

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 8, 1930

Number 2455

THE MAN INSIDE

There's a man inside of the man that you are,
And he's bigger than you, yes, bigger by far;
And he's checking you up in every way,
And for each transgression he makes you pay;
And for each good deed he will pay you
A reward far beyond the price that is due.
So be good to him and respect this man,
Believe in his judgment, nor fear his ban.

There's a man inside of the man that you are;
If you listen to him you will travel far;
So listen and heed; don't be a fool,
And do what you do by the Golden Rule,
And build the man as you would a ship,
Sturdy and true for life's service trip;
And trust him well, he's your compass and guide,
And ever respond to the man inside.

Jamie Heron.

This will help you sell more groceries

Grocers are tying up with Fleischmann's National Yeast-for-Health Advertising and doing a bigger business by telling their customers what doctors are saying about the benefits of eating Yeast. Dr. Singer, of Vienna, for instance, says: "The best way to suppress intestinal poisons is the use of good Yeast. Its action causes constipation to disappear." By tying up with this advertising in the same way, you, too,

can gain new Yeast customers and sell more of your other goods.

5 BIG REASONS Why You Should Push STANDARD BRANDS Products

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

FLEISCHMANN'S YEAST

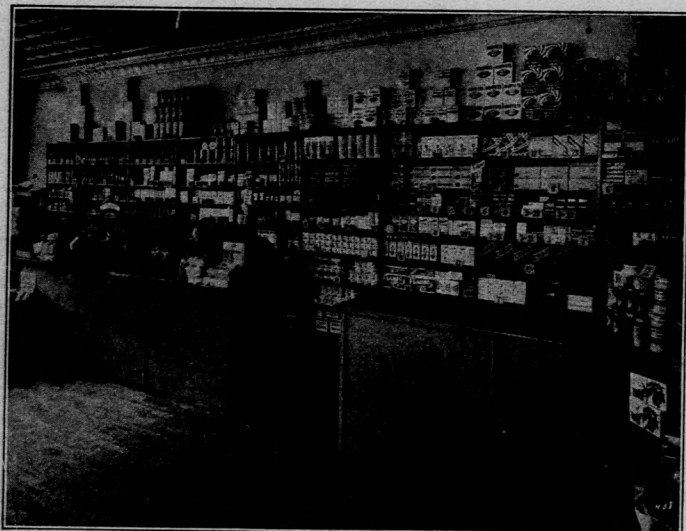
Service

The Modernized Store Succeeds

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

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

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



— LET US HELP YOU MODERNIZE YOUR STORE —

TERRELL'S EQUIPMENT COMPANY


GRAND RAPIDS, MICHIGAN

MICHIGAN BELL TELEPHONE CO.

It's an effort to get out of bed to answer the telephone—especially if it means that you must hurry downstairs to take the call. » » » And during



Calls are made or received without getting out of bed when you have an extension telephone at hand

the day when you're upstairs, it's tiring to run down to answer the telephone. » » » You can have a telephone at your bedside—an extension of your present line—at a very small cost—only a few cents a day. » » » To place an order, or for information, call the Michigan Bell Telephone Company and ask for the Business Office. Installation  will be made promptly.

Royal Garden TEA

It has stood the test of time and the most discriminating tea drinkers of the age. Sold only by

The Blodgett-Beckley Co.

MEMBER INDIA TEA BUREAU
TOLEDO, OHIO

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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.

Providing For Small Borrower.

The last session of the Legislature of Michigan took a decided step forward when it extended to banks industrial banking powers.

One of the reasons that this step was urged upon the Legislature was the possibility of an extended dual banking system under separate State acts, both taking deposits, one of them subject to the usury rate and thereby compelled to pay a very conservative rate of interest on deposits, the other not subject to the usury rate but given considerable latitude under the provisions of a special act.

It was finally concluded that no more industrial bank charters be granted under the special act, and the State—by the broadening of our present banking law—give the same privileges and rights to all our State banking institutions so that the banking business might be conducted with equal rights and privileges to all banks. This provision was written into the banking law so that banks could render a service to the small borrower without sustaining a heavy loss in the handling of that business.

It cannot be denied that bankers have given very little consideration recently to the person who is called upon to borrow \$50, \$100, or even \$200, although these people form the backbone of the country, and constitute the large mass of savings depositors. When this person has been in need of a loan, we have turned him down because of the cost of handling his loan. We have forced him to make his application to the small loan operators who may charge 3½ per cent. a month or 42 per cent. a year, which in many cases takes all he has and all he can earn.

Another thing that bankers have lost sight of is that the merchant has, through his selling program, acted as the banker for this man because he realized that such a person seldom has \$50 or \$100 at any one time, and has proceeded to sell him on the partial payment plan, permitting him to pay

weekly or monthly in such amounts as he is able to pay, calling to his assistance the finance companies.

Bankers might better take this man in hand and teach him to pay his bills on some such a plan at a reasonable rate and then have him continue these payments in the form of deposits, making a good customer and a better citizen out of him.

Rudolph E. Reichert,
Bank Commissioner of Michigan.

Farmers and Billboards.

The fight which has long been waged against the constant encroachment of billboard advertising upon the beauties of the American countryside is beginning to meet with a marked degree of success. To such forces as the Institute of Architects, which is naturally arrayed on the side of those who would preserve our highways from complete submersion in a sea of billboards, have been added the farmers. A recent article in the National Grange Monthly declares that the granges are prepared "to wage energetic warfare on this growing disfigurement of the scenic beauties of America, especially in the rural sections."

In view of this public agitation against billboards, which in some states has taken the form of regulation and even taxation, it is not surprising to find that the representatives of the Outdoor Advertising Association itself are giving serious consideration to the matter. They admit that regulation is necessary, although they oppose taxation, and in order to restrict billboards to where they belong, would welcome action by the Department of Commerce tending "to iron out laws and policies governing outdoor advertising."

Their conversion to such ideas is somewhat belated. If their policy had been marked by greater restraint before the pressure of public opinion had taught them the advisability of treading carefully, they would not now be facing restrictive legislation.

Our Best Customer.

A considerable proportion of genuine good will helps to protect the international frontier to the North from the usual jealousies and suspicions of neighbors. But there is also a solid business reason for maintaining the traditional friendship between this Nation and Canada, for one of our best world customers is the great Dominion across the border. In the month of July, according to the Department of Commerce, Canada was still comfortably in the lead among the nations in both export and import business with this country. This is partly a matter of proximity and of similarity of habits and interests. But an important factor in promoting big business with Canada is the free exchange

of periodical literature across the border, which makes American advertising consistently effective among our next-door neighbors. Many American products are household words in Canada because they have been made so by programs of national advertising which are actually international in their range. And to an increasing extent Canada returns the compliment of inviting business across the border, as the figures on American tourists traffic in Canada will testify. Tariff schedules which interfere with this trade are a boomerang.

Thirty-six New Readers of the Tradesman.

Charles Mitzel, Muskegon.
A. S. Poelman, Muskegon.
Geo. W. Slicker, Muskegon.
John Nelson, Muskegon.
Geo. H. McNeill, Muskegon.
Ray Peterman, Muskegon.
Wood St. Market, Muskegon.
Harvey P. Sicard, Muskegon.
Geo. B. Postema, Muskegon.
Al Hoekenga, Muskegon.
Alto Hartwig, Montague.
Walter Anderson, Muskegon.
Clyd Sack, Muskegon.
S. Ouwerkerk, Muskegon.
Wolffs Bros., Muskegon.
Fred O. Engle, Muskegon.
M. F. Quigley, Muskegon.
J. S. Temple, Muskegon.
Chas. J. Mattson, Muskegon.
James Haan, Muskegon.
Olaf Kvarnberg, Muskegon.
A. Kvarnberg, North Muskegon.
Jacob Braak, Spring Lake.
Rockford Co-operative Co., Rockford.
Harry Graves, Rockford.
Cass Johnson, Rockford.
Geo. A. Dockeray, Rockford.
Shook's Grocery, Grand Rapids.
B. Newmyer, Muskegon.
D. B. Jones, Muskegon.
Western Michigan Grocer Co., Grand Rapids.
Hotel Osceola, Reed City.
Henry D. Wilson, Grand Rapids.
Bert Storey, Cook's Corners.
C. E. Doyle & Son, Marlette.
Hume Grocer Co., Manistee.

Among Friends.

A certain bond salesman had not sold a bond for the last six months and was finally fired. He needed some money to tide him over until he could get a job so he went to a friend of his who happened to manage a circus and asked him for a loan. The circus manager said he was sorry but his trained baboon had just died and it was going to cost him \$5,000 or \$10,000 to get a new one; consequently, he could not accommodate him.

The ex-bond salesman thought for a moment and then suggested to his friend that he take the skin from the dead baboon and let him get inside of

it, carrying on in the show, thus enabling him to earn a little money.

The circus manager agreed and two or three days later the show went on. The baboon came out and did his stuff, much to the delight of the crowd, who applauded and cheered; and the more they hollered the more he pranced about until, unfortunately, he slipped and fell into the lion's cage. The lion let out a growl and started to pursue him but our friend, the baboon, for a few minutes kept out of the lion's way.

Finally, seeing that he was about to be captured, he started to yell, "Help! Help!" whereupon the lion said, "Shut up, you fool; do you think you're the only bond salesman out of work?"

Ten Years of the Radio.

The tenth anniversary of radio broadcasting, which gave the industry its greatest impetus, is being celebrated this week. The first program went on the air from a Pittsburgh station in 1920, and a few weeks later this same station introduced radio to politics by broadcasting returns of the Harding-Cox election. Crystal-detector sets were then the last word in reception, and it was necessary for members of the family to take turns at wearing the earphones. Restricted as were its opportunities, however, broadcasting developed so rapidly that within a few years the air was overcrowded and the Government was seeking some form of regulation.

The substitution of electrified vacuum-tube sets for those with crystal detectors and the replacement of earphones with loud speakers, together with other improvements, greatly increased the range and quality of reception. Television to-day is scarcely more of a novelty than broadcasting was in 1920.

These developments have created great industries.

Men's Shoe Shades For Spring.

Six colors will be featured on the men's shoe and leather color card for spring (1931), to be issued shortly by the Textile Color Card Association. Four russet shades portrayed on the current fall color card have been re-indorsed. They comprise luggage, saddle, rusk and briar browns. The two new hues are designated "sports shades" and include trapsand, a medium sandy tone, and pnyo, a light brown of somewhat yellowish cast. The colors were chosen in conjunction with the color committee of the Tan-ners' Council, the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association.

Josh Billings says: Success don't konsist in never makin' blunders, but in never makin' the same one twict.

MEN OF MARK.

E. C. McCobb, of Travis, Merrick, Johnson & McCobb.

Much has been said and written to the effect that an individual starting out in life should study his own adaptability and, having clearly ascertained it, should determine his course in life accordingly. It is often laid down as a positive rule that each person, man or woman, has a capacity for some particular calling, and that his or her success will depend on whether the right one to fit the case shall be chosen. Like nearly all theories abstracted from practice, we find that this one is a mere structure of words that is more plausible than provable by actual demonstration. Probably it can be shown that any individual of ordinary faculty is capable of any one of several particular undertakings that if persisted in with energy and singleness of purpose will eventuate in more or less success. Yet this does not prove that any other pursuit, followed with persistency, energy and singleness of purpose, may not have been equally, perhaps more successful. The fact is that any well equipped mind, backed by a steadfast purpose and supported by a fairly strong physical nature, is capable of successfully accomplishing numerous things that will be a credit to the individual. The lives of many men and women demonstrate this conclusion without recourse to abstract theory or superfluous argument in its behalf.

The truth is that in the majority of instances accident, environment, opportunity or other incidents in early life give direction to one's avocation or pursuit. The vastly greater number depend on chance or opportunity to give them a start in life. As a general thing necessity has much to do with the first step or succession of steps. In the outset we mostly do what we can or what we have to, not what we would desire. It is true that in the learned professions, in mechanics and the arts, where preliminary tuition is possible and determinable, there is often an early choice of pursuit which is carried into effect after the training has been completed. But the great mass of men are thrust by the force of circumstances into the avenues that lead to their settled careers. Many individuals see no other choice than a general resolution to get on in the world and seize the first opportunity which is presented. Such persons apparently are as apt to obtain wealth, position and honor as others who have made a specific selection of calling and have relied on their special adaptability to it for a successful outcome. Especially is this true of men beginning life in lowly and straightened circumstances. They have no opportunity, no power of choice, but are forced to dodge into the first opening which appears. Such tentative movements may be the initiative of a triumphant career, or only the beginning of a desultory effort to keep soul and body together; but in either outcome there was no choice in respect to inclination or adaptability to the avenue of effort which may have offered.

In the following biographical sketch the subject is ushered before the public without preliminary heralding. There is no description of a remarkable boyhood, of a long line of illustrious ancestry, of brilliant scholarship, of training for future employment, of struggles with adverse conditions before a successful start was made. This recital is concerning a man who seems early to have gone at the first work that was obtainable. There was nothing especially strenuous or spectacular in the way his career began. He simply persisted in the pursuit that opened to him, and by industry, a set purpose to acquire a knowledge of the profession he espoused and a skillful application of what he learned he has

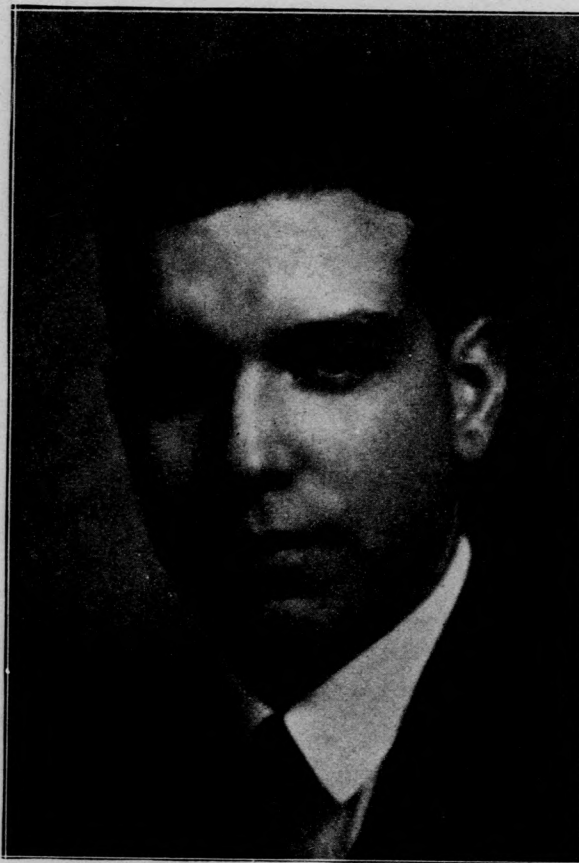
leum Co., at Toronto. Two years later he was placed in charge of the Imperial Oil Co., at Sarnia, Ont. The son completed his high school education at Sarnia and entered the Michigan University, graduating on the literary course with the degree of A.B. in 1923. Two years later he graduated from the law department with the degree of J.D. He thereupon entered the law office of Douglas, Ewan, Barber & Rogers, at Detroit, removing to Grand Rapids Jan. 1, 1926, to take a position with the law firm of Travis, Merrick, Warner & Johnson. Oct. 1 of this year, he was admitted to partnership, when the firm name became Travis, Merrick, Johnson & McCobb.

Mr. McCobb was married May 19,

success to his ability to so inspire the confidence of a client that he never loses the patronage of a man who entrusts his legal matters to his hands.

Mr. McCobb contrives to keep himself physically up to the exacting requirements of his work. It is true that men have accomplished big things in business, art and statesmanship despite the handicap of bodily infirmities. Alexander Pope, Napoleon and Steinmetz might be mentioned as examples. But Nature's law of "a sound mind in a sound body" is seldom violated with impunity. Not only does Mr. McCobb maintain his vigor by proper exercise, but he conserves it by practicing a self-control which holds him tranquil under every stress and strain. This accounts for the quiet efficiency of the man. Friends like him because his disposition never varies.

A trait of Mr. McCobb's character which deserves to be emphasized is his patriotism. His love of country is not merely sentimental. It is practical and positive. He has no patience with those who are constantly finding fault with American institutions. The benefits achieved for the people by our system of government are overwhelmingly greater than its imperfections. Wherefore, he believes in placing the stress upon the good in our Nation and thus educating the people to the practice of better citizenship in their relation to one another.



E. C. McCobb

attained a large measure of success much earlier than most men of his age acquire.

Edward C. McCobb was born at Franklin, Penna., Oct. 2, 1902. His grandfather on his father's side was born in Northern Ireland of Scotch and Irish parents. His mother was one-half Scotch-Irish and one-half German. When he was ten years old his father, who was an accountant in the employ of the Atlantic Refining Co., was transferred to Charlotte, N.C. A year later he was sent to Cochran, Pa. After a year at the last named place he was transferred to 26 Broadway, New York, and the family took up their residence at East Orange, N. J. Two years later he was assigned to duty with the International Petro-

leum Co., at Toronto. Two years later he was placed in charge of the Imperial Oil Co., at Sarnia, Ont. The son completed his high school education at Sarnia and entered the Michigan University, graduating on the literary course with the degree of A.B. in 1923. Two years later he graduated from the law department with the degree of J.D. He thereupon entered the law office of Douglas, Ewan, Barber & Rogers, at Detroit, removing to Grand Rapids Jan. 1, 1926, to take a position with the law firm of Travis, Merrick, Warner & Johnson. Oct. 1 of this year, he was admitted to partnership, when the firm name became Travis, Merrick, Johnson & McCobb.

Mr. McCobb is a member of Park Congregational church. He is a member of the Highland Golf Club, the University Club, the Delta Upsilon and the Phi Alpha Delta fraternities. He is scholastic honorary in the Phi Beta Kappa Coif.

During 1923 he edited the university publication, Chimes, at Ann Arbor, during which time he entered the Druids, a senior literary society, and Pi Delta Epsilon, a journalistic society.

Mr. McCobb owns up to but one hobby, which is golf. He attributes his

Freezing Process Aids Fruit Industry.

Montezuma, Ga., Oct. 6.—The establishment of a new food industry and a new line of food products for the American table is seen in the successful application of the quick freezing process to fresh peaches at Montezuma, Ga., where the first plant of its kind in the world was completed a few months ago, and where for the first time fresh fruit recently has been frozen successfully in commercial quantities for family or individual consumption during the winter months.

Essentially the process is the same as that which recently has been applied to fresh meats, although involving more difficult problems since the delicate cells of fruits are less able than the cells of meats to withstand breaking down during freezing.

Plans include the gradual branching out to include other fruits. The success of the enterprise is said to be of far-reaching importance not only to the consumer, but to the grower of perishable fruits to whom it offers a wider and year-round market, for the fresh product in place of a seasonal and comparatively narrow one, frequently glutted as a result of an unusually large crop.

Window Glass Demand Improves.

The demand for window glass is improving gradually, and orders placed with the manufacturers this week were in some larger volume. The increased call, while far from pronounced, is making inroads on manufacturers' stocks. The plate glass market showed little change either in production or distribution trends. Both are well below normal for this season of the year, reflecting the decreased production of automobiles and continued dullness in other principal consuming industries. Demand for rough rolled and wire glass products is likewise well below the average for early October.

"They say . . . !"

"THEY" say this and "they" say that. And so the Rumor Regiment works--the Whispering Campaign is on.

It's nothing new. A man named Virgil wrote some rumors 2000 years ago. Every man who served in the late war knew about rumors and assigned them to the proper source.

It's always the same. Only the subject matter is different. In various publications we read hints of dark doings. Individuals murmur reports of mysterious plans. Retail and wholesale grocers *bear* things. Manufacturers *bear* things. The chains *bear* that something--no one knows quite what it is

--will break soon. So it goes--on and on.

As a matter of fact, most rumors never happen. They fade into thin, hot air.

About the only definite fact is, the grocery business is growing. Stabilization, development and progress are taking place. Not all the things that are being done are right or perfect, but out of the mass of thought and constructive effort will come, in time, a better, bigger industry.

It's a time for good old-fashioned common sense tinged with a sense of humor--and fortunately most men in the grocery business have a good measure of both.

"Ask the General Foods Salesman"

Principal products distributed by

GENERAL FOODS SALES COMPANY, INC.

POSTUM CEREAL
INSTANT POSTUM
GRAPE-NUTS
POST TOASTIES
POST'S BRAN FLAKES
POST'S WHOLE BRAN
DIAMOND CRYSTAL SALT
TOLL-O
LOG CABIN SYRUP
MINUTE TAPIOCA
WALTER BAKER'S COCOA

WALTER BAKER'S CHOCOLATE
MAXWELL HOUSE COFFEE AND TEA
FRANKLIN BAKER'S COCONUT
CERTO
HELLMANN'S MAYONNAISE
PRODUCTS
CALUMET BAKING POWDER
LA FRANCE
SWANS DOWN CAKE FLOUR
SATINA
SANKA COFFEE

The quality that has made each General Foods product famous is always the same, and the net weight, as specified on the package, is always the same no matter where or from whom the consumer buys it

MOVEMENTS OF MERCHANTS.

Alma—Home art shop opened at 413 Woodworth avenue.

Cassopolis—Sanitary Meat Market opened in Secor building.

Otsego—E. S. Morris has opened a grocery store in the Healy building.

Detroit—United Neckwear Co. has opened a shop at 1010 Farmer street.

Grand Rapids—Mrs. A. Chappini has opened a beauty parlor at 1208 Turner avenue.

Cadillac—Peter Larson has closed his meat market. No details have been learned.

The Kawkawlin Bean & Grain Co. has opened elevators at Pine River and Au Gres.

Kingston—Walter Hyatt has purchased the grocery and variety stock of Otis Jarvis.

North Branch — Ellis Department Store has been purchased by Glen Folkert, of Cass City.

Lakeview—Peter Hanson has repurchased his "R" store from the receiver of the National Grocer Co.

Eaton Rapids—Victor Fish, recently of Hillsdale, succeeds Roy Williams in the restaurant and cigar business.

Lucas—Thieves entered the general store of Jake Toering and blew two safes but found only a small amount of money.

Adrian—The Union Original Cut Rate Drug Co., at 131 South Main street, has opened its doors to the public of Adrian and vicinity.

Muskegon—Andrew Price has sold his meat market at 386 Larch street to Clyde Sack, who formerly conducted a meat market at Rochester, Mich.

Flint—Mansour's Market, Inc., 211 East Kearsley street, has changed its name to the Citizens Market and removed to 113 South Saginaw street.

Detroit — The Cadillac Wholesale Grocery Co., 1357 Division street, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Grand Ledge—George Porter, former manager of the local A. & P., has engaged in the grocery business under his own name in the Granger building.

Cadillac—The three "R" grocery stores in this city have been purchased by their former owners—Ed Larson & Son, Elmer Peterson and DeVere Larson.

Reed City—George Bromley, formerly of Fremont, has engaged in business in the Will Curtis building, handling new and used parts for automobiles.

Davison—Clifton Purdy has sold his interest in the Purdy Drug Co., Davison, and for the present, the store will be under the management of Bruce Lambert.

Marion—George Lowry and Game Bros., managers of the R grocery and meat market, have purchased the business and will conduct it under their own names.

Burr Oak—Interior and exterior decorations and remodeling completed at G. L. Deardorff grocery and shoe store, Central Supply House and store owned by Mrs. Thurston.

Detroit—Cary & McDonnell, Inc., 1183 South Fort street, merchandising and storage, has been incorporated

with a capital stock of \$1,000, all subscribed and paid in.

Beulah—O. E. Barker has removed his hardware stock to Bear Lake and engaged in business in the Masonic building. He has added a line of plumbing and a repair shop.

Cadillac—DeVere Larson, part owner of the R store at 941 Haring street, since the R stores were opened here, has purchased it from the National Grocer Co. and is now sole owner.

Port Huron—The Simplex Engineering Corporation, power plant equipment and heating apparatus, has been organized with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Cadillac—George Currier has sold his interest in the Kryger-Currier Furniture Co., to his partner, Henry Kryger, who will continue the business under the style of the Kryger Furniture Co.

East Lansing—The Mary Stewart Tea Room has changed its name to the Mary Stewart Collegiate Shop and will continue its confectionery and ice cream parlor. Miss Betty Carr will be manager.

Grand Rapids—Daniel Kualuski and Felix Zukaitis have purchased the stock and fixtures of the West Leonard Malt Supplies, 539 Leonard street and will continue the business under the same style.

Detroit—The Tyger Peanut Corporation, 2539 Russell street, has been incorporated to deal in peanuts in every form, with an authorized capital stock of \$1,000, all subscribed and paid in in cash.

Hillsdale—The Hillsdale Grocery Co. has gone in the hands of the Union and Peoples National Bank of Jackson, as receiver. The liabilities are stated to be about \$160,000 and the assets about \$40,000.

Cadillac—Elmer Peterson has purchased the Realty Block R Store and will continue the business under the style of the Chicago Cash Store, its name before being taken over by the R-Stores system.

Detroit—The Hankins Co., 505 West Canfield avenue, feed mixing, grinding and elevator, has been incorporated with a capital stock of 5,000 shares at \$10 a share, \$7,000 being subscribed and paid in in cash.

Lansing—Samuel Hirschberg, formerly engaged in the women's ready-to-wear business at Saginaw, has engaged in the same line of business at 202 South Washington avenue, under the style of Hirschberg's.

Pontiac—Baldwin Stores, Inc., 4 South Saginaw street, has been incorporated to deal in general merchandise with an authorized capital stock of \$40,050, all of which has been subscribed and \$36,050 paid in.

Benton Harbor — The Peck drug store, which succeeds the Hopkins Drug Co., for fifty years established at the corner of Main and Pipestone streets, has opened for business in enlarged and improved quarters.

Lansing—Sprowl Bros., dealing in exclusive lines of wearing apparel for women, has removed from 119 North Washington avenue, to its completely

remodeled and modernized building at 314-16 South Washington avenue.

Lansing—The Lansing Rubber Products Co., 318 East Michigan avenue, has been incorporated to deal in rubber goods, tires and auto accessories, with an authorized capital stock of \$50,000, \$10,000 being subscribed and \$1,000 paid in in cash.

Lowell—W. E. Hall, who has been on the road for the Macey Harris Co. many years, has purchased the feed and implement store of John J. Brezina. Mr. Brezina has gone into the furniture and undertaking business here with his son-in-law, Wesley Roth.

Detroit—Curtis N. Grandstaff, 66, head of the firm of C. N. Grandstaff & Sons, conducting three men's furnishings stores on Grand River avenue, is dead. He was stricken by apoplexy at his main store, Henry and Grand River, and died a few minutes later. He opened his first store here in 1910 after coming here from Van Wert, Ohio. His widow, three sons and one daughter survive.

Ypsilanti—Nathan E. Garber, manager of "Burton's," 102 West Michigan avenue, dry goods and women's ready-to-wear, pleaded not guilty when arraigned before Judge Arthur M. Vandersall in Municipal Court here on a charge of fraudulent advertising in connection with an alleged "receiver's sale," which Garber had planned and in anticipation of which he had caused handbills to be circulated throughout the city.

Kalamazoo—The assets of Bryan Jones, retail furniture dealer, 232 South Burdick street, which were appraised at \$4,521, have been sold at public auction at the store for slightly more than \$3,000. Assets, as listed in the schedule, are \$12,812 and liabilities, \$34,076. Creditors with claims over \$500 include: State Bank of Kalamazoo, \$2,400; Innes-Pierce Co., Rushville, Ind., \$1,572; Kalamazoo Gazette, \$613; Kroehler Mfg. Co., Naperville, Ill., \$10,373; Logan Furniture Co., Gallipolis, Ohio, \$766; estate of J. W. Osborn, Kalamazoo, \$1,200; Simmons Co., Chicago, \$640; Industrial Finance Co., Kalamazoo, \$7,302.

