

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 15, 1930

Number 2456

GOOD TIMBER

The tree that never had to fight
For sun and sky and air and light,
That stood out in the open plain,
And always got its share of rain,
Never became a forest king
But lived and died a scrubby thing.
The man who never had to toil,
Who never had to win his share,
Of sun and sky and light and air,
Never became a manly man,
But lived and died as he began.
Good timber does not grow in ease;
The stronger wind, the tougher trees.
The farther sky, the greater length
The more the storm, the more the strength;
By sun and cold, by rain and snows,
In tree or man good timber grows.
Where thickest stands the forest growth
We find the patriarchs of both,
And they hold converse with the stars
Whose broken branches show the scars
Of many winds and much of strife—
This is the common law of life.

An easy way . . to increase your business

George C. Ormon, President of the Boston Retail Grocers, writes: "Having personally received benefits from Fleischmann's Yeast I recommend it to my new customers at every opportunity. Healthy customers are always regular and better buyers of other food products." Thousands of other grocers are doing

the same thing and are selling more groceries. Try it and see for yourself.

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

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Heikman Biscuit Co.
Grand Rapids, Mich.

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

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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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

LIFE LOSING OLD DIGNITY.

We have almost forgotten how to think of liberty in a political sense. We seldom even hope for it or pause to remember the peace and contentment it can bring. The old thing seems somehow a little shabby in comparison with fancy substitutes that half-mad people in various sections of this distracted world devised in the half-mad period that followed after the end of the kaiser's war. Human life is losing something of its old dignity in this turning away from the old principles that enabled a man to be himself and taught him to rise or fall without shouting for Government aid or blaming his troubles on his wholly innocent neighbor.

President Hoover must have been thinking in some such terms as these when, in his address at King's Mountain, he not only warned the country of the fallacies of the freak political philosophies imported into the United States but made mention again of the need of intellectual balance in the affairs and the politics of our own communities.

There really is a method of political action by which men may be free in all essential things and yet without license to interfere with the happiness and the rights of others. But the queer thing to observe is that in Russia and in other areas the passion for license and the disposition to injustice, intolerance, brutality and violence reside not in irresponsible groups of unruly individuals but in the topmost agencies of Government. A good many political groups and a good many governments have been doing things which, under the common law of any really civilized state, would mean a long jail sentence for an individual.

Even in the United States the trend has been away from government by the people to government by specialists and fanatics. People usually get what they deserve in the way of government. And if we are in process of los-

ing our liberty, it is safe to assume that we do not deserve to be free.

Considering the factors that make for instability of political and social order, Mr. Hoover spoke of the general tolerance of corruption in public offices, of the lazy-mindedness that leads some people to snatch at new and erratic political doctrine instead of making decent use of the marvelously flexible means of public administration provided under our own Constitution. He had reference to the failure of increasing masses of people to participate intelligently in the responsibilities of government by voting at the polls. It is worth observing in this connection that frequently fewer than half the people eligible to vote qualified by registering, and it is worth observing, too, that the persons who never vote are those who have the bitterest things to say of the state of politics in this country.

Someone must do the active work of government. And seeing that Americans are coming to a point at which they find voting more and more a bother, it isn't surprising that we as a people find ourselves bossed by professionals in the game of politics on one hand and on the other by persons who, being incapable of intelligently minding their own business, find a kind of comfort in trying to mind the business of their neighbors.

WHY FORESTS BURN.

When an organized effort is made to prevent forest fires, prevention can be accomplished. This is shown in the latest report of the Forest Service of the Department of Agriculture, which indicates that nearly 90 per cent. of the damage done by fire last year was in unprotected areas, forests not under supervision of fire wardens. Moreover, careless smokers and thoughtless or intentional woods-burning accounted for more than half of the fires in protected areas, and even fires started by lightning outnumbered those originating from campfires.

The gradual extension of Federal protection to state and private woodlands is doing much to reduce the number and extent of forest fires. Last year the foresters estimated that more than 589,000,000 acres of woodland or brush-covered watersheds needed protection. During the year nearly 400,000,000 acres had at least partial protection, and in this area the fire loss amounted to only about 4,875,000 acres. During the same period more than 41,000,000 acres of unprotected land were burned over.

