouts has been fearful of grass fires, but not one farmer had plowed a break near his buildings. I was picking apples at Horace's about 11 o'clock Friday, Sept. 19, when I got word that a cousin, who was on the operating table three and a half hours at Goodrich hospital, near Flint, on July 30, while I was looking and waiting for him in University hospital at Ann Arbor, was at my house for dinner. We then noticed smoke off South. For four years or more there was frequent dynamiting and occasional burning on the Loch Alpine golf grounds near Delhi and I thought it might be there. Reaching home I telephoned to the neighbor nearest to the golf grounds who had a telephone, asking him to locate the fire and let me know if anything serious. Then we ate dinner. I telephoned another direction for information and they thought it was on the golf grounds. It took my cousin ten minutes to examine carburetor and coils and remedy trouble with his car. My horse was hitched up and I could have crossed the field and through the woods and found out for myself in that time. We drove around about a mile and a half and saw a smoking garden and a fence line black to the woods where smoke was of a different hue. On around the six sided square I notified two farmers who had no phones and by Horace's, who had already left with three men for the woods. I called neighbors by phone and the Dexter fire department, almost five miles away. Then went to Frank Winslow's, a rural carrier, who was not home. A. Mayflower Winslow told his daughter-in-law to start the engine and fill the anks and barrels which were in evidence, as the fire department would soon arrive. At home again three boys had parked cars in my field between barn and woods. I said, "Take them back to the road; they may burn here." Horace had returned home, got tractor and plows and went again to field near woods South and West of our buildings. A half dozen men with wet sacks could have stopped the fire as it broke from woods to fields, but most every one took a shovel or a

pail or a broom to fight fire. The fire seemed heading for Winslow when the wind veered and it came our way, 100 rods in two or three minutes. The men could barely keep ahead of the line of fire as they ran. A few more neighbors had arrived and while I fought the fire on the line of the orchard close to the house others stopped it on South and West of buildings until the road North of us was reached. Then the fire came back toward the strawstack by the barn and with the fire engine hooked up to cistern, big hose playing on strawstack and small hose on clover hills, it broke through in Northwest corner of basement and went up. The firemen retreated to house, only eighty feet from barn, and began to shower that. Farm machinery was hurried to the black meadow to the South, asphalt shingle carried from barn and piled by corn crib, to be burned later. Soon a tool shed, thirty or more feet to South of barn, was on fire, the corn crib, twenty-five feet East, then garage and another tool shed. (Robert Wilson, an economical Englishman, had moved the scattered buildings to a compact row.) We stopped the fire between the last tool shed and wood pile and wood shed. The well room between house and barn was charred a little and the newly-painted West gable of house was scorched. At one point the firemen said, "We'll save the house." Later, "Get everything out of the house." We cleared four of the six rooms, but we did not carry out a thousand or more copies of the Tradesman from upstairs room.

Frank Miller, line construction foreman for the Detroit Edison Co., was on hand to warn people from beneath electric wires until "juice" could be turned off in or toward Ann Arbor. Then we worked safely while the forty-five foot Idaho cedar only fifteen feet from barn burned. Before noon on Saturday a new pole stood beside the charred one and in the afternoon cross arm put on and wires put in place. Electric service was resumed Friday evening.

But this is by no means all. Shingles from my barn went over the hill and set marshes on fire to North. Saturday afternoon sixty men dug a ditch sixty rods long, five feet deep, across a march to keep fire from advancing, and it was watched until Monday noon when it broke over and spread to within about sixty rods of a big group of farm buildings before it could be stopped. Hundreds of men and the Dexter fire department came again. With 1200 feet of hose and 600 more borrowed from Ann Arbor they placed the fire truck at the edge of a lake and kept pumping all night until rain came about 11:30 Tuesday forenoon.

Muck fires smoulder for months in spite of rain and snow, so the marsh must be watched. When the fire engine started pumping water from the lake, I was walking beside the hose, and as the weight of the water bore the small bushes and grass downward there was a crackling which passed along like a big snake rushing through the bushes.

Every farmer who paid \$50 toward the purchase of the Dexter fire truck is entitled to free service. If they answer a call to a non-subscribing farmer, the charge is \$40. Our two farms, worked as one, was accepted for \$75, and so we do not feel like beggars.

It was a strange and wonderful picture to see, a shining fire truck among the bushes and trees at the edge of a little lake, with many men and a dozen women near it. Years ago hundreds of bushels of whortle berries grew in the swamp, but a county drain ended that and the lake has been dwindling ever since.

Three or four persons saw Hank burning thistles in his garen with the fields about as dry as tinder and no water on the premises. But none of

them got scared. Had I called the fire department five minutes sooner all buildings could have been saved. One of the firemen said, "It being reported as a grass fire, we did not put on beat speed coming." About fifty ifs can now be discovered.

I shall not rebuild barn as near the house nor West of the house, although the big barn made a grateful shade after 5 p. m. on these days when it was 92 to 100 degrees heat.

On Friday evening I had to go and untangle the traffic blockade in front of my house, but not many visitors on Sunday as I expected. Our township constable was on hand during the fire, but was not needed. Not one thing was disturbed while our household effects were strewed along the road.

E. E. Whitney.

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320 Houseman Bldg.

Grand Rapids, Mich.

GARDEN SURPLUSES.

Conversion of Vegetables Into Fermentation Products.

A month ago it looked as if we would have the normal seasonal surplus of such vegetables as cucumbers, green tomatoes, beets, and so on, in most parts of the country. Since then the drought in the Ohio and Mississippi valleys and elsewhere has made a discussion of garden surpluses somewhat inappropriate.

There are some more fortunate truck growers or home gardeners, however, who this year will have some surplus crops.

Such surpluses can readily be saved with the help of salt and some bacteria. All one has to provide is the salt. The bacteria, which cause the vegetables to ferment into pickles, are already present on the garden products. Cucumbers are generally preserved in this way, but other products can be made into equally as good pickles. Cabbage, string beans, green tomatoes, beets and other vegetables, properly fermented, make excellent pickles that will keep indefinitely.

The same general method is followed in pickling all these products. The treating of cucumbers can be used as an example. For small quantity production in the home, earthenware jars are the best containers. For larger quantities clean barrels will serve. Wooden containers should be carefully cleansed, however, before using.

The containers should be filled with sound cucumbers, or other vegetables. One pound of salt should be used for each ten pounds of vegetables. When the stack gets close to the top either a wooden cover or a heavy dish should be placed on the top of the container. The cover should be weighted down so that it will keep the cucumbers below the surface of the brine.

The salt will extract the juice from the cucumbers and will also draw into the solution the sugar which is normally present in the vegetable. This juice will ferment to acetic and other acids.

In order to help the bacteria along a temperature of about 85 degrees Fahrenheit should be maintained during the course of the fermentation. As the juice is extracted from the vegetables the concentration of salt in the solution greatly decreases. The fermentation will proceed best at a salt concentration of about 5 per cent.

Such a solution, however, is too weak to preserve the pickles after the fermentation is completed. Therefore, enough salt should be added to bring the brine up to 10 per cent. The additional salt should be dissolved gradually by placing it on the cover. It is fatal to let a large amount of the salt fall to the bottom. It forms a very strong brine in the lower layer and leaves the upper levels too weak to stop undesirable fermentation.

The fermentation will finish in anywhere from a week to a month, depending on the temperature that is maintained. The higher the temperature, the more the bacteria grow, therefore, the more rapidly the sugar is broken down and the more rapidly the acid is produced. In other words, the higher the temperature, the quick-

er the product is made. When the bubbling ceases it is an indication that the process is done. The bubbling is caused by liberation of gasses during the fermentation.

When the fermentation ceases the pickles should be placed in jars and covered with their own or fresh brine and sealed tightly. Fresh brine is preferable and it should contain about 10 per cent. salt. The amount of the brine solution can be determined by remembering the rule that one pound of salt to one gallon and one-half pint of water makes a 10 per cent. solution or by obtaining a salinometer, an instrument indicating the concentration of salt in the brine.

Straight fermentation of pickles as described above is not the only method of preserving vegetables. Many variations on the pickling methods are possible. It is possible to preserve string beans, green tomatoes, and beets by curing them in a salt brine with the addition of vinegar and without fermentation. Enough vinegar should be added to take the place of the vinegar usually made from the sugar extracted from the vegetables during fermentation. But this process requires care. If the brine is too strong at the start, or if too much vinegar is used at the start, the product will be tough because the water will be extracted from the vegetables too quickly.

The basic fermentation products can be preserved also with the addition of spices, dill herb, sirups to make sweet pickles, and so on. All that is needed for making excellent fermented pickles from many vegetables and fruits are a few instruments for determining the acidity and the amount of salt in the brine, and the containers.

F. C. Blanck.

Some people stir their coffee as though they were mixing a cake.

Corporations Wound Up.

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

Market Avenue Realty Co., Grand Rapids.
Fidelity Oil Company, Detroit.
Katz Realty Co., Detroit.
Golden Ridge Land Co., Detroit.
Skinner Automotive Device Co., Inc., Detroit.
McAleenan Corp., Detroit.
Detroit Auto Specialty Corp., Detroit.
Bucknell-Knowlson Motor Sales Co., Detroit.
Detroit Uniform Supply Co., Detroit.
Geo. H. Rowley, Inc., Lansing.
Jefferson Radio Corp., Detroit.
David Roberts, Inc., Detroit.
Worden Realty Co., Grand Rapids.
Royalty Radio Television, Inc., Detroit.
Tomlinson-MacCachlan, Inc., Detroit.
Oregon City Manufacturing Co., Detroit.
Allegan Steel Process Co., Allegan.
Fisher Box Co., Menominee.
Avon Construction Co., Rochester.
Gorman Lumber Co., Detroit.
The Taylor & Trimble Co., Detroit.
Detroit Gravel Co., Detroit.
Berghoff, Inc., Detroit.
Lewis Investment Co., Detroit.
Five Points Land Co., Detroit.
Port Huron Sash & Door Co., Port Huron.
A. G. Lockwood & Co., Saginaw.
Conn's Clothes Shop, Detroit.
Ruback Realty & Investment Co., Highland Park.
Chelsea Peat & Land Co., Detroit.
Moss Realty Co., Detroit.
Bevel Gear Grinding Co., Detroit.
Nelson Machinery Co., Marquette.
National Educational Bureau, Ypsilanti.
Genesee Parts Corp., Flint.
Gloor Tractor & Implement Co., Lansing.
Wagner Bros., Inc., Detroit.
Airparts & Tool Corp., Detroit.
Modern Reproducing Co., Flint.
Hungerford Construction Co., Sylvan Lake Village.
Grand Rapids Motor Market, Grand Rapids.
Carhartt Overall Co., Detroit.
Friedman-Spring Dry Goods Co., Grand Rapids.

Big Rapids Real Estate Holding Co., Big Rapids.
Automatic Freezer Corp., Detroit.
Detroit-Pontiac Land Co., Detroit.
Western Realty Co., Detroit.
Add-Index Corp., Grand Rapids.
Grand Rapids Operating Corp., Grand Rapids.
Highland Park Building Corp., Detroit.
Herrick Piano Co., Grand Rapids.
Brightmoor Motor Sales, Inc., Brightmoor.
Deerfield Park Land Co., Pontiac.
M. & I. Oil and Gas Co., Muskegon.
Blast Furnace Land Co., Detroit.
Waldo Estate Co., Detroit.
Ozark Land Co., Detroit.
Peninsula Tire Co., Escanaba.
Officer's Investment Co., Detroit.
Davis Radios, Inc., Detroit.
Improve Co., Grand Rapids.
Wm. Polson & Co., Saginaw.
Publix Stores, Inc., Flint.
General Apparel Corp., of Detroit.
Ribbet Guaranteed Bonds, Inc., Muskegon.
Shurley Shop Limited, Bay City.
Bo-Zar Engraving Studios, Inc., Detroit.
DeLuxe Tire Service, Inc., Monroe.
Brewster Loud Lumber Co., Detroit.
Cunningham Plumbing & Heating Co., Detroit.
Meeske & Fleckenstein, Inc., Muskegon.
Grand Traverse Packing Co., Traverse City.
Electric Supply Co., Saginaw.
Ridgmoor Country Club, Grand Rapids.
Holland Weidman Oil Co., Holland.
Boland Lumber Co., Grand Rapids.
Vanity Box, Inc., Detroit.
Wildlife Farm, Holt.
Roll-A-Way Bed Corp., Detroit.
India Tea Co., Benton Harbor.
Gordon's Certified Ice Cream Co., Detroit.
Cadillac Gas Co., Cadillac.
Kuennen Burkholder Co., Grand Rapids.
Toledo Realty Corp., Grand Rapids.
Riverside Oil Co., Menominee.
Lovejoy School Aviation, Flint.

The Lord compensates those who aren't important by making them feel important.

WHERE display space is valuable—

The TOLEDO COMPUTAGRAM

Computagram chart housings can be built parallel with base, at 45° or at 90°. This marvelous new scale can be adapted to any condition in your store.

In addition to this, the money marks are five times wider. The Reading Devices stop errors. Entire computing range in one cent graduations. The 2 pound chart has a figure for every other computed value. And yet you get thirty pound weighing capacity when you need it.

See this marvelous new scale now. Hundreds have been sold in the short time since its announcement because it is the modern scale for the modern store. Call the nearest Toledo Scale Office. Toledo Scale Co., Toledo, O. Canadian Toledo Scale Co., Ltd., Windsor, Ontario.



The Computagram with 90° chart in McKee Market, Johnstown, Pa.



TOLEDO SCALES

NO SPRINGS • HONEST WEIGHT

Some of the Fool Things Merchants Fall For.

There is a fool born every minute and every one of them starts in the retail business. The fish story reminds me that the scrubby ones work for the chains. I have sometimes thought that the average farmer is dumb. Well, say, we have fifty merchants, not clerks, in our little town and if all of them could be lined up and shot with a kodak P. T. Barnum would give enough for the royalty, on the sale of this picture, to start another circus, with a darn big side show.

Sure, the American people want to get gypped, and especially the merchants in small towns. I have fought with 'em and I have fought for 'em and I have got in some tight places in arguments—all to no avail. Mr. Stowe surely deserves a bouquet. He has stuck to them all these many years through dust and disgust. Ninety-five per cent. of them haven't the right to be in business and 95 per cent. of the other 5 per cent. haven't the right to be called merchants.

For instance, we have five stores in our town which bought a detective service. They were sold on the idea that this company would absolutely guarantee to furnish them with a fingerprint expert if they should have a robbery within the next year. Two of these merchants renewed this service for the paltry sum of \$35 per year in advance. I personally had a safe blowing job done in my store and the State had an expert in my store within two hours after I called them, absolutely free. That is what we pay taxes for.

Our town, along with a lot of others, was flooded with literature in regard to the selling of their business. Needless to state how they promised to sell for you quickly, but every merchant who answered on the business reply card had a nice slick-tongued salesman call. He listed their stocks and made definite promises. However, there was just one thing that might keep them from selling the merchant's stock within thirty days for cash and that was that they would have to have \$25 in advance to advertise the stock for sale. Of course they bit and the farmer drew another load away.

Our groceries are loaded with clocks, pans, teakettles and silverware. Our oil stations have wrist watches—\$10 ones—which they will let you have for \$2.98 if you will first purchase \$10 worth of their gas and oil and get your card punched. Our ice cream parlors have kodaks and all you have to do is to purchase 200 ice cream cones and have your card punched 200 times and buy six rolls of films for thirty-five cents a roll and they will give you an Eastman box camera absolutely free—and it is worth all of 75c.