Detroit—In the case of Harry Ritzwoller, retail fur dealer, 502 Metropolitan building, nominal assets are given as \$38,074 and liabilities, \$25,687 in schedules filed in involuntary bankruptcy proceedings against Harry Ritzwoller. Creditors with unsecured claims of \$500 or more are: Rafel & Jacowitz, New York, \$877; Rosenberg Bros., Detroit, \$3,399. The following notes have been given to creditors for merchandise: Rosenberg Bros., Detroit, five notes for \$744 each; Zissis Bros., Detroit, \$1,300, \$1,350 and \$2,300; W. F. Warner, St. Louis, \$700 and \$808; Mendoza Fur Dyeing Co., two notes of M. A. Hogan for \$500 each.

Pontiac—A composition offer of 15 per cent. cash has been withdrawn in involuntary bankruptcy proceedings against Sidney Barnett, individually and trading as Sid's Clothing Shop, retail dry goods, and at Lansing, and the case has been referred back to the U. S. District Court at Detroit, for

adjudication. This action followed a meeting of creditors with Referee George Marston. Ralph A. Becker, of Pontiac, is the receiver. Assets are given as \$14,600 and liabilities, \$33,597 in schedules filed. Creditors with unsecured claims of \$500 or more are: New York: B. & J., \$3,062; Lewis Bros., \$1,639; H. Burken, \$1,966; B. Lifshitz, \$1,113; Mayolis & Sanskin, \$1,002; Greenspan & Greenberger, \$2,964. S. Wertz Co., Cleveland, \$769; Peoples State Bank, Pontiac, \$4,600; American State Bank, Lansing, \$2,950; Cel Blumrosen Pontiac, \$1,800.

Manufacturing Matters.

Milan—American Furnace & Foundry Co. and American Boiler & Foundry Co. resumed operations here.

Lansing—The Miller-Hicks Shirt Co., newly organized, has purchased the equipment of the Capito Shirt Co. and opened for business at 403-4 Bauch building.

Detroit—The Twin City Fumigating Co., 5515 Second boulevard, has been incorporated with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Bay City—The Valley Sand Co., 209 Chilson street, has merged its business into a stock company under the same style with a capital stock of \$12,000, all subscribed and paid in.

Hancock—The Portage Lake Foundry & Machinery Co., Ripley, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, all subscribed and paid in.

Detroit—The Eclipse Display Products Co., 7410 St. Aubin avenue, has been incorporated to manufacture and sell containers for the display of merchandise with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Cemented Tungsten Tool Co., 1050 Mt. Elliott avenue, has been organized to manufacture and sell special tools with an authorized capital stock of 6,500 shares at \$10 a share \$52,500 being subscribed and paid in.

Detroit—The Robinson Manufacturing Corporation, 17125 Filer avenue, has been incorporated to manufacture and deal in aluminum and brass with a capitalization of \$100,000, \$60,000 of which has been subscribed and \$55,000 paid in.

Detroit—The Reok Asphalt Corporation of America, 14800 East Jefferson avenue, has been incorporated to produce rock asphalt and manufacture paving material with a capital stock of \$50,000, \$29,000 being subscribed and \$18,500 paid in.

Detroit — The Midwestern Drug Products, Inc., 1962 Trombley avenue, has been incorporated to manufacture and deal in drugs and chemicals with an authorized capital stock of 5,000 shares at \$10 a share, \$5,000 being subscribed and paid in in cash.

Detroit—The Green Specialty Corporation, 5595 Montclair avenue, has been organized to manufacture vending machines and other articles from metal or wood, with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Essential Features of the Grocery Staples.

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

Tea—The past week has witnessed considerable additional strength in the tea market, probably the average advance throughout the list is not less than 1 cent per pound. This is partly due to the restrictions of the imports of Formosa tea and the fact that India and Ceylon teas are running too low grade, which makes the better grades higher and, generally speaking, because the aggregate imports of tea into this country seem likely to be smaller than last year. Consumptive demand for tea has not been affected. The outlook is for further advances.

Coffee—For a considerable part of the past week Rio and Santos coffee, green and in a large way, for future delivery has been firmer, due it was said to increased strength in the Brazilian money market. Later, however, most of this was lost and the market on the whole line of Rio and Santos weakened again, due to lapse in Brazil. Spot Rio and Santos coffee, green and in a large way, show little or no change from last report, possibly a very small shade higher. Milds are for the most part where they were a week ago. The jobbing market on roasted coffee has, generally speaking, not noticed the week's fluctuations in green. Here and there had been slight adjustments, but they were not important.

Canned Fruits—California fruits, other than peaches, show no special change for the week.

Canned Vegetables—Undoubtedly, the outstanding development in canned foods for the week was the record breaking pea pack of 22,035,212 cases. This announcement cast a pall over local handlers, who had anticipated a pack below the some 18,000,000 cases for last year. Canning interests are coming in for no small amount of criticism for contracting for such a great pack, which seems to be against the spirit of the times, and certainly so under conditions as they exist at present. However, others feel that the situation will work out through the year. There is a steady and encouraging demand for standard peas, and an improvement in economic conditions may create a market for the higher grades. Interest is now centering on the volume of the corn and tomato packs, and despite the reports of extensive damage due to drouth there is less confidence that the packs in either will be so low as to have any great strengthening influence. Tomatoes and Western corn were easier earlier in the week. There is a freer offering of crushed evergreen corn than previously, which shows that despite all predictions of drouth damage, etc., there is at least a small surplus available.

Dried Fruits—While considerable damage to the new crop of Thompson raisins in the San Joaquin Valley by recent rains has been reported, there has been no concerted rush to advance price quotations. The Sun-Maid Raisin Growers' Association has been trying to check up on the extent of the damage done before announcing new quotations, but not sufficient informa-

tion was forthcoming to justify this move yet. Revisions may be announced to-day, however. Reports from California to-day indicate that the rain is now over, but Northern prunes have suffered to an appreciable extent. California figs are en route to the spot market in sizable quantities, while the first arrivals of Smyrnas are now being inspected by officials connected with the Department of Commerce. Prices on imported new crop figs will have to depend on the amount that passes inspection. There is an improved buying spirit on the spot market, and quite a number of orders for immediate delivery. Stocks in many instances have got down to a point where any consumption of goods finds spot holders unable to fill in the gap immediately, and thus most of the orders come in emphasizing quick delivery.

Canned Fish—Canned salmon is inactive at the moment and as this is usually the dull season on salmon in consuming channels little change may take place in the near future. Stocks on the Coast are said to be plentiful, with the price situation in some instances none too stable. Crab meat has firmed up somewhat, with \$24 and \$25 being about the best quotations on which business can be done. There are offerings of \$23 heard, but no confirmations have thus far been made at this price.

Salt Fish—Holders of mackerel are predicting a continued shortage in the market, especially in new shore mackerel. The catch will probably be light from now on. Prices are steady to firm. Some foreign mackerel is coming in, but not very much.

Beans and Peas—The market on practically all dried beans, including the foreign, has weakened considerably during the past week. This especially applies to pea beans and California limas. To a certain extent the bottom seems to have dropped out of the market, and practically all prices are lower. Blackeye peas are also very dull and weak.

Nuts—While no great improvement in the market has occurred during the week, there were several good reasons why an increased demand did not set in. One again, the Jewish holidays adversely affected sales, but there is confidence that a more satisfactory movement will occur in all varieties during the present week. Holders do not look for any remarkable stimulation, but with the coming of cool weather, it would be most unusual if a better demand did not develop. New California crop walnuts will be quoted this week, and there is a general interest in this feature. The remaining stocks of the old crop have practically disappeared and Emeralds of this type may be said to be definitely off the market. While the new crop is not expected to move from primary points for a few weeks yet, enough has been learned as to its quality to insure a favorable reaction in consuming channels. In the meantime, new crop California almonds are now moving at a pace satisfactory to handlers both in the shell and shelled. The week saw an increase of 1/2c on Brazil nuts, but Levant shelled filberts developed some weakness, while the Turkish type was

stronger. Foreign walnut holders are keeping their quotations firm, and importers are ordering only to fill in present gaps in their supplies, confident of price declines later to put these nuts into more serious competition with the home grown variety.

Syrup and Molasses—Sugar syrup situation is exactly as it was a week ago. Spot stocks are small and prices unchanged. As to compound syrup, cooler weather is expected to increase the demand, which may or may not affect prices. Molasses shows no change for the week. Fair demand.

Vinegar—With the coming of cooler weather, increased sales of vinegar are in order, but for the week little change was reflected in the market. The Jewish holidays are believed to have held back movement, however, and while a fair volume of business is being done, holders look for a steady improvement.

Review of the Produce Market.

Apples—Current quotations are 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—85c for 50 lb. sack of Canada.		

Bananas—5 1/2 @ 6c per lb.

Beets—\$1 per bu.

Butter—The offerings of fine creamery butter have been rather light during the week, but prices have declined about 1c per pound. Undergrade butter has been steadily dull and neglected. Jobbers hold 1 lb. plain wrapped prints at 40c and 65 lb. tubs at 39c for extras and 38c for firsts.

Cabbage—Home grown commands 65c 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—80c per doz. or \$6 per bag.

Cranberries—Early Black command \$3.50 per 1/4 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	-----	\$6.25
Light Red Kidney	-----	7.25
Dark Red Kidney	-----	7.25

Eggs—Strictly fine fresh eggs continue scarce and prices hold steady at former levels. Supply of undergrade eggs is still excessive and the movement very sluggish. Local jobbers pay 28c for choice stock, 27c for general run and 20c for pullet eggs. Cold storage operators are now offering their supplies on the following basis:

XX candled in cartons	-----	28c
XX candled	-----	26c
X candled	-----	23c
Checks	-----	21c

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—\$1.60 for Calif. Tokay; \$1.75

per dozen 4 lb. baskets for home grown Concord, Niagaras and Worens. Delawares command \$2.50 per doz.

Green Onions—Home grown, 30c per doz.

Green Peas—\$4 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	-----	\$4.50
Imperial Valley, 5s, per crate	-----	4.75
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	-----	\$8.25
150	-----	9.00
176	-----	10.00
200	-----	10.50
216	-----	11.00
252	-----	11.00
288	-----	10.00
344	-----	8.50

There is no hope for relief from high prices before Thanksgiving.

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.

Plums—\$1.50 for 4 basket crate from Calif. Apricots, \$2.50; home grown Lombards and Guis, \$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.

Squash—Hubbard, \$3 per 100 lbs.

Tomatoes—\$2 per bu. and \$1.25 per 1/2 bu.

Turnips—\$1 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

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

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

The receiver of the National Grocer Co. has sold all but forty of the 370 "R" stores established by the defunct concern. Two more stores were transferred to the Royal Tea Co. this week. The remaining stock in the wholesale headquarters of the estate will be closed out within three weeks, when the location will be abandoned—subject, of course, to the existing lease on the premises. The receiver hopes to be able to pay the creditors 100 cents on a dollar, but the appearance of unexpected liabilities and the adjustment of long-time leases may preclude such a possibility. The former managers are severely criticized for renewing several leases when failure stared them in the face. The Grand Rapids lease, for instance, was renewed in April of this year for five years at \$14,000 per year. There cannot fail to be a big loss as the result of this unfortunate action, which is incompatible with ordinary business sagacity. Men who would make such a mistake under existing conditions were certainly capable of involving the organization in the \$3,000,000 loss.

In looking for the cause of the great fiasco which involved such an appalling loss to the stockholders it is first of all conceded that the ousting of Cliff Elliott from a position of responsibility in the organization was in itself enough to account for much subsequent trouble. Mr. Elliott was popular with the trade and enjoyed the confidence of the banking interests to such an extent as to enable the company to finance itself without difficulty. President Kuisenga, who was solely responsible for the retirement of Mr. Elliott, was not only very unpopular with the trade, but did not enjoy the confidence of the bankers, because of certain unfortunate habits and his propensity to don the high hat, which he was prone to do on occasions when humility would have been more in keeping with the circumstances. It is understood Mr. Kuisenga plans to engage in the merchandise brokerage business in Detroit as soon as he is relieved of his present position as agent of the receiver. He says he does not care to return to Grand Rapids to live and that he has not sufficient funds to re-engage in the wholesale grocery business.

W. E. Fitzgerald, who has been identified with Lee & Cady for about seventeen years, having been chief buyer for several years, has been raised to the position of local manager by George & Kelly, General Manager. Mr. Kelly also advanced John P. Moulton to a position of chief buyer and appointed John F. Berner to the position of Sales Manager. Mr. Moulton has been with the house many years. Mr. Berner was for several years manager of the Cadillac branch of the National Grocer Co. and for a year or two has had charge of the "R" store department of the same organization.

Robert M. Allan, President of the American State Bank, announces that

Smith Faulner, discount teller, has been elected assistant cashier of the bank. Mr. Faulner's banking experience began in the British Linen Bank in Edinburgh, Scotland, where he was engaged four years.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against the Farber Furniture Co., Inc., by Mawhead & Kenney, attorneys, representing Shuler Furniture Co., \$342; Huntingburg Furniture Co., \$36; Morley Bros., \$999.

A notice to creditors to show cause re application for confirmation of composition of 15 per cent. has been filed in involuntary bankruptcy proceedings against William B. Teichner, dry goods

sets are given as \$1,706, and liabilities \$7,423 in schedules filed.

A composition offer of 30 per cent. payable 20 per cent. in cash, 5 per cent. in three months and 5 in six months, has been filed in involuntary bankruptcy proceedings against American Home Outfitting Co. All books, deeds, and papers, including accounts receivable and accounts payable have been turned over to Union Gaurdian Trust Co. as trustee under trust chattel mortgage executed by the debtors on July 9. Liabilities are listed as \$45,950 in schedules filed.

An involuntary petition in bankruptcy has been filed against Harry Weinberg, shoe dealer, by Fixel & Fixel and

with front-wheel drive. Report has it that this car, embodying French design ideas, is now definitely in prospect. The company behind the new car, located outside of Detroit, is known to have been dickering for some time with a French concern for the American rights to the front-drive type in question. The head of the American firm is now in Paris to wind up the deal, according to trustworthy report.

At first glance, twelve cylinders and the front-drive might seem to indicate an exceptionally long hood, but it is pointed out that the V-ing of the cylinders will make an engine actually shorter than the eights which power present American front-drive automobiles.

When Nash appears with four new models in the next few days, it, with Buick, Chrysler, Studebaker, Packard, Cadillac, Reo and Peerless, will have contributed to the recent new cars. There are others yet to come and many of them will arrive before the first of the year.

While quite likely to offer different body designs, the new models yet to come hold prospect of no revolutionary changes. Engine powers are certain to be boosted in most cases, largely through refinements in carburetion and manifold systems. On the whole, Detroit expects the surface changes to be more significant than those below the surface.

As a means of relieving local unemployment the Fisher brothers have announced that work will start at once on the new Center building, a ten-story office structure, across the street from the present Fisher building. Originally it was intended to wait until the fall of next year to begin the project. "One of the principal difficulties of the present, as we view it, is the prevalent belief of the average business man that business is not normal because it is not better than his previous peak year," said the brothers' announcement. "As a matter of fact, general business is better to-day than it was in many of the recent years when all were content with their progress."

Engineering interest in Detroit now centers in the ninth National production meeting of the Society of Automotive Engineers, which will be held here next Tuesday and Wednesday. It is at this session that engineers gather to exchange ideas on the best methods of producing motor cars at the lowest possible cost. One of the subjects in which interest is especially keen this year will be brought up in a paper dealing with improved cutting tools made of a new iron-gray powder briquetted with cobalt. In view of the industry's tremendous concern with reduction of production costs, this year's meeting has great practical significance.

It is the responsibility of management to bring the good in men to the surface where it can be used, both in their interest and in that of their associates.

Enthusiasm is the mainspring of accomplishment.

Work while you live and live while you work.

AVAILABLE TO GIRLS OF LIMITED EARNING CAPACITY.

To provide permanent housing for their project, the women of the Federation of Women's Adult Bible Classes of Kent County Sunday School Association last spring secured the beautiful residence at 221 John street, known as the Hazeltime property, in which to carry on its project of a home for employed girls. The new home, which is the successor of the Federation Home on Jefferson avenue, has been christened "Elmcrest."

This fine, old residence is ideal for this purpose. The location is correct, being away from the noisy business streets and yet within easy walking distance from downtown, while there are two street car lines within two blocks. It is centrally located with reference to the downtown churches, the Young Woman's



Christian Association, and the night school and recreational centers, so that little carefare is required.

Elmcrest serves girls of limited earning capacity who appreciate the atmosphere of a good home. While it surrounds them with a wholesome Christian atmosphere, being inter-denominational, it has no sectarian emphasis. As it is conducted by a non-profit organization, girls may live here at very low rates and enjoy the largest freedom consistent with a well regulated home. The supervisor is a motherly woman who relates herself to the girls in a wholesome, sympathetic way and the girls feel free to come to her at any time with their business or personal problems.

The pleasant home life is like that of a big family. Good social times are enjoyed and fine friendships are cultivated. The commodious living rooms are attractive and inviting to guests. It is doubtless this fine home spirit and the helpful relationships sustained which makes Elmcrest popular with young business women who find it necessary to live away from home.

dealer at 12,702 East Jefferson avenue. The offer is payable 10 per cent. in cash and 5 in two months. The Union Guardian Trust Co. is receiver. Assets are given as \$3,000 and liabilities \$13,105 in schedules filed.

The Union Guardian Trust Co. has been appointed receiver in the involuntary bankruptcy case of Lords, Inc., retail women's ready to wear, 1526 Woodward avenue, with branches at 8960 Grand River avenue and 14219 East Jefferson avenue. An order for examination under Section 21A has been granted.

The Union Guardian Trust Co. has been elected trustee in involuntary bankruptcy proceedings against Ben Stark, dry goods and shoe dealer. As-

Max Kuhn, representing Walter Booth Shoe Co., \$1,895; Wolff Tober Shoe Mfg. Co., \$17; International Shoe Co., \$500.

In the case of Baltimore Department Stores, Inc., a notice has been sent to creditors on order to show cause re application for confirmation of composition offer of 25 per cent. This offer is payable 10 per cent. in cash and the remainder in promissory notes payable 5 per cent. in three months, 5 per cent. in six months and 5 per cent. in nine months. Assets are given as \$48,587 and liabilities, \$117,755 in schedules filed.

Now comes word of a combination of two of the latest trends in motor car design, a twelve-cylinder engine

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Chicago, Oct. 4—As usual, Mr. J. L. Harris, our sales manager, and myself read each week the Michigan Tradesman with interest, with pleasure and with profit. Mr. Harris himself was a resident of Grand Rapids for a number of years.

Your Out Around and In the Realm of Rascality columns particularly please us. Now we have met a condition in our business which Mr. Harris sets forth in the enclosed letter of Oct. 4, and we believe that you will be interested in helping us to uncover the practices of this man, W. J. Dick, who has victimized a number of Michigan dealers, and unless he is stopped he will continue to do so. Mr. Harris joins his plea with mine that you will air this matter in your Realm of Rascality column and if not too late we would like to see it appear in the next issue of the Tradesman.

J. M. Horn,
Adv. Mgr. Foley & Company.

Chicago, Oct. 4—Having been subscribers to your splendid publication, the Michigan Tradesman, for several years and also having paid for many years the subscription of our Mr. K. B. Simmons, we are taking the liberty of asking you if you can do anything to help stop the operations of one W. J. Dick, of St. Louis, who is doing us much injury in your State through false and evidently malicious statements.

He is now making a trip through Southern Michigan, swapping his unadvertised and unknown goods for ours by making the following false statements. He tells dealers that he has bought out and taken over the business of Foley & Company, and that Foley & Company are now out of business. He states that he is taking up old goods of Foley's and sending new goods for them leading the dealers to believe that he is simply sending new Foley's Honey & Tar in place of the old. He often goes behind the dealer's counter and takes Foley's goods from the shelf. He makes out on blank forms what purports to be a list of the goods he takes up and the dealer signs the paper as an evidence that Mr. Dick had taken the goods. Later the dealer is surprised to find that he has signed an order of the Chambers Medicine Co., of St. Louis, authorizing shipment of a considerable quantity of their goods, and for which he agrees to pay at a certain time. Some dealers claim that they never get anything whatever in return for the Foley goods he took up.

Our Mr. Boaka, who has represented us for approximately twenty years, and Mr. K. B. Simmons, who has been with us in Southern Michigan for about thirty-five years, have sent us the names of several merchants who have been bitten and of others whom Mr. Dick tried to beat, but failed.

Mr. C. M. M. Cushway, of Moorepark, agrees to make affidavit that this Dick told him he had taken over Foley & Company's business, and we have a letter from Mr. P. A. Berggren, of Kellogg, to the same effect. The following dealers that we know of were induced to trade with Dick on the strength of his falsehoods.

E. Johnson, Klinger Lake.
M. M. Rockwell, Hickory Corners.
W. F. Smith, Prairieville.
A. Hohman & Sons, Kings Mills.
C. Havens & Son, Argentine.

There are probably many others that we do not know of. A merchant at Eureka also traded with this man Dick, but we do not know the dealer's name. Dick was employed by Foley & Company in the State of Utah for a few weeks many years ago, but was so dishonest that we were forced to discontinue his services, but not be-

fore he had done us hundreds of dollars' worth of damage.

We wish you could, through your Realm of Rascality, warn the merchants of Michigan to beware of dealing with anyone claiming to have bought the medicine business of Foley & Company, as well as to advise them that our salesmen, Mr. Boaka and Mr. Simmons, who have represented us many years are still with us and will call on them at the usual time, as in years gone by.

J. L. Harris,
Sales Mgr. Foley & Company.

Use of a word in its corporate name that would imply connection or association with another underwear company, will be discontinued by a corporation manufacturing ladies' rayon underwear and having no connection with the other company. The corporation signed a stipulation agreement to the foregoing effect with the Federal Trade Commission.

Two corporations, one manufacturing and selling lacquers, the other acting as an exclusive sales agent, signed stipulations with the Federal Trade Commission jointly agreeing to stop the practice of giving to superintendents, foremen or other employees of customers, without knowledge or consent of their employers, cash commissions money or other things of value, in order to induce such employees to buy on behalf of their employers the products of respondents or to recommend such purchase to their employers or as a promised reward for having induced such purchase by their employers.

Alter & Company, et al, Chicago, Ill., dealers in jewelry, are using the word "Diamond" to designate imitation stones and quoting prices in excess of those at which product is regularly sold, to imply a special reduced price.

The following are lotteries:

Lion Manufacturing Co., Chicago, distributor of blankets to be sold through the agency of a punch board.

K. & S. Sales Co., Chicago, distributor of general merchandise to be sold through the agency of a punch board.

Cosmopolitan Candy Co., Chicago, manufacturer and distributor of candy to be sold through the agency of a punch board.

Belmont Candy Co., Memphis, manufacturer and distributor of candy.

Rubey Candy Co., Cleveland, manufacturer and distributor of candy.

Falsely claiming to be manufacturer: Manchester Shoe Co., et al, Chicago, distributor of shoes.

Lomax Rug Mills, Philadelphia, Pa., distributor of rugs.

The Only Way To Win.

It takes a little courage
And a little self-control
And some grim determination.
If you want to reach the goal
It takes a deal of striving.
And a firm and stern-set chin.
No matter what the battle,
If you really want to win.
You must take a blow or give one.
You must risk and you must lose,
And expect that in the struggle
You will suffer from the bruise.
But you mustn't wince or falter,
If a fight you once begin—
Be a man and face the battle—
That's the only way to win.

Reward should be in proportion to usefulness.

COFFEE

Quality Coffee - - the
Grocer's biggest asset.

Our line will increase
your assets - - a real
quality line.

Morton House

Quaker

Nedrow

Imperial

Majestic

Boston Breakfast Blend

LEE & CADY

BOLSTERING SENTIMENT.

In the speech made by President Hoover before the bankers' convention last week the chief object was to correct the depression psychology. Only in the references to abolishing taxes on capital gains and possible changes in railroad regulations were definite measures for aiding business recovery cited, although a last-minute addition to the address criticized any lowering of American living standards. The President paid his respects to those who have been so unkind as to report the situation as it is and not as Washington would have it. However, he refrained on this occasion from supplying another of the ill-starred forecasts which have failed so often of fulfillment.

No doubt there is a need just now of bolstering sentiment. The earlier efforts were doomed to failure, but had sufficient influence to make matters so much the worse at present. This was pointed out months ago when it was explained that if the hopes held out did not materialize the reaction in sentiment would be still more severe.

In the news of business during the week the best reports once more came from trade quarters. Merchandise activities gained as temperatures fell. Steel operations fell slightly and prices eased. Automobile output in the aggregate slumped badly. Electric power consumption rose only by a fraction. Car loadings dropped. The sum of these major trends was a new low for the weekly business index.

However, there were a few bright spots in the heavy buying of copper at its new low price of 10 cents and in the upswing in building in this area. New York contract awards last month rose 41 per cent. over the total for a year ago. Usually an upturn here is followed by greater activity elsewhere in the country.

INDUSTRIAL POLICIES.

At Cologne, in Germany, last week, Henry Ford placed the cornerstone of his new factory which will introduce mass production into a country which, as a correspondent pointed out, has hitherto seen its economic future in amalgamations and restricted output to support high prices and to pay the lowest wages possible. Mr. Ford summed up his philosophy, which, the correspondent added, fascinates but as yet does not inspire the German business man to go and do likewise.

The contrast drawn abroad has its counterpart here because, even as the master of mass production carries his operations into Europe, there is a steadily growing sentiment among business interests in this country favoring the German system. This sentiment is most manifest in the cry for an overhauling of the anti-trust law so that rationing of markets and price fixing by agreement may be permitted.

In short, what a good many manufacturers would like, if they could in some way avoid government regulation, is a guarantee of profits. To this purpose they think it necessary to control output and to fix prices. They realize that the tariff is no longer a cure-all and feel that overproduction

is at the bottom of their troubles.

The real situation appears to be that too many industries have still to adopt the high output-low price and high wage-low cost plan. They stifle the market for those producers who are following the real principles of mass output. Before the German idea is adopted here it might be well to test Mr. Ford's idea that there is no such thing as overproduction. "What is called overproduction," he declared, "is really lack of production of what the people want."

GENERAL TRADE CONDITIONS.

Although interrupted by a religious holiday, retail sales last week were very favorably influenced by cooler weather. Trade in seasonal items of wearing apparel took the lead, but brisk buying of home furnishings was also reported. The latter demand has been considerably stimulated by the excellent values which the stores are offering.

Early reports on September trade made by the various chain organizations disclose the expected reductions for the most part. Grocery chains, as a rule, enjoyed increases, but the merchandise distributors fell behind. One of the largest mail order-chain systems reported a loss of somewhat over 18 per cent. under the same month last year, which was ascribed in part to drought conditions.

Trade during the month got off to a good start, after the spurt late in August, but failed to hold its gain, due to warm weather. However, it has been estimated that the depreciation in prices under a year ago exceeds 20 per cent. on typical merchandise items. Trade comparisons have not been showing any such losses and the assumption is that more units are being sold and that the usual prices are being paid for better qualities.

Reflecting more active trade at retail, the wholesale merchandise markets during the week enjoyed more business on lines that have lagged on account of unseasonal weather. There was also the stimulation traced to the beginning of a new month and the buying appropriations made available. As a whole the markets, however, still find buyers rather cautious in their operations for the present season. More confidence is displayed by those now planning their spring purchases.

INSTALMENT CREDIT.

Previously it has been suggested that possibly the most effective stabilizer for business conditions would be to have instalment credit gradually restricted in boom times and expanded in times of adversity. It was pointed out that this is somewhat the method followed these many years in agricultural sections where credit must be granted in lean crop periods if the community is to survive.