One peculiarity of the 1929 forest fire was its prevalence in the South. More than 88 per cent. of all the fires in the United States last year occurred in the Southeastern and Gulf States

area, doing more than 92 per cent. of the total damage. This was largely because most of the unprotected woodlands lie in that district, for less than 5 per cent. of the total protected area there was burned over.

The future safety of the American forests evidently lies in the extension of organized protection and in the education of careless smokers and rubbish burners.

COSTLY POSTAL LEASES.

In his report to the President on the post office rental problem Postmaster General Brown finds no basis for the charge that owners of buildings have been deriving excessive profits, but he believes it would be better for the Government, as a rule, to be its own landlord. Notwithstanding Mr. Brown's first conclusion, the Senate committee which was appointed last spring to look into these charges will continue its independent enquiry. Its investigation was begun following the report that the Government was paying \$120,000 a year rent on a building in St. Paul which was assessed at \$300,000. It was announced a few weeks ago that this committee had found two professional bidders who held a total of \$2,000,000 in Government leases, and Senator Blaine said public hearings on the subject would soon be begun.

Whether or not there has been profiteering in rentals at the Government's expense, the leasing system evidently does not make for economy, except with small post offices and branch stations. The department's rent bill has increased from \$4,000,000 in 1913 to \$20,000,000 in 1930. Because of the great increase in postal business between 1913 and 1926, from \$266,000,000 to \$659,000,000, extensive expansion of quarters was necessary.

Mr. Brown recommends the acquisition by the Government of 353 buildings on each of which it is now paying more than \$6,000 a year rent. The total outlay over a period of five years would be \$43,140,000, but the Government would eventually save \$3,700,000 a year in rent. This seems a businesslike suggestion, deserving the early attention of Congress.

MORE FEDERAL JUDGES.

Chief Justice Hughes and the Judges of the Federal Circuit Courts, who have just concluded their conference in Washington upon the problems confronting them by reason of the congested condition of the dockets of the United States courts, have made out a convincing case in support of their recommendation to Congress to come to their relief by authorizing the appointment of additional judges and the removal of the restrictions preventing the filling of vacancies in the positions created by the act of 1922. When in

that year the creation of twenty additional district judgeships was authorized it was believed that the need was temporary, but statistics were presented by the Chief Justice revealing that the anticipated decrease in litigation and in the number of criminal cases has not taken place and that the necessity for relief is even more urgent now than it was then. For the year ended June 30 last there were 155,730 cases pending, against 148,566 in the previous fiscal year, and the increase in the cases commenced was correspondingly great. Of these pending cases, civil and criminal, upward of 68,870 arose under the National Prohibition act, of which number 22,671 were pending at the close of the fiscal year 1930. These figures prove that the need for additional judges is a permanent one and that the request of the judges for the filling of the existing fourteen vacancies and the granting of additional judges for the Southern and Eastern New York, North Georgia, East Michigan and West Virginia districts is reasonable.

THE CRADLE OF MAN.

An expedition is in preparation which will go far into the jungles of Honduras to look for "the cradle of man." That, at least, is among the announced intentions of the explorer, F. A. Mitchell-Hedges, although he has also more definite prospects of discoveries in the remnants of a civilization some thousands of years old located in the Province of Mosquitia by a previous search.

But the more romantic quest is that for man's first home on the earth, which is sometimes made identical with the place where he parted company with ape family and entered upon the great experiment of humanity. A number of scientists have looked for it in all sorts of likely and unlikely places. Dr. Roy Chapman Andrews chose the Gobi Desert; others have dug into Mesopotamia and Central Africa. Nobody has so far found it.

It appears from the behavior of explorers and anthropologists that primeval man must have insisted on the least accessible part of the world for his first appearance. Expeditions in search of his traces seem always to go off to the other end of nowhere, far from gasoline stations and miniature golf courses. Probably there is no reason for this procedure except that anything is possible in unknown territory. While looking there for what may be found, the explorer may as well look for the cradle of man and thereby give an indisputable dignity and importance to his expedition.