Just a few minutes ago a fellow came in the store with a menu for a restaurant and he had my advertisement all drawn out and finished and mounted on this sign, and all I owed him was \$1.50. There are about six people eat in this restaurant and they eat there every day. I would much rather put my advertisement in a home where there are children, even though it cost \$1.50, because more kids would

see it there in a day than they would in a restaurant in a week.

There are a few others. In a cigar store there is a cigar lighter with eight advertisements on it at the extremely low price of \$5 each. Of course, the proprietor was willing to have this given to him because he would have had to pay \$2.50 for one. However, it is in a drawer now because he didn't know where he could get another one—\$40 wasted in forty minutes.

I forgot, too, that there was another fellow along that raised \$27 for some girls' home in Detroit, and I nearly forgot to mention that there wasn't any such address. Another guy was selling a card this week, taking a slam at chain stores and trade-at-home idea. All he had was twenty-five advertisements on this card and the mileage to about ten towns. The funny part about it was that he had a Kroger advertisement on this card and he sold advertisements from \$1 to \$2.50, and there wasn't a mileage mentioned on the card that was right. And the farmer took another load away. I'm going to save some of these cards, because they will be a valuable curiosity some day.

I also forgot that a guy just left Nashville \$80.40 better off than he was because he left three bad checks in town. The Eaton county sheriff force should be commended on their ability to catch criminals because they were called, as this fellow was leaving town, to notify the other towns in Eaton county and to stop every Buick coupe coming into these towns. The sheriff or his deputies were afraid they would get wet, so they didn't get out and they saved the county at least \$1 in long distance calls because they didn't think it would do any good and they didn't have anyone to call anyway.

School just started down here and some extra desks are going to be installed in the kindergarten room and an extra teacher hired, so we can have special sessions to teach these guys to make their letters.

C. H. Dahlhouser.

Orders For Better Furniture Off.

Although the seasonal volume in the furniture trade has reached a figure close to that of last Fall, buyers are neglecting the higher priced goods. While producers of low-end merchandise find it difficult to keep up with delivery demands, manufacturers of better grade products are having difficulty in obtaining orders. Colonial styles continue among the leading choices of buyers in the market.

There is one great point of which no business man can afford to lose sight. The buying public must be made to understand, effectively, what a manufacturer, merchant, or financial establishment has to offer. That, of course, means advertising—consistently and steadily maintained. Advertising retrenchment with the purpose of "economy," so-called, is short-sighted and wrong-headed. Advertising is not a question merely of individual self-interest but of publicizing broadly and vividly the social and industrial changes that promise to alter for the better the economic structure of the Nation and the happiness of the average man.



MANUFACTURERS AND PACKERS OF
TOMATO CATSUP, CHILI SAUCE AND
PUREE, PICKLES, MUSTARD AND VINE-
GAR UNDER FACTORY OR DISTRIBUTOR'S
PRIVATE BRANDS :: ::

FACTORY BRANDS

HARBAUER - ELK'S PRIDE - MENU

UNIFORM QUALITY OF THE HIGHEST GRADE IS
ALWAYS MAINTAINED IN HARBAUER PRODUCTS

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Manufacturers of The Proudfit Loose Leaf Devices.

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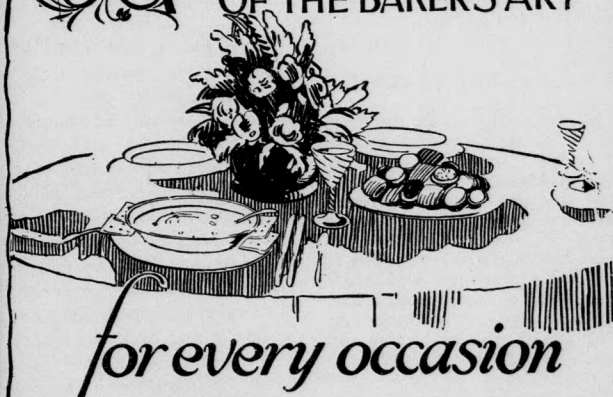
Grand Rapids, Michigan

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



Hekman Biscuit Co.
Grand Rapids, Mich.

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.

Forward Looking Plans of Dry Goods Association.

Lansing, Sept. 30.—As announced in our news letter in June the board of directors decided to hold three district meetings in Michigan during the autumn months. For the benefit of those who may have mislaid our news letter, we repeat them here:

Traverse City, Monday, Sept. 15.
Battle Creek, Tuesday, Oct. 14.
Flint, Tuesday, Nov. 11.

The policy of our board of directors, as at present constituted, is that those meetings shall be businesslike and practical, devoid of oratorical finish. The Traverse City meeting has already been held and thanks are due to Vice-President, J. T. Milliken, for his insistence on a practical program. The program at the Traverse City meeting was the best one that has ever been held in Michigan under the auspices of our Association. We have had some meetings more largely attended and some meetings have had a larger number of features for entertainment's sake, but the addresses by J. B. Mills, Thomas Pitkethly and J. W. Knapp, with the discussions which followed, brought out many worth-while ideas.

The service at the Park Place Hotel was ideal and we shall recommend other meetings at this place. It is to be regretted that certain of our members, for reasons best known to themselves, were unable to be present. We are aware that some members were unavoidably unable to be present. We give herewith a list of persons outside of the Traverse City area who were in attendance:

President and Mrs. J. B. Mills, Detroit.

Vice-President and Mrs. G. E. Martin, Benton Harbor.

Secretary Thomas Pitkethly, and Director H. N. Bush, Flint.

Our first President, D. M. Christion, Owosso.

Mr. and Mrs. J. N. Trompen, Grand Rapids.

Mr. and Mrs. J. W. Knapp, Lansing.

Mr. and Mrs. F. E. Mills, Lansing.

Mr. and Mrs. A. K. Frandsen, Hastings.

Mr. and Mrs. W. E. Nelson, Whitehall.

V. R. Davy and James Roxburgh, Evart.

John DeHoog, Grand Rapids.

Director, L. J. Ritzema, Grand Rapids.

Director W. E. Thornton, with W. E. VanAndel of Muskegon.

Ins. Director Henry Holtvluwer, Grand Rapids.

H. D. Menzies, J. R. Jones Co., Kalamazoo.

It will be observed that a quorum of our board of directors was present and, while no formal business was transacted, the business of the Association was discussed at our noonday luncheon and suggestions were received for the arrangement of programs for the meetings at Battle Creek and Flint.

Both of these meetings will begin with a luncheon at noon and close with an inexpensive 6 o'clock dinner, followed by round table addresses and discussions. At Battle Creek at 3 o'clock in the afternoon of Oct. 14, the officers of the Grand Rapids Merchants Mutual Fire Insurance Co. will hold a directors meeting. This meeting will be an important one, as the directors have not had a meeting for some time. Members desiring additional insurance bring your problems to Battle Creek. At the Flint meeting we will have at 3 o'clock in the afternoon a business meeting of the board of directors of

the Michigan Retail Dry Goods Association. The purpose of this meeting will be a report from the manager and making plans for the annual convention, which will be held at the Hotel Statler in Detroit. The fixing of the date of this annual convention is one of the questions to be determined.

We enclose a blank printed early this year which has to do with the practice of some jobbers and wholesalers in sending goods to merchants without order. We have a quantity of these blanks in stock here with which we can supply any demands. We enclose a copy with this news letter. Please let me know if we can be of service to you along this particular line.

It has been suggested to this office that since commodity prices have declined so sharply, and since stores all over the country are making every effort to reduce prices and expenses, it might be appropriate to secure a reduction in advertising cost through a reduction in rates.

Advertising is second only to salaries as an item of expense. The cost of paper and publishing expenses of a newspaper should have a corresponding reduction and there should be reflected in the rates such reductions. With economic conditions such as they are each inch of advertising is worth less to a merchant than during the time of more favorable conditions, when the rising cost of everything was advanced by the newspapers as a reason for increasing rates.

If you ask that question of this office, we would say that much can be done about it. If you never present your case, and ask for a reduction, you will probably not get it. Your prices have had to be reduced voluntarily, or you would not have been able to meet competition. It would not serve the purpose to have this office write the newspapers and tell them they should reduce, but you who support the newspapers should meet locally. Call every advertiser to a meeting, prepare a statement of the prevailing conditions, and the already reduced volume, because of reduced prices, that can only be had again with increased prices. Include the otherwise depressed conditions, unemployment and short buying power of the people and urge the newspapers to help you stay in business at a little profit.

More than likely you are looking towards the fall business, anticipating an increased volume, but it's far better to be protected with advance credit information before loading your books with slow and unprofitable accounts. Make it a practice to have the credit record before you say "yes."

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Fur Trimmings and Sleeve Treatments in New Coats.

With Fall a fact and Winter approaching, the coat takes the center of the fashion stage. And for its 1930-31 season it should be noted that the coat has decried all standardization and achieved variety that is staggering.

Coats are, of course, an inch or so longer than they were a year ago—long enough to just cover the hem of the daytime dresses. A very formal afternoon coat may occasionally present an uneven hem line, not because it dips in the back but rather because it is cut with an upward swing at the front closing—which is a less ambiguous statement than it may seem!

The majority of coats are belted and likewise flared, but with a new kind of flare that swings out subtly from the waist, adding nothing to the circumference of the hips but slightly widening the hem. Pressed down pleats running from waist to hem are used to

achieve a silhouette straight in repose but flaring at the hem in motion.

Interesting shades of past successes appear in the redingote lines sponsored by Lenief and Lelong, in the coachman coat revived and rejuvenated by Chanel, in the Russian silhouette to which both Lanvin and Bruyere are partial.

Fur is a large factor in current coat successes; in fact, a good many of the so-called cloth coats are more fur than fabric. Flat pelts predominate; Persian lamb, astrakan, caracul, breitschwantz, lapin and the more "precious" ermine are used with a lavish hand and manipulated with the soft effect of material.

Fur-topped coats are both plentiful and diverse. Varying from a fur collar and yoke that cover the top of the shoulders to a sleeved packet top of fur that reaches to the waist line, achieving a suit-like appearance, this idea is meeting with high approval. In line with this is the "coat-on-coat" theme, that adds a removable jacket, bolero or capelet to a cloth coat. There are variations of this, too. Sometimes the separate jacket is collarless, and fastens on under a fur collar attached to the coat proper. Others are collared and devised to be worn over a coat without any collar. Still others are without either collar or sleeves and are slipped on over a coat supplied with both to give a fur-topped result.

To balance this interest in fur at the top of the coat, the idea is occasionally reversed, and a cloth coat with fur collar and cuffs will have a skirt of matching fur.

As in dresses, sleeves have a way of summing up the fashion importance of a coat. Long, slim cuffs, wide bell-shaped ones, slim-wristed affairs that are full above, tucking shirring and other elaborations are proving as adaptable in fur and fabric as in silk and lace. Oversleeves are having a bit of a run, bell-shaped affairs, reaching anywhere from just below the elbows to the wrists, are posed over tight undersleeves—a decided asset in Winter weather.

And if sleeves are varied, collars are almost as much so. The scarf collar has become so multiform that it defies description. Bruyere folds collars of fur to fit the shoulders as snugly as though they were of cloth. Long-haired pelts appear in sumptuous collars, and shorter and sheared furs lend themselves to endless variations.

New in the picture are black furs—with a highly glazed finish—Persian lamb, broadtail, caracul—used on dull fabrics.

Squirrel, having been ignored for several seasons, is back in prestige as trimming. In its natural state of silver gray it enjoys high style consideration in combination with black. Dyed sable color or a smoky black that is known as georgette, it is used both with black and colors.

Two-color combinations in fur, for the most part black and white or black and gray together, are giving distinction to a number of coats. Very formal coats of black velvet use white and black dyed ermine—or lapin to simulate—with truly luxurious results.—N. Y. Times.

Lamp Shade Volume Ahead.

Seasonal orders for lamp shades have reached such proportions since the first of the month that producers are finding it difficult to keep up with deliveries. In most instances orders written at this time are subject to delivery from three to four weeks from date of acceptance. The volume of trade now is ahead of the corresponding period in September last year. Translucent shades decorated with applied designs are finding most favor with the buyers. Little business is being done on holiday numbers at this time. The majority of stores are planning to come into the market next month for their Christmas requirements.

Retail Turnover Holds Gains.

Retail turnover continues to hold the gains experienced in recent weeks, tending to confirm the earlier expectation that the month as a whole will compare well with September a year ago. Unit sales have been well ahead of the 1929 period. The average gain in dollar volume, however, is not expected to be particularly marked. Despite assurances to the contrary, considerable doubt still exists as to whether the current gains reflect a real turn in the situation or are to be regarded as merely seasonal. The next two to three weeks are expected to supply the basis for more accurate determination of this question.

Trend To Better Men's Wear.

A slight trend toward the purchase of more expensive merchandise in men's wear has been noted by a few of the leading retailers during the past week. Consumers have been purchasing suits more liberally in the higher price range up to \$75 and \$85, and although buying has not been of large volume, it indicates some reaction away from the emphasis on cheaper merchandise, which has been prevalent during the past year, merchants feel. The more expensive lines of furnishings have also attracted attention and the better grades of shirts and neckwear have been moving more freely, it was said.

Complain of Linoleum Reduction.

Price reductions in the hard-surfaced floor coverings field have failed to stimulate consumer demand. Buyers express displeasure at the manufacturers' action, stating that the reductions are too small to make an impression on the public and yet are large enough to cut into profits. The representative of one large store expressed the view that a reduction in price of at least 25 per cent. would have been necessary to inspire consumer buying in the expensive lines of linoleum. No appreciable pick-up in sales has been noticed, he insisted, because the average cut of 10 per cent. was too small.

The Stagger System.

First Citizen: "Now that you have two cars I suppose you'll have to build a two-car garage."

Second Citizen: "No, the old one will be big enough. My wife will use it at night and my son in the daytime."

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.

Sheep Leather and Its Many Uses.

Sheep is the least expensive of leathers in shoes and its use hinges largely on this fact. It is an excellent garment, glove and fancy leather but its use in shoes is declining. It is excellent in firmness, substance and resistance to distortion by calf, cattlehide upper and kid leather. Relatively its structure is loose and spongy, because its fibers lie more or less parallel, instead of in a tightly interlaced pattern.

But, despite these qualities, the low cost of sheep leads to its use, to a limited extent for infants' shoes, for slippers, women's and children's uppers and trim. Much wider use is made of it for shoe linings, sock and quarter linings, for facings and tongues. Its grain is attractive and on glazing it takes a bright finish.

There are nearly as many varieties of sheep as of goats, so that the total of 35-40 million skins tanned in this country annually represents many types of skins—and they come from lands all around the world. Prior to tanning the natural grease in sheepskins has to be removed by pressure or by chemical solvents.

Tannage is by vegetable, chrome and alum processes, the latter, as usual, being employed to make white leather. Chrome or vegetable tanned sheep is generally aniline dyed. Pigment finishes are used on the lower grades of vegetable tanned sheep. Because the vegetable tannages tend to make firmer skins soft and spongy by nature the chrome tannage has not the advantage in sheep lining leather that it has in many shoe upper leathers.