This automatic contraction and expansion of instalment credit is not entirely stated by Julian Goldman, whose book on Prosperity and Consumer Credit has just been issued by Harper & Brothers, but he does declare that the solution of the present business depression lies in having every

family buy \$100 worth of merchandise at once on the partial payment plan. In his book he expresses his conviction that the development of instalment selling brought the country out of the depression of 1921 via the increase in automobile sales. In the present setback he maintains that consumer credit has been subjected to a scathing test and has emerged with flying colors.

All reports of the losses suffered in supplying the public with credit agree that they are very small—in most instances only fractional percentages of the huge sums involved. Reports also agree that many lines of distribution have still failed to use the instalment method on an appreciable scale. Now that prices have been scaled down in many cases and qualities improved, credit might very well dislodge the key log of the business jam.

LIQUIDATING EXECUTIVES.

While a good deal of attention has been given to the necessity of prompt and thorough price liquidation as a means of hastening business recovery, the almost equally important need of liquidating boom-time management personnel has received little emphasis. The executive who was an excellent fair-weather manager of one thing or another and claimed as much of the credit as he could for the results which could scarcely fail to be attained, still lingers on in many organizations.

Too many concerns have adopted the uniform salary reduction or else have given incompetent management the authority to effect economies through wholesale discharging of personnel. In each case the efficient suffer for the inefficient.

As a real test of the management staff it would appear to be much more appropriate and profitable to determine the real producers—those who can make headway against this depression. Minor executives should be given a chance to present their ideas not to their immediate superiors, but to the head of the business or even to the directors. The alibi that "no one is doing any business" ought to be accepted for what it is, namely, pretty fair proof that a fair-weather executive is speaking.

Through the years of only minor business setbacks many men have moved to high positions with little in their favor but circumstances. There are calls made now for them to show their prowess and it is to be hoped that not all of them will be found entirely wanting. At any rate, they should accept the test or be dispensed with for the benefit of all interests.

A STORY THAT STRETCHES.

Another of those peculiarly Russian stories has just come out of Moscow, apparently designed to throw a scare at England, Holland and other countries interested in rubber. The gist of it is that two Russian plants, hondrilla and tausagyz, flourish in great quantities and "possess particularly high percentage of rubber." Also that large areas there are to be sown with guayulla, another rubber-producing shrub, and that factories now are being built to extract and utilize this rubber. Aside

from the fact that rubber is now a glut on the world's market, with more being produced every year and extremely low prices almost certain for some time to come, there are other signs of hokum in the staid story. For some years the scientists of the world sought rubber-bearing plants of commercial value, looking well over the globe in their search. It is not likely that they would have completely overlooked this hondrilla and its cousin, the tausagyz. And guayulla may be remembered by sundry Americans who some years ago put spare cash into rainbow guayulla plantation projects in Mexico and have never since heard of either their cash or the highly touted guayulla rubber.

TWO KINDS OF THINKING.

In her address at the opening of Bryn Mawr College President Park spoke of two kinds of thinking. "Accurate thinking," she said, "takes us over an area already explored, while courageous thinking takes us over old boundaries into new areas."

Colleges have traditionally been regarded as centers of accurate rather than courageous thinking—places in which the thought of the past was carefully preserved and from which any disturbing ideas were hermetically excluded. This picture, only too true of many colleges, leaves out those bold experimenters in the laboratory and those equally bold inquirers in history, philosophy and other fields who have wrought peaceful revolution—and have wrought them partly because their boldness was not impatient of accuracy.

Dr. Park's words are a reminder of the fact that not all colleges are afraid of courageous thinking, but an age which delights in sensational announcements and flamboyant declarations is in even greater need of the other half of her preachment—that thinking is none the worse for being accurate. This is true in those "new areas" of which she speaks as well as in the areas which have been explored.

FIGHTING THE SALES TAX.

Originally conceived in some states as a threat against the expansion of the chain store, the trend toward sales tax legislation has been stimulated by the necessity of developing additional sources of tax revenue in many states and the tendency to shift the burden of taxation from real property and public utility enterprises. Retailers, however, have protested against the enactment of the various laws on a large number of grounds, insisting that the legislation was drastic and unfair to merchants and would materially increase the cost of living to the consumer.

The smaller retailer has proportionately as much at stake as the large store in opposing this legislation. The small merchant will find it almost impossible to pass on the tax on items selling at \$1 or less, while in several states the exemption providing for annual sales volume has been decreased, thus putting the smaller merchant in the taxable class. In Georgia, for instance, an attempt is being made to lower the original exemption of \$30,000 sales volume to \$3,000 annually.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Having never visited the Mt. Pleasant and Leaton oil fields, I gladly accepted an invitation last Saturday from John R. Cox, President of the General Petroleum Co., to accompany him to two of the most interesting localities in which oil is produced in the United States. The day was an ideal one and the circumstances were such as to render the inspection complete and comprehensive.

Mt. Pleasant, which is five or six miles from the scene of the greater development, has evidently profited most largely by the discovery and development of oil in Isabella county. Because the work so far accomplished has been undertaken largely by established oil companies like the Pure Oil Co., Standard Oil Co. and Dixie Oil Co., the transient element composed of wild catters, freebooters, dead-beats and swashbucklers, who were so greatly in evidence during the early days of the Muskegon oil boom, is nowhere to be found. The development has proceeded in a thoroughly orderly manner, due to complete understanding between the chief operators, who have thereby produced a result which is a pleasure to the eye as well as lucrative for the promoters of the undertaking. All the derricks in the Mt. Pleasant district are in line and all are far enough apart to avoid unnecessary interference. As soon as a well is completed, all rubbish is burned or removed, so the surroundings are clean and inviting. I cannot imagine a more orderly condition than is presented by the oil well district near Mt. Pleasant.

The Leaton field is of more recent development and the character of the field is not yet fully established. There are apparently a dozen or fifteen wells completed or in process of drilling. Two wells have turned out to be "gassers." None of the wells have developed dry holes.

I was told that there are about 150 wells in the Mt. Pleasant district; that only about 10 per cent. of the wells have come in dry; that 85 per cent. of the oil wells are still delivering oil without pumping, which is somewhat unusual; that one of the first wells to come in with 600 barrels daily production has since increased to 660 barrels.

The output which is not taken by the Roosevelt Refining Co., of Mt. Pleasant, is sent by pipe line to Bay City. The pipe line is used by the owner, the Pure Oil Co., to transport crude oil to its refinery at Toledo. It is also used by the lessee, the Standard Oil Co. of Indiana. The Standard has a small refinery in Saginaw erected during the Saginaw oil boom some years ago. The Roosevelt refinery will have a capacity of 2,500 barrels per day. It is now handling 1,500 barrels per day. Three grades of naphtha, two grades of gasoline, kerosene and fuel oil are now being produced. Later a high grade of lubricating oil will be placed on the market. It is claimed that the Mt. Pleasant field produces as fine a

lubricating oil as the best Pennsylvania crude oil. The output of the refinery is marketed by the Northland Oil Co., of Chicago.

The well of the General Petroleum is located near Leaton, about six miles Northeast of Mt. Pleasant. It is down more than 3,000 feet and the fate awaiting the owners is expected to be known some time during the coming week. Mr. Cox visits the well about twice a week. He has covered all the available routes to Mt. Pleasant and says that US 131 and M 20 registers the shortest mileage. He goes North on US 131 to the junction at Borland, four miles North of Morley, then East ten miles, then North four miles, to M 20, then East twenty-two miles to Mt. Pleasant. The roadbed on M 20 is gravel all the way, but the surface is very smooth and level. In returning we went North on M 17 to a point within four miles of Clare, thence West via Chippewa Lake to Big Rapids. Mr. Cox placed me under obligation to him for a very pleasant day, during which I saw many things I had never seen before and heard much I had never heard before.

In following the Pennsylvania system for about fifty miles on our way North on US 131 we did not see or hear a single train, either freight or passenger, which furnished a fresh reminder of the lack of business that road is now facing on its Northern division. It also recalled an early experience I had brought to my attention which originated in the little village of Edgerton, a few miles North of Rockford. A bright young man acquired the grist mill in that village and started to build up a lucrative business with Grand Rapids dealers on his flour and by-products. Noting the increase in his business, the G. R. & I. showed a "friendly hand" by increasing the freight rate on his shipments 25 per cent. He immediately entered a vigorous protest, which evoked no reply. Then he called on A. B. Leet, the General Passenger and Freight Agent, who refused to receive him at his office in Grand Rapids, with a statement: "I am too busy to see you unless you pay me for my time." The only alternative left for the young man was to start a dray line of his own, with which he conveyed his products to the Grand Rapids market. He also gathered up the butter and eggs the Rockford merchants marketed in Grand Rapids. Returning, his wagons carried freight from the jobbers of Grand Rapids to the merchants of Rockford and Edgerton. The loss of business was immediately noted by Mr. Leet, who wrote the young man he would like to see him. The young man used the words of Mr. Leet in replying: "I am too busy unless you pay me for my time."

Mr. Leet then visited Edgerton on a special train, called on the mill owner at his office and gave him a five year agreement to restore the old rate and handed him a G. R. & I. check for \$1,800 for the horses and wagon he had purchased to conduct his own transportation line and a barn he had erected to house his purchases. If

the young man had lived farther away from his market, the arbitrary and uncalled for advance in rates by the G. R. & I. would have destroyed his business and forced him to seek a new location.

This is a fair example of the way in which the G. R. & I. management, dominated by the arrogant Pennsylvania system, has dug its own grave and caused its line to be little more than streaks of rust. A few years ago the Pennsylvania adopted a new system by refusing to stop its freight trains at certain points except every other day or every third day. Grocers were thus unable to obtain fresh vegetables daily and emergency shipments had to be made by express at greatly enhanced rates. This situation, forced on the merchants by the greed and shortsightedness of the railroad, gave birth to the trucking system. The village drayman bought a truck and took the produce the merchant picked up one day to market the next day, returning with a load of merchandise for the merchant. The single truck gradually worked its way into organizations of truck companies operating in all directions and absorbing the business the railroads could just as well have retained if they had been decent and fair, instead of undertaking to introduce a destructive policy. I have no use for the trucking system. I think it is an abomination which should be shut off the cement roads, but it is here and here to stay—rendered necessary by the arrogance, lunacy and shortsightedness of railroad officers, who thought they could conduct their business along the lines of a highwayman and get away with it. They are the only ones to blame for the present condition of the railroads, many of which are not earning enough to pay the interest on their bonds.

I spent two half days with a former general manager of the Northern division of the G. R. & I., now deceased, undertaking to show him how he could prevent the construction of parallel interurban lines by putting motor cars on its main line between Grand Rapids and Kalamazoo and its short branch between Grand Rapids and Muskegon. I made it as plain as day that he had everything in his favor—good roadbed, side tracks, terminals, ample stations, telegraph lines, passenger and baggage facilities—everything needed to handle the business promptly and economically. I might as well have talked to a stone wall. My railroad friend insisted that nothing could supplant the regular railroad lines; that they were safe because the public would not ride on a small interurban car when they could find accommodations on a regular train, run on a regular railroad. I parted with him in sadness, because I could see he honestly believed that the railroads were immune from attack and that they could surmount every kind of competition. Subsequent experience showed that he was wholly wrong. Interurbans were built, practically parallel to the G. R. & I. right of way. They took the passenger and freight business from the start, because of the frequency with which they ran their passenger coaches and

the promptness with which they handled freight. Then came the busses and trucks which took the business away from the interurbans, just as the interurbans took it away from the railroads.

It now transpires that the recount Groesbeck insisted on having cost the people of Michigan \$150,000. Everyone knew what the outcome would be and that Groesbeck's demand for a recount was made solely to embarrass the successful candidate and hamper the election commissioners in handing out a certificate of nomination to the man who received the most votes. Groesbeck's conduct in this matter is such as to deprive him of every friend he ever had.

The Oxbow dam will hereafter be known as the Hardy dam. The scene is visited daily by hundreds—perhaps thousands would be more correct—of visitors. As a result of so much driving the sandy roads leading to the locality are reduced to dust. It is much more pleasant for visitors to make the trip directly after rain has fallen and settled the dust. E. A. Stowe.

Novel Window Display For Special Sale.

An Illinois grocer who was featuring a well known brand of cleaning powder arranged mass displays at both sides and at the back of his window. In the right rear corner he had several packages that were slit open, from which he ran a trail of powder to the center of the window where it was formed into lettering giving a terse sales appeal, the name of the brand, and the special price.

The display attracted considerable attention and resulted in many extra sales, often to folk not accustomed to trading at his store. The plan can be worked just as easily with flour, salt, cereals, etc., and properly handled, should be well worth its small cost in material and time.

His Menu Suggestions Keep Stock Moving.

Bert Ollenden, who runs a grocery and market in Aurora, says the daily headache of housewives is wondering what to have for meals. Bert capitalizes on the situation by working out a complete menu each day. He types his suggestions, pastes them upon colored cardboard and displays them prominently. He figures out the total cost, displays on the table all ingredients mentioned in the menu and his clerks mention the displays to the trade.

The arrangement has boosted sales and many women have learned to watch the menu board for their meal suggestions.

Novel Advertising.

No better advertisement could be written for a retail store than that which is written in neat gold letters on the window of a merchant in Kew Gardens, L. I. Not only does it speak volumes but it wastes little time in making the point clear.

It reads, simply:

"Walk in, Please.

"Walk out, Pleased."

EARLY DAYS ON GRAND RIVER

Written By Man Now Ninety-three Years Old.

The first settlers in Lamont were Henry and Zina Steele, who came in 1833. T. B. Woodbury came to Lamont in 1835 and built a log house on what he called Woodbury's Reserve, which was the West half of Section 7. The settlement which gradually grew up was originally known as Steele's Landing. Later A. Lamont Chubb, an implement dealer of Grand Rapids, offered the community a plow if they would change the name of the town to Lamont. The change was made and Mr. Chubb not only gave a plow, but a scraper as well.

Miner Hedges came to Lamont in 1836 and opened a tailoring establishment. He later engaged in the sale of general merchandise, which business he continued for many years. He had a sister, Artemisa Hedges, who taught school eighty years ago in the Bartholomew district in the township of Crockery. I think she must have been a good teacher, with pleasing ways. I was fourteen years old and went to school to her and have no sinister thoughts concerning her—only pleasant ones.

George Luther conducted a large general store and bought shingles. He had an extensive business and drew trade from settlements many miles away. He was not strong in finance, hence wholesale merchants might have over stocked him, and he credited out too much. Later his brother, Sylvester, joined him. Sylvester was more of a financier and with this combination they were more successful. Sylvester married the daughter of Mr. Sumner, and with her brother, under the name of Luther & Sumner, went into the agricultural implement business at Grand Rapids, where they did a good business, later moving to Los Angeles. Charles Pitman was with him for some little time. He was a fine, sprightly young man. He conducted a hardware store at Lamont for several years. Later he purchased a marble quarry near Knoxville, Tennessee.

The near by successful farmers were the Sumners, the Stoddards, the Baxters, the Angels, the Maxfields and the Phillipses.

Three miles back from Lamont was the Lillie settlement. Silas, Timothy, Benjamin and Joseph Lillie and their families came from St. Lawrence county, New York. They were stalwart, hard-headed men, who made the woods ring, as they hewed out good farms from the unbroken wilderness. Benjamin had a good family. Among them was Roswell Lillie, an attorney and business man. He died in Coopersville about two years ago.

Timothy Lillie had a large family—twenty-four children. Among them were Mrs. Richard McNaughton, of Fruitport, Charles and Truman, of Coopersville. I was especially well acquainted with Mr. and Mrs. Richard McNaughton, as good people as ever lived. Both have passed away—God bless them!

Joseph Lillie had two sons. I do not recall their names. One was an attorney and lived at Grand Haven. The other lived on the home farm and

was quite a business man. I also knew his two daughters. Emma Lillie lived in Los Angeles and was a very successful school teacher. The other was a Mrs. Baxter, who also lived in Los Angeles. Warren Lillie was a son of Timothy Lillie, a brother of Mrs. Richard McNaughton, and lived in Coopersville.

Back a mile from Zion—on Grand River—lived my mother's cousins, Mr. and Mrs. Silas Hunter, who resided on their farm, but lumbering was their principal business. They had four sons and three daughters. They came from Jefferson county, New York, and correspondence between their family and our family resulted in my father and family moving to Michigan also. This was in the fall of 1850.

William Thompson (Big Bill Thompson, as he was known) had a

steamboats and propellers which navigated the stream in those days to pass through. I recall that the passenger boats then running on Grand River between Grand Rapids and Grand Haven were the Daniel Ball and the L. & L. Jenison. I think these boats were owned by Captain Ganoe, whose son subsequently acted as captain of the W. H. Barrett.

I first met E. A. Stowe in 1882 in the office of the Grand Rapids Eagle, where he was writer, critic and silent editor. Our acquaintance and friendship has lasted from that day to this.

If memory serves me right, Charles Pitman had two sisters one of whom married George Arnott and moved to Los Angeles, where he conducted a successful agricultural implement store. The other sister married Mr. Sumner. Mr. Sumner also moved to Los

farm. John married my old school-mate, Amanda Bartholomew, who also went to school to Artemisa Hedges.

Truman stiffened my vertebra. He was one of the head sawyers in Ben Smith's mill. My duty was to take hold of those iron dogs and drag that heavy bull chain down the slide to the boom, where reposed the sawlogs. I had to drive the dogs into the logs, go back up the slide and pull the lever to one side and the steam power did the rest.

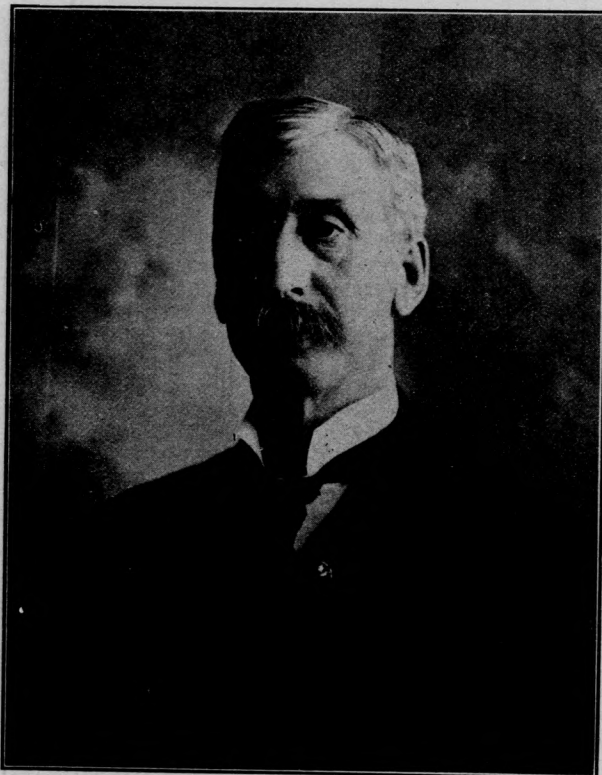
One dark night, as I was pulling that bull chain down the slide, a quart of water was dashed all over me. I told my head sawyer, Truman Castle, about the occurrence. He said, "It's that young Thompson, the fireman, he is trying to initiate you." He was two years older than I. "You go for him the next time—if you can't handle him, call me and I will whip him." The next night I received the same shower bath. I knew it was do something or quit the job. I was working to get money to get my outfit for my winter's schooling. I jumped off the slide and caught him just before he reached the engine room. He never bothered me again. He could not stand Mr. Castle's and the others' gaff and quit the job.

Benjamin Smith owned some pine land and built a sawmill and residence on the bank of Grand River, below Eastmanville about five miles. He was a gentleman in speech and manner, but was not very strong as a financier. He married one of Mr. Rathbun's daughters—of the Rathbun house in Grand Rapids. She was much of a lady in every way and more of a manager than her husband. She kept the books and what she promised any of the men, they could depend on. Frank Godfrey rented the mill at the time I am writing about.

One evening as we were all sitting in the store. The millwright who had charge of the repairs said he wished Frank Godfrey or Ben Smith was there to tell him how much he should increase the size of the wheel to make the increase in the motion they wanted. I said, "Give me a piece of paper and a pencil and I will tell you how much you will have to log up the wheel." Several voices rang up, "Yes, give the boy the paper and he will show you." Frank Carpenter, one of the head sawyers who knew me spoke up, "Gentlemen, if you change the run of the mill as the boy says—if it is not right I will pay the damage." All work in a sawmill is hard work. There are no sinecure positions.

Apollos Griswold kept the boarding house. There was always plenty of mirth, but no ribaldry at the table. He kept them all in good humor. One day he told of a man stumping him for a horse trade. He said, "I asked him \$125 to boot. He offered me \$25." After a little one of us asked, "Did you trade?" "Oh yes, I never allow \$100 to split a horse trade."

At the opening of the winter term of school I had to give up my work and go to school. I asked for my pay. The clerk told me "that all the other hands had drawn most or all of their money." I had only been charged with one pair of leather working gloves. He said he had called Mr. Godfrey's



O. F. Conklin.

sawmill on Crockery creek. It was known as an under-shot water mill. Afterwards, in company with John Spoon, they built a sawmill on Grand River just below the confluence of it and Crockery creek. They were the "biggest" lumbermen on Grand River. Spoon weighed over 200 pounds and Thompson over 300 pounds.

E. A. Stowe spent his boyhood days in Lamont and went to school in the old frame schoolhouse which was subsequently moved from Broadway street at the Eastern end of town to the Northwestern end of town. He frequently told me that he received 75 cents per week or month—I have forgotten which—for acting as janitor of the schoolhouse. He also turned an honest penny summers swinging the draw in the bridge which then spanned Grand River at Lamont to permit the

Angels. Both passed away years ago.

Among the families of this neighborhood were the McNaughtons, the Lawtons, the Fergusons and the Streeters and others. It used to be said of this neighborhood, "that it was dangerous to throw anything into the air for fear that in coming down it would hit a person from St. Lawrence county, New York."

Down Grand River below Eastmanville a couple of miles, you came to Dan Reeley's hotel. Parties frequently drove there from Grand Haven or Grand Rapids, to have a dance, always having an enjoyable time.

The next farm was the Castles, three husky, honest, industrious young men. Hiram, the elder, in appearance a judge or senator; John and Truman, all head sawyers in the mills, lumbering, or in spare times, clearing up the

attention to my account. Mr. Godfrey said, "Add two dollars a month to every month he has worked here."

Mr. Potts lived on the bank of the river, below Eastmanville—a frugal farmer and lumberman. He had one son, "Hi" Potts, who ran a small, humorous paper. He became quite a humorist and comedian as we thought, but that was before Will Rogers was born.

I know the Tradesman's mission. It is published in the interest of the retail merchants of Michigan. It attacks rascality and questionable schemes to fleece the merchant. It exposes chain stores—or should we call them commercial racketeers?—and usually has all its space taken by these and kindred subjects. If so, use your blue pencil on this brief reference to early days on Grand River or return to me with the simple words "no space" and it will please me. Oscar F. Conklin.

Oscar F. Conklin, author of the above, was 93 years old May 6 of this year. He made a comfortable fortune in Ravenna as a merchant, banker, lumberman and farmer, removing about twenty years ago to Jacksonville, Ill., where he has since resided. He owns and directs the management of several farms near Jacksonville, aggregating 1,000 acres. He spends his winters in either California or Florida, recently in DeLand. W. P. Conklin, his brother, who was his partner in all of his Michigan undertakings, was 90 years old Aug. 6. He has resided in this city for the past thirty years. Both men are remarkably well and both confidently look forward to rounding out a century of existence.

Local Library Has Ample Room For Expansion.

Grand Rapids, Oct. 6.—I was particularly interested in your remarks under Out Around in the Tradesman of Oct. 1, a column which, by the way, I always read with much interest. The statement about the situation at the library is hardly accurate. The library has purchased additional land North of the Ryerson library building and we now have land enough to more than double the size of this building.

With reference to the Ryerson building, at the time it was built, in the early nineteen hundreds, it was the largest and most costly library building in any city of less than 100,000 in this country. No one had any idea that the use of libraries would double, as has been the case in the last twenty-five years, and particularly in the last fifteen years. At the time this building was erected the circulation per capita of two of the total population was considered large, many cities not having more than one. This year our circulation will be in the neighborhood of seven, and perhaps a little more if the present increase continues through the year. This increase has been largely brought about, of course, by the establishment of branch libraries, and the experience throughout the country is that no city of half the population of Grand Rapids can adequately serve the people from one central building, however large or adequate it may be.

I might add that the West Side branch library building on Bridge street has reduced, for the time being, certain of the pressure on the Ryerson library building. We have two miles of shelving in the basement for storage purposes, where there are some 70,000 of the less used books now available. This kind of storage for books which are only occasionally used is generally

believed by librarians to be more effective than to have them kept in one general collection, for the early and out-of-date books get in the way of the books for which there is an active use.

Perhaps the most distinguishing feature of the Ryerson library building, as compared with many public libraries, is the large reading room use. We have around the city at the present time forty-three reading rooms serving the community and in some of the months of the year the number of readers of these rooms exceeds the number of books taken for home use. The total use of the library this year will be in the neighborhood of two and one-half million and during the winter months it is about 10,000 per day. A single building, even in a city the size of New York, through the New York public library, could not take care of that number of people, and furthermore taking the live collections of books near to the homes of the people saves in a short time more than the cost of the library. In other words, much as we need additional space in the Ryerson library building to give the public the kind of service which they have a right to expect, it could not be done without the establishment of branches, as has been the case here.

I am enclosing herewith a copy of Mr. Whitworth's address on the occasion of the fiftieth anniversary of the opening of the library to the public, in which is outlined the future development of the library, as based on the plans of the Board. You may also be interested in our last annual report, which we are sending you herewith.

I might add that the architects of the Ryerson building were Shepley, Rutan & Coolidge, who have built a number of important library buildings, among them the main building of the Chicago public library. The use of the Grand Rapids public library is now more sometimes in a single month than for the whole year the first full year after the Ryerson building went into service. Samuel H. Ranck.

Underweight in School Children.

Underweight and malnutrition are not by any means due to poverty. They are very often due to ignorance on the part of the parents. Malnutrition is two and a half times as prevalent in country children as in city children.

A much greater proportion of city than rural children have milk, eggs, green leaf vegetables (raw as well as cooked), and citrus fruits in their daily rations. There are actually on record cases of rural children who cannot have milk at home "because father says he needs it for the calves."

Underweight in the school child may be due to improper feeding or to lack of rest and sleep at home. Some cases of underweight are due to infections such as those of the nose and throat.

Connected with the underweight is usually faulty posture, but this faulty posture in most cases is due to lack of strength and to lack of deep breathing. So in the group of underweight children one finds a few with specific infections such as tuberculosis, diseases of the nose and throat and intestinal parasites, but for the most part such children have home conditions causing their weakness, faulty posture, and consequent ill health.

It is on account of the realization of all these facts that educators, physicians, and health workers all over the world are working for a periodic and thorough-going examination of all pre-school and school children, and the correction of their defects, and also

the improvement of their home conditions.

This can be accomplished only by the wholehearted co-operation on the part of the physician, the public health nurse, the teacher, and the parent.

It is evident in view of these facts that any complete health programme must include: The early discovery of these defects in children, and the securing of their correction by scientific medical care and, when necessary, surgical intervention.

The home can make no greater contribution to the school than that a scholar be mentally and physically prepared to take advantage of what the school has to offer him.

Felix J. Underwood.

Adopt Standard Towel Sizes.

A schedule of six standard sizes for fast selvedge Turkish towels, to become effective March 1, 1931, for a year's trial, was unanimously adopted yesterday at a conference of manufacturers, distributors and users at the offices of the Cotton-Textile Institute, under the auspices of the Division of Simplified Practice of the Department of Commerce, George Shuster presiding. W. Ray Bell, chairman of the manufacturers' simplified practice committee and executive vice-president of the institute, recommended that the sizes be as follows: 16 by 30, 18 by 36, 20 by 40, 22 by 44, 24 by 46 and 24 by 48. It was indicated that these six sizes would fully satisfy the requirements for all purposes, for which ninety-six sizes of towels were made last year.