No matter how thorough your training, you need experience to ripen your knowledge.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Saginaw, Oct. 9—Excuse my friendly expression, but I know that you are almost always a friend to some one in trouble, or in a bad mess, as I am at present, regarding an order I am enclosing with this letter and which I wish to ask if you will be so kind as to advise me what you think is best for me to do. It is very seldom I buy from outsiders, in fact I would not have placed this order if it had not been misleading. According to this order, on August 21 this man, or rascal, as you may choose, came into my store and asked me if I would be interested in butter dishes. I told him I didn't need any. Then he asked me what I was paying for them and I said between one-half and one-fourth cent each, according to size. Then he said he had better ones and they cost only a little more and that I could use them for everything, and he asked what I was using for kraut, oysters or pickles. I said ice cream buckets. They average only 1c each for pints and quarts. Well, he said his cost less than that and I could use them for all purposes and save time and money. He displayed his food containers, as he called them, and said he had already received many orders in town from good merchants. I then told him to put me down for 500 each on two different sizes, but he said I had better order 2,500 and get an extra 3 per cent., to which I consented. I told him to put down the different sizes as you see in the order, which according to his complicated way of figuring, would cost me between \$15 and \$20. Believing that was the truth I signed the deceiving order with a two-second's glance, as I was very busy. In fact, this transaction all happened between customers and I did not have much chance for thought. You may class it as dumbness or being caught asleep. However, it is my weakness to be inclined to believe in the truth of man. The next thing I heard from this order was a freight house notice of arrival, but no bill or invoice from the company. I was sort of disappointed, on Sept. 20 when I either had to go and get this shipment or pay storage charges and no invoice as yet, so I took the shipment and paid the freight bill of over \$3. Last Sunday, Oct. 5, I got disgusted with waiting and wrote to the company and asked for an invoice, and next day I received it. I say I did, for \$96.65, and that makes the cost nearly 4c per container.

Now if this rascal had come in and asked me 3 or 4c per container he would have gone out quicker than he came in.

I wish to call your attention that this invoice is dated Sept. 9 and I received it Oct. 6; also to the figures on the invoice which do not correspond with the ones on the order. I haven't used any of these containers yet and I don't like to pay that much for containers if I can help it, and if I can't, I suppose I will have to take it on the chin and like it.

I am enclosing \$3 for your wonderful magazine, the Tradesman, and charge me if you incur any expense on this affair. Joseph Michela.

It is very evident that the above order was obtained by false pretenses. It is therefore null and void and should be given no consideration by Mr. Michela. The merchant said he was paying from ¼ to ½c for his containers. The agent stated that his containers cost only a little more. As a matter of fact, the containers shipped by the Brooklyn shysters cost approximately 4c apiece. The shipment of 2,500 containers was billed at \$96.65, which, with the freight, brings the total cost up to \$100 or 4c per unit. No

grocer can afford to pay that much for ordinary containers. The fact that the goods were ordered Aug. 21; that the invoice was dated Sept. 9, and not received by Mr. Michela until Oct. 6, shows that the shipper expected the recipient of the goods to use some of them before he found out he had been gypped, which would make him responsible for the entire shipment at the billed price. It is very fortunate for him that he has not touched the shipment. He should write the shipper that the goods were sold to him under false pretenses, that he is not responsible for the shipment under the circumstances; that under no circumstances will he accept any or all of the shipment unless the price is reduced from 4c to ½c per unit; that the goods are held by him subject to the order of the shipper, who can have the goods on repaying him the cost of freight and cartage.

The name given by the shipper is the Modern Package Co., Bush Terminal Bldg., No. 4, Brooklyn. This name does not appear in the book of the mercantile agencies, which naturally leads to the conclusion that the concern is wholly fraudulent.

Our wives and daughters face a new peril, we are told by the National Better Business Bureau, by using a new machine (X-ray) for the removal of superfluous hair. With increasing exposure of the female form divine, women have become increasingly sensitive to hair where they do not want it. Nature's product is not always lovely to them. The Bureau bulletin says:

Scores of women, beguiled by advertising claims that such devices would remove unwanted hair safely, permanently and painlessly, have been defrauded and disfigured.