Finishing this leather involves the same processes that are required to turn out higher-priced calf or kid but slightly less effort is put into appearance. The entire range of colors is possible and sheep leather is offered in a wide variety of shades so that the lining may match the shoe upper when ever this is desirable.

Though higher-priced shoes are commonly lined with the same material as that used in the upper, sheep leather in the moderately-priced shoe is a logical leather to use. In this service it competes with lower grades of kid and cattlehide splits.

When trim or uppers are to be made of sheep, the leather is sometimes embossed to simulate more expensive leathers. Though neither this leather, nor sheep suede, can compare with the corresponding calf leathers, they are likely to be superior to certain fabrics which are the only materials to compete with them on a price basis.

The natural grain of sheep is rather loose, it scratches quite readily, the leather feels spongy rather than tight and firm, and a strong pull will stretch it. So long as it is sold for what it is—least expensive of leathers and at a price representing fair appearance and durability—sheep leather can stand safely on its own feet.

Sheep leather has a variety of uses outside of the shoe industry. It is

particularly well adapted for gloves and garments. Glove leathers made of sheep or lamb include cape, suede, de grain, doeskin, chamois and flesher. Closely related is mocha. Sheep also is used for bookbinding; for piano action parts, for hat sweat-bands, for the bellows of gas meters; in embossed or fancy finishes for novelties, handbags and a variety of small leather goods. Fancy sheep may be finished in full thickness of the skin or may be the top grain only (skiver) from which the flesh split (flesher) has been removed for other uses. Skivers are used to a large extent for lining leather luggage, for books, and for such odd purposes as camera coverings. Many fleshers are oil tanned to make chamois. Boxing gloves, less expensive baseballs and footballs and low cost baseball gloves ordinarily are of specially tanned sheepskin.—Boot and Shoe Recorder.

The Case of the Independent Grocer.

Public sentiment favors the local merchant who is a part of the community, participates in its civic enterprises, patronizes its local banks and contributes to its economic welfare.

The independent merchant's position in our business structure is justified on economic grounds. He neither needs nor seeks any preferential method of stifling competition and all he asks is that no competitor have any unfair advantage over him.

A recent study indicates that independent stores operate approximate as economically as chain stores. This leaves the latter with an advantage only in large volume purchasing. Much of this supposed advantage is lost in warehousing, transportation and other operations, because eliminating the jobber does not eliminate his function nor the cost of performing it.

Many enterprising merchants in this State are now overcoming this one disadvantage by co-operative buying in which the newly created Division of Co-operatives in the State Department of Agriculture and Markets is furnishing able leadership. The Department will continue to carry on this important work and lend further assistance by preventing fraudulent and unfair trade practices.

Likewise, the independent merchant can further improve his position by giving additional study to his show windows, merchandising, warehousing, inventory and stock records, accounting, finance and other factors in good management. Walter J. Kohler, Governor of Wisconsin.

Law of Supply and Demand.

A radio manufacturer recently announced that hereafter old receiving sets trade in for new ones will be destroyed. The National Automobile Chamber of Commerce is urging dealers to adopt the Cleveland plan which marks all old cars for the scrap heap. Many household utensils like mechanical refrigerators may fall under the same rule. A somewhat similar practice of older days is recalled in the action of Andrew Carnegie in dismantling a steel rolling mill in good working order to make place for something newer and better, Henry Ford

never hesitates to do the same thing, and the United States Steel Corporation is always on the lookout for obsolescence that calls for replacement. The advantages to industry and trade are obvious. The second-hand article in the channels of trade is an obstruction to output and distribution and has long been a factor in oversupply. Gains from larger sales of new articles and of material salvaged from the dump are easily calculable. The uncertain element is the consumer's reaction. Fashion has worked in favor of the new against the old. Will the accumulated benefits of speeding up supersession counteract the old liking for durability, and revolutionize ideas as to the essential properties of thrift? Upon the answer to this question depends much that may lead to a new era for the workings of the law of supply and demand.

Know Your Goods.

Manufacturers of novelty and standard goods claim a terrible lot of trouble in getting the clerks behind the counter to put their selling stories across.

Most of the sales folk don't take much interest in the maker's claim to superiority.

Yet, if you sell goods, it pays to sell those goods as rapidly and steadily as possible.

Every salesman, if he amounts to anything, has selling ideas and selling talk for the clerks.

Why not use him?

Why not let him "spill his spiel" to

the clerks who will do the actual selling?

In other words, when you buy goods, why not buy sales?

The manufacturer's or the jobber's salesman is not a nuisance, he's an asset, if you get what he has to offer.

He has goods to offer.

But also he has ideas—selling ideas—to offer.

And these ideas, whether they are concerned with his goods or not, are worth while.

Let the traveling salesman give you his full budget of money-making ideas!

City Life.

An old farmer from the mountains who had never been very far from home decided he would visit the city. His wife anxiously waited for his return so he could tell her about his trip. When he got back she met him at the door.

"Well, what kind of a time did ye have, John?" she asked.

"Not much," he said, "I couldn't sleep."

"Why couldn't you sleep?" she wanted to know.

"Well, I never could sleep with a light burning, and they had their durned lights in a little old bottle, and I couldn't blow them out to save my life."

L. A. Winchester, insurance agent, 414 G. R. Trust building, Grand Rapids, renews his subscription and says: "It is a most welcome visitor and we anxiously await its arrival each week."

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

1912	-----	\$ 460.29
1917	-----	7,191.96
1922	-----	85,712.11
1927	-----	151,393.18
1930	-----	241,320.66

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

\$425,396.21

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Information write to

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHoening, 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.

Only Wakeful Grocers Can Benefit From an Awakened Public.

One project decided on in Dayton appears to be under development by the National Association. That is the broadcasting of the individual grocery store through a record or set of records in various communities. The character of the stories has been described in the trade press, but such descriptions evidently are either transcripts of a press release or based thereon. That means it is promotional material, therefore altogether laudatory, so we cannot judge as yet how good they—or it—may be.

But this much is certain: That whenever a local among grocers associations contributes \$75 for a week's run thereof, each local grocer's work will be cut out for him to just the extent that the picture pleases the people.

Why?

Because the story will emphasize the supposed virtues of the independent grocer; will bring out either by direct statement or by inference the alleged advantages consumers may expect to enjoy by trading with the neighborhood grocer as against the chain; altogether will throw the spotlight on every individual store of that community.

It will then be up to each grocer to make good or the picture will do him harm instead of good. To put it another way, it will benefit those whose stores reflect this pleasant picture and cast additional shadows on the stores which do not measure up to representations.

Whenever the proposal to engage one of those films is made in any community, let grocers of that place take serious thought along these lines. Let each one look about his own store to make sure that it fits into the picture. Not all stores can be big, nor centrally located, nor carry the most completely diversified stocks, but every store can be scrupulously orderly and clean and the people in it bright, polite, willing and of spic and span appearance.

Any grocer not willing thus to subject himself to scrutiny, then face the inferences and act in line therewith were better to keep his money than to contribute to anything which, like this picture, will bring into prominence shortcomings as well as points of merit.

Some years ago I held a grocers' meeting in Des Moines. In a forward seat was a jolly, good natured looking chap who, early in the course of the talk, began to respond with hearty laughter. I saw him turn to his neighbor and say something with an expression of mixed enlightenment and high glee. Soon he began to respond with questions and bright remarks that helped to make the meeting an outstanding success.

Afterwards his companion told me

that what he had whispered was this: "Say, he's talking about my store—about me." Then he came up and told me that I had shown him a lot about his own business which he recognized as true and yet had not thought about before. He expressed his intention to go right to work on the things I had spoken about.

That is what I mean when I say each grocer must work these things out for himself—on his own—regardless of what outside promotion is brought in. The \$75 paid for this film per week—or the broadcast, whichever it is—will be only the beginning. It will be the price of admission to vast betterment in each store, but the grocer must work out his own salvation.

Every local grocer should be among the audience during each presentation of his story—the grocer's story. He should be strictly attentive to every word and endeavor to gather its full inferences. He should think, "Is that true of my store? Do I render service of that character? Will my goods make good with people like that?"

This will be real, exacting work, for we all dislike to bestir our brainpans, especially after we have advanced somewhat in life and perhaps made a fair success to date. But unless this is done, the grocer is not apt to benefit through this National Association effort.

The spotlight is fine if we can stand it. Let us be sure we can stand it.

This point needs emphasis because it is one of our weaknesses that we incline to regard political flatteries as benefits, whereas they are just plain blah. In Dayton, for example, a lot of time was given to three state governors—time which should have been used to real grocer advantage. At this writing we do not hear so much of what Governor Christiansen said, but we did circulate thousands of copies of his speech, and the reading thereof could get us nowhere, so far as practical advancement of our business is concerned.

We should remember in such cases that those men do not know groceries from the inside and that their main anxiety is to get votes. For when we get scared about monopoly and being put out of business by big combines, we are taking needless alarm at shadows.

Editor Stowe, of Michigan Tradesman, lately told how he asked a grocer for ten dozen eggs and was astonished to be told that the grocer no longer sells by the dozen but by the pound. Stowe reports that he was greatly pleased because he had advocated this system for forty-seven years. The grocer told the story thus:

"To-day we are paying 14c per pound and selling for 15c, equivalent to 22½c per dozen for medium sized eggs. I aim to hold the purchase and sale of eggs as near the wholesale price as possible. During the six months I have thus operated my egg business has been completely revolutionized. I am getting practically all the big eggs in this neighborhood. Farmers from six miles away bring me their eggs while those who produce diminutive eggs market them in the city or sell to egg buyers.

(Continued on page 31)

Old Master COFFEE

Universally Conceded To Be the Best Brand on the Market For the Money.

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The Blodgett-Beckley Co.

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In More Homes Everyday

HOLSUM

America's Finest Bread

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

ANNUAL NATION WIDE

CANDY WEEK

OCTOBER 13TH TO 18TH

SWEETEST DAY

OCTOBER 18TH

PREPARE FOR BIG CANDY SALES

Fill your showcases — Trim your windows. We have something special to offer. Ask our salesmen about the "SWEETEST GIRL" CONTEST.

PUTNAM FACTORY

GRAND RAPIDS, MICH.

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Golden G. Meal

Rowena Pancake Flour

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

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.

Do You Fit Into New Picture of Distribution?

Meat retailing, long unaffected by revolutionary changes in the merchandising of other food products, must face fundamental changes now taking place.

I. Changes in production methods which will affect the retailing of meats.

A. The cutting up at the packing house of fresh, unfrozen meat.

1. This is a continuation on a large scale of processing which many retailers already perform in cutting up meat in their own shops and displaying cuts ready to be sold to the consumer.

2. Has similar basic advantages in cost which ready-made men's clothing has over merchant tailored clothing, and involves many similar problems of merchandising.

B. Quick-frozen meat, factory-cut and packaged.

1. Is important because it offers possible solution of the problem of perishability, which chilling or slow-freezing has never met satisfactorily.

2. Progress depends upon rapidly with which many difficult technical problems are solved on a commercially feasible scale.

C. Both these developments mean:

1. Better refrigeration equipment, especially in retail stores.

a. Equipment must be properly adapted to temperatures required for each type of food handled.

b. Equipment must also provide display without loss of refrigerating capacity. A good display case is the best salesman possible for any perishable food product.

2. Probability that a large proportion of total business will be done in the form of pre-cut, packaged, graded, branded, and, finally, advertised meats, all of which are almost unknown so far to the fresh meat business.

II. Changes in distribution which will affect the retailing of meats.

A. The growth of general food stores handling complete lines of perishable as well as nonperishable food products.

1. Twenty-five per cent. of all regular grocery chains and 45 per cent. of all voluntary chains now handle fresh meats.

2. Advantages:

a. Can sell at same cost or perhaps at lower cost than exclusive meat retailers.

b. Bring increased volume of grocery business.

c. Will spread overhead over larger volume.

B. Constantly increasing numbers of retail outlets organized into centrally-controlled groups.

1. Regular chains now number about 800 systems or groups, doing about 35 per cent. of total grocery business.

C. Some possible moves by meat packers to organize retail outlets in groups which will enable them to con-

trol merchandising better and cut costs.

1. Outright ownership of retail outlets, e. g., Merkle Stores by Gobel.

2. A tie-up with selected retailers, which approaches the voluntary chain arrangement in groceries, which provides concentration of purchases by the retailer largely from one packer in return for certain advantages in the way of merchandising assistance and perhaps price.

III. The inability to standardize the merchandising of meat, as merchandising of groceries has been standardized, has been largely responsible for the slow development of the changes outlined above. Some factors making standardization of meat merchandising difficult are:

A. Variability in quality of meat.

1. Butchers have always thought that personal selection of meat was essential if they were to buy the exact quality their trade demanded.

B. Variability of cuts from a single carcass.

C. Variability in demand for given cuts.

D. Variability in prices from day to day and season to season.

E. These factors place a premium on:

1. Personal service of the butcher to customers.

2. Skill in selecting and cutting meat.

3. Efficiency in management so as to avoid losses and secure properly balanced prices from all meat sold.

F. These same factors have handicapped chains, either regular or voluntary, grocery or meat, in attempts to organize meat departments, since profit or loss depends primarily on the individual meat department manager rather than on a closely controlled system of inventory and merchandising.

IV. Combined effect of the above changes which are now taking place will in the course of time lead to considerable reorganization of meat retailing, in which the difficulties of standardizing meat merchandising will be met to a large extent. It is likely, however, that there will always be greater need for individuality in merchandising of meats than there is in the merchandising of groceries. The "way out" for the independent meat retailer of to-day, therefore, lies in so adapting his methods of operation as to take advantage of the economies in distribution brought about by the increasing scale of organization indicated above, while retaining the skill and technical proficiency which will enable him to best supply the meat needs of his trade.

V. H. Pelz.

He Certainly Knew.

Father was sitting in the armchair one evening, when his little son came in and showed him a new penknife, which he said he had found in the street.

"Are you sure it was lost?" enquired the father.

"Of course it was lost! I saw the man looking for it!" replied the youngster.

Never be in such a hurry you can't be courteous.

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 SERVICE

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

Cheaper than Freight or Express on small parcels up to 20 lbs.

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

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GRAND RAPIDS, MICH.

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

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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.

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

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GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GRIDDLES

BUN STEAMERS

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Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

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.

Some Suggestions in Regard To Stove Selling.

The wide awake hardware dealer or hardware salesman can always learn from the other fellow. He can learn from the chap who by dint of long and painful experience has discovered how to do things right. He can learn also from the callow youth who still does things the wrong way.

One experienced dealer firmly believes that service is the keynote in successful stove selling.

"That's where the local dealer has it all over the mail order house," he says. "The retail hardware merchant, from the very nature of his business, is used to rendering service. In perhaps no other mercantile line is the merchant required to render the service that is expected of the hardware dealer. He is, therefore, naturally fitted to control the sale of stoves on the basis of service.

"Under existing methods, there is good money to be made in the stove business. The rules are few and simple. Study the needs of your community, the kind of fuel most used, and weather and other conditions apt to be met, and then stock stoves to fit these requirements. Place each stove on a platform or truck where it can be seen and shown to the best advantage. See that each stove is carefully polished and that all nickel or other trimming is kept clean and bright. Above all, do not permit your stoves to be used for storing surplus stock.

"A stove display should receive as much attention as a display of cut glass or fine mechanics' tools. A stove sale is often made or lost on a customer's first impression. For that reason the first impression should be made as favorable as possible.