Co-ordinating Effort On Item Pays Profit.

"The trouble with most special sales," says a store owner in Madison, Wis., "is that they are managed too loosely and consequently arouse but little interest."

"In our sales we shake people from their apathy by pushing one item intensively. We arrange our window displays around the item and tie our interior displays and counter displays up with the window. Our newspaper advertising, handbills and mail pieces all talk the item."

"We have found that this co-ordination of effort back of the item on sale awakens sufficient interest to carry our sales to success."

Color Trend Toward Lighter Hues.

Earlier domination of the color situation by the darker tones for early Fall is now giving way to a marked trend toward lighter, more vivid shades, according to a summary issued yesterday by Cheney Brothers. The beige and brown tones have risen notably in importance, following an almost negligible position earlier in the season. Greens now enjoy a lively demand and are ranked second in the novelty colors. Dark reds have maintained their importance, although the red group has dropped to third place, due largely to the decline in favor for pinks. Blues have declined materially in popularity. Black is being stocked heavily for early Fall lines.

Electrical Appliance Sales Up.

Orders for electrical household appliances increased considerably in the

wholesale market last week. While the bulk of the requests were for immediate delivery, an increased interest was shown in holiday and late Fall merchandise. The advent of cooler weather brought the first orders for electric heaters, and they are now being sold in small quantities. Reports from local sales agents indicate that September out-stripped any previous month this year in point of the volume of orders placed. Low-end and medium price articles were in good demand, but orders for goods in the high price ranges were slight.

Cool Weather Brings Quick Gains.

Cooler weather has once more imparted a more active aspect to the wholesale markets. So sensitive is the relation of demand to stocks on hand under current conditions that even a single day's improvement in retail turnover is reflected at once in the markets. The call yesterday covered apparel, home furnishings and cold weather accessories, such as gloves. Despite the comparative lull last week, producers did not catch up on deliveries of ready-to-wear owing to the religious holidays, it was pointed out yesterday, and retailers are still having some difficulty in getting immediate shipments of dresses.

Retailers Select Winter Colors.

Seven colors have been selected for holiday and Winter promotion by the color committee of the merchandise managers' division of the National Retail Dry Goods Association. The hues are lilite blue, clematis blue, amulet blue, rose cedar, fraise, woodland green and Muscade beige. For Winter resort wear the committee chose dead white, amulet blue, stargold, Maybud, seashell pink, flower blue and turquoise. As accent shades for white, emphasis was placed by the committee on admiral blue, wildfire, blue jade, stargold and Indies brown. The basic ensemble colors for Spring will be named shortly.

Display Small Packages.

If your store is located in a neighborhood where most of the younger wives are employed, it will pay you to give prominent display to goods in small packages.

The working wife usually is interested in meals for just two or four persons and will more readily buy the smaller package since it permits greater variety with the same expenditure of money.

Steel Shelving An Advantage.

William Shafer operates a small store in Pennsylvania. Mr. Shafer says that well arranged shelving sells merchandise by itself. He recently installed steel shelving throughout his store. Because his store was small, the ordinary wood shelving took up too much room. Mr. Schafer tells us that the steel shelves are much more satisfactory.

How One Grocer Freshens Cookies.

A Boise, Idaho, grocer says: "Apples cut in half and put into a cookie drum with cookies that have become hard or stale will freshen and soften them in about thirty-six hours."

FINANCIAL

Fixed Trust Shares Governed By Portfolio.

Analyzing various types of investment trusts in the light of their experiences since they were introduced into the United States from England a few years ago West & Co. express the opinion that both the management and the fixed type of trust will survive here and prove valuable investment vehicles.

For a time, it is pointed out, the management trusts made the strongest appeal to the imagination of the investor but disillusionment came following the market crash of 1929, when the market price of many of these shares declined to a much greater extent than did the fixed trust shares. Since that time the fixed trust has gained the ascendancy in popularity.

A number of these drastic declines were justified, not because of shrinkage in the portfolio value alone but also because the trust shares had been bid up by investors to prices far beyond their real worth. "In fairness to the managers," say West & Co., "it should be pointed out that they could not control this latter condition."

Explaining the larger relative decline in price of management trust than of fixed trust shares West & Co. say: "Prior to 1930, the management trusts, as a rule, did not disclose fully their financial condition or the contents of their portfolios and shareholders had no real method of determining the value of their holdings. At the time of the 1929 break in the market many investors lost confidence and threw their shares overboard for whatever they would bring.

"Particularly did those shares suffer which had been bid up by the public to such prices that had the managers been veritable wizards they could not have placed values back of the shares at any such rapid rate.

"Fixed trust shares do not sell at prices beyond the value of the portfolio, plus charges, because sponsors continue to offer shares at these prices and there is no scarcity of shares. The offering prices of the leading trust shares of this type are based on the day to day market value of the portfolio plus charges.

"When the underlying stocks decline, of course the value of the portfolio also declines and the trust shares are priced accordingly. A bid price is usually maintained around or slightly above the liquidating value. The investor knows what is contained in the portfolio and its approximate value. Moreover, if he desires to dispose of his shares he is not forced to depend solely on a bid price because he can liquidate through the trustee."

Since fixed trust shares could not be bid up by the public far beyond their portfolio values, as were many management trust shares in 1929, and since they can be liquidated through the trustee, the reason why the price decline was not so great is apparent.

Proponents of the general management trust argue that the broad powers of supervision which the managers have enable them to eliminate and substitute securities to the advantage of the portfolio and to make trading

profits by taking advantage of advances and declines in market quotations from time to time. The integrity and ability of the managers are the principal determining factors in the success of trusts of this type.

[Copyrighted, 1930.]

Must Banks Liquidate Next?

Groundless though it be the rumor that the Reserve is pressing the banks for a liquidation of their loans on securities to put them on the same deflated basis as brokers' loans is one of the few rumors these days that does not answer itself.

With brokers' loans now less than half their size a year ago people naturally reason that bank loans on securities should be down in the same proportion. Observing that member bank loans on securities are just as large as they were a year ago they conclude the situation has not been corrected. All that happened was a switch of the burden from brokerage to banking shoulders. Consequently it was no difficult matter to start the report in the financial district that the new governor of the Federal Reserve Board intended to deflate bank loans on securities precisely as the market itself reduced brokerage loans.

But the conclusion has so little argument in its favor as a practical banking proposition that the rumor far from being a fact probably assumes a plan that is the last reform in the mind of the new governor just now.

Sweeping away the very convincing statistics on the system's changed position since a year ago, indicating plainly its strength to meet most any contingency that might arise, we may reach an identical conclusion from a consideration of the practical problems confronting not only the Reserve but its member banks. Whatever else it may desire neither the Reserve nor any of its banks want to shake further the confidence of the country in business.

By pushing out loans on securities at this stage of depression the banks as the Reserve well knows, would seriously disturb business sentiment and would pull down losses on themselves. Most banks do not feel that now is the time to press their good customers unnecessarily. They neither want to drive their own business to another bank nor drive their customers back into the brokerage houses.

While security loans at the member banks have shown no important aggregate change recently the money position now is entirely in the hands of the banks whereas control of the money market was elsewhere a year ago. Brokers' loans placed for lenders other than New York City banks and their correspondent banks have been persistently reduced right down to the present moment until they now stand in a volume but 20 per cent. of that a year ago.

And then who can deny the favorable implications of an estimated \$5,000,000,000 reduction in the grand total of the Nation's loans on securities in the last year, virtually an elimination of member bank indebtedness at the regional institutions, a \$950,000,000 expansion in reporting member bank investments and the presence of an ease in money rates not witnessed

even at this stage of a business depression in recent history?

Paul Willard Garrett.

[Copyrighted, 1930.]

Accumulated Shortages Will Force Business To Replenish.

Business may or may not be at the point of revival but until more evidence of its future trend is visible the National City Bank is studiously avoiding all efforts to call the turn.

In its monthly bulletin published to-day it notes improvements in some lines but is inclined to look on these as simply seasonal increases. When it allows for the normal gains of the season the bank finds itself forced to admit that the "showing for fall business so far has not been very encouraging."

state and easily misled by fantastic

Now to say that the expected autumn recovery in business is not yet materializing is not to say that business from this level is making a fresh decline. This distinction is one that the bank rightfully makes but it is not one that the market so easily makes. Stock prices were bid up prematurely during August in hopes of an immediate pickup in business. The market got itself steamed up on prospects. It is now falling not so much from any fresh declines in business as from its disappointment over its own failure to guess right.

Commenting on the common tendencies to exaggerate the sentiments of pessimism when the market is falling the bank says: "In times like the present the public is in a highly nervous

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

rumors. Just as a year ago the mood was to exaggerate every favorable item of news and ignore unfavorable symptoms, so now the pendulum has swung the other way, and bad news is played up and good news thrust in the background. Repeated instances during the past month of panicky reactions to absurd alarms have given evidence of the extent to which the public has abandoned sound thinking and given itself over to hysterical imaginings."

Presumably the bank is likewise right when it says that while no two depressions are precisely alike the present depression in business in its essentials "does not differ greatly from the depressions of the past." And basing its conclusions of statistics showing that the July and August levels "equalled practically the bottom levels of 1921" the bank believes it is warranted in the "assumption that the decline must have nearly, if not entirely, run its course."

Information from its informants in the field confirms the belief that stocks of merchandise are now at low ebb. It is now about the stage in business cycles when accumulated shortages begin to appear and this leads the bank to believe that business once more is "going to extremes in withholding orders until forced to replenish stocks under the spur of continuing consumption." Paul Willard Garrett.

[Copyrighted, 1930.]

Senior Stocks Have Advantages Over Other Securities.

Low money rates have stimulated an improved demand for preferred stocks, which lost some of their public favor in the speculative boom of last year. Demand for an assured income and steadier prices has become more pronounced since the deflation in common shares.

Large institutions, which give more attention to income than appreciation in considering investments, have become increasingly large purchasers of preferred stocks in recent years, it is pointed out by G. L. Ohrstrom & Co. in a pamphlet discussing senior issues in the utility group.

"Fire insurance companies and casualty companies have been buying preferred stocks for some years. In New York State, where the investments of life insurance companies are rigidly regulated, the law covering the investments of these companies has recently been amended to permit them to buy certain preferred stocks," says the firm.

"Preferred stocks have particular advantages which in many instances make them more desirable for purchase than either common stocks or bonds," the firm continues.

"The best preferred stocks fluctuate with the bond market while lower grade preferred stocks fluctuate less than common stocks of comparable companies. The preferred stock of a strong company frequently is superior in safety to the bonds of a weaker company and the yield is often higher.

"Few people realize the wide popularity which preferreds enjoy as income producers. It is a fact not generally known that in the five years from 1925 to 1929 the amount of pre-

ferred stocks in dollars offered in this country was 60 per cent. greater than the amount of common stocks offered in the same period. In only one year, 1929, was the value of common stocks offered greater than the value of preferred stocks, and in that year the preferred total was 90 per cent. of the common total."

Preferred stocks of utility companies are regarded as among the safest and most desirable of this class of investment, the banking firm contends.

In an analysis of 201 preferred stocks of electric light and power operating and holding companies, representing more than 90 per cent. of the industry, 187 of the stocks were found to have unbroken dividend records. Twelve deferred payments for a time but subsequently paid up arrears, while only two were not on a dividend basis.

William Russell White.

[Copyrighted, 1930.]

Friday Fish Display.

Because you are a grocer, do you let your customers go around the corner to buy their fish at the fish market on Fridays? Or do you realize that your own shelves are stocked with almost every edible fish from the sea—in cans or packages—in far greater variety than the fish market can offer?

If you have psycho-analyzed women customers you will know that most of them prefer to do as much of their shopping as possible in one store, providing the food is satisfactory and the prices economical. They may like to shop in half a dozen millinery stores before buying a hat, but there is no real kick in tiring oneself out to stock up with provisions.

Why not institute a Friday Fish Display, preferably one on rollers that can be wheeled out on Friday and wheeled back on Saturday? It can be made a real educational display to many housewives who did not know that cans contain the very best grades of such delicacies as Japanese crabmeat, lobster, down-East clams, Russian caviar, tempting fish flakes, ready-to-fry fish cakes, etc., besides the staples such as salmon, tuna fish and sardines. With these, of course, you will show your best grades of salt mackerel, cod, etc., in box and package.

Especial attention should be called to the variety of soups and chowders, and oft-repeated question "Is there such a thing as a ready-prepared clam chowder that is good?" can be answered in the affirmative. Along with these you can advertise your package saltines, pilot crackers, oysterettes, etc. Relating these foods will insure the sale of both, and it would be equally good, along with your shrimp, crabmeat, etc., to display your best bottles of cocktail sauce.

Women are more and more combining foods, and since certain fish combine so well with vegetables in souffles, salads, etc., you might group some of these favorites together—such as salmon and corn, shredded codfish and rice, tuna and crisp celery.

Understanding is the road to confidence. Confidence begets confidence. Mutual confidence brings co-operation.



L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

Telephone 8-1201

WHAT TO DO IN OCTOBER

In comes the coal, off come the screens. Leaves are raked up, summer clothing is put away, and blankets come out of the storeroom.

In putting your house in order think ahead through the years to come. Decide whom you wish to inherit your money, in what way you wish it paid and when. And how you want your estate settled and by whom.

As an experienced trust organization we are always ready to help you put and keep your financial house in order.

BANKERS TRUST COMPANY OF MUSKEGON

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

Must Get Along Without the Aid of Radio.

The Main Street Crusader has departed out of Western Michigan, so far as regular schedules of broadcasting in the interests of the independent business firms, are concerned. The Crusader fought a good fight and accomplished a remarkable amount of definite results. Just what the cessation of radio activities will mean to independent business is problematical right now. Suffice it to say, it is squarely up to the druggists, grocers, hardware men, meat men and other firms to continue and, with re-doubled effort, put into effect the known plans which spell success.

Merchants may read a thousand pages of "Why Retailers Fail"—that isn't what they are keenly anxious about.

What they are itching to know is "How can this individual—I, myself—make a success?"

"How can I keep my cash register from rusting? How can I meet the conditions of the winter and come out ahead?"

Candidly, there has been so much space filled in the trade journals by writers claiming to be business experts (and some of them are able exponents of better business) that the weary drivel about grabbing a broom, a paint brush and doing a lot of advertising has about worn down to the bare flooring under the linoleum.

It is well enough to sum up all the good business pointers, to utilize the experience of others; it is vital that a man use his brains and incorporate unto himself and his store the object lessons of those who are highly successful.

There are certain chain store practices which will well bear emulation, but there are, by the same token, a host of independent firms operating in a way to wake up the dealer who is falling out of line.

In fact, it is safe to say that, right here in Michigan, can be found scores of home owned, home operated stores which are operating on just as "efficient" a basis, making as much or more money than the chain units.

An intensive study of the practical methods of these leaders will go far to answer the query "What shall I do to be saved?"

Retailing has long since passed out of the hit or miss, "buy it or leave it" regime.

If the dealers have been getting educated, what about the customers? How about the National advertising, the education in foods, home furnishings, drugs, health talks, style discussions. What of the impression left by the Crusader as to dog hairs in the prune bin?

The public have a perfect right to trade where they please, and they please to trade where they are served best. This word "best" covering a multitude of details.

Your store, your income, your destiny are in your own hands—never forget that. If you do not control your own resources and assets, then you may figure definitely upon the day and date for your closing out sale.

I recall a certain grocer who happened to be scanning a trade journal

on his desk, as I went into his store. He turned to me with, "Say, this magazine has some wonderful pictures of window displays. They've been running some sort of contest. Look at this one," he pointed to a half page picture of a show window of fruits and vegetables which fairly made one's mouth water. "That's sure some window." He tossed the journal onto the pile of papers on his desk and then I said "Joe, if you think those window pictured there are good gravy, why on earth don't you trim up your own displays in the same manner?"

He puffed slowly on his cigar, then muttered, "Maybe it would be a good idea."

There he sat soaking in trade journal education and every day he had to pass a big chain store with similar windows, half a block down the street. Yet Joe's windows were the kind that—well, you know, just a little bit of everything no appeal, not even appeasing.

The radio helped those who helped themselves. The biggest radio campaign, the most stupendous advertising campaigns of a general nature to interest the buying public in any class, or group of stores, is not going to benefit the dealer who does not play the game, who fails to do his part to uphold the standards and principles involved.

Display windows are among the greatest sales assets we have, there are dealers who price items specially low in the windows and sell direct from the window—if there is much transient trade, much traffic, this does pay.

Then again there is this about some dealers who offer special prices, they know when they offer the bargains that they are merely incentives to draw trade, they are reductions chargeable to advertising. Anti-competition thrusts into the highways and byways, but many a dealer seems to think he is hanging out his right leg and when the customer drops in and buys this or that special at the cost price, there is such a woe begone expression, such an attitude of antagonism the customer is chilled. Instead of smiling and going right ahead to merchandise the profit lines, this type of dealer seems to say, by his actions, "Here's your bargain, but I hate like sin, to let you have it."

The radio may not be fighting your battles this winter, but you are still on the firing line. Now as never before, is the time to calmly take stock of your store, yourself and plan carefully the days ahead. Figure out that the holidays are coming.

Hallowe'en, with its wealth of window trim ideas. Contests for kiddy parades in costume; a live part in the community life. Thanksgiving and Christmas, how are your stocks? What do you intend to do to advertise. Have you planned the circulars, newspaper copy and are you incorporating any of the thousand and one good, practical selling plans you find in this journal, in your store procedure?

If Bill Jenkins in Topeka can make twenty extra dollars by some store stunt, you can do the same thing.

Instead of sitting on the mourner's bench, grab a horn and go out and

lead the parade. The radio helped, of course it did! It got folks started your way. It is the big idea now and for days to come, to keep the trade you have gained and to add more trade.

Play up to what your customers want—buy light on the slow sellers, watch your capital and invest in the things that go over big—push them and make the turnovers lively.

Never mind the other fellow's sob stories, just put yourself in position to smile when asked "How's tricks?" To smile because you have a bag full of your own and they are all legitimate and winning the game. That's what counts—radio, or no radio, "playing the game to win."

Hugh King Harris.

Tie-Ups.

The merchant who watches the advertising in his home newspapers and trims his windows and counters with the merchandise advertised is taking advantage of his opportunities. If he neglects this privilege, he is paying just the same for something he should have but allows some one else to get. His fellow dealer, who keeps an eye on National campaigns running in the newspapers, making two sales to his one.



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Licensed and Bonded
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Grand Rapids, Mich.

The
ripe safety and
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the Old Kent are
available 24 hours
a day -- to those
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A telephone call --
4355 -- will start
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count. Thereafter,
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"Bonds possess, almost to perfection, the highly desirable investment quality called—freedom from care."
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Financiers affirm that every intelligent individual invests more than 50 per cent of his surplus funds in bonds. We are serving such prudent folks.



POTATO CHIPS

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

We suggest the purchase of

CITIES SERVICE
COMPANY
COMMON STOCK

for the following reasons:

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

Present market about 27½.
Current yield about 6.75%.

Wire or phone at our expense

Securities Department

The
Industrial Company

Associated with
Union
Bank of Michigan
Grand Rapids,
Michigan

Resources over
\$5,600,000.

MUTUAL FIRE INSURANCE

Advantages To Both Firemen and Public of Fire Colleges.

Since the inauguration of a fire college, six years ago, at the University of Illinois and a few months later at Iowa State College at Ames, a number of states have adopted similar plans, until there are now short courses in fire prevention, fire control and fire extinguishment being conducted at various seats of learning throughout the country.

The purpose of these short courses is to teach firemen the importance and methods of systematic fire prevention and to increase their efficiency in extinguishing fires. These courses offer an excellent opportunity to acquire valuable knowledge in all matters pertaining to the handling of fires. The construction, care and use of modern fire apparatus and equipment are discussed, as also how to use them speedily and most effectively. Ventilation, salvage, first aid, inspection, etc., are dealt with.

Better methods of fire prevention and fire fighting will not only reduce the number of fires, but also the average loss per fire, with a resultant decrease in the fire waste of a community, a state, and the nation as a whole. This has been conclusively demonstrated in those states where fire colleges have been conducted for the past several years with signal success.

The growth of manufacture and commerce has brought with it many new fire hazards. Even in a small town, large quantities of flammable liquids are now to be found. Their storage and increasing use present new fire hazards and call for new methods of fire control and fire extinguishment. Dangerous chemicals used in manufacturing processes, pyroxylin paints, nitro-cellulose films and the rapid development along electrical lines emphasize the need for close study of fire prevention and fire extinguishment. In such study, the short courses being conducted at different colleges and universities throughout the country are of great help. Other subjects, such as safer building construction, elementary hydraulics, chemicals and gases, and the care and maintenance of fire fighting apparatus are dealt with.

Where attendance from any fire department must necessarily be limited to a few men, bright, active members should be selected—men who can get the most out of the course, and who will be able to impart the knowledge so gained to the other firemen. The more fire departments represented at these short courses the better it is for all concerned.

The Arsonist.

Careless people are arsonists in theory if not in practice. Carelessness which so often leads to the destruction of private and public property is but a mild form of arson for someone has to pay these losses. It is but another case where the innocent must suffer with the guilty.

Narrowing the subject down to the real arsonist we see a picture which is anything but beautiful. A person without honor, a sneak and a thief, one

who is a menace to society. This type of criminal is only one step above a murderer and often times his plot of arson ends with the burning of some unfortunate victim. Arson is a crime which is most generally discovered and very few who have indulged in this practice have escaped the iron bars of prison.

Looking at the subject of arson from every angle we find it to be a crime in the true sense of the word. It is a premeditated wrongdoing against the public welfare. Those interested in criminology have discovered that there are several reasons for arson. Chief among these are revenge and a desire to defraud the insurance company. The latter is in most cases the incentive of the crime. Crooks who steal money by burning their buildings for the insurance, no matter how cunning are detected in nine cases out of ten. Insurance companies, hand in hand with the fire marshals, are drawing the net so carefully that anything which points to incendiarism rarely escapes their watching eyes. Those in the past who have applied the match for the purpose of securing insurance money have found that in playing with fire they have been burnt. Disgrace for a lifetime and years of imprisonment is always the reward when the guilty one is discovered in this game of swindle.

Does Lightning Ever Strike Twice in the Same Place?

There is a popular notion that lightning never strikes in the same place more than once. As a matter of fact lightning has been known to strike the same building several times during a single electrical storm. The U. S. Weather Bureau says trees, steeples, chimneys and other tall objects and structures in exposed and elevated places are likely to be struck by lightning regardless of the number of times that they have been previously struck. Of course, according to the law of probability, lightning is not likely to strike again in exactly the same place under ordinary circumstances.

Enlarging Powers of Indiana Cities.

In 1851, 90 per cent. of Indiana's population was rural. Now 65 per cent. is urban. Then Indiana had but three towns with as many as 7,000 people. The Constitution makes no mention of towns or cities. They are provided for, if at all, as "corporations other than banking."

Cities present a most perplexed problem of government—distinct from that of the State. As each growing city has its peculiar problems in which other parts of the State are but little interested, the Constitution should provide home rule for cities, which means that each city should be authorized to adopt a form of government best suited to its needs.

Such a provision would at least serve two great purposes beyond the primary object of giving each city control of its own affairs.

It would remove from the General Assembly the numerous demands of the cities for special legislation, petty and otherwise, which now so largely occupies its time, and which in turn would enable the members to center

their attention upon matters of general legislation in the interests of all the people of the State.

This would improve the quality of the general laws. For instance, in our 1929 Legislature, 122 special bills were introduced regarding cities. And since the adoption of the present Indianapolis city charter in 1905, it has been the subject of 350 actions of the General Assembly in which the members outside of Indianapolis had but little interest.

Winfield Miller.

Balloons For the Children Increased His Sales.

Balloons are inexpensive and also decorative and these two features make them suitable as gifts for helping along special sales or special occasions when one wishes to attract new trade.

A Fox River store owner writes that "balloons make a gift for which the children cry," and says that his "recent balloon display attracted considerable attention and pulled new customers for his store."

He ran a strip of lath along the sides and back of his display window and, regulating the length of string attached to the balloons, tacked the ends of the string to the lath, thus holding the balloons in place so as to create a solid balloon background for his window.

The result was colorful and proved profitable, as every child in the neighborhood wanted one of the balloons which were given away with each purchase. The cost was small and the sale went over in a big way.

THRIFTY PEOPLE

who insist on getting the most for their money place their fire insurance with the Finnish Mutual Fire Insurance Company of Calumet, Michigan.

WHY?

Because this company furnishes them with insurance at cost. This is done by paying the policy holders a rebate of 40% of the paid premium when the policy expires, thereby reducing the cost of the fire insurance to only 60% of what it would cost in any stock company. You're welcome to join us too, and save money.

THE FINNISH MUTUAL FIRE INSURANCE COMPANY
444 Pine Street Phone 358

CALUMET, MICHIGAN

Affiliated with

The Michigan Retail Dry Goods Association

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

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

HISTORY OF REFORESTATION.

It Covers a Period of Sixty-three Years.*

It is a joy to me to-day to be with you and have a little part in the celebration of a tree planting adventure that marks an epoch in Michigan forestry. When you plant these little trees on this ground in memory of Frederick Wilcox, you do it with a long look forward and with a vision of many wonderful things which may result from this simple process of 1930.

It would be a pleasant thing for me to detail to you something of the vision I have concerning the future of Michigan forestry as typified by this tree planting of to-day. But I presume you have asked me to say a few words because I have been for many years on the trail which leads up to this day's proceedings. Let me hastily review some of the events on this trail.

Dr. Kedzie in 1867 sounded the first note looking toward an era of reforestation in our Commonwealth. He reported to the Michigan Legislature upon the sand dunes of Western Michigan and the problem of reducing the gradual progress of these dunes over vast areas of land. After giving a historical sketch of the growth of the dunes and visioning the possible danger unless the State of Michigan should intervene and through some process check the forward movement of the blowing sands, he saw the most promising remedial agent in covering these dunes with forest growth and predicting that, with this plan of rehabilitating the lake shore with forests, the problem could be solved. The report, although a notable one, received very little attention from the Michigan Legislature.

The Michigan State Horticultural Society felt that the elision of timber growth in Michigan would have an influence upon fruit growing in the State and that some measures should be taken for protection which the forests had given through the planting of new woods. For a whole decade you will find in the annals of the State Horticultural Society essays and discussions upon this method of protecting the orchard areas of Michigan through forest planting. Then in the next decade this agitation was still continued, and the Agricultural College, largely through the pronouncements of Dr. Beal, interested itself in matters of reforestation and urged the Michigan Legislature to raise a forestry commission to investigate the conditions of the State resulting from the elision of timber and report recommendations for State action in reforesting denuded areas. The result of this was the passage of an act providing for the establishment of a Forestry Commission and naming the State Board of Agriculture as the Commission. With this authority the Board of Agriculture appointed Dr. Beal and myself to carry on the processes indicated by the enactment.

With the small appropriation made, we did what we could and made a report to the Governor which was printed and distributed, but things stopped there. The Legislature refused to ap-

*Address by Hon. Charles W. Garfield at dedication of several memorial forest areas near Fife Lake, Oct. 2.

propriate any more money to carry on the work and this Forestry Commission died. Mr. I. H. Butterfield, Secretary of the Board of Agriculture, Dr. Beal and myself, immediately began besieging the Legislature to again reinstate a Forest Commission with authority to investigate conditions and recommend action by the State in what seemed to us a great State problem. The Legislature finally in 1899 raised a new Forestry Commission to be constituted through the appointment of two members by the Governor to act with the Commissioners of Land Office, and the act provided for investigation with very little money to actually do anything, even as an object lesson in forestry. The appointees were Arthur Hill, of Saginaw, and myself, and William A. French was the Commissioner of Land Office. We organized and immediately entered upon the investigation of conditions, proclaiming to the people of Michigan the dangers which were following the depletion of our forests and the immediate importance of enacting legislation to prevent forest fires, protecting the natural methods of reforestation.

The Commission felt that it was vital to the future of forestry in the State that educational methods should be brought to bear upon the various phases of the forestry problem, and we urged upon the Regents of the University and the Board of Agriculture the installation of a forestry department at each of the institutions over which they had control. The University responded promptly, the Agricultural College a little later on, and we had two forest schools in operation. It was vital to the success of each of them that the best talent should be secured in this educational field. The State University called Professor Filibert Roth to head its School of Forestry, and the Forestry Commission immediately arranged with the University to have Professor Roth give time to the investigating processes of the Commission. It was a great day for Michigan forestry when Prof. Roth came into this service.

With the little money we had to use, we started a forest nursery near the dividing line between Roscommon and Crawford counties and the trees you are planting to-day come from the vast nursery into which that primary movement grew. We planted, with the help of University boys, quite an acreage of cutover lands, using very primitive methods and with no preparation of soil. The adventure was so successful that to-day, as you know, that little area is a most promising young forest.

We met with very little sympathy on the part of the State government and its officials and the Legislature would not warm up to our endeavors, so we were hampered not only with a lack of funds to prosecute our plans, but a lack of sympathy with our objective. Pleading with the Legislature from year to year and striving to overcome the apathy in official circles, we finally secured the enactment of a law providing for a Commission of Inquiry. This Commission was made up of a lot of interested, enthusiastic and well-balanced citizens. They elected Charles B. Blair, of Grand Rapids,

as Secretary and the next year reported to the Legislature a definite plan of action which was quite drastic in its provisions.

As the result of the work of this Commission, the Legislature created the Public Domain Commission which should take over the work of the Michigan Forestry Commission and a large measure of the duties which had been carried on through the State Land Office, granting sufficient money to proceed in an orderly way upon a plan

of reforestation and forest protection. For some years this Public Domain Commission worked earnestly, thoughtfully, and with some measure of success in securing a land policy with reference to the immense areas coming into the hands of the State through delinquent taxes and starting an orderly system of fire protection. A later enactment of the Legislature merged the work of this Commission in the present Conservation Commission, under which you are to-day acting as

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tree planters upon lands which came back into the hands of the State for delinquent taxes.

You already know of the work which has been accomplished during the last few years under this administrative body, which has put Michigan to the very front of reforesting lands by the various states in the Union. The rapidity of this work, however, seems very slow when we contemplate the vast areas which should be reforested by the State. We are not only working for the good of our commonwealth to-day in the planting of trees, but we are sowing the seeds which will be of inestimable value in the growth of our State and the opportunities opened for progressive measures on a large scale can hardly be over-estimated. I congratulate you upon these opportunities that are now occurring and which I trust will grow with the years, so that the steps of progress in reforestation shall be rapid and successful.

Germany Has Decided in Favor of Conquest.

Grandville, Oct. 7—Adolph Hitler has stated facts in a way that has sent a chill of uneasiness throughout Europe. The Fascist party, having won a signal victory in the German election, comes forward with a plan to fix Germany as a continued power in Europe.

In order to live as a nation this Fascist leader says that Germany must extend its boundaries. What does this mean unless it is war against adjacent powers on the European chess board? Nothing less certainly. This avowal, coming so recently after the supposed agreement on the reducing of armies and navies, is a shock to the sensibilities of the advocates of world peace.

In one direction for this plan is the taking of Russia. Although Russia is the most populous nation of Europe it is yet one of the most vulnerable. A German army could easily force its way into that country and annex swaths of territory, after which it could settle the land with Germans and make it a part of the German empire.

It is idle to speak of Germany as a republic. It is not destined to long remain such. With its wide public education Germany is still strong for empire and clings in spirit to the empire.

Some of Hitler's venom is aimed at France and his desire to see new territory added to the fatherland is as well aimed at France as Russia. It must be admitted that the result of the German elections was a surprise.

A large party in Germany is anti-French. Nothing short of another Waterloo will satisfy the German spirit. Not until France is completely humbled in the dust at the feet of Germany will there be lasting peace in the old countries of Europe.

German hatred of France is even more bitter than is that of the Italians, and between the two it would not be surprising if Germany and Italy united forces to accomplish the downfall of the nation once ruled by Bonaparte.

The hatreds of generations is just now seething to boiling point in continental Europe. The expectation of world peace was never farther away than it is at this moment. Why will people close their eyes to dominant facts and go to sleep while plots are thickening to embroil the world in war?

The united states of Europe, so glibly rolled under the tongue, is as big a myth as the blotting out of Vesuvius. The German election has served to open the eyes of many stubborn peace advocates, who find all their sweet songs gone glimmering.

The boundaries of Germany cannot be widened unless the lands of neighboring nations are contracted. How much of France will satisfy Hitler and

his Fascist gang? Not less than a major part of old France.

Will the world look on and see this done without protest? Not likely, although the United States will probably take no part in the next war. Germany's great mistake in antagonizing Uncle Sam in the world war has served as a lesson to all foreign countries to keep hands off America.

We occupy a defensible position should ever the whole of Europe band together in an undertaking to wipe U. S. A. off the map. It is because of our natural distance from the seat of war to come, with a wide ocean between, that Yankee safety lies. Not this, of course, if we belittle our army and curtail our navy to a few fishing smacks.

America certainly has been warned in time and will, doubtless, take heed of that warning and not disarm in face of the next war which is as sure to come as is the sun is sure to rise tomorrow morning.

Germany's boundaries must be enlarged for the safety of the nation. In a way Hitler is in the right, but that its extension should despoil adjoining territory is the saddest part of it.

Former governments of Germany have felt that it was necessary to build a great navy to compete with other nations of earth. Not so this new Fascist movement, which seeks land annexation as the proper method of continuing Germany as one of the great powers of Europe.

Russia is a big, ignorant bully whose territory is fit subject for hostile nations to annex. It would not be surprising to see the Russian nationality completely destroyed within the coming years, the other powers of Europe each taking a slice.

While Russia should be the most powerful of all European countries it is in reality the weakest. We may well ask why is this, which can be readily answered by pointing to the national illiteracy. Public schools are comparatively unknown, while Germany is the best educated people on the continent.

It must be plain to the advocates that fixing a world peace by agreement has fallen down. The Germans have fully settled that question to the satisfaction of the remainder of the world, and France may well object to cutting down her navy in the face of these latest developments.

Self defense is the first law of nature, so we cannot blame our French neighbors for hesitating to slice their navy to a low conditions. The statesmen of France well know that she has at least two enemies in Europe who are whetting their knives to cut her throat.

Corporations Wound Up.

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

Hall-Doyle Co., Detroit.
Estate Planning Corp., Detroit.
General Marble Co., Detroit.
Southwestern Building Co., Detroit.
County Map Sign Service, Grand Rapids.
Pantiac-Baldwin Land Co., Detroit.
Sooford Auto Co., Sault Ste. Marie.
Mississippi Timber Co., Grand Rapids.
Bordeaux Dry Ginger Ale Co., Detroit.
Croswell Lumber & Coal Co., Croswell.
Retailers Advertising Service Ass'n., Flint.
Detroit National Mattress Co., Detroit.
Michigan Bedding Co., Detroit.
Tork Clocks, Inc., Detroit.
Bloomfield Hills School, Birmingham.
Bruce's Garage, Detroit.
Hammerson's, Inc., Detroit.
North American Flower Shoe Incorp., Detroit.
Markland Corp., Detroit.
Keystone Sales Corp., Detroit.

Failure isn't defeat; it only proves the process is wrong.



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PRODUCTS

C. F. Mueller Co.

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At last an entire building devoted to the sale of Furniture, made exclusively by Grand Rapids Manufacturers. Opportunities never before offered.

WHOLESALE and RETAIL.

The Furniture Galleries of Grand Rapids, Inc.

25-27 Commerce Ave., S. W., Grand Rapids, Michigan.

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Be sure that you are well-stocked at all times with "Uneeda Bakers" products.

This is a way to greater sales — sufficient stocks to take care of all demands, complete variety to cater to every requirement.

NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"



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.

Changes in the Daytime Bag.

As to the bags of Fall 1930, there are as many innovations—and improvements—as in the year's new model of an automobile or radio. So much so, in fact, that shortage of space must limit us to an outline of the points in favor of the new street and coat handbags.

First of all let us say that size is no longer an obstacle in the carrying of such essentials as cigarettes, engagement book, a letter or two—a handful if necessary—and all the odds-ends of repairing make-up while on the march. For street bags are of definitely generous proportions. Yet despite this large capacity, bags have contrived to preserve a trim, flat contour, chiefly through the accommodating aid of gussets at the sides.

Not only does size contribute to the comfort of the carrier but so do other details cannily incorporated by the obliging designer. For instance, many a bag has a top strap that slides back on itself to lie close along the frame, thus converting it into an underarm type. Even up-and-down hand straps have a way of sliding up to the top of the bag to become a wrist strap. And Molyneux has had the foresight to add a deep outside pocket where one can carry a package of cigarettes without having all the loose shreds of tobacco mixed up with one's lipstick.

Pockets, incidentally, are another form of generosity. Big travel bags have ample regular divisions—sometimes as many as six—besides a passport pocket and a "safety" pocket (an inside pocket with its own zipper fastening). Leather linings are an aid to the long life of bags of such practical nature as these.

On the decorative side there is much to be said for these big new street bags. One might suppose that a big flat bag could only be an envelope, but one careful look reveals that if they are envelopes they are pretty well disguised. Big top handles of tortoise shell or prystal conceal the true envelope outline, flaps are varied in cut and in the manner of ornament that fastens them down. There are great door-knocker looking catches of these two materials, as well as of metal there are regular clip pins, like those worn on dresses, that manage to hold one corner or edge of the flap in place; and there are even bags that have colored clip ornaments that may be taken off and changed according to the color scheme of one's costume.

Then again, all manner of top frames have been used on flat bags. Ones of metal that curve like Patou's saddle bag; marcasite set frames; prystal ones that combine clear and black prystal in interesting geometric patternings. Nearly all of these frames include the catch, snapping back their whole length, so that lift locks or separate catches may be dispensed with.

Contrasting leathers and colors, especially white and colored pipings,

often accent the lines of a bag's design. For instance, any of the three most fashionable leathers—mat finished calf or kid, suede and antelope—may combine or have sections of boroso, sharkskin or alligator.—N. Y. Times.

Greater Variety in Informal Clothes.

Everybody is back in town, moving day is happily past and October, perhaps the most charming month of the New York year, is upon us. There is something about this celebrated October weather that works on the clothes consciousness of woman. Wears down her resistance. Makes her feel guilty if she has been concentrating on alluring afternoon and evening confections to the neglect of her street wardrobe.

Perhaps she planned to economize in this uncertain year and get along principally with the remains of last season's successes. But she finds it depressing to face a crisp October day in leftovers; impossible to stroll past arrogant October shop windows. She decides her ego is in a bad way. Driven by a feeling that something must be done, and done immediately, she hastens to her favorite shop.

What to buy? Fashion has many answers to that question, so many that one's choice is limited only by one's budget. For there is more variety than ever this year. But however wide or narrow the choice, there is no doubt about the first answer. The lightweight woolen dress tops the list of street clothes for Fall fashion honors, fulfilling all the prophecies made to that effect months and months ago. Not in years have woolen dresses enjoyed such popularity; and if it sounds far-fetched to say that they are really exciting nowadays, it can only be because you have not seen these newest ones.

To convey their quality in words or sketches is quite impossible. The fabrics are lovely and indescribable. The colors likewise. Tweeds that have no suspicion of harshness, sheer wool crepes, chiffon broadcloths, arresting novelty knitted materials, wool lace, divers jerseys and a whole array of woolen fabrics with soft velvety surfaces are fashioned into the smartest possible dresses and suits. And not only into street dresses, but also into frocks whose formality places them unmistakably in the afternoon class. That, however, is another story and will be told more fully another time.

One would make no mistake in choosing such a dress in black, probably with a touch of white somewhere. The black and white combination has hung on with surprising persistence, quite refusing to be put in the shade by the Paris-sponsored brown and white and the wide range of unusual new colors. Still—coats are being pulled out of the closet these chilly days, and it's pleasant to wear a colored dress under a dark coat. So one may prefer to pass up the more somber tones for the reds, greens or blues that abound in a variety of shades and styles not too closely related to country clothes.

Reputation is a reward for what was done yesterday. It must be earned anew each day.

Men's Hats Bought Cautiously.

No particular improvement has manifested itself in the sales of men's felt hats, and the trade is generally quiet. Manufacturers report that some repeat business is appearing but that it is of small volume. The trade is interested in the move by a large department store to compel their employees and all salesmen who visit the sample rooms to wear hats. This is purely a protective move, it was said, as people unconnected with the store were coming in with the employees in the morning, and helping themselves to various articles. They were usually not challenged, due to the fact they wore no hats and were accepted as employees. The hat trade feels that if the practice were widely followed it might be instrumental in partly combating the bare head fad, which has hurt sales considerably.

Shoe Sales Increase Slightly.

A slight increase in business is reported by shoe manufacturers during the past week, but to date the volume of activity is lagging considerably behind last year. Children's footwear had been active for a few weeks, due to school openings, but buying has declined somewhat now, it was said. Merchants are operating on the closest schedules the trade has seen, and manufacturers are getting frequent repeat orders of very small volume, which increase mailing expense. Retailers appear to be unwilling to make any commitments in advance and are filling in their stock only as occasion requires. One executive of a large chain group stated that he thought it would be a full year before the trade returned to what might be considered a normal basis.

See Good Demand For Velvet Rugs.

A recent study conducted by W. & J. Sloane, selling agents, indicates that velvet rugs enjoy as much popularity as ever, according to a booklet they sent to the trade yesterday. In the course of its investigation the company asked fifty women to choose the rug they liked best from a pile consisting of an equal number of velvet and axminster rugs. Twenty-four selected a velvet rug, the report states. "The average customer will buy just as many velvet rugs as before if given the chance," the booklet points out. Retailers are urged to pay more attention to velvet rugs, on the ground that an active demand for that type of floor covering exists.

Amory, Browne & Co. Reorganized.

The firm of Amory, Browne & Co., selling agents, of 33 Thomas street, New York, has been re-organized, with John W. Bird, Benjamin F. Meffert, Jacques Bramhall and George W. Henderson forming a partnership under the same company name. The move is the result of the official withdrawal of three members of the board of directors, Walter C. Bayliss, Robert Amory and Lincoln Bayliss, who are connected with the Nashua Manufacturing Co., which on June 9 announced its intention of selling its products direct, instead of through Amory, Browne & Co. The Nashua concern has opened a local sales office at 40 Worth street.

New Paint Product Offered.

A new product expected to prove of unusual significance in the paint and varnish business is announced by a leading producer. The product features a film-forming material of a specially developed chemical compound exceptionally resistant to disintegration and which differs radically from the natural oils and resins generally used in the manufacture of paints, varnishes and enamels. Its drying time is much shorter than that of ordinary finishes, and laboratory tests, according to the manufacturer, indicate the new product provides surface protection for approximately twice as long.

Sterling Flatware Volume Gains.

The seasonal increase in the demand for sterling silver flatware last month exceeds all expectations of manufacturers. Buying both for immediate needs and for early holiday requirements is heavy and total sales are ahead of September, 1929, by a fair margin, figures available at this time indicate. The mid-summer price reduction, coupled with the limited purchases in previous months, combine to induce retailers to buy. In hollowware the sales totals are below those of September last year but show a considerable increase over the volume of last July and August.

Sheets and Blankets Active.

Certain lines of finished goods such as towels, sheets and pillow cases, and cotton and part-wool blankets, have started to move very briskly in the cotton goods market, with the demand for Fall promotional sales reaching its peak. In sheets and cases, the colored hem types are proving to be big sellers. Blanket business has begun to appear in some volume, but the commitments are all small and call for frequent repeat orders. One agent stated that, whereas in former years, 80 per cent. of the orders were placed as initial business and 20 per cent. as repeat, the ratio is now 60 and 40.

Sharp Drop in Glassware Orders.

A sharp decline in the demand for glassware has taken place in the last ten days and manufacturers are finding it difficult to dispose of merchandise even at concession in prices. Although retailers' stocks are reputed to be low, buyers are not interested in viewing merchandise or placing orders for future delivery. Popular price lines of goods have felt the decrease in demand more severely than others. Some of the more active plants in the low price field are planning to curtail production unless buying shows a radical improvement within the next week or two.

Home Furnishings Gain Predicted.

An immediate improvement in the volume of buying by retailers is anticipated in the homefurnishings field. The general slump in demand which marked the closing days of last month is due principally to the fact that buyers had used up September appropriations and must wait until the new month before obtaining authority for further purchases. The present month has been the most active so far this year in point of orders. The latter held up consistently, until last week.

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. K. Jenkins.
Association Business Office, 90, Transportation Bldg., Detroit.

How the Feet and Legs Function.

When we come to the consideration of the mechanism that operates the legs and feet, it seems to me that we are confronted with one of the greatest of the wonders of nature. If there is any man-made mechanism that remotely compares in efficiency with the muscles of the human body I have been unable to find it. I have asked some of my mechanical friends for something in the way of an illustration of the action of the muscles of the legs and feet, but the best they can do is to suggest a series of pulleys.

I don't like the pulley idea at all because it leaves out the most important part of the work. Pulleys have to have some power outside of themselves to operate them, but the power of the human muscles is in itself. I would like to have the reader check up as we go along by looking at or feeling the actions of the muscles in his own leg or arm.

All we need to know about the muscles is that they are contractile tissue, that is, they are masses of tissue throughout the body that have the power to contract. Muscles are the motor mechanism of the body. They are the means by which any part of the body is moved. They are set in motion by the motor nerves. Muscles move or control the actions of the body by pulling. They cannot push. So they act in pairs.

When you bend your knee it is caused by the constriction or shortening of the Flexor muscle at the back of the thigh. When you straighten it again it is caused by the shortening and pull of the Extensor muscle on the front of the thigh. When you move your foot it is the action of the muscles of the calf of the leg that furnish the motive power.

"The muscles of the calf are the chief extensors of the foot at the ankle joint. They possess considerable power and are constantly called into use in standing, walking, dancing and leaping, hence the large size they usually present." Gray, Anatomy of the Human Body, 20th Edition.

The muscles are attached to and control the action of the bones by tendons. Tendons are strong, slender cords which are flexible but do not stretch. In my notes I find this definition of the tendon.

"Tendons are flexible but inelastic connecting bands or cords. They thus obviate unnecessary prolongation of the muscles and conduce to the symmetry and beauty of the body. But for this adaptation how bulky would be the wrists and ankles through which, instead of muscles, these slender cords (tendons), are made to pass. By them movements are accomplished with efficiency, grace and speed."

In much of the literature about foot ailments and corrective footwear the terms muscle, tendons and ligaments are used indiscriminately and as if they

all had the same nature and the same work to do. That is misleading. Ligaments are tough, strong cords that bind and hold together in position, groups of bones, such as the bones of the hand or foot. They are not attached to the muscles and have nothing to do with the act of walking except that their flexibility makes possible a slight gliding motion of the bones of the foot. Ligaments do not lengthen. Through accident a ligament, or several of them, may be torn loose from the other ligaments because there are so many of them and they are so closely interwoven, but a ligament is never stretched because it cannot stretch and a ligament is rarely, if ever, broken. Tendons are likewise strong cords that connect with the muscles as described in the quotation above. Through them the muscles of the leg and arm transmit their power to the feet and hands. They have no power in themselves.

It logically follows that if you have lost the power to use your foot or hand it is because, for some reason, you have lost the use of the muscle or muscles that control it.

Hold the upper part of your right arm with the left hand. Now bend your elbow. Feel the muscles swell? Now hold your right forearm in the same way and close your fist. You can feel the movement of the muscles in the same way.

Now you hold right hand in your left hand with the fingers resting on the back of the right hand. Wiggle your fingers and notice the play of the tendons, for those are tendons you feel, not muscles. The muscles are above the wrist joint. Now slip your left hand up to your right forearm, hold tight and wiggle your fingers. Now you feel the play of the muscles that work those tendons in the back of your hand. If some one with a strong grip will hold you firmly just above the wrist joint, you will find it impossible to move your fingers.

It may seem that I am giving too much space to this part of my subject, but I have gone into it in some detail because we are leading up to the cause of foot troubles, and we will not understand those troubles unless we first have a good working knowledge of the mechanics of the leg and foot combined.—Hugh Thompson in Boot and Shoe Recorder.

Higher Prices.

An organization composed of the great business interests of the Nation sends out a circular in which the assertion is made that advancing wholesale prices are an indication of reviving prosperity.

Why should higher prices be welcomed? It is an invariable law of trade that, while there may be a temporary rush to buy when prices are advancing, a sustained period of high prices leads to diminished purchases and consequent overproduction. When the post-war deflation of 1920 set in, due to the decreased buying following the high prices of the war boom, merchants with enormous stocks on hand, led by John Wanamaker, slashed prices by as much as 20 per cent. The result was an immediate spurt in buy-

ing that disposed of much of the surplus goods.

Who wants higher prices now? Of course, the copper, steel or sugar producers would like to get more for their products. But the 120,000,000 consumers have a limited purchasing power, and if prices go up they will buy less. A prominent realtor recently expressed the opinion that higher prices for land would be a good thing, as it would show what the people are prosperous. Some people, yes. How about the great army of rent payers?

Whidden Graham.

Use of Poster Promotes Sales.

A National food distributor set up a complaint that is very common and illustrative of one of the weaknesses of independent merchants.

"We spend thousands of dollars, and so do other food manufacturers in getting out attractive advertising matter for use in stores. But we have the greatest difficulty in getting the merchants to make use of it," he said. "Indeed, we usually have to send a man around to put the posters, window pieces and store pieces in place for them. Yet the proper use of such advertising matter will increase sales greatly by the gentle art of suggestion."

It is true that if all the printed matter sent out by manufacturers were used the merchant could dress his store up like the proverbial "plush horse." But on the other hand not enough of it is used to give all possible impetus to business. It is not enough to get the goods and put them on the shelves and then wait for some one to ask for them.

Use the advertising matter sent out—but don't put it up and let it stay until time and light have faded and worn it. Change often. Keep new suggestions forward, and the results will be gratifying.

Prepared Lunches Served As Sales Boosters.

Many a grocer makes it his business to cater to the trade by specializing in picnic supplies and lunches. To offer baskets of prepared lunches for from two persons up to any number of persons from a menu of picnic luncheon specials, has become a profitable business.

The menu offers a large variety of sandwiches, meat selections, salads,

condiments, cakes and fruit, with paper plates, spoons and forks and napkins, packed daintily in a box. These menus may be sent out to all your trade.

It Pays in the End.

Samuel H. Ross, veteran grocer of Maplewood, N. J., said not long ago, "Regardless of what others ask for food items, I have always added a profitable margin. If a customer happens to notice that the price of a product is higher than some other grocer's, I tell her frankly that I have only added a fair profit and am entitled to get what I am asking. In the long run I have little trouble getting customers to look at it from my point of view."

Go to work with a smile. That's what your face is for.



FEET HURT?

TRY THE TORSON ARCH SHOE

25,000 men have adopted this shoe.

Their foot troubles are over. Your feet will tell you why.

Style 900—Brown Kid Oxford
Style 901—Black Kid Oxford
Style 902—Black Kid Shoe
Style 903—Brown Kid Shoe

All Sizes and Widths.

Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

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Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHoening, Grand Rapids.
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Let's Debunk the Question of Profit on Sugar Sales.

Ask any grocer at random what he makes on sugar and see if he does not sniff and answer: "Make on sugar? Nobody ever made anything on sugar. If you know anything about the grocery business, you know we always lose on every pound we sell. Wish I never sold a pound."

I have always felt it fortunate that my own father told me, about fifty years ago, that we made money on sugar and that he showed me how. So this fallacy never has haunted my day dreams. But folklore and tradition die hard, hence this attitude persists. It persists mainly because grocers never set themselves rigidly to examine their own margins on sugar, with exceptions so rare as to be negligible as against the entire body of the trade.

I analyzed this more than ten years ago and published my findings. Six years since I wrote that into Paul Findlay's Book for Grocers in complete detail. But not everybody reads my stuff—unfortunately—and new grocers come forward every day. So it is well to re-examine this crucial question occasionally.

The demonstration shows clearly enough that sugar sold on a margin of 8 per cent. and up pays a liberal profit, regardless of the average expense of the merchant. No need to go over that demonstration now, but assuming that my conclusion is sound—and I am prepared to show it again to anyone—let us see how far off grocers are in their impressions of sugar and its earnings.

I once asked an Illinois grocer this question and got the answer indicated. Then I followed through by getting his cost and selling price which showed a spread of 18 per cent. Hence he was making all of 10 per cent. profit—not margin—on an article he regarded as a losing item. I made liberal allowances in his case, too, because he was an old-fashioned storekeeper whose shop was not tidy and who evidently was not an exact or accurate weigher or wrapper of merchandise.

But when sugar took a drastic slump last summer, I felt it a good time to check up on it from several angles. So I got prices from a Piggly Wiggly in San Francisco with results as follows:

Bulk sugar was sold in 1s, 2s, 5s, and 10s. These were priced 8c, 14c, 30c and 55c. With cost at that time of \$4.35 per hundred pounds, the margins were as follows:

On 1 lb. packages, 45.625 per cent.; on 2 lb. packages, 38 per cent.; on 5 lb. packages, 27½ per cent.; on 10 lb. packages, 20.9 per cent. plus.

That line of stores also carries cartons and factory pockets. Prices, costs and margins were thus:

2 lb. carton, priced 15c; cost 65c over

bags, or \$5. Margin was 33⅓ per cent. 5 lb. pocket, priced 31c; cost 50c over bags, or \$4.85. Margin was 21.77 per cent. plus. 10 lb. pocket, priced 56c; cost 25c over bags, or \$4.60. Margin was 17.85 per cent. plus.

The facts thus gathered bring out a lot of important points.

One is that chains are not using sugar as a prime leader the way they formerly did, nor the way everybody formerly did. Not only in packaged items made popular by advertising but elsewhere, chains are manifesting the fact that they must make money out of the sales of their merchandise. But here we see sugar is no longer the goat.

Let us consider that Piggly Wiggly is a self-serve institution. Folks wait on themselves, stand in line for checking and such wrapping as any grocery store furnishes to-day, which is just nothing at all, and carry their goods home. Yet margins such as I have indicated occur.

It should be noted that the prices and margins I indicate occurred just after a radical decline in the wholesale cost of sugar; and I should also add that the cost I give was what wholesale grocers were charging retailers at the time. It is possible the chains bought for somewhat less.

But if this factor entered, then it conclusively demonstrates that chains do not follow the market down any more promptly than the single, individual or independent grocer does.

All this shows that chains are rather easy competition for the grocer who knows his business and is alert in it. For the margins I have assigned as sufficient for sugar—8 to 10 per cent.—are planned to yield a profit to the full service grocer. Hence the margins now taken by chain grocers certainly go far to demonstrate that chains now hold a mighty wide, plenty rain-tight umbrella for the competition of any active grocer.

This finally means that the day of the wakeful man is at hand. Let the single grocer watch market changes and respond promptly—down as well as up—be keen to sense what customers want, what he can afford to give them, keep stock and store in fine shape—and his future is as solidly certain as it ever was: probably much more so.

It is a truism that the man who thinks out his business problems and keeps his brain as constantly active as his brawn is best intrenched, regardless of extraneous facts or conditions.

Uncle Sam is now taking apart what he discovered in Louisville and feeding it out in easily digested sections for all to see and benefit. The studies are intricate and exhaustive. They run into all imaginable detail of fact and factor. For that reason, men who are mentally lazy—and that means most of us—are apt to glance through such studies or simply look at the outside and put them aside for possible later study. In such cases, that is all that happens. So far as such grocers are concerned, Louisville might just as well never had a survey.