"Without question the greatest drawback to a successful stove business is lack of knowledge of stoves. To this lack of knowledge can be traced most of the lost sales. To offset this weakness, the handicapped dealer resorts to price-cutting.

"Knowledge begets confidence. A stove salesman should be entirely independent of the stove manufacturer in such matters. True, the manufacturer can help him in many ways; but the dealer should know all these is to know about setting up and operating the stoves he intends to handle, and a good deal if not all about competitive makes. The merchant who is constantly referring every little complaint to the manufacturer cannot command the confidence of his public or render them the prompt and efficient service which builds business."

The other side of the shield is revealed by a little incident in stove selling, thus chronicled by the observer:

"I strolled over to the stove department, and, seeing that the clerk was busy with a lady, I sat down to watch and wait. I had more than an idle interest in sitting down at this juncture, for I had made sudden and painful contact with a swinging stove door as I came in.

"The lady was beautifully dressed. She enquired about some particular make of stove. The clerk answered by promptly picking up a feather duster and getting busy with it on the stove and the enamelware piled on top of it. What that dust did to the lady's dress was plenty.

"The clerk apologized manfully, and then made things worse by trying to shake the dust off her clean dress with his grimy hands. However, they finally settled down to talk stoves, after the clerk had succeeded in transferring the miscellaneous goods to the top of another stove. Incidentally, he chipped a piece off an enamelware dishpan in the process.

"That chap was one of the most unfortunate youths I ever saw—well dressed, distressingly polite, and anxious to please, but at every step he seemed to blunder. The lady moved around the stove for a better inspection. Zip! a big roll of poultry netting clattered to the ground, hanging by the loose end snagged in her skirt.

"The clerk took the loose end of wire out of her dress, straightened up the netting and waded a bit deeper into the sea of grief. It was the stove lifter this time. He stuttered that there should have been one, there was one, there had been several dozen. However, he couldn't find one; so he dug the stove lids off with his fingers and broke a fingernail in the process.

"The lady looked the fire-box over and then asked to see the oven. She saw more than that. My unlucky friend struck a match on top of the stove and they both peeked in. A whole bunch of shelf brackets occupied the oven. The clerk made it worse by mumbling that they had been looking for those brackets for over a week, and had sent an order the day before for another dozen.

"That woman was a regular hawk for questions. Her questions got the clerk all fussed up. The striking of the match had disclosed that the stove legs were rusty. She went after the clerk about that. He explained, poor chap, that the rust was due to early morning scrubbing. That gave her an opening wedge for a little 'shopping.' She played up those rusty legs and a missing stove handle until the salesman agreed to knock off a few dollars. And then she told him she would think about it and see him again—and went out to shop elsewhere."

So much for how-not-to-do-it in stove selling.

One small town firm uses the fall fair to good advantage in stove selling. "We use the fall fair," says the head of the firm, "to attract the people of the district to our line. Not that the entire work is done at the fall fair—far from it—but this yearly gathering of the people affords a splendid opportunity to bring our ranges and heaters prominently before them.

"For this purpose we secure the co-operation of the manufacturers. People at a fall fair seem to expect some souvenir from every booth. Some of these souvenirs they don't keep very long, but the souvenir that is a little unique will be taken home and carefully examined by every member of the family. Our manufacturers supplied us one year with a number of

miniature frying pans. These attracted general attention. They were eagerly sought, and in every case, so far as we could learn, were taken home. On the bottom of each pan was the picture of the range and the name of the make. A good number of enquiries resulted from the distribution of these souvenirs. Some sales came, too. The indirect benefits from this advertising are hard to estimate, but they must have been considerable.

"At our fall fair exhibit, we secure addresses of new prospects. Coincidentally we do some newspaper advertising, calling attention to our exhibit; and distribute a sort of house organ which features the stoves we handle."

Another man has something to say regarding the customer's attitude toward stove selling and buying. "It is a big event to a man to buy a new range or heater. What does he want? He wants an uninterrupted demonstration in an isolated part of the store. He will not appreciate having his deal interrupted by some casual purchaser of a packet of tacks. He wants a complete demonstration, and the dealer should have his stock so arranged and

his store so arranged that he can give this.

"A dealer should not be able to sell a stove and keep his hands clean. The customer wants the stove, metaphorically speaking, and to some extent actually, taken to pieces, particularly if it is a high class article, so that he will see just what he is getting.

"This requires that the salesman know the stove in its every respect. But it does not mean that he should indulge in a lengthy and tedious monologue in which he tells everything he knows to the uttermost detail. He should aim to be brief and to avoid wearying the prospect.

"It is important to know, if possible, what the customer is thinking. To this end it is a good thing to find out what sort of stove he has been using. If a range, what are its advantages and defects? What does he like and dislike about it? A few tactful questions along this line will disclose to the intelligent salesman the features of a range which interest the prospect most, and the type of range which will serve him best.

"Then you can concentrate on the

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

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
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model best fitted to that individual customer's particular needs. Don't waste time on the features that don't interest him; stress the features that do interest him. And talk to him, not so much in terms of the range itself, as in the results it will produce. Discuss its strong selling points, not in terms of materials and workmanship, but in terms of style, economy and efficiency. After all, the thing that interests a prospect about a range is what it is going to do for him, and you must discuss the article from that standpoint. Get him interested, get him to ask questions and air his own views. Talk, not at him, but with him. The shrewd salesman is the one who brings out the customer's views for his own guidance and yet himself dominates the transaction." Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 16.—We have received the schedules, reference and adjudication in the matter of Terrace Tire Co., a corporation, Bankrupt No. 4227. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Muskegon. The schedule shows assets of \$4,509.06 with liabilities of \$3,458.49. 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	-----	\$179.68
Houston Avenue Vulcanizing Co., Muskegon	-----	17.34
Peoples State Bank, Muskegon	-----	800.00
Lee Tire Co., Conshohocken, Pa.	-----	309.00
City Motors, Inc., Muskegon	-----	1.35
Republic Radio, Corp., Grand Rapids	-----	150.00
Frank W. Garber, Muskegon	-----	790.00
Corduroy Tire Co., Grand Rapids	-----	77.54
Kelly-Springfield Co., New York	-----	248.99
Houde Engineering Corp., Buffalo	-----	20.55
Linde Air Products, Muskegon	-----	4.40
Mich. Home Tel. Co., Muskegon	-----	6.00
Steketee & Son, Muskegon	-----	13.75
Superior Oil Co., Muskegon	-----	38.50
Electric Service Co., Muskegon	-----	76.68
George Balk Sales Co., Detroit	-----	80.03
Van Loo Oil Co., Muskegon	-----	38.00
Steward Warner Sales Co., Milwaukee	-----	100.00
Consumers Tire Co., Muskegon	-----	103.72
Superservice Inc., Muskegon	-----	35.62
Standard Oil Co., Muskegon	-----	85.34
Gabriel Snubber Co., Detroit	-----	257.00
Consumers Power Co., Muskegon	-----	18.22
Motor Rebuilding & Parts Co., Muskegon	-----	6.78

On this day also was held the adjourned first meeting of creditors in the matter of Carl F. Pickett, Bankrupt No. 4206. The bankrupt was not present or represented. Claims were proved and allowed. No trustee was appointed. The adjourned first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Wynn R. Pemberton, Bankrupt No. 4150, a first dividend of 10 per cent. on claims allowed for preferred labor has been made and filed.

Sept. 15. We have to-day received the schedules, reference and adjudication in the matter of Herbert L. Sebring, Bankrupt No. 4240. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Orient township, Osceola county. His occupation is that of a farmer. The schedule shows assets of \$1,050 of which \$550 is claimed as exempt, with liabilities of \$1,587.03. The first meeting will be called and note of same made herein.

Sept. 15. We have to-day received the schedules, reference and adjudication in the matter of Frederick A. Parker, Bankrupt No. 4239. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$50 with liabilities of \$1,750.77. 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. 15. We have to-day received the schedules, reference and adjudication in the matter of Merle William Buck, Bankrupt No. 4238. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$1,388 of which \$233 is claimed as exempt, with liabilities of \$2,835.53. 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. 3. On this day was held the adjourned first meeting of creditors in the matter of Harry F. Wells, doing business as H. F. Wells Motor Co., Bankrupt No. 4199. The bankrupt was present in per-

son and represented by attorneys Corwin, Norcross & Cook. Creditors were represented by attorneys Butterfield, Keeney & Amberg and Cleland & Snyder. The bankrupt was sworn and examined before a reporter. The adjourned first meeting then adjourned without date.

Sept. 3. On this day was held the adjourned first meeting of creditors in the matter of Wego Oil Co., Bankrupt No. 4191. The operating receiver was present in person. Creditors were present in person and represented by attorney William J. Brandstrom. By consent the matter was further adjourned to Oct. 7, and the operating receiver instructed to continue the operation of the wells and report at that adjourned date.

Sept. 16. We have to-day received the schedules, reference and adjudication in the matter of Merwyn F. Herbert, Bankrupt No. 4241. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$225 of which the full amount is claimed as exempt, with liabilities of \$773. The first meeting will be called and note of same made herein.

Sept. 4. On this day was held the first meeting of creditors in the matter of Cavanagh Auto Body Co., Inc., Bankrupt No. 4180. The bankrupt was present by H. A. Cavanagh, Secretary, and represented by attorney Marvin J. Achaberg. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm and by G. R. Credit Men's Association. Claims were proved and allowed. Harrison A. Cavanagh was sworn and examined with a reporter present. The claims entitled to vote elected M. N. Kennedy, of Kalamazoo, as trustee and his bond placed at \$1,000. The first meeting then adjourned without date.

Sept. 4. On this day was held the first meeting of creditors in the matter of Johannes Kooiker and Mrs. George Huijenga, co-partners trading as George H. Huijenga & Co., Bankrupt No. 4051. The bankrupt was present by Johannes Kooiker and represented by attorneys Hilding & Hilding. Creditors were represented by attorneys Van Duren & Van Duren and Diekema, Cross & Ten Cate and by G. R. Credit Men's Association. Certain creditors were present in person. Claims were proved and allowed. Johannes Kooiker was sworn and examined with a reporter present. Evert P. Stephan, of Holland, was elected trustee, and his bond placed at \$3,000. The first meeting then adjourned without date.

Sept. 8. On this day was held the first meeting of creditors in the matter of James L. McIntosh, also as McIntosh Coal Co., Bankrupt No. 4205. The bankrupt was present in person and represented by attorney A. H. Lyman. Creditors were represented by attorneys K. B. Matthews; John E. Campbell and Belcher & Hamlin. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. P. F. Schorbach, of Manistee, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned to the resumes on Oct. 14.

Sept. 8. On this day was held the first meeting of creditors in the matter of Ward Lloyd Sutherland, Bankrupt No. 4213. The bankrupt was present in person and represented by attorney Fred R. Everett. Creditors were represented by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter. A transcript was ordered made. Bankers Trust Co., of Muskegon, was elected trustee, and its bond placed at \$500. The first meeting then adjourned without date.

Sept. 12. We have to-day received the schedules, reference and adjudication in the matter of John F. Rudnik, Bankrupt No. 4235. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a plumber. The schedule shows assets of \$199.13 of which the full amount is claimed as exempt, with liabilities of \$3,324.08. 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. 13. We have to-day received the schedules, reference and adjudication in the matter of Brian E. Brennan, doing business as Industrial Engineering Co., Bankrupt No. 4236. The bankrupt is a resident of Muskegon. The schedule shows assets of \$782 of which \$500 is claimed as exempt, with liabilities of \$1,712.53. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Hall Elec. Co., Muskegon	-----	\$ 8.00
Kndall Hdwe. Co., Battle Creek	-----	2.32
National Chevrolet Sales, Muskegon	-----	6.80
Super Service Station, Muskegon	-----	4.50
Linde Air Products Co., Chicago	-----	105.25
Prest O Lite Co., Chicago	-----	99.91
Muskegon Hdwe. Co., Muskegon	-----	42.36
Pensacola Shipbuilding Supply Co., Pensacola, Fla.	-----	52.88
Steketee Printing Co., Muskegon	-----	7.25
Muskegon Floral Co., Muskegon	-----	6.00

Towner Hdwe. Co., Muskegon	-----	218.77
Lake Shore Machine Co., Muskegon	-----	123.52
Cooper Welding Co., Muskegon	-----	9.50
Hunter Machie Co., Grand Rapids	-----	30.75
Belding Oil Co., Belding	-----	13.88
Wes Porter, Belding	-----	3.00
Muskegon Boiler Works, Muskegon	-----	20.00
Chronicle, Muskegon	-----	3.48
Losby Conklin Agency, Muskegon	-----	24.86
Michigan Home Tel. Co., Muskegon	-----	22.90
Consumers Tire Co., Muskegon	-----	1.26
Coca Cola Bottling Co., Muskegon	-----	27.84
Van Loo Oil Co., Muskegon	-----	225.81
F. H. Clogz, Muskegon	-----	130.00
Wagner Kelly, Inc., Muskegon	-----	1.50
Towner Clothiers, Muskegon	-----	20.21
Evar E. Kulvin, Muskegon	-----	140.00
Peterman & Start, Muskegon	-----	57.00
Hackley Hospital, Muskegon	-----	45.00
John J. Kozekamp, Muskegon	-----	35.00
Olson Music House, Muskegon	-----	90.00
Dr. L. Powers, Muskegon	-----	10.00
Consumers Fuel Co., Muskegon	-----	9.25
Wm. D. Hardy Co., Muskegon	-----	22.75
Dr. R. G. Olson, Muskegon	-----	2.00
Dr. R. G. Cavanaugh, Muskegon	-----	15.00
Abe Hartzema, Muskegon	-----	74.00

On this day also was held the first meeting of creditors in the matter of Clarence J. Soethe, Bankrupt No. 4214. The bankrupt only was present in person. 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.

Sept. 15. We have to-day received the schedules, reference and adjudication in the matter of Clifford Myers, Bankrupt No. 4237. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$215 of which the full amount is claimed as exempt, with liabilities of \$702.24. 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. 12. On this day was held the first meeting of creditors in the matter of Alfred Stevens, Bankrupt No. 4209. The bankrupt was present in person and represented by attorney Judson E. Richardson. No creditors were present or (Continued on page 31)

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OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, Sept. 28—All hotel keepers and resort owners are expected to benefit in three important particulars from the action of the twentieth annual convention of the American Hotel Association to be held at San Antonio, Texas, October 8 to 11. Chief results are expected to be the formulation of plans for more effective protection from bad check operators and hotel crooks generally, a marked advance in the arrangements for a Nationwide campaign to promote travel for all legitimate hotels, and a closer approach to a satisfactory solution of the hotel insurance problem. Despite the business depression, indications are that the coming A. H. A. conclave will draw an encouragingly large attendance of hotel men from all parts of the country and prove one of the most constructive meetings of the Nation's hotel keepers ever held. While delegates only will hold voting power in the convention, at meetings heretofore, there have been many hotel men in evidence who did not hold credentials as delegates, but they have been made welcome and this occasion will be no exception to the general custom. There will be plenty of opportunities for pleasure and sight seeing in Texas and surrounding country, including Mexico.

While I am writing these few lines the Michigan Hotel bunch are in convention assembled at Hotel Ojibway, Sault Ste. Marie, pulling off eating contests, golf tournaments and excursions into the adjoining Canadian wilds, and I am reminiscing to myself of the good old days when we all used to pounce down on the hotel man who had constituted himself host of the association and was trying to look pleasant over it. Well, I hope some good friend will communicate all the details, including gossip, results of beauty contests, etc., so I may in turn provide an "eye-witness" account of same.