The treatise on Selling Cereals Through Retail Stores is one remarkable study from Louisville. It consists of nearly seventeen full letter size

pages of typewritten copy. This is a complete study which shows just what happens to this important line of foods from the coming in of each item to its sale.

It shows, for example, that, as a class cereals pay their way through the grocery store with a profit, which means a net of one per cent. in the average of

all stores surveyed in Louisville. How this was done and exactly what factors entered into the process are clearly set forth. Then this pointed and wise suggestion is inserted:

"It is not average operation but best possible operation that the progressive merchant will seek to emulate." That

(Continued on page 31)

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For a quick turnover let us supply you from our 25 varieties.

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We deliver within a radius of 100 miles.

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Manufacturers of SET UP and FOLDING PAPER BOXES
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ANNUAL NATION WIDE CANDY WEEK

OCTOBER 13TH TO 18TH

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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.

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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.

The Way To Illuminate Your Window Display.

There is no argument about the business value of good lighting in the store. The average store of to-day is reasonably well lighted. Some of them could be improved by using more light and re-arranging the lighting units to a certain degree, but on the whole the up-to-date store is a well-lighted store.

In one place, however, the lighting is not by any means what it should be, and that is in the show window. The meat retailer is paying rent for his window space. He can use it for the purpose of getting more business or he can use it in such a manner that it does not create any appreciable amount of new business. It depends not only upon the kind of displays that he makes but also upon the way the window is lighted. Surveys recently made of the stores in the shopping center and the suburban sections of a city of nearly 300,000 population indicate that in this city at least something like half of all the current paid for to give light in the show windows is wasted. Somewhat less than one store in ten in this city has what can by any stretch of imagination be considered good window lighting.

By good window lighting is meant the kind of lighting that results in a perfect photograph of the window when a photograph is taken at night with no other light than the window lighting. Such a photograph should show in distinct detail everything that is in the window. There should be no glare anywhere that will cause bad white spots on the picture. The display and nothing but the display should show up in the picture.

As a matter of fact there is no better test of window lighting than a night photograph. Such a picture will show up defects that one may overlook when viewing the window by the eye alone. For example, it may be found that there is an electric sign across the street, or a bright light somewhere else that interferes with the effectiveness of the window lighting. One may have become so accustomed to the condition that he never notices. He sees the window as he thinks it should be while the photograph shows it as it is. When the print is finished all these defects show up. Perhaps just lowering the awning in front of the window at night when the lights are turned on will make all the difference in the world with the window lighting. In any case a photograph taken with the awning up and another with it down will tell the story.

In the city already mentioned there has arisen a rather common practice of installing a single store lighting fixture in the center of the window. This saves some money when making the installation, and there is a more or less attractive fixture in the window for the people on the sidewalk to look at. Displaying the fixtures in this manner may result in the fixture man

selling a few more of them. At any rate the fixture itself is well displayed.

However, the butcher doesn't get any profit on the fixtures that are sold. The fixture man doesn't pay anything for the privilege of displaying the fixture, and such fixtures do not light the window as it should be lighted. As a matter of fact they distract the attention from the goods that are displayed.

The only good window lighting is that where not a single lighting fixture can be seen from the street. It is the same kind of lighting that is used on the theater stage. When we go to the theater we do not see a display of lighting fixtures on the stage. A great deal of light is used, but every light source on the stage is concealed back of drops or the reflectors at the footlights. No stage lighting expert would think of allowing any light to shine in the eyes of the audience. Just one such light could spoil the whole play.

In the same way in window lighting, there are displays to be lighted but no light should be seen. Also in the window all that needs to be lighted is what can be seen from the street. Any light used to illuminate the backs of objects is light that is wasted.

This means that all lights should be hung as close to the window glass as possible. They should also be hung comparatively low in order to save current, be fitted with the proper window lighting shades, and should be spaced close together. No window, not even the smallest, can be properly lighted with a single light. It is impossible to obtain the right distribution of light unless several lighting units are used.

The law of the intensity of light is that the light varies inversely as the square of the distance of the light source. This means that if the lighting unit is five feet away from the object that is being lighted it requires a certain amount of light. If it is ten feet away instead of requiring twice as much light it requires four times. The problem is worked out in this manner. The square of five is twenty-five. The square of ten is one hundred. Since the intensity of the light varies as twenty-five is to a hundred, and one hundred is four times twenty-five, it will take four times as much light ten feet away as it does five feet away to give the same brightness to a given object in the window.

This law does not hold absolutely in window lighting where the window is all closed in and the proper reflectors are used, provided the window is light in color. However, it does hold enough to mean a big saving in electric current when the lights are hung as low as it is practical to hang them. It is an easy matter in some windows to save half the window electric bill by merely lowering the lighting units.

One way this can be done is to run an electric conduit across the window as close to the glass as the size of the reflectors used will permit, and suspend this conduit from the ceiling with hangers. The lighting outlets are placed in this conduit. In front of this conduit, and extending far enough below it to completely conceal the lighting units, is hung a valence, a sign or

(Continued on page 31)



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SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

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

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 AT THE VEGETABLE HOUSE

VAN EERDEN COMPANY

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Grand Rapids, Mich.

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.

Timely Possibilities of "Between-Season" Heaters.

In the early fall, coal oil heaters can be pushed to good advantages in most hardware stores. There are many cool evenings during the fall when a little heat is needed but the householder does not care to start a fire in the furnace or a large heating stove. On such an evening the oil heater is very convenient.

In communities where electric current or gas is available, the electric heater or small gas heater serve the same purpose; and many of the principles which apply to the sale of the coal oil heater apply to these alternative lines as well.

The coal oil heater is made in several sizes and designs. It is attractive in appearance and takes up very little room. It may be readily moved from one room to another, and, if kept in good condition, there should be no perceptible odor.

In some houses there are distant rooms where the furnace or other general heating is inadequate, at least in extremely cold weather. In such rooms the coal oil heater is a valuable auxiliary and can be made very useful. And it has the advantage that it costs nothing to operate when not in use, and can be moved about as occasion may require.

In handling this line, the dealer will run up against one serious difficulty—the fairly general but quite unfounded conviction that such heaters are "dangerous." They are, of course, no more dangerous than any other form of heating; but one of the dealer's chief problems will be to convince the customer that an oil heater of reliable make and properly managed by an intelligent person is perfectly safe. Yet the reliable make and the intelligent handling are the dealer's conclusive answer to the objection.

Intelligent handling requires instruction in the proper use of the heater. The oil heater is very simple to operate, and the dealer who understands it can readily instruct the purchase. The coal oil heater has the advantage of economical operation; the cost of fuel is reasonably low, and there is a minimum of waste. The initial cost of the stove itself is also quite reasonable and within the reach of any householder.

Country customers are good prospects for such stoves, while with the city trade they are readily saleable for auxiliary and between-season heating. In the early fall, when a little heat is wanted in the early morning or the evening, or in some one room, it is less expensive and more satisfactory to operate a coal oil heater for a few hours than to light a furnace or large heater which wastefully heats the whole house for the entire day. The farmer who is the possessor of a satisfactory oil cook stove is generally a ready purchaser of an oil heater. The sale of oil heaters does not affect the

sale of coal, wood and gas ranges and heaters.

Very attractive window displays of coal oil heaters can be devised. One dealer in a small town stated that he made a large number of sales last year through the medium of his show windows.

He always had the stoves attractively arranged in the window and made liberal use of show cards. These cards emphasized certain features in connection with the heaters. One was the low cost of operating. Another was the absence of danger, or, more properly, the perfect safety of operation. The cards explained, too, the size of a room that could be heated, and the time necessary to heat a good sized room to a specified temperature, and so on. The ease of operation and the saving of labor were also stressed.

This dealer made a feature of carrying in stock a complete range of wicks of all types and sizes, so that customers could get any size of wick at a moment's notice. This service is of great importance in developing trade in coal oil heaters. Various styles of heaters require various styles of wicks, and if a customer finds that he is unable to obtain a new wick through the dealer not carrying an ample stock, the trade in coal oil heaters is going to get a mighty bad advertisement.

Another feature of this dealer's methods was that he always kept one heater ready for demonstration purposes. If a customer made an enquiry or if a salesman secure a prospect, he would immediately light the stove and let the customer or prospect see it in actual operation. The dealer found that by giving actual demonstrations it was much easier to clinch a sale than if the stove was merely shown and no actual demonstration given.

Another dealer in a good-sized city stated that he found the newspaper very effective in bringing in enquiries for coal oil stoves. This dealer ran a cut of the line he handled in conjunction with his other hardware advertising. Occasionally he ran an advertisement in which he featured coal oil stoves only. In these special advertisements he dealt with the comfort obtainable on a cool evening by using such a heater, the low cost of fuel for operating, and other strong selling points. The advertisements attracted a large number of prospects to the store; after which it was up to the dealer and his salespeople to clinch the actual sales.

This dealer made it a point to have all his sales people equipped with all necessary information to enable them to intelligently answer questions regarding the heaters.

"It is really surprising," he said, "the number of questions that some customers will ask. If you are unable to answer them promptly and intelligently, the customers become doubters. It is, therefore, very essential that a salesman should have a thorough knowledge of the stoves he is selling."

"Another important point is that the customer should know exactly how to operate the stove. A purchaser without this information is quite apt to get poor results and become dissatisfied.

If he is shown exactly how to run the stove, results are good, and the prestige of the store and the line is increased."

The line is, incidentally, one which requires comparatively small space to handle; and the dealer who finds his space too cramped to handle large heaters and ranges will find the oil heater possible for him. Comparatively few varieties and sizes have to be carried. The display may be kept near the front of the store without taking up too much room; and the resulting sales should be very satisfactory.

The portable feature makes the line very desirable. It can be moved to any room of the house as occasion demands. Another feature is that every coal oil stove in use provides a fairly steady market for a line most hardware dealers handle—kerosene. The quantity used by the individual heater may not be large, but it helps to increase the hardware dealer's annual turnover.

One small town dealer, indeed, in the early stages of the business took time to figure out the difference to his business. Originally, when few if any of

these heaters were in use in his community, his sales of coal oil ran around sixty gallons a week. After two years with quite a number of heaters in use he was selling weekly around 125 gallons of kerosene; and this with some falling off in normal consumption due to displacement of oil lamps by electric light. So when making sale of a heater, it is sound policy for the hardware dealer to point out that he handles a good, dependable brand of oil. It helps future business.

The coal oil heater is the poor man's emergency heating equipment, owing to its low initial cost and low cost of operation. A good trade can also be developed in most country districts. On the other hand, in the urban community there is a distinct and growing market for two other forms of auxiliary heating—the portable electric heater and the small gas heater or gas grate. The electric heaters are, of course, available in grate form or can be installed in grates.

As a rule, the hardware dealer handling these lines has to compete to some extent with the companies supplying gas or electric current, which

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Radio Sets
Radio Equipment
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Michigan Hardware Co.

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SHEET METAL ROOFING AND FURNACE SUPPLIES,
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CONDUCTOR PIPE AND FITTINGS.

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

in most cases handle equipment. Nevertheless, in my own community, hardware dealers are handling both these lines to advantage.

Here, as with the oil heaters, an important feature is to get the local agency for a good dependable line and stick to that. While there are a number of good lines on the market, customers are prone to develop the idea that one particular line is superior to all others. Good advertising and good salesmanship, plus a good record of performance, will do a lot to establish some particular line in the public estimation. So will good service on the part of the firm handling that line.

One hardware dealer featuring electrical equipment achieved good results for the line by means of simple precautions. First, every purchaser, and, more than that, every individual likely to use the heating equipment was carefully instructed as to its use. "If anything goes wrong, call us immediately," were the parting instructions. Complaints received prompt attention, and the buyers of that particular line got the very best of service. Owing to the care taken in instructing users, however, there were very few complaints; and the line got the reputation of being far better than competing lines.

The same thing can be accomplished by the same means in connection with gas or oil heaters, ranges, furnaces, or almost anything else the hardware dealer handles. If the hardware dealer takes the precaution to coach the individual purchaser in regard to the right way to use the equipment, it is bound to give first class service and where the dealer follows up his sales, is interested in results and gives prompt attention to complaints, he will have far less trouble and far fewer complaints than if he forgets the article and the customer the minute the sale is made and is resentful if any trouble is brought to his attention.

"Our satisfied customers are our best advertisement" is literally true with such articles. The wideawake hardware dealer takes some interest in the results his customers secure from the equipment he sells. What is the outcome? He knows where the article has given satisfaction; and when he is trying to sell a new prospect, he can say with positive certitude, "You don't need to take my word for it. Ask your neighbor, Mrs. Smith." Meanwhile Mrs. Smith is telling her neighbors about the new heater, and giving the dealer a lot of excellent advertising.

The opportunities awaiting him in catering to the need of some form of cheap and efficient "between season" heating have not been fully realized by some hardware dealers. A good selling point is that this "between season" period when the summer is over and before the furnace is on, is responsible for a lot of expensive illness; which could be avoided by some comparatively inexpensive heating device.

Victor Lauriston.

A reputation is easier to make than it is to keep.

Push Business Outside As Well.

A lot of clerks in grocery stores think they're through when the store is locked up at night. They're not. At least, they're not through if they wish to take advantage of every opportunity to help make business for their store and thus increase their own chances for advancement.

A good clerk will do everything he can to help build good will for his store. He'll do it during the day by being a good salesman in every sense of the word, and then, when he's out of the store, he'll keep right on doing it.

If he belongs to clubs he can do a lot. His wife can help him, and so can his children, if they go to school. This may sound funny, but it is true.

Although there are many things that can be done, everything starts with the fact that a clerk must continually speak well of his employer, and his store. Talk about his store in a way that will leave a good impression, and day by day, build up a volume of good will that can be the store's most valuable asset.

The Clock and Mirror.

A grocer who has two good-sized windows has a clock of noticeable size above the display in the rear of one window, and a big plate glass mirror in the other. At the door is a large, dependable thermometer. As the store is centrally located, the latter attracts much attention, especially on very hot or very cold days. A common remark about town is that it is so many degrees hot or cold, as the case may be, by Smith's thermometer.

Do these things pay? Mr. Smith says they do and that women are forever looking into the mirror, while everybody looks at the clock. Do they draw attention away from the fruits, vegetables and other foods exhibited? Mr. Smith says if they do, they tend to make people stop and look, and he is well satisfied that they tend to help, rather than injure, his food displays.

Hosiery Price Trend Since 1925.

One of the leading hosiery manufacturers has made a chart showing price trends for the past five years of certain competitive full-fashioned lines of the six most prominent makers. On a broad average, prices have declined about \$3 a dozen, on the models ranging from \$12 to \$18 in 1925, with most of the reductions being made in the past year. Downward revisions in the lower priced ranges have not been so large. It was pointed out that each year the stockings were improved. In one instance, a stocking which originally retailed at \$1.65 a pair with cotton top, is now selling for \$1.25, with silk to the hem and the gauge has been increased from 39 to 42.

"It never happened to me," is the root of many accidents.

SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss.
County of Kent,
Before me, a notary public in and for

the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 3rd day of October, 1930.

(SEAL) Florence E. Stowe,
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 12, 1931.)

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Look for the Red Heart
on the Can

LEE & CADY

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HOTEL DEPARTMENT

The Free Bus May Come Back.

Los Angeles, Oct. 4.—A California statute provides for the issuance of license for transportation companies before they may operate. This statute provides further, however, that the term "transportation company" as used in the act, shall not include hotel busses or sight-seeing busses.

It is a rule of law that a statute which unreasonably exempts a particular class is unconstitutional. In a case just decided by the California supreme court, it was held that the statute above referred to exempting hotel busses from the requirements of transportation companies under the transportation act of California was not an unreasonable classification. The court in an opinion handed down, which is of much interest to hotel operators, or many of them at least, made this statement:

"Plaintiff corporation has since July 20, 1927, been engaged as a common carrier in the transportation of persons and property over certain public highways of the state, including what is commonly known as long hauls between certain terminals and certain hotels situated some distance away, but more for the immediate convenience of guests rather than as a source of profit, and really cannot be regarded in the light of public conveyance for the asserted reason that no other passengers, other than guests of the particular hotels are carried, though a charge was made for this service to said guests.

"For some years past it has been the policy not only of this state but of the Federal Government as well to provide highways and other means of access to National parks and playgrounds, but hotel, lodge and other accommodations that the public may be maintained in comfort while there. As an aid in promoting its definite policy, the Federal Government has adopted the plan of making contracts with private persons and corporations to build and conduct hotels, lodges and camping places therein for the accommodation of tourists, travelers, health and recreation seekers, and the state has responded by building highways and otherwise aiding these projects.

"Hence the claim that busses used for the particular purpose of transporting passengers to and from such hotels, lodges and recreation places are illegally so employed unless provided with certain licenses and permits and are not employed for any other purpose whatsoever, for hire, cannot lie and as they are not improperly exempted according to constitutional procedure."

While the Federal courts so far as we know, have taken no action in the premises, it seems reasonable to suppose that they too will differentiate as to the legal status of transportation acts which are operated as a convenience rather than a source of profit. The old-time "free bus" which used to ply between the depot and hotel has mostly become extinct, but more recently there has been a movement on the part of important hotels in the larger cities to provide economical transportation between terminal stations and hotels, in either direction—in many cases without charge—and for this reason certain corporations which operate only for hire have taken advantage of certain technicalities and endeavored to compel the state authorities to exercise the same mandatory restrictions over them. The "free bus" may come back after all.

I notice an Iowa banker thinks he has solved the question of preventing holdups by placing a special lock on the front door operated by pushbuttons behind the bank counters and desks, so that the front door will always be locked and no one will be allowed inside until he has been

given the once over by someone in authority. This might help some, but the most ingenious thing I have heard of is in operation in an East Side bank in this city and was demonstrated a short time since by the annihilation of a would-be holdup man. This bank is equipped with a bullet proof cage at the rear end of the bank lobby and inside is a sharpshooter who can differentiate between a thug and an innocent patron through the microphone route, each cage being provided with same and the look-out is also a listener in. When the bandit approaches the cage with the playful message of "stick 'em up," the watch dog knows all about it and supplies an exit by way of the undertaker. The bank was held up last year, but the holduppers don't seem to appreciate such receptions and have been exceedingly wary ever since. Bank insurance is all right, but it never seems to make provisions for the families of deceased bank tellers.

Reno Hoag, rightly and equitably runs the Hotel Lafayette, at Marietta, Ohio. But just at present he is enjoying, in company with his wife, the hospitality of his very many hotel friends in the Wolverine State, by making a vacation tour among them. He was also carded for a reunion with his fraternal relatives at the annual convention of the Michigan Hotel Association recently held at Sault Ste. Marie.

Quite a delegation of Michigan hoteliers are in attendance at the annual convention of the American Hotel Association, being held at San Antonio, Texas, this week. It will be an unusual affair in point of interest and instruction, and I expect to hear wonderful reports from same.

Everyone in the hotel and catering world knows "Jake" Miller who was for many years at the head of the American Caterers Association. Recently someone in Detroit asked me about this unusual individual and I was compelled to acknowledge that I had not been in touch with him for some time, but here is the very latest dope from the National Hotel Reporter:

"Jacob Miller is still going strong in his efforts to co-ordinate all branches of the catering profession and his host of friends will be glad to know that 'dear old Jake,' rough and ready and true blue, is in fine fettle and apparently sure to be for many years the beloved 'daddy' of caterers of the country. There is only one 'Jake Miller'."

The Arthur L. Roberts-Degleman Co., which conducts a chain of prominent and profitable hotels in Michigan, has taken on another unit at Winona, Minnesota, now under construction, with 120 rooms.

Among one of the tasks assumed by the American Hotel Association, is that of building up and encouraging tourist trade by advanced advertising methods. It surely is a move in the right direction and a campaign of this character undertaken by such an association cannot fail of benefits to the entire organization of hotel operators. No longer can the hotel man depend, to any great extent, on commercial trade. Within the last decade the scenes have shifted entirely. There are fewer traveling men and such as linger are so located in their particular territories that their homes are more easy of access than formerly, so that long since the Sunday trade which formerly was an important source of revenue, owing to this same type of business, now yields little or nothing. Hence the necessity for encouraging the tourist to drop in and see us, and this surely can be accomplished by intense organization, such as might be effectually inaugurated and carried out

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop



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.



HOTEL BROWNING

Grand Rapids

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

HOTEL CHIPPEWA

HENRY M. NELSON, Manager

European Plan

MANISTEE, MICH.

Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Republican Hotel

MILWAUKEE, WIS.

Rates \$1.50 up—with bath \$2 up

Cafeteria, Cafe, Sandwich Shop in connection

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb —Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

GEORGE L. CROCKER, Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

-- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

by the American Hotel Association as a whole, where the individual hotel could accomplish little.

The Hotel Accountants Association of Detroit will, by special invitation of Hotel Durant, Flint, hold their next meeting at that establishment during the present month. At that time an effort will be made to complete a State organization. This work will be under the supervision of George J. Wood, auditor of Webster Hall, Detroit, and president of the local group.

It looks as though the railroad authorities are on the way to adopt a different, if not new, policy in dealing with the public. For instance, heretofore the Eastern lines have been giving low rates to California during dog days and abstaining altogether from such practices during that season of each year when the Golden State naturally appeals to everybody. These people have been coming out here in vast hordes during the late fall and winter of each recurring season, but have been employing their own facilities for traveling, usually by auto. Now the rail lines are putting on a special low rate covering the autumn period, and laymen will watch the results with much interest.

M. L. Tyson, formerly manager of the Warm Friend Tavern, at Holland, has secured the management of the Park Lane Hotel, at Toledo.

Col. Thomas C. Leslie, for many years secretary of the Pennsylvania Hotel Association, but better known to the fraternity at large as a correspondent of many of the hotel journals of the country, passed away last week.

Much effort is now being exerted in the direction of agreeing on some method whereby hotel operators will be protected in the cashing of personal checks. I do not believe that much progress will be made until the police and other criminal authorities are brought to realize the importance of this particular class of criminal activity. Some of the drawbacks to united effort on the part of operators themselves are delays in the prosecution of these cases; the desire of hotels to avoid publicity; the unwillingness of others to stand by a criminal prosecution when there is a chance to compromise and avoid loss and the usual difficulty in discovering any marked criminal record on the part of such offenders.

Frank S. Verbeck.

Jobber Gives To Salesmen His Conception of Hell.

A wholesale grocer, in order to give point to sales instructions to his salesmen, gives them his conception of hell as follows:

"Of course, you have your conception of hell and others have theirs. I received my conception as I watched the thousands of gamblers at Monte Carlo, and saw written on their faces anguish and remorse, men and women (more women than men) with perspiration streaming down their faces as they realized they had staked their all on another man's game and lost.

"Then I said to myself, 'Well, this is hell.'

"As we stood watching these men and women, we saw them writhe in their anguish and finally stagger out into the night like lost souls. One of our party said to me, 'This sort of thing would not be tolerated in America.'

"Oh, yes, it would.' Another said, 'You have forgotten that we have our stock market. You have forgotten the

crash of last October when billions of dollars were lost in a single day. You have forgotten the millions of men and women whose homes were wrecked, the bank employees who borrowed funds they could not replace and the business depression we are now passing through as a result of attempting to win at the other man's game.'

"Well, you might say that this is far-fetched and has nothing to do with selling of groceries, but it does affect us, and we are trying to set the example not to neglect our own business attempting to get rich quick in trying to play the other man's game, a game of chance instead of a game of work, which always has had, has now, and always will have its quota of remorse, which is hell.

"Let's sell our groceries."

Corporations Wound Up.

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

Below Dry Kiln Co., Menominee.
H. C. Richardson Co., Detroit.
Royal Oak Merchants Shopping News, Royal Oak.
Safety Deposit Box Co., Muskegon.
Michigan Central Refining Co., Muskegon.
Northland Oil Transit, Inc., Muskegon.
Fuel Oil Corp., Hamtramck.
Doty Manufacturing Co., Detroit.
Westinghouse Union Battery Co., Detroit.
Robinson Mendelsohn, Detroit.
Orion Shoppe Brick Co., Detroit.
Miner & Leatherman Co., Coldwater.
R. B. Hopkin & Co., Dearborn.
Phillips Building Corp., Detroit.
Belleville Co-operative Ass'n., Belleville.
Detroit Electric Water Heater Co., Detroit.
Carman-Dykema Co., Grand Rapids.
Power Engineering Corp., Detroit.
Service Fuel and Builders Supply Co., Grand Rapids.

Six Rules For Sales Success.

1. Brood over the prospects you expect to see the following day.
2. Write three or four good, friendly, convincing letters to prospects every day.
3. Keep your appointment book in good order and up-to-date.
4. Make the habit of always calling on the prospects you have written to—be full of optimism, confidence and hope.
5. Observe nature's rules for health and obey them.
6. Have an innocent diversion as a relaxation.

Strive above all to take a friendly attitude towards life and people. Think always affirmatively towards success. In Emerson's language "Hitch your wagon to a star!"

The Mind Works Best When Stimulated.

"I can always think faster when I'm working," said a grocery clerk to one of his customers. It is a well-known truth. A lazy body usually supports a lazy mind, and progressive food merchants just can't afford to have inactive minds.

One of the greatest rewards for time spent in reading business papers is the mental energy created by using the mind. Read your business papers not only for the ideas you get from the paper, but also for the ideas suggested by the pages you read.

A single statement of fact given to an active mind will often give rise to a dozen profitable ideas that can be used to good advantage in business. It pays to get the reading habit!

We Predict

That next year:
Wheat will sell higher.
Cotton will sell higher.
Copper will sell higher.
Rubber will sell higher.
Steel will sell higher.
Raw sugar will sell higher.
Industrial shares will average higher.
Most utilities will sell higher.
Many merchandise shares will sell higher.
Bank shares will sell higher.
Bonds will sell higher.
Railway earnings will be higher.
Motor output will be higher.
Livestock will sell higher.
Corporation profits will be higher.
Employment percentage will be higher.
B. C. Forbes.

B. V. D. Offers \$1 Suit.

One of the important additions to the line of the B. V. D. Inc., which at present includes the B. V. D. U1 union suit, knit union suits, pull-over shirts and shorts, coat shirts and knee drawers, sweaters and swim suits, is a new sports model union suit to retail at \$1. The features of design of this suit are low-cut armholes, wide legs and flared hips. The spots model is offered in two styles, the blouse-back model with a side-leg opening and the B. V. D. double snubber back with the regular back opening.

Gabby Gleanings From Grand Rapids.

L. DeBoer, grocer at 701 Knapp avenue, has purchased the Pastoor Market at 1024 West Leonard street and will continue business at both locations.

The receiver of the National Grocer Co. has disposed of all but one of the seventeen "R" grocery stores it formerly conducted in this city.

Figure This One.

They were sitting in the barracks swapping yarns.

"Ever hear this one?" asked one of the group. "A dog was tied to a rope fourteen feet long. Twenty feet away was a fat, juicy bone. How did the dog get to the bone?"

"Oh, that's old stuff," answered one of the Marines. "You want some bird to say 'I give it up,' and then you'll say, 'That's what the other dog did.'"

"No, you're wrong, for the dog got the bone."

"Well, how did he get it?"

"Why, the other end of the rope wasn't tied."

No matter how slack business may be, thermometers have been kept busy this summer. With the mercury threatening to break the bulb and then sharply descending, readers of home thermometers have been kept on the jump. How many are accurate is problematical. When one registers 95 degrees, another shows 90. Many disputes have taken place among neighbors as to which thermometer was correct. An inspection of a dozen would often show variations of as much as ten degrees. The wise course is to

accept the number furnished by official forecasters—and then feel hot or cool, according to one's whim and ability.

Let us learn to be content with what we have. Let us get rid of our false estimates, set up all the higher ideals—a quiet home; vines of our own planting; a few books full of the inspiration of a genius; a few friends worthy of being loved, and able to love us in return; a hundred innocent pleasures that bring no pain or remorse; a devotion to the right that will never swerve; a simple religion empty of all bigotry, full of trust and hope and love—and to such a philosophy this world will give up all the empty joy it has.—David Swing.