They are fairly started in on the work of providing funds for the erection of a new hotel at Ishpeming, on the site of the old Nelson House. I hope they be successful. Ishpeming is entitled to an up-to-date caravansary, which, if properly financed, ought to do well.

Raymond Reid is said to be getting along swimmingly in the rejuvenation of Hotel Herkimer, at Grand Rapids. Practically all the rooms have been redecorated and provided with new carpets, the halls, reading and rest rooms refurnished and redecorated, and the lobby will be unusually attractive. Mr. Reid is making a strong play for the commercial trade at very reasonable rates, and has it coming.

Recently an airplane beacon light was established on the Park Place Hotel, Traverse City, which is unique in itself. Whereas the most of these lights are so constructed as to revolve on a pivot, the one in this case had to be constructed in such a way as to travel around the hotel smoke stack, which is approximately four feet in diameter, and rises through the center of the building, and emerges from the center of the tower, crowning the roof of the hotel. Producing mechanism to meet this problem required the work of engineers for some time, and so far as Manager McFadden is aware, is perhaps the only beacon light thus constructed. It travels on a track around the stack and gathers its electrical energy in a manner similar to that which operates a third rail electrical railroad.

When I first came to California and accented more so on my return visit to Michigan recently, I have always

heard a lot about the Golden State which is not justified by my investigations. While I have presumably become a permanent resident here and am on the waiting list of the Native Sons, I am by no means a promoter, but I feel that a little enlightenment from one who has been reasonably observing and is not interested in any high-powered real estate transactions, might not be altogether out of place, since I am importuned from time to time to offer opinions to individual friends and acquaintances. In the first place, in the settled regions of Southern California the best features of city and country life are combined. The farmer throughout this particular region, is, to all intents and purposes, a suburban resident, and this becomes more true from year to year as improved highways are extended throughout the country sections. The amount of land that is necessary to support a family in comfort is so small—not exceeding at the most twenty acres, and in many cases not more than ten, or even five acres—that wherever irrigation is practiced the country homes are close together, a section of 640 acres supporting thirty to sixty families instead of the four families who would make a precarious living on the average section East of the mountains. Thus, the families of horticulturists in California are within easy calling distance of each other, and are able to enjoy many advantages of social life that in the East only fall to those who reside in the cities or their suburbs. It is, however, by no means only from this point of view that the lot of the California farmer is more attractive than that of his Eastern brother. Merely from a strictly business or financial standpoint the difference is most striking. If an Eastern farmer has averaged a clear profit of \$5 an acre on 160 acres of wheat during the past few years he has been doing well. The same thing is true of cotton growers in the South. This gives him \$800 clear as the result of a year's hard work. In California it is a poor horticulturist who does not manage to clear that amount of money from ten acres of fruits and berries and vegetables, with a cow and some chickens, meantime enjoying with his family all the delicacies of the season during the entire twelve months of the year, with social advantages as above mentioned in the bargain. It should not be supposed that a man out here can live without work. Those ambitious to do this would better seek the islands of the South Sea, where they may, perhaps, come near to accomplishing their purpose. California, as I have repeatedly said, is no place for the man who is not willing to work, unless, of course, he is provided with means. The work, however, is in many respects much pleasanter than that which a farmer is called upon to perform in the East. To begin with, the climate, of which we have all heard and read so much, and which is ridiculed by a class of people who have never been out here, is by no means a figure of imagination, but a very solid fact, makes life itself a pleasure during the entire year. There may be a score of days during the winter when the rainfall is sufficient to drive the farmer to indoor occupation, but during the other days of the year he may comfortably perform all kinds of work on his ranch without any extra precaution against the weather and without wearing a coat if his physical condition is normal. There are no blizzards or snowstorms and very few frosts. Last season there were absolutely none in Los Angeles. Many are found living in tents during the entire winter, more particularly the sheep and cattle herders. And, furthermore, there is no section in the entire world where the general intelligence of the farming community ranks as high as it does in this State. The summer season has never developed the extreme heat

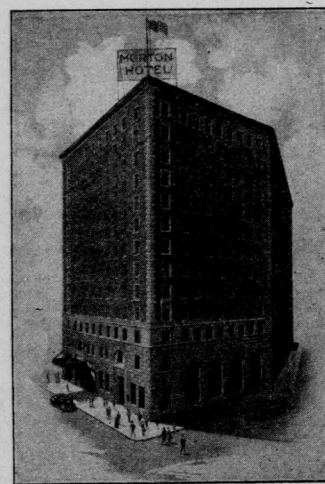


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which normally prevails in the East. The mean temperature during July and August of this year, was 17 degrees lower in Southern California than in the Middle West, and eliminating the Salton Sea district, which is several hundred feet below sea level, would have been still several degrees lower. The nights, as all agree, who have experienced them, are ideal. The subject of irrigation is a bugbear to a majority of Eastern farmers. There is a settled idea among them, which it is quite difficult to remove, that the necessity for irrigation is a drawback. It is not necessary to tell anyone familiar with irrigation methods in this section of the benefits of irrigation. It is a dead cinch. Given a given amount of seed, fertilizer and water, you are bound to produce a certain, sure result. It is no gamble whatsoever. One doesn't have to worry about droughts which are periodical in the East, or unfavorable weather for harvesting. It all performs like clock-work. This water supply can be regulated and be applied to any particular crop at any time according to its needs, whereby a maximum of productiveness is attained, and no chance for failure, half or short crops. Of course land, which is available for fruit raising, with irrigation facilities is costly, ranging from \$150 to \$250 per acre, and looms up large for the individual who has sold out his Eastern farm for \$50, but it represents a value for investment which is there to stay. But the land is not all held at these prices. If you want to go ahead and raise the same products which you do in the East, you can get it much cheaper, even in the regions in which irrigation is available, but the essential improvements have not been made. It will all be close to transportation, good highways, schools, churches, etc. I had no intention, when I started out, to write a brief on Southern California, but in view of the fact a lot of my old acquaintances with whom I held reunions this summer, have assured me they are interested in my weekly offerings to the Tradesman, asserting that they peruse every word I write, I feel that I have license to digress from purely hotel news and say what I like about other things which interest me and my readers generally. There are, of course, some few drawbacks to life in this section. I never have claimed that conditions are perfect, although Californians do maintain that it approaches nearer to perfection than any other section in the United States, or perhaps in the world, and they are sincere about it. The best boosters for the Golden State are folks who have come here from the East in recent years and decided to live here permanently. These are rather more extravagant at times than even the Native Sons. I attended the semi-annual picnic of the Michigan Society, at Sycamore Grove, last Saturday, and heard more extravagant statements about local conditions, than ever emanated from a real estate shark. But the claim is made that it is too dry out here, and too hot. During my recent Michigan visit, I certainly discovered a lot of crop shortages on account of dry weather, and was it hot—well, I should say so. 112 in Detroit. (On the same identical day in Los Angeles—84.) But what of it? Those here claim the hot weather and dryness destroy the weeds. Otherwise they would choke out the crops. And this is true, even though some of the native flowers seem to thrive and are real things of beauty. There is little or no dust, because every improved highway is paved and oiled, and about everyone fringes on a highway. Water direct from the hydrant is a delight. It comes from the mountain springs and at first contact is plenty warm, but if it is set out in an earthen dish over night, it becomes cool and stays so all the next day when kept in the shade. You hear of people who have

failed to make a living here. I have seen them too, plenty of them, but I have seen the same type in Michigan. They never would succeed anywhere. Why didn't they succeed? A look at their dilapidated houses, barns and orchards answers the question. They expected everything to take care of itself, and they rightly say they are failures here, and they will continue to be. The days of wild speculation in California are past, or, at least, are over for the present, and one cannot expect to amass a fortune in a short time. Some do it, but it is also done in the East. Neither is it the place for those devoid of ambition, for while living conditions are wonderful and one can exist economically, it requires work to succeed. A few thoughts come to my mind here and they also are written down for the benefit of those who are thinking of coming here.

Rain falls in winter, but seldom for more than three or four days at a time, the intervals being sunny and warm. The average rainfall for the year is approximately eighteen inches.

All productions of Eastern and Northern states can be grown here, besides those of semi-tropical and many tropical countries. All crops, except citrus, are successfully grown without irrigation, although most crops of course do better with it.

One man can care for twenty acres of bearing orange orchard. The necessary experience is easily acquired. Insect pests are no worse than in Michigan, and are kept in check by the same processes. Small fruits and other crops can be raised between orchard trees before maturity.

If you move to California don't lumber yourself up with cumbersome and bulky household effects or farm machinery. They can all be bought here just as cheaply as in the East, and above all things don't leave all your heavy clothing behind. You may not need it here during the so-called winter period, but there will be many an evening during dog days when you will feel the need of it.

And don't come here depending on securing a job unless you have funds to tide you over until you find something to do.

Charles H. Clements, one of Detroit's best known hotel men, and more recently landlord of the Palmetto Hotel, in that city, has purchased the famous old Park Hotel, in Mt. Clemens, the largest and probably best known hotels in that city, for a consideration said to approximate \$175,000 and will personally conduct same. The hotel has 175 rooms, most of which have been completely modernized, and the lobby has long been celebrated for its spaciousness. Mr. Clements has arranged a program of further improvement which will place the Park in the class which it once enjoyed. Mr. Clements will surely be missed from Detroit hotel circles where he has been a conspicuous object for many years, but Mt. Clemens is not so far away and I presume he will keep up his old connections. He became a prominent figure in the Motor City as the owner and operator of Hotel Metropole, which at least two generations ago was a rival of the Russell House, situated next door.

J. A. Riley, son of A. B. Riley, former prominent Michigan hotel operator, who has gone to Cleveland to take the management of Hotel Westlake, one of the Strauss properties, has had an interesting career, his last Michigan connection being resident manager of Hotel Savoy, Detroit. I believe Mr. Riley started his career with the Fred Harvey system, at Needles, Cal., but was closely associated with his father in the Bancroft Hotel, Saginaw, and Carlton-Plaza, Detroit, before going to the Savoy.

The railroad companies are going

to reduce their passenger fares and may restore the second-class rates which the McAdoo administration ruthlessly discarded when they were engaged in wrecking railroads during the period of and after the kaiser's war. Seems like locking the stable after the equine occupant has been abstracted, but the inroads of the busses has forced them to a showdown. It is now possible to travel from Chicago to Los Angeles for \$47.50 by rail.

M. M. Friedman, who has been managing Hotel Palmetto, Detroit, since the retirement of Charles H. Clements from that institution, has also been appointed manager of Hotel Belcrest, in that city. The Belcrest has 400 rooms and is operated as a residential hotel.

C. R. McLean, a Canton, Ohio, hotel operator, has taken over Hotel LaSalle, Battle Creek, which was formerly operated by Milton E. Magel, who is at present conducting Hotel Plaza, Milwaukee, on a lease and Hotel Knickerbocker, of the same place as general manager. The LaSalle is practically a new hotel having been erected four years ago and conducted by Mr. Magel up to the time of establishing his Milwaukee connections.

The Union Hotel, at Alpena, operated by W. J. O'Neil, suffered a severe fire damage the other day, aggregating \$20,000. As the Union is a going institution no doubt it will be rehabilitated at once.

Harry B. Deane, of Monroe, has taken over the management of the National Hotel, at Dundee, formerly conducted by Mrs. Louise Jones. Mr. Deane was formerly in the hotel business at Dundee, was extremely popular, and I have no doubt will renew his former success.

Robert C. (Bob) Pinkerton, for many years secretary of the Michigan Hotel Association and now proprietor of Hotel Colonial, Cleveland, donated the silver cup which was utilized in the golf tournament at the hotel gathering at Sault Ste. Marie. Mr. Pinkerton was for many years manager of Hotel Normandie, Detroit, and properly feels at home with the Michigan fraternity.

It is a curious fact that the average small business man does not know whether he is making or losing money. He sees a store or restaurant full of customers and a lot of money coming in. Not until the smash does he realize that he has been doing business at a loss. I know a Detroit man who made a fortune buying and selling the same restaurant. He succeeds where others fail because he knows exactly the number of slices of tomatoes he can put on a plate and make a profit. He knows the exact margin of profit in every order he places on the table, while others just guess at it.

Tourists from foreign countries left but \$64,000,000 in the United States in 1929, and our sightseers abroad contributed \$433,000,000 to outstretched hands. Tourists the world over spent a billion and a half to see countries outside of their own, and Uncle Sam gave half of it. Twenty foreign lands advertise their "modern antiques" in the United States, but so far as offering our own wares we are merely tree-sitters. In the land of advertising and big things to headline, we let all the other nations lick us. We are not un-hospitable—we are merely satisfied. They can take it or leave it, so far as that goes. Frank S. Verbeck.

Pipe Sales Showing Gain.

Despite the heavy increase in cigarette smoking, sales of pipes have been showing a gain. Jobbers have been covering their needs for the closing

months of the year and a good holiday turnover of pipes is foreseen. At the moment Italian briar merchandise to retail at 50 cents and \$1 has the volume call, but business in higher grade types to retail at \$3.50 and \$5 is active. Practically all of the latest models of pipes feature metal devices inserted in the stem to insure drainage and cool the smoke. The demand is about equally divided between plain and novelty effects and shapes.

Lucky Boy.

Whatever troubles Adam had
His jolly life to mar,
He never broke a shoestring
While running for a car.



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

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

CODY CAFETERIA IN CONNECTION



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.

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

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.
Rumely Hotel and Annex, La-Porte, 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.

Merchandising Ideas Found Practical For Busy Druggist.

One of the troubles with the retail drug business to-day is the ease by which a lot of dead stock may be accumulated. Most druggists are pretty busy with a lot of things. Before they realize it, they have a lot of money tied up in slow-moving merchandise. No matter how careful or how skilful a man is in a store doing a sizable volume, you will find a variety of odds and ends of stuff steadily gathering until, eventually, the druggist must do something.

A suburban Chicago druggist at the close of 1929 found his stock included a lot of perfumes—some of it rather old and of doubtful value. As matters stood, the whole outfit was worth little more than the bottles. A young man just out of college gave him a good merchandising idea—and the druggist was in business before the young man was born.

The result was that all the perfumes were mixed in a large container and some fresh perfume poured in. The mixture was bottled and called Essence of Floralia, displayed in a bulk bottle, a half-ounce and ounce bottles and displayed on a special table—it all moved in less than one week.

The same idea can be applied to a lot of items. It may take work but it puts good merchandise in motion, turns so-called "dead stuff" into cash. And when a fellow refuses to allow old merchandise to eat into his legitimate profits, it makes him have a thrill which is a good part of the reward of progressive merchandising.

A second good tip is to feature soap table. Soap is the best of the table display items. There are many Nationally-known and advertised brands of toilet soap. It is something needed by everybody every day. It is something easily forgotten by the rushing shopper. Make the soap table a place for all the best brands, put it out in the center of the store with prominent price-tags. You will find two things about your soap table—you will sell more soap than you believed possible and you will find it will pull trade to the store.

There is something odd about a cake of toilet soap. Let a customer pick up a cake and nine times in ten, he will take it away. The velvety feeling, the fragrant smell must have a lot to do with the charm of good toilet soap. The retail druggist who becomes known as the druggist "with that won-

derful stock of soaps on a long table"—he is a druggist creating a distinctiveness for his store that will prove very valuable.