Cheese—The market has been quiet during the week, but as offerings were small the situation has been steady.

Rice—With the arrival of new crop Blue Rose rice soon, renewed activity is expected in the market. A continuance of fair weather in the South has made it possible to begin work gathering the new crop and already some quantities of Blue Rose have reached the primary market. Shipments destined for here are expected to arrive in the city within eight or ten days. The possibility of lower prices on Blue Rose in the not distant future grows daily, as it has stood up under the recent rains to good advantage, much more so than the Long Grain varieties.

Sauerkraut — Sauerkraut may be strengthened by the fact that the later cabbage yield has not measured up to earlier expectations. The late pack is expected to be curtailed by the fact that the heads have not grown as full as was expected, which development has caused growers to expect higher prices for their yield. They are not pressing sales at the present time, believing that when the earlier crop has been exhausted the market will be more favorable to them.

Smyrna—The Smyrna mill, residence and other property connected therewith have been purchased by Ed. D. Engemann and his brother, Herman Engemann, publishers of the Belding Banner-News. They will organize a stock company to continue its operation. Harvey Hyde, former owner of the mill, will remain to operate it for the new owners.

Detroit—George S. Davis, 85 years old, one of the founders of Parke, Davis & Co., internationally known pharmaceutical manufacturers, died in his home on Oct. 1 after a six months' illness. It was about sixty-six years ago that Mr. Davis, after having worked for several Detroit drug concerns, became associated with Duffield, Parke & Co. This firm later became Parke, Davis & Co. He retired from business about twenty-five years ago.

CHARLES RENNER HOTELS

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

DRUGS

Michigan Board of Pharmacy.

President—J. Edward Richardson, Detroit
Vice-Pres.—Orville Hoxie, Grand Rapids.

Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.
First Vice-President—Alexander Reid, Detroit.
Second Vice-President — F. H. Taft, Lansing.
Secretary—R. A. Turrell, Crosswell.
Treasurer—P. W. Harding, Yale.

Iced Coffee

"Iced coffee can be one of the most profitable drinks served by soda fountains," says A. B. Hoppe, who is in charge of the 700 soda fountains of the L. K. Liggett drug stores throughout the country.

In an interview in his New York office, Mr. Hoppe declared he had found an increasing demand for iced coffee in the summer months. Many people, he said, are just beginning to learn the refreshing value of this drink, and he expressed his opinion that its sale would show a marked growth if it were exploited and if soda fountain proprietors learned to make it properly.

"Iced coffee gives us a good profit," said Mr. Hoppe, "and naturally, we want to sell more of it. The main drawback to greater popularity is the fact that at many fountains it is not well made. People develop a taste for it at home and then, when they order it at a fountain, it isn't anything like the iced coffee they want.

"Undoubtedly, the chief reason for this is the difficulty in obtaining adequate equipment for the proper making of iced coffee. At soda fountains it is often made in the hot coffee urn, a method which is advisable only when the drink can be chilled without putting ice into it. Usually, iced coffee is made by pouring the hot brew over ice, and in this case it should be brewed from 50 to 100 per cent. stronger to allow for dilution.

"I believe that in the ordinary soda fountain it is simpler to chill the beverage before it is served. After the coffee is brewed—and it must be of good strength—it should be kept in an ice-jacketed porcelain or glass container, which could be chromium-plated for the sake of appearance. The urn should be small—not more than one or two gallons—so that the coffee can be made frequently. Coffee that stands for long periods loses its flavor. I believe that ice is better for this purpose than mechanical refrigeration.

"With such equipment, the iced coffee is easily and quickly served and makes a delightful, refreshing drink. Personally, I prefer it plain instead of whipped cream, and we have found that Liggett customers like it best that way, too."

Mr. Hoppe believes that with the coming of better equipment and knowledge of how to make iced coffee, it

will also become a big factor in his soda fountain business.

Grape Juice and Acidity of the Urine.

The body is essentially an acid-producing organism. One of the most important of the energy-yielding biochemical reactions is the oxidation of the carbon contained in food materials to carbonic acid. The metabolism of the sulphur and phosphorus in proteins likewise yields end-products that are acid. In spite of this recognized tendency to the production of acids, the slightly alkaline reaction of the blood and body fluids is maintained with great efficiency. Not only do the buffer systems in blood and tissue fluids maintain an almost constant reaction, but, in addition, the lungs and kidneys are active in removing acids. Obviously, then, there is a constant demand for base in the body; food constitutes the ultimate source of the required alkali. Vegetables and fruits yield an alkaline ash in the laboratory, and a similar behavior has been demonstrated in many instances in the body. Indeed, it has been shown that oranges, apples, pineapples and tomatoes, fruits with juice of more or less pronounced acidity, yield alkali in the course of metabolism sufficient to change the reaction of the urine. That this type of action is not characteristic of all fruit juices, however, has recently been shown again by Pickens and Hettler, who examined, among other things, the acidity of the urine in human subjects who had drunk large quantities of grape juice. When, under carefully controlled experimental conditions, as much as a quart of grape juice daily was ingested, neither the titratable acidity nor the hydrogen ion concentration of the urine was significantly altered. This is not the only example of the failure to decrease the acidity of the urine by a fruit with an alkaline ash. Blatherwick has shown that the ingestion of prunes, plums and cranberries results in an actual increase of acidity of the urine, owing, probably, to the content of benzoic or other similar acids in these particular fruits. One puzzling aspect of the behavior of the unfermented, sweetened grape juice used in these studies is the fact that raisins are known to decrease the acidity of the urine. In view of the growing tendency to adopt dieto-therapeutic alkalization by means of fruits and fruit juices, it is well to point out that not all fruits are effective in this regard.

Given Right To Use Word "Dope."

The use of the word, "Dope," as a trade mark on carbonated, non-intoxicating, maltless beverages, syrups, and concentrates, manufactured by the Celery Cola Corporation of America, Newark, N. J., is upheld in a finding by First Commissioner of Patents William A. Kinnan, sustaining the opinion of an examiner of interferences.

The opposition of the Coca-Cola Co., Atlanta, Ga., that "dope" is a common nickname for Coca-Cola and a slang term applied to it, that the word is closely allied in the minds of the public with the Atlanta company's product, and that its use by a competi-

tor would amount to deception, was dismissed.

The Commissioner stated, in his finding, that the Supreme Court had found no ground upon which the Newark company could be excluded from the use of the word, "dope," and, in view of that decision, the matter must be decided on other grounds than that of probable damage to the Coca-Cola Co.

Further, the finding states, the notation "dope" does not suggest similarity to Coca-Cola, and it is not descriptive of the Newark company's goods. In addition, the Commissioner concluded, the Coca-Cola Co. does not, itself, use the term, "dope," in connection with its product, but, in fact, objects to it. He found no grounds upon which probable damage could be predicted.

Heat and Moisture Bad For Chocolates.

Don't expose chocolate to direct sunlight.

Don't store chocolate near or over a radiator or gas burner, against a wall heated by chimneys, etc., near the ceiling where hot air collects; in a hot room (above 70 degrees F.); where it is damp.

Don't ventilate at the wrong time, e.g., during wet and foggy weather or when a warm, moist spell follows a very cold one.

Don't exhibit chocolate for too long periods.

Don't store near strong-smelling goods.

Don't omit to examine on delivery.

Don't blame the chocolate when bad storage conditions have caused trouble.

A King's Doctor Bill.

It is said that the recent illness of King George V of Great Britain cost the royal exchequer about \$200,000.

In Buckingham palace a private pharmacy was established where drugs for the use of his majesty were compounded. This caused an expense of not less than \$15,000, as the pharmacist had two assistants.

Lord Dawson of Penn gave all his time to the king for several months and his bill was \$50,000.

Italian Sundae.

Serve in regular Sundae cup, part strawberry and part chocolate ice cream.

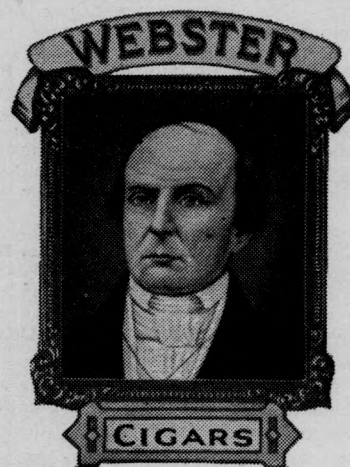
Pour over ice cream a chop suey mixture.

Top off with whipped cream and a few fresh strawberries.

To-day I am wondering what would happen to me by now if fifty years ago some fluent talker had converted me to the theory of the eight-hour day and convinced me that it was not fair to my fellow workers to put forth my best efforts in my work. I am glad that the eight-hour day had not been invented when I was a young man. If my life had been made up of eight-hour days I do not believe I could have accomplished a great deal. This country would not amount to as much as it does if the young men of fifty years ago had been afraid that they might earn more than they were paid.

—Thomas A. Edison.

**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**

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 7.—As regular as the swallows come and go each year, so also does J. H. Wager, the well-known pop corn man, who has been coming here for many years, never having missed a year since his first tip. His leaving this week makes us feel that winter is near.

Our high school coach, Mr. Crane, has a real football team working this year, never having been defeated. In the game yesterday with the Newberry Indians the score was 51 to 0 in favor of the Soo. Looks as if they are a sure bet.

Sam Sorensen, one of our popular grocers, is taking his first vacation since starting in business here. He and his wife are spending a week end in Green Bay, Wis., where they will be spectators at the football game between the Green Bay Packers and the New York Giants.

The Western Union Telegraph office at Mackinac Island has closed for the season and messages are now handled through Bogan's drug store by direct telephone wire to St. Ignace.

Thomas Shimmens, the well-known merchant and proprietor of the new moving picture theater at Newberry, was called here on Saturday to take in the foot ball game. Tom said that he was not surprised at the defeat of his home town, as the Soo team was too much for his team.

Charles Zylstra, of the Soo Evening News staff, has returned from Chicago, where he was a patient at the Chicago osteopathic hospital for two weeks, somewhat improved in health.

We understand that Grand Rapids will put on its prosperity program to a test next week, designated to raise the public morale and stimulate buying, which is now stagnant. We will watch results with interest here, as we could stand more prosperity ourselves.

Habit gets a fellow. Many a father who worked his way through college is now working his boy's way through.

Our gas stations have had a change of heart and reduced the price of gas to 18 cents, thus saving many cars a trip to other places, but they are not alone in the reduction, as our moving picture shows now are on the war path. One of the movies reduced the price to 25 cents. The largest movie

house has fallen in line at similar prices, while another movie started giving away a passage to Europe and an automobile, so that those having money enough to spend on entertainment are getting their money's worth.

The fair at Stalwart was a huge success this year. The weather was ideal and a record-breaking attendance was there. All of the DeTour merchants attended on Friday to see the interscholastic cross country run, which was again won by the DeTour boys. The exhibits were fine, especially the vegetables, which were well matured, due to the late dates in which the fair was held.

Roy Darnell, who arrived in Ishpeming a few months ago from Detroit, continues to get out verde antique marble from the quarry which he has taken over a few miles to the Northwest of Ishpeming. All necessary equipment was on the ground when he arrived, this having been placed there by a former operator, and no time was lost in starting the drills at work. Several shipments are to be made to Detroit this year and Mr. Darnell believes that the product, when finished, will meet with the approval of architects and builders. The quarry is a few miles to the West of the one of the Michigan Verde Antique Marble Co. and only a short distance away from where gold was mined some years back.

Alfred Lindberg & Sons have a contract from Carl Erickson to excavate the basement for the new Cochodas Brothers warehouse, at Ishpeming. At the rate the work is progressing, it will soon be possible to start the concrete work. The contract calls for the removal of 4,000 cubic yards of dirt. Mr. Erickson lost no time after being notified that he was the successful bidder in a list of 19 and he expects to rush the warehouse to completion. It is desired to have the building completed by the first of next March, but much will depend upon weather conditions this fall.

William G. Tapert.

The Joe Danin Co., general merchandise at Whittemore, renew their subscription to the Tradesman and write: "We sure read our Tradesman above all magazines."

Holiday Goods

OUR 1930 HOLIDAY LINE
NOW ON DISPLAY

IN OUR OWN BUILDING AT GRAND RAPIDS.

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

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

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubeb	1 35@1 50	Buchu	@2 40
Boric (Xtal)	10 @ 20	Eigeron	5 00@5 25	Cantharides	@2 16
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Capsicum	@2 52
Cutric	52 @ 66	Hemlock, pure	1 25@1 50	Catechu	@2 28
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Cinchona	@1 44
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Colchicum	@2 16
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cubeb	@1 80
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 55@1 65	Digitalis	@2 76
Tartaric	52 @ 60	Lavender Flow	1 25@1 40	Gentian	@2 04
Ammonia		Lavender Gar'n	6 00@6 25	Guaia	@1 35
Water, 28 deg.	07 @ 18	Lemon	1 25@1 50	Guaia, Ammon.	@2 28
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	4 00@4 25	Iodine	@2 04
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 85	Iodine, Colorless	@1 25
Carbonate	20 @ 25	Linseed, bld, less	95@1 08	Iron, Clo.	@1 56
Chloride (Gran.)	08 @ 18	Linseed, raw, less	92@1 05	Kino	@1 44
Balsams		Mustard, artifi. oz.	@ 35	Myrrh	@2 52
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@1 80
Pir (Canada)	2 75@3 00	Oil, pure	3 00@5 00	Opium	@5 40
Pir (Oregon)	65@1 00	Oil, Malaga,		Opium, Camp.	@1 44
Peru	3 25@3 50	yellow	2 50@3 00	Opium, Deodor'd	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	@1 92
Barks		Olive, green	2 85@3 25	Paints	
Cassia (ordinary)	25 @ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13% @14 1/4
Cassia (Saigon)	40 @ 60	Origanum, pure	@2 50	Lead, white dry	13% @14 1/4
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, white oil	13% @14 1/4
Soap Cut (powd.)		Pennyroyal	3 25@3 50	Ochre, yellow bbl.	@ 2 1/2
35c	20 @ 30	Peppermint	4 50@4 75	Ochre, yellow less	3 @ 6
Berries		Rose, pure	13 50@14 00	Red Venet'n Am.	3 1/2 @ 7
Cubeb	@ 90	Rosemary Flows	1 25@1 50	Red Venet'n Eng.	4 @ 8
Fish	@ 25	Sandelwood, E.		Putty	@ 5 @ 8
Juniper	10 @ 20	I.	12 50@12 75	Whiting, bbl.	@ 4 1/2
Prickly Ash	@ 75	Sassafras, true	2 00@2 25	Whiting	5 1/2 @10
Extracts		Sassafras, arti'l	75@1 00	Rogers Prep.	2 65@2 85
Licorice	60 @ 75	Spearment	6 00@6 25	Miscellaneous	
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	Acetanalid	57 @ 75
Flowers		Tar USP	7 00@7 25	Alum	56 @ 12
Arnica	75 @ 80	Turpentine, bbl.	@ 52	Alum, powd. and	
Chamomile Ged.	30 @ 40	Turpentine, less	59 @ 72	ground	09 @ 15
Chamomile Rom.	@ 1 25	Wintergreen,		Bismuth, Subni-	
Gums		leaf	6 00@6 25	trate	2 00@2 40
Acacia, 1st	@ 60	Wintergreen, sweet		Borax xtal or	
Acacia, 2nd	@ 50	birch	3 00@3 25	powdered	06 @ 13
Acacia, Sorts	35 @ 40	Wintergreen, art	75@1 00	Cantharides, po.	1 25@1 50
Acacia, Powdered	40 @ 50	Worm Seed	6 00@6 25	Calomel	2 72@2 82
Aloe (Barb Pow)	35 @ 45	Wormwood, oz.	@1 50	Capsicum, pow'd	62 @ 75
Aloe (Cape Pow.)	25 @ 35	Potassium		Carmine	8 00@9 00
Aloe (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Cassia Buds	30 @ 40
Asafoetida	50 @ 60	Bichromate	15 @ 25	Cloves	40 @ 50
Pow.	90 @ 100	Bromide	69 @ 85	Chalk Prepared	14 @ 16
Camphor	87 @ 95	Chlorate, gran'd.	54 @ 71	Chloroform	47 @ 64
Guaia	@ 60	Chlorate, powd.	16 @ 23	Choral Hydrate	1 20@1 50
Guaia, pow'd	@ 70	or Xtal	17 @ 24	Cocaine	12 85@13 50
Kino	@ 1 25	Cyanide	30 @ 40	Cocoa Butter	60 @ 90
Kino, powdered	@ 1 20	Iodide	4 34@4 55	Corks, list, less	30 70 to 40-10%
Myrrh	@ 1 10	Permanganate	22 1/2 @ 35	Copperas	03 @ 10
Myrrh, powdered	@ 1 25	Prussiate, yellow	35 @ 45	Copperas, Powd.	4 @ 10
Opium, powd.	21 00@21 50	Prussiate, red	@ 70	Corrosive Sublim	2 25@2 30
Opium, gran.	21 00@21 50	Sulphate	35 @ 40	Cream Tartar	35 @ 45
Shellac	50 @ 65	Roots		Cuttle bone	40 @ 50
Shellac, White	55 @ 70	Alkanet	30 @ 35	Dextrine	6 @ 15
Tragacanth, pow.	@ 1 75	Blood, powdered	40 @ 45	Dover's Powder	4 00@4 50
Tragacanth	2 00@2 35	Calamus	25 @ 35	Emery, All Nos.	10 @ 15
Turpentine	@ 30	Elecampane, pwd.	20 @ 30	Emery, Powdered	@ 15
Insecticides		Gentian, powd.	20 @ 30	Epsom Salts, bbls.	@03 1/4
Arsenic	08 @ 20	Ginger, African,		Epsom Salts, less	3 @ 10
Blue Vitriol, bbl.	@ 07	powdered	30 @ 35	Ergot, powdered	@ 4 00
Blue Vitriol, less	08 @ 15	Ginger, Jamaica,	60 @ 65	Flake, White	15 @ 20
Bordea. Mix Dry	12 1/2 @ 23	powdered	45 @ 60	Formaldehyde, lb.	12 @ 35
Hellebore, White	15 @ 25	powdered	45 @ 60	Gelatine	80 @ 90
powdered	47 1/2 @ 60	Goldenseal, pow.	5 00@5 50	Glassware, less 55%	
Lead Arsenate, Po.	13 1/2 @ 27	Ipecac, powd.	5 50@6 00	Glassware, full case 60%.	
Lime and Sulphur		Licorice	35 @ 40	Glauber Salts bbl.	@02 1/4
Dry	09 @ 23	Licorice, powd.	35 @ 40	Glauber Salts less	04 @ 10
Paris Green	26 1/2 @ 46 1/2	Orris, powdered	45 @ 50	Glue, Brown	20 @ 30
Leaves		Poke, powdered	35 @ 40	Glue, Brown Grd	16 @ 22
Buchu	@ 90	Rhubarb, powd.	@1 00	Glue, White	27 1/2 @ 35
Buchu, powdered	@1 00	Rosinwood, powd.	@ 50	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.		Glycerine	17 1/2 @ 40
Sage, 1/2 loose	@ 40	ground	@1 10	Hops	75 @ 95
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Iodine	6 45@7 00
Senna, Alex.	50 @ 75	Squills	35 @ 40	Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Lead Acetate	20 @ 30
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Mace	@1 50
Oils		Valerian, powd.	@ 60	Mace powdered	@1 60
Almonds, Bitter,		Seeds		Menthol	7 00@8 00
true	7 50@7 75	Anise	@ 35	Morphine	13 58@14 33
Almonds, Bitter,		Anise, powdered	35 @ 40	Nux Vomica	@ 30
artificial	3 00@3 25	Bird, Is	13 @ 17	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Canary	12 @ 18	Pepper, black, pw.	45 @ 56
true	1 50@1 80	Caraway, Po.	30 @ 35	Pepper, White, p.	75 @ 85
Almonds, Sweet,		Cardamon	2 50@2 75	Pitch, Burgundy	20 @ 25
imitation	1 00@1 25	Corlander pow.	40 @ 50	Quassia	12 @ 15
Amber, crude	75 @ 100	Dill	15 @ 20	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50@1 75	Fennell	35 @ 50	Rochelle Salts	28 @ 35
Anise	2 00@2 25	Flax	8 @ 15	Saccharine	2 60@2 75
Bergamont	6 50@7 00	Flax, ground	8 @ 15	Salt Peter	11 @ 32
Cajeput	2 00@2 25	Foenugreek, pwd.	15 @ 25	Seidlitz Mixture	30 @ 40
Cassia	1 55@1 80	Hemp	8 @ 15	Soap, green	15 @ 30
Castor	2 00@2 25	Lobelia, powd.	@1 30	Soap, mott cast	@ 25
Cedar Leaf	1 00@1 20	Mustard, yellow	17 @ 25	Soap, white Castile,	
Citronella	4 00@4 25	Musard, black	20 @ 25	case	@15 00
Cloves	27 1/4 @ 35	Poppy	15 @ 30	less, per bar	@1 60
Cocoonut	1 40@2 00	Quince	2 00@2 25	Soda Ash	3 @ 10
Cod Liver	6 00@6 25	Sabadilla	45 @ 50	Soda Bicarbonate	3 1/2 @ 10
Croton	6 00@6 25	Sunflower	12 @ 18	Soda, Sal	02 1/2 @ 08
Tinctures		Worm, American	30 @ 40	Spirits Camphor	@1 20
Aconite	@1 80	Worm, Lavant	6 50@7 00	Sulphur, roll	4 @ 11
Aloe	@1 56	Webster Cigar Co. Brands		Sulphur, Subl.	4 1/2 @ 10
Asafoetida	@2 28	Websterettes	38 50	Tamarinds	20 @ 25
Arnica	@1 50	Cincos	38 50	Tartar Emetic	70 @ 75
Belladonna	@1 44	Webster Cadillac	75 00	Turpentine, Ven.	50 @ 75
Benzoin	@2 28	Golden Wedding	75 00	Vanilla Ex. pure	1 50@2 00
Webster Cigar Co. Brands		Panattellas	75 00	Vanilla Ex. pure 2	25@2 50
Websterettes	38 50	Commodore	95 00	Zinc Sulphate	06 @ 11

GROCERY PRICE CURRENT

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

ADVANCED

Pork

DECLINED

Lard

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
35 lb. pails, per doz.	19 15

APPLE BUTTER

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

BAKING POWDERS

Arotic, 7 oz. tumbler	1 35
Royal, 10c, doz.	95
Royal, 4 oz., doz.	1 85
Royal, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Royal, 5 lb.	25 40
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 85
Calumet, 16 oz., doz.	3 25
Calumet, 5 lb., doz.	12 10
Calumet, 10 lb., doz.	18 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 30
50c size, 2 doz.	8 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 85
Lizette, 16 oz., 12s	2 15

BLUING

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

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

BEANS and PEAS

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

Dbt. Lacquer, 1 gross	
pkg., per gross	16

BREAKFAST FOODS

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

Kaffe Hag, 12 1-lb. cans

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

Post Brands.

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED 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
Shrimp, 1, wet	2 15
Sard's, 1/2 Oil, Key	5 00
Sard's, 1/2 Oil, Key	5 00
Sardines, 1/2 Oil, Key	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, 1/2, ea. 10	22
Sardines, 1/2, ea. 10	22
Sardines, Cal.	1 35
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/2, Curtis, doz.	2 20
Tuna, 1/2, Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 80
Beef, No. 1, Corned	2 50
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., all.	1 35
Beef, 3 1/2 oz., Qua., all.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, E'nut, all.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car.	1 35
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 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	1 05
Quaker, 16 oz.	85
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES

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
Pride of Mich. No. 1	1 95
Marcellus, No. 10	8 75
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 60
Marcellus, No. 2	1 50
Marcellus, No. 10	8 25

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 60
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. Ju., No. 10	7 50
Templar E. Ju., No. 2	1 32 1/2
Templar E. Ju., No. 10	7 00

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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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

CATSUP.

Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lilly of Valley, 14 oz.	2 25
Lilly of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

CHILI

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
Large Noodle, 10 lbs.	1 1/2
Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 76

Sage	
East India	10

Taploca	
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
Half gallon	15 40

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

SURESET PRODUCTS	
Made in Grand Rapids	



Sureset Gelatin Des-	
sert, 4 doz.	3 20

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

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

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

Safety Matches	
Quaker, 5 gro. case	4 25

NUTS—Whole	
Almonds, Tarragona	21
Brail, 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	1/4

Salted Peanuts	
Fancy, No. 1	14

Shelled	
Almonds Salted	96
Peanuts, Spanish	12
125 lb. bags	32
Filberts	32
Pecans Salted	82
Walnuts Burdo	62

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

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

PARIS GREEN	
1/8s	34
1s	32
2s and 5s	30

PEANUT BUTTER



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

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

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



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



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 Str'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.	26
Butts	22
Shoulders	16
Spareribs	15
Neck bones	06
Trimnings	14 1/2

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

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

Lard	
Pure in tierces	13 1/2
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

Suasages	
Bologna	16
Liver	18
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	@ 38
Knuuckles	@ 38
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 39
Mincied Hams	@ 18
Bacon 4/6 Cert. 24	@ 31

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

Liver	
Beef	17
Calif	55
Pork	10

RICE	
Fancy Blue Rose	5 65
Fancy Head	07

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

SALERATUS	
Arm and Hammer	3 75

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

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

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

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

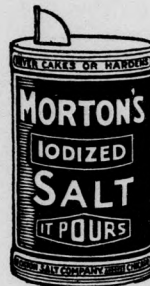
Mackeral	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

White Fish	
Med. Fancy, 100 lb.	18 00
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

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

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

SALT	
Colonial, 24, 2 lb.	80
Colonial, 30-1 1/2	1 05
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 24
Rock, 50 lb.	4 10
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	1
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	
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80 can cases, \$4.80 per case	
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WASHING POWDERS	
Bon Ami Pd., 18s. box	1 90
Ron Ami Cake, 18s.	1 62 1/2
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00

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

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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 22.—We have to-day received the schedules, reference and adjudication in the matter of Albert E. Stiles, Bankrupt No. 4246. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Decatur, and his occupation is that of a retail agent. The schedule shows assets of \$120 of which the full amount is claimed as exempt, with liabilities of \$10,312.73. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

Sept. 23. We have to-day received the schedules, reference and adjudication in the matter of Samuel Dreisen, trading as Swiss American Watch Co., Bankrupt No. 4247. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$470.30 of which \$300 is claimed as exempt, with liabilities of \$2,715.76. 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:

Paul Stoketec & Sons, Grand Rapids	\$ 25.00
Houseman & Jones, Grand Rapids	10.00
Wurzburg's, Grand Rapids	33.00
G. R. National Bank, Grand Rapids	284.00
Olson & Piermettel, Chicago	15.06
Sandwich Watch Spring Co., N. Y.	43.20
Nassau Jewelry Supply Co., N. Y.	13.50
Baltema-Timmer Coal Co., G. R.	124.00
Michigan Jewelry Supply Co., Det.	526.00
Herpolsheimer Co., Grand Rapids	200.00
Mich. Bell Tel. Co., Grand Rapids	26.00
Tisch-Hine Co., Grand Rapids	16.00
G. R. National Bank, Grand Rapids	790.00
Bert Timmer, Grand Rapids	135.00
Estate of Jack Subar, Grand R.	200.00
Union Bank of Michigan, Grand R.	275.00

Sept. 22. On this day was held the final meeting of creditors in the matter of Bernard L. Maller, individually and as "Slumberland," Bankrupt No. 3959. The bankrupt was not present or represented. The trustee was not present or represented. Creditors were represented by Grand Rapids Credit Men's Association; Lyon Furniture Mercantile Agency 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, as far as the funds on hand would permit. There were no funds for 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.