A third feature is to always have a special for the clerks to suggest as an additional purchase. Only about one-fifth of the average store's customers ever buy the second item. More will soon do that if the drug stores will practice more of the art of suggestion.

If a customer buys a kodak, any clerk will suggest films and other items dear to the kodak fan's heart. Educate the clerks to know a logical second purchase to suggest with every deal. When there occurs to mind no purchase to suggest, call attention to the special article of the week—it will pay to attempt to sell the special anyway.

A store can feature as a second-item purchase this week temperature thermometers, next week, atomizers, the third week, rubbing alcohol. Any of the so-called household necessities make good "suggested buys" — like bandages, iodine—and dozens of similar drug store articles or preparations. This will be a way to increase volume and profits—intelligent suggestion to each customer. As a rule, the suggestion may be ignored. But, in a store serving 4,000 customers each month—a dime extra on the average will mean \$400 more in the bank at the end of the month—and these additional purchases are handled without adding much to the overhead.

Too many stores handling kodaks, films, taking orders for developing or enlarging are prone to consider the business as a summer feature. That is all wrong in almost all sections of the country. Winter kodaking is most thrilling. The finest "common-folks Christmas gift" you can imagine is an enlarged kodak view, framed or unframed—old happy days, old scenes of friendship when enlarged are always appreciated gifts, not alone for Christmas, but for birthdays and all occasions.

This is a hint to the druggist to use the windows for the kodak department in winter, to advertise and feature all items which may be of service in winter picture taking. Push this idea especially hard before Christmas. It will be a money-making idea, a prestige-building idea.

Here and there, one finds retail drug stores making money with little simple merchandising ideas that any druggist can use, modified to suit his individual circumstances. Not long ago, the writer visited in Denver and had occasion to be in the Clark Drug Co. store on Sante Fe drive at Eighth avenue. It is amazing to see how much athletic goods, tennis supplies and baseball goods, that the store was handling. It is amazing to see what nice windows can be made with baseball goods.

In all cities, the man with a deep interest in doing a bit better than he has been doing, will find merchandising ideas every day—real practical, usable ideas for making more friends, more prestige, more honest profits. In the larger things of drug store man-

agement, all men may work alike but in the little things, we see the difference between success and failure. As some writer well said—"there isn't so much difference in drug stores but what difference there is makes a whale of a difference."

David I. Day.

The Treatment of Piles.

Inasmuch as the subject of piles has been a much mooted one, with the attitude of the Government favoring use of the knife as the only means of effecting real relief, manufacturers of proprietary preparations intended for this ailment will find of interest a recent release by the National Better Business Bureau, Inc. of what purports to be "a digest of the information on hand," as a result of what is said to be a review of the opinions of "a number of medical authorities." That release is in part as follows:

Piles (Hemorrhoids) are vascular dilations of capillaries, arteries or veins. Other afflictions of the rectal region including ulcers, fissures, fistula, cancer, etc., are frequently interpreted to be piles by the layman, however, according to the authorities.

Liver impairment, gallstones, stricture, constipation, improper food, irregular habits, etc., may be enumerated among the causes of piles. Due to the variety of possible causes, every case of piles cannot be intelligently or scientifically treated by any one method or without the cause being known.

Although there is no one recognized scientific therapy for piles, when a cure is desired the removal of the so-

called piles by surgery is the general method of choice, the authorities state. In other and selected cases the injection method is curative and may be employed.

Suppositories are of some value in the treatment of piles in that their astringent ingredients may help in reducing the swelling, and that they may help to push the internal hemorrhoids back into place and then, as they dissolve, function as ointments. Ointments with soothing and antiseptic properties are helpful in giving temporary relief from the pain and itching of piles.

Neither ointments nor suppositories will cure piles, according to the authorities nor can they be expected to give permanent relief from all pain and suffering.

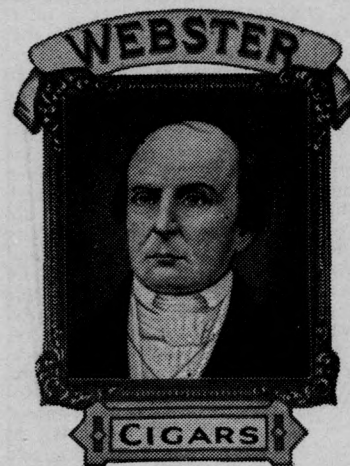
The use of laxatives is not a good thing in all cases of piles, the medical experts consulted state.

In some cases mild laxatives and diet under proper supervision may be helpful. The routine use of laxatives, however, especially if they are harsh, often aggravates the congestion and irritation of the hemorrhoidal area, according to the authorities.

They state further that laxatives, either alone, together with medicines alleged to act upon the internal organs of the body, or in conjunction with ointments or suppositories cannot be expected to cure piles.

The most stylish parents are giving their children the ugliest names they can dig out of the Bible.

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



GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 10
Quaker, 12-33 oz., doz.	2 35

BAKING POWDERS	
Arcot, 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., doz.	25 40
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 85
Calumet, 16 oz., doz.	3 25
Calumet, 5 lb., doz.	12 10
Calumet, 10 lb., doz.	18 60
Rumford, 10c, per doz.	95
Rumford, 8 oz., doz.	1 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50

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

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	3 85
Lizette, 16 oz., 24s	2 15

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

Perfumed Bluing	
Lizette, 4 oz., 12s	80
Lizette, 4 oz., 24s	1 50
Lizette, 10 oz., 12s	1 80
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	
pkg., per gross	16

BREAKFAST FOODS	
Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pen No. 274	2 70
Pep. No. 202	2 00
Krumbles, No. 124	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 8 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 55
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	
Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

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

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	5 75

Blackberries	
No. 2	3 75
Pride of Michigan	3 25

Cherries	
Mich. red, No. 10	11 75
Red, No. 10	12 25
Red, No. 2	4 15
Pride of Mich. No. 2	3 55
Marcellus Red	3 10
Special Pie	2 60
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 25
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, Key	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, 1m, 1/4, ea.	10 22
Sardines, 1m, 1/4, ea.	25
Sardines, Cal., 1 35	2 25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4, 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 30
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., 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	1 50
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	5 60

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 50
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 25
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 00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 90
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 90
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. June, No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. J., No. 1	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 55
Little Quaker	2 40
Pride of Michigan	2 15

Tomatoes	
No. 10	6 25
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50

		Peas		
Little Dot,	No. 2	----	2	60
Little Dot,	No. 1		1	80

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 Barley Grits -- 7 00
Chester -- 8 75

Sage
East India -- 1

Tapioea
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 --
Home Baker --

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 00
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 Dessert, 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 -- 18
Special Roll -- 19

MATCHES
Diamond, 144 box -- 4 25
Searchlight, 144 box -- 4 25
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 doz. case -- 4 25

NUTS—Whole
Almonds, Tarragona -- 21
Brazil, Large -- 23
Fancy Mixed -- 22
Filberts, Sicily -- 20
Peanuts, Vir. Roasted -- 11
Peanuts, Jumbo, std. -- 13

Pecans, 3, star -- 25
Pecans, Jumbo -- 40
Pecans, Mammoth -- 50
Walnuts, Cal. -- 24
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's, 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, Stuffed, doz. 1 35
6 oz. Jar, Stuffed, doz. 2 25
1 1/2 oz. Jar, Stuffed, doz. 3 75
1 Gal. Jugs, Stuffed, dz. 2 70

PARIS GREEN
1/2 lb. -- 34
1 lb. -- 32
2 1/2 and 5 lb. -- 30

PEANUT BUTTER



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

PETROLEUM PRODUCTS
From Tank Wagon
Red Crown Gasoline -- 19.7
Red Crown Ethyl -- 22.7
Solite Gasoline -- 22.7

In Iron Barrels
Perfection Kerosine -- 14.6
Gas Machine Gasoline 38.1
V. M. & P. Naphtha -- 18.8

ISO-VIS MOTOR OILS
In Iron Barrels
Light -- 77.1
Medium -- 77.1
Heavy -- 77.1
Ex. Heavy -- 77.1

Polarine

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 30
Parowax, 100 lb. -- 8.3
Parowax, 40, 1 lb. -- 8.55
Parowax, 20, 1 lb. -- 8.8



Semdag, 12 pt. cans 3 00
Semdag, 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 50

POTASH
Babbitt's, 2 doz. -- 2 75

FRESH MEATS
Beef
Top Steers & Heif. -- 21
Good St's & 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 -- 13-20 @ 18-17

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 1/4
3 lb. pails -- advance 1/4
Compound tierces -- 11 1/2
Compound, tubs -- 12

Sausages
Bologna -- 16
Liver -- 17
Frankfort -- 20
Pork -- 31
Veal -- 19
Tongue, Jellied -- 35
Headcheese -- 18

Smoked Meats
Hams, Cer. 14-16 lb. @ 26
Hams, Cert., Skinned
16-18 lb. @ 25
Ham, dried beef
Knuckles -- @ 38
Caulitons Hams -- @ 1 1/2
Picnic Boiled
Hams -- 20 @ 25
Boiled Hams -- @ 39
Minced Hams -- @ 18
Bacon 4/6 Cert. 24 @ 31

Beef
Boneless, rump 28 00 @ 36 00
Rump, new -- 29 00 @ 35 00

Liver
Beef -- 17
Call -- 55
Pork -- 10

RICE
Fancy Blue Rose -- 5.65
Fancy Head -- 07

RUSKS
Dutch Tea Rusk Co.
Brand

36 rolls, per case -- 4 20
18 rolls, per case -- 2 25
12 rolls, per case -- 1 00
12 cartons, per case -- 1 70
12 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

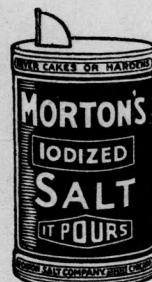
Mackeral
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. -- 18 50
K K K Norway -- 19 50
5 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, Doz. -- 1 35
Shnola, doz. -- 90

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

SALT
Colonial, 24, 2 lb. -- 80
Colonial, 30-1 1/2 -- 1 05
Colonial, iodized, 24-2 1/2 1 00
Med. No. 1 Bbls. -- 2 80
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 50
Butter Salt, 280 lb. bbl. 4 21
Block, 50 lb. -- 40
Baker Salt, 280 lb. bbl. 4 10
14, 10 lb., per bale -- 2 45
50, 3 lb., per bale -- 2 60
28 lb. bags, Table --
Old Hickory, Smoked, 6-10 lb. -- 4 50



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

BORAX
Twenty Mule Team
24, 1 lb. packages -- 3 35
18, 10 oz. packages -- 4 40
96, 1/4 oz. packages -- 4 00

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s. box 1 00
Bon Ami Cake, 18s. -- 1 62 1/2
Brillo -- 85
Climaline, 4 doz. -- 4 20
Grandma, 100, 5c -- 3 50
Grandma, 24 Large -- 3 50
Gold Dust, 100s -- 4 00

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

SOAP
Am. Family, 100 box 6 10
Crystal White, 100 -- 3 80
Big Jack, 60s -- 4 75
Fels Nanth, 100 box 5 50
Flake White, 10 box 3 50
Grandma White Na. 10s 3 00
Jan Rose, 100 box -- 7 85
Palmolive, 100 box 4 00
Palm Olive, 144 box 10 50
Lava 100 box -- 4 90
Octagon, 120 -- 5 00
Pummo, 100 box -- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

SPICES
Whole Spices
Allspice, Jamaica -- @ 40
Cloves, Zanzibar -- @ 50
Cassia, Canton -- @ 40
Cassia, 5c pkg., doz. @ 40
Ginger, Africa -- @ 40
Ginger, Cochil -- @ 40
Mace, Penang -- 1 35
Mixed, No. 1 -- @ 42
Mixed, 5c pkg., doz. @ 45
Nutmegs, 70 @ 90 -- @ 50
Nutmegs, 105-1 10 -- @ 50
Pepper, Black -- 41

Pure Ground in Bulk
Allspice, Jamaica -- @ 40
Cloves, Zanzibar -- @ 53
Cassia, Canton -- @ 40
Ginger, Corkin -- @ 33
Mustard -- @ 32
Pepper, Black -- @ 33
Pepper, White -- @ 37
Pepper, Cayenne -- @ 40
Paprika, Spanish -- @ 45

Seasoning
Chili Powder, 15c -- 1 35
Celery Salt, 3 oz. -- 95
Sage, 2 oz. -- 90
Onion Salt -- 1 35
Garlic -- 1 35
Penalty, 3 1/2 oz. -- 3 25
Kitchen Bouquet -- 4 20
Laurel Leaves -- 20
Marjoram, 1 oz. -- 90
Savory, 1 oz. -- 90
Thyme, 1 oz. -- 90
Tumeric, 2 1/2 oz. -- 90

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

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

SYRUP
Corn
Blue Karo, No. 1 1/2 -- 2 77
Blue Karo, No. 5, 1 dz. 3 91
Blue Karo, No. 10 -- 3 71
Red Karo, No. 1 1/2 -- 3 05
Red Karo, No. 5, 1 dz. 4 29
Red Karo, No. 10 -- 4 09

Imit. Maple Flavor
Orange, Nq. 1 1/2, 2 dz. 3 25
Orange, No. 5, 1 doz. 4 99

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

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

COOKING OIL
Mazola
Pints, 2 doz. -- 6 75
Quarts, 1 doz. -- 6 25
Half Gallons, 1 doz. -- 11 75
Gallons, 1/2 doz. -- 11 30

TABLE SAUCES
Lea & Perrin, large -- 6 00
Lea & Perrin, small -- 1 60
Pepper -- 2 40
Royal Mint -- 2 40
Tobasco, 2 oz. -- 4 25
Sho You, 9 oz., doz. -- 2 25
A-1, large -- 4 75
A-1 small -- 3 15
Caper, 2 oz. -- 3 30

TEA
Blodgett-Beckley Co.
Royal Garden, 1/2 lb. -- 75
Royal Garden, 1/4 lb. -- 77

Japan
Medium -- 35 @ 35
Choice -- 37 @ 52
Fancy -- 52 @ 61
No. 1 Nibbs -- 64
1 lb. pkg. Sifting -- 14

Gunpowder
Choice -- 40
Fancy -- 47

Ceylon
Pekoe, medium -- 57

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

Oolong
Medium -- 39
Choice -- 45
Fancy -- 50

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

VINEGAR
Cider, 40 Grain -- 23
White Wine, 80 grain -- 26
White Wine, 40 grain -- 19

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

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

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

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

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

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

Washboards
Banner, Globe -- 5 50
Brass, single -- 6 25
Glass, single -- 6 00
Double Peerless -- 8 50
Single Peerless -- 7 50
Northern Queen -- 5 75
Universal -- 7 25

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

WRAPPING PAPER
Fibre, Manila, white 05 1/2
No. 1 Fibre -- 06 1/2
Butchers D F -- 06 1/2
Kraft -- 07
Kraft Stripe -- 09 1/2

YEAST CAKE
Magic, 3 doz. -- 2 70
Sunlight, 3 doz. -- 2 70
Sunlight, 1 1/2 doz. -- 1 35
Fest Foam, 3 doz. -- 2 70
Fest Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz. 30

MEN OF MARK.

Abe Schefman, the Well-Known Produce Dealer.

Success is rarely the result of accident. Many people are inclined to attribute the fact that a certain man has a good deal of money or a thriving business to his being "lucky." In the very great majority of instances, however, it will be found that there is some definite, tangible cause for the condition of his finances or of his business, in which the element of "luck" has no part. In many cases one may find that the man is merely an average man, but that he has started out in life with the money or the business already in his possession. When such is not the case—when one finds that he started with nothing in his favor beyond the dowry of nature—his success may safely be conceded to lie in some characteristic of the man himself. In some cases it is force of mind. In some cases it is the mean force of avarice. In most cases it is force of purpose or of personality.

Strength of purpose has always been the dominating characteristic of Abe Schefman, the subject of this brief sketch. Purpose and personality—the words are not considered synonymous, and yet they must be. Whoever heard of a man of strong personality not being purposeful, or a man of strong purpose not radiating personal magnetism?

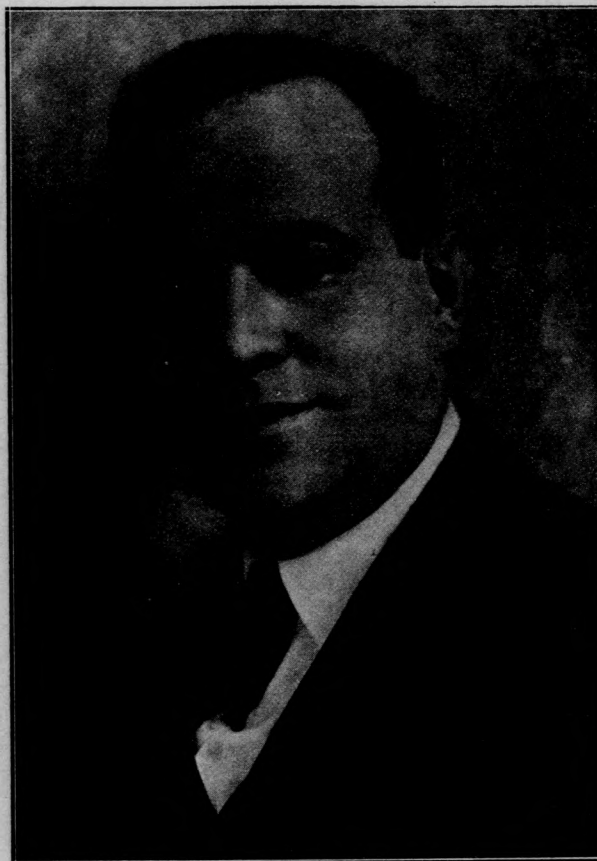
Abraham Phillip Schefman was born in Fort Wayne, Aug. 7, 1883. His father was born in Odessa, Russia, and came to America when he was 18 years old. His mother was a native of the same city and came to this country at the age of 7. They were married in Fort Wayne and had three children—two boys and one girl—all still living. The father died at Fort Wayne about eleven weeks ago.

On account of the ill health of the father, Abe had to leave school after completing the fourth grade and take charge of the vegetable peddling wagon owned by his father. He did this three years and at 14 years of age he went on the road for Fisher Bros., wholesale paper dealers of Fort Wayne, calling on retail merchants in Western and Southern Michigan for five years. The next five years he covered the dry goods trade of Michigan and Indiana for the Imperial Shirt Co., of Cleveland. He then engaged in the wholesale produce business at Fort Wayne. One year later he received an offer to remove to Grand Rapids and take the sales management of M. Piowaty & Sons. Eight years later he engaged in business for himself under the style of Abe Schefman & Co. Ten years ago he admitted his brother, Frank, to partnership. Recently he admitted to partnership Samuel Ginsberg, who married his oldest daughter. Mr. Ginsberg will act as credit man and have charge of the office.

Mr. Schefman's first location was in the Miller building on South Ionia avenue. He soon found he must have more room and removed to the old Michigan Central freight house. His

next move was to the Fuller building, corner Ottawa and Ferry streets. A year ago he leased the new cold storage erected by the Pere Marquette Railway, which has a capacity of 175 cars for cold storage and 40 cars for dry storage. He gives twenty-four hour service, employing three eight hour shifts. In addition to his cold storage and produce business he has recently added a wholesale grocery department, with Frank Smitten as buyer.

Mr. Schefman was married in 1901 to Miss Eva Williams, of Detroit. Four children were the fruits of his marriage—three girls and a boy—now all grown up. Mrs. Schefman died twelve years



Abe Schefman

ago and Jan. 14, 1919, Mr. Schefman married Miss Ida Cohen, of Fort Wayne. A boy of 10 and a girl of 5 have resulted from this union. The family reside in their own home at 1153 Chippewa Drive, Ottawa hills.

Mr. Schefman is a member of the Jewish synagogue on Ransom street, having served the organization one year as president and fifteen years as trustee. He is also a member of the Ben Beith. He is a 32nd degree Mason and a Shriner. He has no hobby except work and attributes his success to hard work and the practice of the square deal.

Henry Koop, dealer in general merchandise at Borculo, renews his subscription to the Tradesman and writes: "We cannot afford to drop the Tradesman."

Dollar Sign Slant On Success.

Here is a new disquisition on that old subject, "Success:"

"\$UCCE\$\$ begins with one dollar and ends with two. U are right after the first \$ and the two 'C's are for the Courage and Confidence that help you get the other two. The 'E' is for the ease with which it can be accomplished after you get it started right.

"A lot of 'bunk'—perhaps; a lot of high-sounding words, perhaps; yes and still, if we didn't take these little thoughts into our notice once in a while we might sorter dry up and get in a rut, as it were. A young man can become old and a man old in years

other. Try the following as mottoes:

"Bite off more than you can chew; then chew it!"

"Plan more than you can do and do it?"

"Hitch your wagon to a star, keep your seat, and there you are."

Taste of Salad Dressing Makes Extra Sales.

The old selling slogan of "Taste and try before you buy" can be varied to "A taste and try will make them buy." One grocer has found that a taste of salad dressing proved a valuable teaser.

Should other grocers like to follow his idea, here's what this grocer suggests: "Place several crackers on a plate. Now open a can of tuna fish and put a little on each cracker, and top each with a little mayonnaise. Cover the plate with a glass cheese globe and directly in back of this on the counter stack a few cans of the tuna used and a few jars of the mayonnaise. Each article should be priced, and it is a good idea to offer a special price for the combination.

"When each customer comes in, have her eat a cracker. Many times this will taste so good that she will buy both a can of fish and the mayonnaise.

"The salad suggestion can be varied from week to week by the use of salmon, shrimp, etc., and the mayonnaise can some time be replaced with thousand island dressing or olive relish."

Know What Game You Seek.

A wholesale grocer tells his men that it is a very foolish thing for them to go out hunting and not know the game they are hunting for. His remarks follow:

"No company can be a good place for any of us to work unless it is a good place for all of us to work, and it can't be a good place for all of us to work unless we tie together all the interests—management, employees, public and investor. Your responsibility in connection with your work is to sell anything the management ask you to sell. Don't be like the little boy who was trudging along a country road with a rifle over his shoulder; when asked what he was hunting, replied, "Dunno, sir; I ain't seen it yet." Know what you are hunting when you go out Monday morning, and also see that you carry the right kind of ammunition along to bring home the bacon."

See Art Needlework Gain.

A revival of consumer interest in art needlework merchandise is reported by manufacturers. Many consumers are making their own novelty items by hand, rather than purchase them under current economic conditions. Working on this basis, new items for the holidays are being shown. Outstanding among them are boudoir doll outfits comprising a stamped bouffant organdy frock to be embroidered, a finished crinoline hat, shoes and silk stockings. The outfit, complete with rayon floss or wool yarns, is priced to retail at \$2. Also being featured are card table covers stamped with contract bridge score rules, and in another instance with a backgammon board.

Only Wakeful Grocers Can Benefit From an Awakened Public.

(Continued from page 20)

"Most of my sales are to city people who drive out and buy here because they know I am the only grocer near Grand Rapids of whom they can obtain eggs of large size and uniform quality. I cannot understand why all grocers do not abandon the old way of handling eggs which is manifestly unfair to all concerned. If the weight system were universal, farmers who produce undersized eggs would discontinue growing diminutive fowls and grow such as produce worthwhile eggs."

The point of that story is that this grocer acted by and for himself, on his own initiative. Thereby he profited as indicated. Such is apt to be the experience of those who think out new ways and have the courage to venture on them.

The instant J. R. Newberry, a prominent Los Angeles grocer of the last generation, told me why he packaged his sugar in 2s, 5s, 10s and 20s, instead of in lots to sell for a dollar, fifty cents and twenty-five cents, I jumped at the system. We were all alone on this in our town, but that was all to the good for us.

Having fine trade that demanded White Rock ginger ale, it took the courage of conviction to substitute Cliquot; but when we had decided to do this we did it, and we did our own introducing by our own methods—thus gaining a distinct advantage which would not have accrued to us had we waited for the maker to "create a demand" in which all could participate.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 23)

represented. 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.

Sept. 12. On this day was held the first meeting of creditors in the matter of Bernard L. Odell, Bankrupt No. 4207. The bankrupt was present in person, but not represented by attorney. Creditors were present in person and represented by Grand Rapids Credit Men's Association. Claims were proved only. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Sept. 8. On this day was held the first meeting of creditors in the matter of Carl B. Orwant, doing business as Orwant Jewelry Co., Bankrupt No. 4192. The bankrupt was present in person and represented by attorney Joseph R. Gillard. Creditors were represented by attorneys Norris, McPherson, Harrington & Waer; Cleland & Snyder and Dunham, Cholette & Allaben, and by Grand Rapids Credit Men's Association. Claims were proved and allowed. Shirley C. De Groot, of Grand Rapids, was elected trustee and his bond placed at \$1,000. The first meeting then adjourned to Sept. 9, at which time the bankrupt was again present and again represented by attorney Joseph R. Gillard. The trustee was present in person. Creditors were represented only by attorneys Dunham, Cholette & Allaben. The bankrupt was sworn and examined with a reporter present. The adjourned first meeting then adjourned without date.

Sept. 10. On this day was held the adjourned first meeting of creditors in the matter of Joseph C. Stehouwer, Bankrupt No. 4143. The bankrupt was present in person, but not represented. Creditors were represented by attorneys McAllister & McAllister and Eerde Hoogsteen. The bankrupt was sworn and examined with a reporter present. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The adjourned first meeting then adjourned to Sept. 20.

Sept. 12. On this day was held the first meeting of creditors in the matter of Percy M. Ellis, Bankrupt No. 4217. The

bankrupt was present in person and represented by attorney Fred P. Geib. Creditors were present in person and represented by attorneys Dunham, Cholette & Allaben; Hilding & Hilding; Dorr Kuizema. Knappen, Uhl & Bryant and Cleland & Snyder, and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. Bankrupt was sworn and examined with a reporter. Arnold R. Bjork, of Grand Rapids, was elected trustee, and his bond fixed at \$10,000. The first meeting then adjourned without date.

Sept. 15. On this day was held the first meeting of creditors in the matter of Bryan M. Jones, Bankrupt No. 4202. The bankrupt was present in person and represented by attorney Stephen H. Watters. Creditors were present by attorneys Fox & Fox and Charles L. Dibble. Claims were proved and allowed. The bankrupt was sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$3,500. The first meeting then adjourned without date.

In the matter of Otis F. Cook, Bankrupt No. 3919, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held June 20. The matter has been unadjusted until Sept. 17. At the final meeting there were present, the trustee and creditors represented by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to general claims of 1 per cent. All preferred and secured and tax claims have heretofore been paid in full. These were large in amount. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Sept. 17. We have to-day received the schedules, reference and adjudication in the matter of Fern N. Herrington, Bankrupt No. 4243. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of an optometrist. The schedule shows assets of \$508.30 of which \$255 is claimed as exempt, with liabilities of \$3,151.54. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Duane Bauer, Hastings	\$970.00
Thos. Paine National Historical Ass'n., New York	28.00
U. S. Veterans Bureau, Detroit	240.00
Hastings Printing Co., Hastings	59.75
Miller Furn., Hastings	90.79
Walldorff & Son, Hastings	75.00
Consumers Power Co., Hastings	13.65
Mich. Bell Tel. Co., Hastings	3.60
Goodyear Bros., Hastings	24.00
Bross Tire & Bat. Co., Hastings	2.00
Brandstetters Motor Sales, Hastings	90.60
M. & C. Electric Co., Hastings	50.00
Clyde Wilcox, Hastings	4.20
Villa Park Argus, Villa Park, Ill.	4.80
Lombard Brick & Tile, Lombard, Ill.	6.00
Palmer & Moffat, Lombard	25.00
Elmhurst Press, Elmhurst	3.50
Lombard Pub. Co., Lombard, Ill.	29.40
Auburn Postcard Mfg. Co., Auburn, Ind.	12.50
Am. Optical Co., Chicago	104.14
A. C. Becken, Chicago	58.00
Phoenix Shirt Co., Grand Rapids	10.00
Mager & Gougelmann, Chicago	10.00
Wallor-Murck, N. Y.	69.11
Villa Park Coal & Materials Co., Villa Park, Ill.	10.00
Dr. W. J. Minderhout, Chicago	350.00
R. C. Burgess Opt., Chicago	65.00
Wolverine Opt. Co., Detroit	110.00
Johnson Opt. Co., Detroit	405.00
State Bank of Freeport	150.00
Kenyon Co., Des Moines, Iowa	61.50
Kansas City Wholesale Opt. Co., Kansas City	15.00

Sept. 18. We have to-day received the schedules, reference and adjudication in the matter of Harry L. Grummet, Bankrupt No. 4244. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$996.27 of which \$750 is claimed as exempt, with liabilities of \$2,133.17. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Ernest J. Plett, Bankrupt No. 3988, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held July 25. The bankrupt was not present or represented. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and taxes and preferred claims. The taxes and preferred claims aggregated approximately as much as he declared first and final dividend of 9.65 per cent. All of said taxes and preferred claims have been paid in full. No objections

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

Sept. 18. We have to-day received the schedules, reference and adjudication in the matter of George C. Hagopian, trading as Hagopian Fruit Market, and as George's Cafeteria, Bankrupt No. 4245. The bankrupt is a resident of Big Rapids. The schedule shows assets of \$8,910.30 of which \$800 is claimed as exempt, with liabilities of \$4,371.42. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Big Rapids	\$28.92
Evelyn Peter, Big Rapids	96.00
S. H. Stevens, Big Rapids	4.00
M. J. Howard, Comstock Park	700.00
E. J. Marsh, Big Rapids	50.00
Citizens' State Bank, Big Rapids	300.00
Equitable Life Ins. Co., New York	65.00
Nat'l Life Ins. Co., Chicago	100.00
Big Rapids Gas Co., Big Rapids	38.96
Nat'l Candy Co., Grand Rapids	20.50
Jones & Green, Big Rapids	12.94
Falcon Mfg. Co., Big Rapids	49.50
James L. Braendle, Big Rapids	20.00
Arthur Hanson, Big Rapids	7.10
Helmet Gum Co., Cincinnati	4.41
General Nut Co., Chicago	12.00
Liberty Ice Cream Co., Big Rapids	126.00
I. Van Westenbrugge Co., Grand R.	23.00
Great Northern Meat Market, Big Rapids	15.00
Frank Savalli, Grand Rapids	234.33
Woodhouse Cigar Co., Grand Rap.	15.30
Hekman Biscuit Co., Grand Rapids	23.23
Schust Cracker Co., Saginaw	19.60
Coca Cola Co., Reed City	67.00
Martin & Son, Grand Rapids	62.50
Model Bakery, Big Rapids	26.00
M. Ferris, Grand Rapids	240.00
Consumers Power Co., Big Rapids	4.00
Dr. F. H. Yeo, Big Rapids	35.00
City Bakery, Big Rapids	186.09
John Jacobson, Grand Rapids	29.99
Dr. T. P. Treynor, Big Rapids	2.00
Ward Lumber & Coal Co., Big R.	4.50
Elizabeth Drrah, Big Rapids	30.00
M. J. Howard, Comstock Park	300.00
Joseph Bugai, Big Rapids	685.00
Albert Goltz, Big Rapids	15.00
Fred Schuberg, Rodney	64.00
Rau Bros., Big Rapids	171.00
Model Bakery, Big Rapids	63.00
Joseph Wolfe, Big Rapids	51.00
Big Rapids Cigar Co., Big Rapids	151.00
Citizens' State Bank, Big Rapids	7.00
Mills Paper Co., Grand Rapids	19.00
J. Vanderlinden, Big Rapids	8.00
Ferris Coffee & Nut Co., Grand R.	55.00
Pangborn Ins. Agency, Big Rapids	20.00
Judson Hdwe. Co., Big Rapids	8.50
Big Rapids Dairy, Big Rapids	111.00

In the matter of Gerritt Folkeringa, Bankrupt No. 3953, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Aug. 12. The trustee was present in person and represented by attorneys Wicks, Fuller & Starr. Creditors were present in person and represented by attorney M. Den Herder. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to creditors of 3 per cent. No objections were made to the allowance of the bankrupt's discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Sept. 22. On this day was held the final meeting of creditors in the matter of Clarence M. Lutes, Bankrupt No. 4167. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no funds on hand for the payment of dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Merwyn F. Herbert, Bankrupt No. 4241. The funds have been received and the first meeting of creditors has been called for Oct. 10.