Sept. 5. On this day was held the adjourned final meeting of creditors in the matter of Joseph R. Ross, doing business as Elm Candy Shoppe, Bankrupt No. 3497. The bankrupt was not present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order for the payment of expenses of administration and a first and final dividend to creditors of 23.2 per cent. has been made. 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. 20. 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 and represented by attorney John J. Smolenski. The trustee was present in person. Creditors were represented by attorneys McAllister & McAllister and Eerde Hoogsteen. The bankrupt was sworn and examined, with a reporter present. The adjourned first meeting then adjourned without date.

In the matter of Terrace Tire Co., Bankrupt No. 4227. The sale of assets has been called for Oct. 14, at the premises formerly occupied by the bankrupt, 1162 Third street, Muskegon. All the stock in trade will be sold, consisting of tires, tubes, auto accessories and parts, snubbers, speedometer and parts, etc., all scheduled by the bankrupt at the approximate sum of \$1,500, together with office furniture, fixtures and equipment, tools and equipment consisting of battery charging outfit, vulcanizers, etc., all scheduled by the bankrupt at \$2,500. All interested in such sale should be present at the date and time stated.

In the matter of Add Index Corp., Bankrupt No. 4015. The final meeting of creditors has been called for Oct. 19. The trustee's final report and account will be approved at such meeting. There will be a final dividend for creditors.

Sept. 22. On this day was held the final meeting of creditors in the matter of Marshall G. Champion, Bankrupt No. 4111. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. The trustee's final report and account considered, approved and allowed. An order was made for the payment of expenses of administration and a secured claim in full, which covered all of the assets of the estate, over and above exemptions of the bankrupt. 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. 26. We have to-day received the schedules, reference and adjudication in the matter of Gerald R. Passmore, Bankrupt No. 4250. 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 truck driver. The schedule shows assets of \$800 of which \$250 is claimed as exempt, with liabilities of \$1,480.44. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Sept. 26. We have to-day received the schedules, reference and adjudication in the matter of LeRoy Mohrke, Bankrupt No. 4249. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Alpine township, Kent county, and his occupation is that of a bus trucker. The schedule shows assets of \$1,355 of which \$505 is claimed as exempt, with liabilities of \$3,980.74. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Sept. 26. We have to-day received the schedules, reference and adjudication in the matter of John Beluzas, doing business as the Avenue Market, Bankrupt No. 4251. The matter has been referred to Charles D. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a grocer and meat dealer. The schedule shows assets of \$2,664.35 of which \$350 is claimed as exempt, with liabilities of \$16,067.78. 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:

City of Muskegon Heights	\$ 92.00
John S. Anderson, Muskegon	13,039.85
Twin City Dairy Co., Muskegon	21.28
Steindler Paper Co., Muskegon	22.82
Card Seed Co., Fredonia, N. Y.	10.00
Jewett & Sherman Co., Milwaukee	28.95
Mon Lake Ice Co., Muskegon Hts.	82.78
Standard Brands Inc., Cleveland	31.38
Muskegon Bottling Co., Muskegon	22.00
Woodhouse Co., Grand Rapids	3.85
Moulton Grocer Co., Muskegon	408.34
Heights Chemical Co., Muskegon	5.12
Standard Oil Co., Muskegon	7.30
Michigan Home Tel. Co., Muskegon	5.71
Winier Baking Co., Muskegon	12.29
Colgate Palmolive Pant Co., Chicago	44.40
Muskegon Hts. Record, Muskegon	13.50
Style Shop, Muskegon	12.00
Hills Bros. Coffee, Inc., Chicago	32.24
Campeau, Mullanly & Meier, Musk.	94.73
H. Van Eenennaam & Bro., Zealand	10.00
A. J. Kaspr Co., Chicago	10.00
Maenitowoc Seed Co., Manitowoc	4.86
Wit & Van Andel, Muskegon	389.25
Exports Products Co., Grand Rap.	6.20
Muskegon Baking Co., Muskegon	47.00
Dan Vanderwerp, Muskegon	17.30
Muskegon Heights Co-operative Dairy, Muskegon Hts.	120.00
Leahy Co., Muskegon	29.00
Murphy Bros., Muskegon Hts.	10.00
Christies', Muskegon	4.60
Fary Coffee Co., Grand Rapids	12.50
Mr. Williams, Muskegon Hts.	60.00
Mich. Baking Co., Muskegon	82.00
Anderson Packing Co., Musk. Hts.	600.00
R. Gumz, Milwaukee	35.00
Mich. Biscuit Co., Muskegon	50.00
Hekman Biscuit Co., Muskegon	91.00
T. Schillaci & Co., Muskegon	110.00
Hecht Produce Co., Muskegon	35.00
A. Meister, Muskegon Hts.	10.00
J. Shown, Casnovia	115.00
Amer. Baking Co., Grand Rapids	30.00
Van Den Brink, Grand Rapids	16.57
Good Luke Oleo, Muskegon	2.60
Mrs. Anna Ravsz, Cecero, Ill.	160.00
John T. Wiersema, Muskegon Hts.	14.56

In the matter of George H. Hartung, Bankrupt No. 4157. The trustee has filed his return showing no assets, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Try-Me Bottling Co., etc., Bankrupt No. 3654. The trustee has heretofore filed his final report and account, and an adjourned final meeting of creditors was held Sept. 15. There were no appearances. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends to creditors. Secured claims have heretofore been paid. No objections were made to the discharge of the bankrupt. The final meeting, as adjourned, then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Samuel Dreisen, trading as Swiss American Watch Co., Bankrupt No. 4247. The first meeting of creditors has been called for Oct. 13.

In the matter of Emil F. Gerardo, Bankrupt No. 4220. The funds have been received and the first meeting of creditors has been called for Oct. 16.

In the matter of Anna M. Gross McDowell, Bankrupt No. 4234. The funds have been received and the first meeting of creditors has been called for Oct. 16.

In the matter of Clifford Myers, Bankrupt No. 4237. The funds have been re-

ceived and the first meeting of creditors has been called for Oct. 16.

In the matter of Brian E. Brennan, doing business as Industrial Engineering Co., Bankrupt No. 4236. The funds have been received and the first meeting of creditors has been called for Oct. 16.

In the matter of Merle William Buck, Bankrupt No. 4238. The funds have been received and the first meeting of creditors has been called for Oct. 16.

In the matter of Bert H. Segar, Bankrupt No. 4160. The funds have been received and the first meeting of creditors has been called for Oct. 16.

Sept. 30. We have to-day received the schedules, reference and adjudication in the matter of Alexander Ketchel, Bankrupt No. 4254. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$210 of which the full amount is claimed as exempt, with liabilities of \$903.31. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Sept. 30. We have to-day received the adjudication and reference in the matter of Wildwood Outdoor Club, Bankrupt No. 4242. This is an involuntary case. The schedules have been ordered filed. This club is located at Bitley. Upon receipt of the schedules the list of assets and creditors will be made herein.

Narcotic Poison Good Because It Is Toasted.

Grandville, Oct. 7.—"It's toasted." As if this was sufficient guarantee of the quality.

One of the most disgusting methods of advertising is that of printing the testimony of prominent men who favor the use of a narcotic poison by assuring the public that it is proper to use because it is toasted.

Think of a prominent physician allowing his photo to adorn a center spot on an advertising page in a daily newspaper to spur up the sale of a certain brand of cigarette! Is not this setting a bad example?

It calls the attention of young people to the brand of tobacco that may have been thought deleterious until men of prominence come to the front and recommend its use.

What must we think of the morals of a newspaper editor who will sell his space for such advertising? This is done not only once but continuously from day to day until the effect on the general reader is nauseating. If the public would snub the cigarette fiends by dropping their patronage of such dailies as permit their pages to be thus desecrated there would soon come a stop to the practice.

Cigarette smoking is bad enough, but when a respectable newspaper lends its aid to extend this practice among our young people it is certainly going too far.

We realize that all sorts of nostrums get into the pages of newspapers but that one of these should lend a hand to spread a vicious practice which is detrimental to health is past understanding.

These advertisements usually begin by admitting that ordinary plain cigarettes are detrimental but that by a certain manipulation through heat the worst features are banished and a new light shed upon the world.

Temptations are set before our young men and women of varied character, but this one of attempting to make a tobacco cigarette healthful and invigorating is false on its face. Certainly any article that needs such boosting must needs be anything but useful to humanity.

Then what must we think of those who permit their faces to adorn the center of a newspaper advertising page recommending the use of an article which cannot be sold in sufficient quantities to pay without such lying advertisements?

Advertising is proper and useful when carried on in a proper manner. That newspaper publishers will lend their aid to spread false impressions is to be deplored. The family newspaper comes to be a necessity and many love the journal which has come to their door for many years. Is it not then wicked to try and deceive readers by

such nefarious means as admitting deceptive advertisements to their columns?

There are some publishers who conscientiously refuse tobacco advertisements. Such publishers believe there is a moral responsibility resting on them that cannot be slighted.

There is altogether too much evil advertising to-day in many of the daily newspapers. Money makes the auto go, but the love of money should not be allowed to salve a conscience into doing that which the conscience tells one is founded on falsehood.

Exaggeration in advertising has been carried to an extent that if not curtailed will lead to bad results all along the line. Misfit advertising has sent more than one business man to the bankruptcy court.

We send our children to the public school to be educated not only in book knowledge but in every day morality as well while at the same time they return to their homes to see staring from the newspaper page the nasty advertisement "It is toasted," giving them an idea that cigarettes are really of medical value worth courting.

The only way to throw these lying advertisements out of our newspapers is for the subscriber to refuse to take the paper thus offending from the post-office or the news stand. Will they do it? Not likely. The habit of such advertising has grown too strong and the reader while deprecating the practice will hardly go so far as to drop his subscription.

We wish to say right here and now that although the newspaper which flaunts "it's toasted" advertisements in the face of the people has degenerated, it has not sunk to the depth of the man who permits the use of his photo and his recommendation of cigarettes to disfigure the page of the paper.

It must be admitted that the effects of constant smoking is in many instances deleterious else it would not be necessary to procure the approval of physicians to bolster the different brands of cigarettes now on the market.

Honest advertising is to be commended, but the false impression calculated to be established by these mountebanks in the tobacco trade is enough to sicken a horse.

Profits for a time perhaps, but false advertising will certainly collapse in the long run, and then the advertiser is dropped from the lists of those who do business in a square manner.

That honesty is the best policy has been proved over and over again, and it certainly will in the present instance unless the world has become totally depraved.

Let us not be deceived by the fact that "it is toasted" and continue to patronize honest advertisers instead.

Old Timer.

The Falling Leaves.

The falling leaves
In tapestries
Lie woven on the ground
For looms are these
Deciduous trees
When autumn comes around.

Their neighborhood
All through the wood
Enrobed with an attire
No palette with an attire
Although it would
Depict to its desire.

Though suns have set
To silhouette
The summer's cooling shade
Leaves never yet
Whispered regret
When tapestries they made

These recompense
Our ramble thence
With every passing year
Where reverence
Grows more intense
As color schemes appear.

Amidst these shrines
Like old divines
And saints of woody trees
Enduring pines
In chanceless lines
Needle the tapestries.
Charles A. Heath.

The Way To Illuminate Your Window Display.

(Continued from page 21)

anything else that will serve a decorative purpose, advertise the store and conceal the lamps. Of course, a sign may be painted on the window glass itself in such a manner that it will be illuminated by the window lights but conceal them from the view of the people on the sidewalk.

As a rule show window lights are placed much higher than they need to be. Often a much better appearing window results if they are lowered. In some cases a low ceiling can be built in the window, this ceiling being perhaps eight feet above the sidewalk level, and the space above the ceiling be used for displays that can be seen by those across the street, or who are passing in motor vehicles or street cars. The width of the street has much to do with the effectiveness of such displays, and it is obviously necessary to show only relatively large objects there. Posters may be used, cut-outs and other advertising matter that is secured from packing houses or manufacturers of products sold in the store and is of such a nature that it can be used in the space available. The practice of utilizing the space between the window ceiling and the ceiling of the store is becoming much more common than was formerly the case. Of course, this means that a new set of lights must be installed at the store ceiling close to the window glass, and these need to be concealed from view.

In some stores, and in most stores located on narrow streets, this upper deck display is not sufficiently effective to warrant the expense of fitting up the space for the purpose. It is better merely to have a sign of some sort above the ceiling. This sign may be illuminated by special lighting installed for the purpose, or the space may be left open so that the store lighting furnishes enough illumination. If there is no ceiling for the window space itself, the window lighting will supply all the illumination desired.

In case there is no "built-in" background to the window, and the window lights can be seen from the store floor, it is a good plan to hang some sort of drapery at the rear of the window in such a way that it shuts off the view of the lights. This protects the eyes of the clerks in the store as well as of the customers.

Glaring lights shining in the eyes of the clerks always hurts business, because it makes these clerks more irritable than they otherwise would be. No man can be as patient and as pleasant with customers if he is constantly subjected to the eye strain that glare causes as he can when he is working under good conditions. Of course, clerks do not have to look at the window lights even if they are not concealed. That is, they do not seem to be compelled to do so. However, there is something about bright lights that always attracts the eye, and if there are any in any position that can be seen clerks are going to look at them more or less involuntarily. Therefore, one of the advantages of having the show windows completely enclosed is that it prevents any of the glare

from the window lights from getting into the store.

If one does not want to go to the expense of closing the window in with a permanent structure he can use draperies as suggested or even a background made of strips of crepe paper. Anything that shuts out the direct glare of the window lights from the store and that looks attractive will answer the purpose.

Following a few simple rules will not only result in better window lighting but probably reduce the lighting bill per hour of lighting as well.

Place the lights as low as possible. Fit them with the proper show window shades or reflectors. Place them as close to the window glass as possible. Make certain that one cannot look directly at the lights either from the sidewalk or from the store floor.

When lighting is done in accordance with these rules each display made in the window makes more sales. The amount of light needed is relative. There should be enough so that when one stands across the street and looks at the group of stores, the store he owns stands out from all the others because of the brightness of the windows. It is not always necessary to use more current in order to obtain this effect. Sometimes it is merely a matter of using the light more effectively. J. E. Bullard.

Let's Debunk the Question of Profit on Sugar Sales.

(Continued from page 20)

is the keynote. For one of the discouraging things we hear on every hand is the plea of grocers that they are doing as well as the average. Consider that the average is merely a middle point or level between the best and the worst and we shall see how small is our accomplishment when we reach the average level.

It was quite a revelation to me that cereals make up only half per cent. to two-thirds per cent. of the sales of the average store. I should have guessed that they made up all of five per cent.

In view of this fact, the stocks carried by most stores are far too heavy for this line. This point alone would repay any merchant for a careful review of this particular study.

A similar condition is revealed as to number of sales. It appears that this figure is larger than the other, yet not so large as I had imagined.

Paul Findlay.

Germany Hell Bent For War Against France.

A long-time friend of the Tradesman writes as follows regarding war conditions in Germany at the present time:

I distinctly recall the bitterness with which you denounced Wilson's action in declaring an armistice in 1918 because you thought the Germans would have no realizing sense of the destruction they had caused by the Kaiser's war unless their soldiers were pursued into Germany, German cathedrals and public buildings were destroyed with the same ruthlessness the Germans had shown in destroying everything in sight in France and Belgium and the treaty of peace was negotiated in Berlin while in the possession of the allies. Your attitude toward the Germans was so drastic that I thought you were too severe and so stated to you on several occasions. Especially did

I feel like condemning your insistence that the Germans should be so heavily penalized for starting such a war and conducting it with such unparalleled brutality that they would bleed at every pore in paying the cost of the struggle and be so busy for fifty years in settling with their victims that they would have no funds to wage another war of conquest in the near future.

I am now obliged to write you that you were right and I was wrong. During the past summer I have spent six months in Germany, visiting every portion of the empire. Being of German descent, like yourself, I speak the language fluently, so was able to discuss the situation in every city and every town of any importance in Germany. In every case I found the German people laughing to themselves over the way they "put it over the allies" by securing an easy adjustment of war claims through whining and protest. They fully expected to be forced to contribute three times as much as they are disgorging as a penalty for starting the war on a flimsy pretext and conducting it with brutal rapacity. They are not living up to the terms of the treaty in a single respect. They retained arms and ammunition they agreed to give up, they are turning out arms and ammunition in enormous quantities at all the factories devoted to the production of war material. They are drilling evenings, Sundays and holidays, they are singing "Deutschland über Alles" on every possible occasion and constantly talking about a war of extermination against France. They say they now understand the strength of France as well as the weakness and are prepared to profit by the bitter experience they faced in their second war against France. I have been going to Europe for a good many years, but I have never seen any nation so thoroughly saturated with the war spirit as Germany is to-day. I expected to see every military man hot for war, but I did not expect to see every man, woman and child in the Fatherland bent on retrieving the second failure to subdue France by obliterating the French nation from the face of the earth. Negotiations are now on with Italy to form an alliance to assist in the destruction and division of France between Germany and Italy.

Special Display.

A prominent grocery store always has a special display each week on a ledge at the cashier's cage. A sign on the display tells the price of the article and something about the quality. This display is changed every week, and never more than one article is displayed here at one time. One week it will be a few jars of honey, another week preserved figs. It is always something that customers do not usually plan to buy and something on which there is a good profit. This grocer said it might surprise one to know that that ledge sold over \$500 worth of groceries in one year.

Mail Orders on Men's Wear Heavy.

Mail orders for men's and boys' wear have continued in heavy volume during the past week. Purchases of topcoats have started, and it is ex-

pected that the cool spell will increase the demand for this type of coat and will also start heavier buying of overcoats. Purchasing of several lines is contingent on the weather. Heavy sweaters were reported to have moved very briskly during the past two days, and the demand for heavy ribbed underwear has picked up. Boys' leather and leatherette coats are being strongly favored, and the cheaper grades of pull-over sweaters are active items.

New Rugs Stimulate Buying.

More new rug lines and patterns have been introduced as mid-season features by carpet manufacturers this year than in any season in the recent past. The vogue for additional lines is due to a desire to stimulate business among jobbers and retailers by offering something with which to "sweeten" stocks for the expected Fall increase in consumer demand. Close to a dozen new rugs have been introduced in the last month. Most attention is being paid to new washed rug products, which are being introduced to retail around \$100.

Using Spring Woens Now.

There is such a scarcity of desirable stock goods in the Fall lines of woens and worsteds that manufacturers are ordering the dark shades in the new Spring lines and asking mills to rush deliveries in order that they may fill their Fall orders, it was reported in the trade yesterday. The Spring lines, which have been opened about two weeks at anywhere from 12½ to 15 cents under their previous openings, are moving slowly, with the exception of the demand mentioned. Manufacturers are taking only about half their usual requirements for their Spring production, it was said.

There is no mart for the art of being smart.

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.

EXCHANGE—By owner, \$7,000 equity in Grand Rapids brick home for stock of merchandise, or what have you. Address No. 340, c/o Michigan Tradesman. 340

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

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

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

Property Damage Caused by Rodents.

The damage by rats to produce and property in the United States has reached the enormous total of \$200,000,000 annually, and Michigan's rural and urban population contributes its proportionate share to this vast amount.

A constant campaign should be waged against this pest, which affects a larger percentage of population than any other in existence. Every farm and community organization, every commercial club and every service club should lay out a definite plan, organize and put into action an antirats campaign. Individual effort is necessary, but concerted action results in more permanent relief from rodents. Without co-operation, there is always the prospect of reinfestation from adjacent property.

The following are a few hints in planning such a campaign:

To see that all waste food products and garbage is disposed of in properly covered containers. To prevent the accumulation of trash, refuse and other similar material; to make corn cribs and granaries rat proof. Lack of food and shelter not only reduced the breeding rate of rats, but increases hunger, which renders poisoning and trapping more effective.

The most efficient means known for destroying rats is by poisoning, and is recommended for the purpose wherever it can be used with safety. When poison cannot be used, trapping is suggested. Investigators and demonstrators of the United States Biological Survey recommend powdered barium carbonate, an inexpensive poisonous drug, as being best adapted for poisoning rats. It has the advantage over phosphorus, arsenic, and strychnine in being odorless and tasteless. The bait containing it is readily eaten by these wily pests, also it is slow in action, so that rats affected by it usually have time to leave the premises in search of water before they succumb.

Frank D. Kriebs.

Fads and Health.

People will do almost any strange or wild thing to be handsome or well or successful or masterful or at peace. But they can never be depended upon to be guided by the rule of common sense. Doctors have always known this. They lost hope of being able to do anything about it. Nevertheless, the long-expected onslaught by the medical profession on diet fads has come at last.

It appears now that, contrary to a very general belief, one cannot become a miracle of strength and stamina through a diet of herbs and the greenery of the vegetables. Nor can you live foolishly during sixteen hours of the day and keep, as the saying is, fit by dull exercises in a gymnasium. The eminent Dr. Hutchinson, one of the great sages of British medicine, tore the stricter vegetarians to tatters in a recent address before the British Medical Association. And now Dr. William Gerry Morgan of Washington, president of the American Medical Association, has opened an even heavier fire on all health faddists.

The people who form and lead the newer health cults, says Dr. Morgan, and the specialists who feel that advanced standards of physical well-being are possible by starvation methods and special diets and trick calisthenics are "the curse of modern civilization."

It was Dr. Hutchinson's contention and it is also Dr. Morgan's, that the factors governing human health are so multitudinous, so subtle and so mysteriously interrelated that any one is foolish who supposes that they can be brought into full harmony by lettuce leaves or golf. These doctors ask you whether it is reasonable to suppose that raw onions in the morning and the juices of tomato at lunch or sun baths in the afternoon can be relied upon to correct the damage and ease the strains of long periods of unwise living. What they recommend out of their long experience is moderation in all things—in eating and drinking, in pleasure, in thinking, in feeling and even in worry. But they find that moderation is a habit for which the present generations have no taste.

Modern medicine has come to view happiness as an essential factor in the health of an individual. Happiness means balanced nerves and balanced nerves make for functional harmony. Worry, depression, apprehensions, over work, physical and mental over-strain and not "wrong habits of diet" are the causes of most of the chronic invalidism that physicians and hospitals have to deal with nowadays.

If the philosophy of Dr. Hutchinson and Dr. Morgan could be compacted into a paragraph, it would follow a very old-fashioned pattern. It would be simple enough for a child to understand. It would suggest that you eat what you like in moderation, that you try to be happy in simple ways, that you refrain from physical exercises that do not give you pleasure, since pleasure is in itself a great help to general health. It would remind you that no system of games and no system of diet ever devised can do so much to lengthen your life as a habit of tranquillity.

Late Business Changes in Ohio.

Cincinnati—B. H. Thoman, who for many years has conducted a merchant tailor shop, now located at 307 Main street, will retire from business on Jan. 1 of next year, and will present his business to his chief cutter, Joseph Ostendorf, who has been chief cutter for the firm for forty years. Mr. Thoman, who recently celebrated his 70th birthday, started to work in the J. H. Brinker & Co. tailoring shop in 1880, and seven years later took over the business, which he has operated continuously since then.

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

Cincinnati—Motion for a new trial of the suit of August A. Simeon, as trustee in bankruptcy of the estate of Nicholas Walter, against Nicholas Walter, et al., for recovery of real estate alleged to have been withheld by Walter from his creditors, has been

filed in U. S. District Court here by the plaintiff. Trial of this case several months ago resulted in a decree of court dismissing the case on the ground the trustee had no interest in this property.

Cleveland—A dividend of 4 per cent. has been paid to creditors in the bankruptcy case of Harry Cowan, dry goods 7000 Lexington avenue, and Referee Carl D. Friebohn, of this city, states that another small dividend will be paid before the case is closed.

Akron—Schedules in the case of Harry L. Weber, retail luggage and leather goods, list assets at \$8,032 and liabilities at \$22,914. Assets consist of stock in trade, \$5,500. Debts due on open accounts are \$2,530.

Cleveland—Louis Edelman, dealing in men's and boys' furnishings at 5386 St. Clair avenue, will move to 8518 Hough avenue.

Cincinnati—Seeking a dissolution of their partnership as McDonough & Co., retail men's furnishings goods and shoes, Wetzel avenue, this city, and asking that a receiver be appointed to take charge of the assets, William J. McDonough filed suit in Common Pleas Court here against his partner, D. Edward Sauer. McDonough alleged that he and his partner have had a disagreement and that the latter is seeking to force him out of control of the business.

Sandusky—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Toledo against Samuel Love, clothing dealer, by Attorneys Nadler & Nadler, of Cleveland, representing Lewis Cooper, Cleveland, \$435; Endicott Johnson Corp., \$1,136; U. S. Cap Co., Cleveland, \$245. Liabilities are unknown. Assets are estimated at \$5,000. Clarence E. Wagner, Sandusky, was appointed receiver.

Cleveland—Frank E. Huszer, trading as South Street Department Store, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets at \$5,602 and liabilities at \$5,305.

Late Business Information.

That this country may be out of the business slump by the end of October is the opinion of Dr. Julius Klein, assistant secretary of the Department of Commerce, expressed last week in a radio talk. He was inclined to minimize the extent of the recession, comparing it with what occurred in 1921 and using average conditions prior to 1929 as a criterion.

New York Stock Exchange houses are circulating reports indicating a prevailing belief among business firms that destructive influences have spent their force.

Employment improvement in September was greater this year than in any of the last three years, according to William Green of the American Federation of Labor. The gain over July and August in twenty-four cities was close to 5 per cent.

Trade in October and November is now looked to for definite evidence of the season's trend. The theory is that in that period we shall learn how much pentup buying energy has been awaiting the winter season and whether it

is sufficient to provide a momentum that will last into next year.

That 24,000,000 automobiles and trucks will be scrapped in the next seven years is the estimate put forward by the Midland Bank of Cleveland as a reason for the belief that the industry is facing a vigorous revival. On this basis replacements would average 3,400,000 a year.

Dividend payments in September amounted to \$475,094,394, compared with \$399,391,264 in September, 1929. Food packers, banks and insurance companies, chain stores, mail-order houses, public utilities and tobacco companies showed the largest gains.

Recovery of coffee prices from the extreme low prices touched three or four weeks ago, at first viewed with some suspicion of purely speculative origin, are now being accepted as having a possible sound foundation in spite of the adverse statistical position.

Albert Fochtman Estate Placed in Receivership.

Petoskey, Oct. 6—A. Fochtman's department store, one of Petoskey's oldest business houses, passed into receivership when Judge Victor D. Sprague, in Circuit Court, named Eugene E. Fochtman, of this city, as receiver.

The action was taken at a session of the Emmet Circuit Court in Chancery, held in St. Ignace. Receiver Fochtman is directed to file a bond of \$75,000 and to make an inventory of all the assets, notes, mortgages, accounts and properties owned by the department store. The court also directs that the inventory include all real estate, claims, accounts or other assets which the corporation claims to own which were carried by it in the name of Albert Fochtman, a deceased director.

Under the court order the receiver is to continue the business on a cash or approved credit basis, reporting periodically to the court, which will determine later by the results obtained whether the business will be continued permanently. All creditors are restrained from starting suit, except by consent of the court.

Complications that have arisen since the death of the late Albert Fochtman, founder of the institution, put the corporation in a situation which made the meeting of normal obligations impossible. Under normal conditions, however, the business has been regarded as a successful enterprise.

Predicts Complete Meals in Cans.

The sale of complete meals in cans and packages was suggested by Gordon C. Corbaley, president of the American Institute of Food Distribution, at the Boston Conference on Retail Distribution as a logical outcome of present tendencies in the food industries. The bulk of the items for the American table, he said, may eventually be prepared in central kitchens, and those that cannot be cooked in advance may be distributed in packages under refrigeration.

Mr. Corbaley's prediction was supported by Dr. Paul H. Nystrom, professor of Marketing at Columbia University, who spoke on Changes in Consumer Demand.

Detroit—Theodore Israel has been made men's clothing buyer for the basement store of the J. L. Hudson Co. He was formerly buyer of men's clothing for Frank & Seder, also of this city.