In the matter of Terrace Tire Co., Bankrupt No. 4227. The first meeting of creditors has been called for Oct. 10.

In the matter of George Gallup, Bankrupt No. 4198. The funds have been received and the first meeting of creditors has been called for Oct. 10.

In the matter of Kalamazoo Sanitary

Mfg. Co., Bankrupt No. 4215. The first meeting of creditors has been called for Oct. 9.

In the matter of Fred Thompson, Bankrupt No. 4233. The funds have been received and the first meeting of creditors has been called for Oct. 9.

In the matter of Lloyd A. Ide, Bankrupt No. 4221. The funds have been received and the first meeting of creditors has been called for Oct. 9.

In the matter of Vern R. Duell, Bankrupt No. 4229. The funds have been received and the first meeting of creditors has been called for Oct. 8.

In the matter of Herbert L. Sebring, Bankrupt No. 4240. The funds have been received and the first meeting of creditors has been called for Oct. 8.

In the matter of Frank Cryan, No. 4226. The funds have been received and the first meeting of creditors has been called for Oct. 8.

In the matter of Percy L. Herman, Bankrupt No. 4230. The funds have been received and the first meeting of creditors has been called for Oct. 8.

In the matter of Johannes Kooiker, Bankrupt No. 4062. The funds have been received and the first meeting of creditors has been called for Oct. 8.

Good Percal Buying at New Prices.

Although an excellent volume of business in percales at the prices named is booked by the leading houses during the past week, they have to contend with all sorts of rumors in the market that goods can be bought at slightly lower levels. These rumors are circulated mostly by buyers and can not be confirmed. The leading printers state that they have firmly maintained their quotations and have refused large orders at prices under the market level. They feel that the market is definitely on the upswing and that if the strength in gray cloth continues, which seems likely according to present indications, further advances in percales will be in order.

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.

A FORD and \$50 starts you in the gasoline business. Full details. Write for circular. Filling Station on Wheels, P. O. Box 963, Newark, Ohio. 338

Engineer wishes position as engineer or electrical maintenance man. Capable of taking full charge. Wm. Geale, R. R. 9, Grand Rapids, Mich. 339

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 80 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. Houser-mann, 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. LEVINSON
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

An order extending the time in which to file money for composition offer of 25 per cent. has been entered in involuntary bankruptcy proceedings against Harry and Meyer Holtzman, trading as Holtzman Bros. and the Princeton Hat Stores. The 25 per cent. composition offer as accepted by creditors provides for payment of 10 per cent. in cash, 5 per cent. in three months, 5 per cent. in six months and 5 per cent. in nine months. Assets are given as \$54,000 and liabilities, \$80,843 in schedules filed. A complete list of creditors with unsecured claims of \$500 or more are: Bettermade Headwear Co., New York, \$2,880; H. C. Cohn & Co., Rochester, N. Y., \$3,907; Dalton Hat Co., Yonkers, N. Y., \$12,973; I. Janov-Abeles Shirt Co., Hazelton, Pa., \$992; Kuntz-Simons, Inc., New York, \$5,933; M. S. Levy & Sons, Inc., Baltimore, \$3,900; Merit Hat Co., New York, \$1,982; New England Panama Hat Co., New York, \$12,683; Standard Cap Co., Albany, N. Y., \$1,740; Omaha Hat Co., New York, \$2,000; Book Estate, Detroit, \$1,250; Finsterwald Investment Co., Detroit, \$1,000; Majestic Tailors, Detroit, \$1,000; Trustees of Old South Bldg. Ass'n., Boston, \$3,215; Traction Stores Co., Cleveland, \$1,000; Huntington National Bank, Columbus, \$6,875; E. Koons, Buffalo, \$3,500; Odenbach, Rochester, \$1,583; Lincoln Alliance Bank & Trust Co., Rochester, \$10,500; Merit Hat Co., New York, \$3,000.

Application for confirmation of 20 per cent. composition offer payable in cash has been made to the court in involuntary bankruptcy proceedings against Koblin Bros., dealers in dry goods. Assets are given as \$1,025 and liabilities, \$134,236 in schedules filed. Creditors with unsecured claims of \$500 or more are: Aaronson Printing Co., Detroit, \$2,862; Bona Allen, Inc., Burford, Ga., \$691; Bloom Lauger Lippman, Boston, \$785; I. Cohen & Son, New York, \$1,832; Bettman Kleinhauser Korrest Co., St. Louis, \$521; Robert E. Commins, Pittsburg, \$589; Carson, Pirie Scott Co., Chicago, \$3,250; Cole, Rood, Haan & McGregor Co., Chicago, \$1,062; Dryzer & Rosenberg, New York, \$1,280; Edson Moore & Co., Detroit, \$3,752; Erza Jones Co., Detroit, \$1,430; Endicott Johnson Co., Endicott, N. Y., \$3,490; Empire Specialty Co., Endicott, N. Y., \$1,047; W. M. Finck & Co., Detroit, \$861; Fann Grove Mfg. Co., Baltimore, \$700; S. Goldstein & Son, Boston, \$663; Gotham Shoe Co., Binghamton, \$774; S. Goldberg, New York, \$805; Great Northern Shoe Co., Manchester, N. H., \$1,293; Hood Rubber Co., Detroit, \$1,186; H. Jacob & Son, Brooklyn, \$842; A. Krolik & Co., Detroit, \$10,423; A. Lamport & Bros., Detroit, \$701; Preferred Shirt Co., New York, \$2,262; Peters, St. Louis, \$958; Rothschild Hat Co., St. Louis, \$904; Reliance Mfg. Co., Chicago, \$1,092; S. Rosenberg & Co., Boston, \$602; Standard Overall Co., Baltimore, \$1,342; I. Shetzer Co., Detroit, \$568; Summit Rubber Co., Akron, \$586; Tenn. Shirt Co., Cookville, Tenn., \$511; Tru Bilt Shirt Co., St. Clair, Pa.,

\$551; Universal Shoe Co., Milwaukee, \$2,765; Wolf, Brown Jones Co., New York, \$5,845; Ralph and Harriet Trix and Ralph Phelps, Detroit, \$11,826; Peoples Wayne Bank, Detroit, \$2,250; J. D. Candler Roofing Co., Detroit, \$739; Fannie Koblin, Detroit, \$500; Charles Steiner, Detroit, \$6,000; Gray Estate, Detroit, \$500.

It is two new eights, not one, that Reo will present to the public through distributor and dealer displays beginning Oct. 9. In addition, the six will be continued, a refinement of the Flying Cloud model. Both eights will be of the in-line type. Mechanical features include nine bearing crankshafts, three speed transmissions, and a 10 inch twin plate clutch. Hydraulic brakes will be fitted to all models and metal spring shackles will replace rubber suspensions. The Reo eights are said to be capable of a speed in excess of 60 miles an hour in second gear. The "silent second" speed transmission will be employed as in previous Reo models. While prices on the new lines have not been announced it is understood that the larger model will list between \$2,400 and \$2,600, while the smaller will be between \$1,500 and \$2,500.

Motor car manufacturers, along with everyone else in Detroit, are looking forward to the dedication of the tunnel linking Detroit and Windsor, Canada. The event is now expected some time around the middle of November. The \$25,000,000 subway actually is usable now and the first passenger automobile went through it the other day. The subway, approximately one mile in length, will have a capacity of 1,000 vehicles an hour and is counted upon to relieve the congestion between the two cities. Bus service through the tunnel is to be provided.

Concerned now with plans for the two National shows, in New York Jan. 3 to 10 and Chicago Jan. 24 to 31, the industry is worrying less over existing conditions with regard to production and sales. Business has always been slack at this season anyhow. The industry, however, is looking ahead with a deeper interest than ever before to what the National expositions will reveal as barometers of 1931 business.

Detroit motor car manufacturers are preparing to play host to the several hundred foreign delegates to the Sixth International Road Congress upon the conclusion of the sessions in Washington. Prior to their arrival here, however, the delegates will be guests of the National Automobile Chamber of Commerce on three tours arranged to give them a practical study of American highway methods. The trips will take the delegates, one to the New England States, one through the South, and the third as far West as Des Moines. All groups will finally meet here. Every Detroit factory will hold open house during the stay of the visitors, who will be given an opportunity to study the American industry thoroughly.

Willard Kinde, of Carsonville, renews his subscription to the Tradesman and writes: "I have been a reader of your paper eighteen years, and the \$3 is the best investment I ever made, the front page alone is worth \$5."

Recent Business News From Indiana.

Muncie—N. C. Moore, 63, died at his home here. He had conducted tailoring establishments in Indianapolis, Greensburg, Rockville, Shelbyville, Anderson and Marion.

Logansport—The plant of the Routh Packing Co. has been sold by the receiver to James I. Barnes.

Ft. Wayne—A voluntary bankruptcy petition has been filed in the U. S. District Court here by Ada A. Bellamy, woman's clothing, listing liabilities of \$18,601 and assets of \$649. Creditors with claims of \$500 or more include: Aperstein & Wittenberg, New York, \$1,288; Rahe-Foster Co., Ft. Wayne, \$1,421.

Indianapolis—Judge Robert C. Baltzell, of the U. S. District Court, Southern Indiana, has appointed Jack Kahn, Indianapolis attorney, receiver for A. Cooper Andrews, Inc., clothing and furnishing goods dealer. Appointment followed filing of a petition for receivership by Langrock Clothing Co., Inc., New Haven, Conn.; Dent Allcroft & Co.; Keys & Lockwood, which averred that defendant owes debts in excess of \$1,000 and is insolvent for merchandise sold and delivered. The petition points out that while insolvent on May 24, 1930, the firm committed an act of bankruptcy when the Continental National Bank of Indianapolis was appointed receiver by the Probate Court of Marion county. It further points out that estate of the debtor consists of merchandise, fixtures, furniture, money and accounts receivable to the probable value of \$10,000 and that to preserve the estate receivership is necessary that assets may be administered in accordance with the bankruptcy law instead of pursuant of State law. Petitioners state that it will be to the best interests of defendant and creditors if business can be continued until the election of a trustee or until a further order of the court for the reason that the merchandise now on hand is seasonable and salable and the business will sell as an entirety to better advantage if continued until sold by the trustee.

Still Twanging on the Same Sting.

Greenville, Sept. 30—I cannot understand where people get their evidence that justifies them in telling the people through the press that we have prosperity, but there is no trouble in getting any amount of proof that we are to-day, and have been for some time, experiencing the worst conditions financially in unemployment that have ever existed in this country. To prove this assertion I would ask any Hoov-erite to compare the number of people now supported by towns and cities to any previous time prior to Hoover's administration. This is one of the best proofs which can be produced. The condition of the common people will at any time prove prosperity is anti-prosperity. An assertion made is worthless unless it can be proved and no such person to-day can prove outside of an alibi that the laboring class of people are prospering. We have had the promise of prosperity since the election of Hoover, but he has postponed it a number of times and instead of improving, as the German says, "It gets no better fast." During Hoover's campaign the speakers were so enthusiastic that they frothed at the mouth. Just recently I saw a reward offered for anyone who voted for

Hoover and I have not heard of anyone making the confession yet. Of course, it is a very serious and embarrassing matter. Of course, any good sensible person regrets very much using his ballot or influence in producing such conditions as we now have and the thoughts of committing such an act must weigh very heavy on his mind. It is certainly a very unpleasant feeling and the act is very seldom repeated by people of good judgment. E. Reynolds.

What Has Become of the End Seat Hog?

Gone with the old side seat "bus" which he favored as a means of transportation from railroad station to the hotels. The hog was an active little nuisance. When the train upon which he had traveled approached the city or village where he would debark he would hurry to the vestibule with his hand baggage to be the first to leave the train. Running through the depot he would drop into an end seat of the bus narrowing the entrance to the vehicle with his big feet and hand baggage. If he were requested to move along the seat he would stoutly refuse to do so. An end seat was his, to be kept regardless of the comfort of others. Arriving at the hotel, upon which he had decided to confer his patronage, he would run to the desk of the room clerk and demand immediate attention. Room clerks are an unimpressive bunch. They are not moved by the display of tears, loud talks, pleadings or arguments. The end seat hog soon learned that the ordinary room clerk would treat him as well as he deserved to be, but not better. With the advent of the taxi and the disappearance of the old bus the end seat hog took his place in line with the common every day traveler. Arthur S. White.

Ten New Readers of the Tradesman.

The following new subscribers have been received during the past week: Girox & Hodson, Muskegon Heights; E. C. Harman, Muskegon Heights; Tom Ruiters, Grand Haven; DeVries & Dornbos Co., Holland; William Boss, Sand Lake; VanSchelven & Rau, Cedar Springs; Mrs. Emma Mather, Cedar Springs; Fred Hicks, Newberry; James H. Hagy, Grand Rapids; H. & G. Ford, North Branch.

Thirty-seventh Meeting of Hardware Dealers.

The Michigan Retail Hardware Association will hold its thirty-seventh annual convention and exhibition in Grand Rapids, Feb. 3 to 6, 1931. The Hotel Pantlind will be headquarters and the exhibition will be in the Waters-Klingman exhibition building. A. J. Scott, Secretary, Marine City; Karl S. Judson, 248 Morris avenue, Grand Rapids, Exhibit Manager.

Ding, Dong.

Mule in the barnyard,
Lazy and sick,
Boy with a pin
On the end of a stick;
Kid jabbed the mule,
The mule made a lurch,
Services Monday
In the M. E. church.

One who can be discouraged will be. A real leader is never discouraged.

Integrity is the foundation of leadership.