Ulcers, cancerous sores, atrophied muscles, wrinkled skin and red and white blotches are but a few of the disfiguring injuries and precancerous conditions described in forty cases reported by the Journal of the American Medical Association.

The X-ray is a highly dangerous thing. As used in beauty parlors to remove hair it is exceedingly dangerous according to medical authority.

A practice is being carried on by certain photographers by which business executives are induced to pay exorbitant sums of money for photographs of themselves to photographers who falsely assert some publication has authorized them to obtain new pictures of the executives for press purposes.

The photographers often choose as their victims persons whose names have appeared recently for some reason or other in the newspapers or in magazines. Other times they telephone the members of a club and tell them the club register wants to obtain photographs of the members for file purposes. The photographer hopes to make his money by inducing the subject to purchase copies of the photograph for his own possession at a fancy price.

When occasionally publications are induced to provide photographers with general letters of introduction to executives in the field they serve, these letters contain a statement similar to the following:

"Please understand that your willingness to have your photograph taken involves no obligation in any way upon your part personally nor is it to subject you to being importuned or pressed by these photographers to order copies of these prints."

Five dollars is the average price paid by a publication for a "glossy," and often from fourteen to twenty shots are made by the photographer, the subject being assured that only the print approved by him will be released for publication. Therefore, unless the photographer is able to sell copies of the photograph to the subject, there is little profit in it for him.

Prints are supplied to some publications without charge, usually those whose names are used in the solicitation.—Accuracy.

New counterfeit \$20 and \$5 Federal Reserve notes are described as follows in a statement issued last week by the Secret Service Division of the Treasury Department:

Twenty-dollar Federal Reserve note, on the Federal Reserve Bank of Cleveland, Ohio; 1928 series; check letter "I"; face plate No. 22; back plate number indistinct, probably 107; H. T. Tate, Treasurer of the United States; A. W. Mellon, Secretary of the Treasury; portrait of Jackson.

This counterfeit is a photo-mechanical production printed from poorly etched plates on one sheet of paper, with the serial numbering executed in bold face type considerably larger than and differing in style from that employed in the genuine. The face is printed in black ink lacking luster and resembles a newsprint engraving in which the fine lines in the border lathework and portrait are not clearly detailed. The back is executed in a light shade of green with a smudgy appearance. Specimen at hand bears serial number D04150743A.

Five dollar Federal Reserve note, on the Federal Reserve Bank of Boston, Mass.; 1928 series; check letter "L"; face plate No. 3; back plate No. 3; H. T. Tate, Treasurer of the United States; A. W. Mellon, Secretary of the Treasury; portrait of Lincoln.

This production is printed from photo-mechanical plates on one piece of paper of poor quality, and on some of the notes the check letter on the right side of the plate and the face plate number are missing. Like the \$20 note described above, the plates for this production are poorly etched, and reveal the same defects with respect to the absence of fine detail work which distinguishes the genuine. Specimen at hand bears serial number A07033602A.

The general appearance of both of these counterfeits is so poor that they should be immediately detected.

International Banding Machine Co., New York, maker of machines used in placing bands on cigars and lessor of such apparatus to cigar manufacturers, has signed a stipulation with the Federal Trade Commission agreeing to discontinue restrictive methods of competition in dealing with customers.

Likewise, Consolidated Lithographing Corporation, New York, manufacturer of cigar bands and lessee of In-

ternational, agreed in a stipulation to abandon restrictive agreements with International.

Details of these stipulations were ordered placed in the public record.

Specifically, International agreed to cancel a clause in its original contract with William Steiner & Sons Company, Inc., predecessors of Consolidated Lithographing Corporation, requiring the lessee to insert in its subleases conditions respecting purchase of bands or other lithographing materials by users of the machines. International will also cancel outstanding leases wherein it is stipulated that users must purchase their supply of bands or other lithographic materials from a specific manufacturer.

This company will also stop leasing its machinery for use within the United States or its possessions or fixing a price charged therefor on the condition that the lessee shall not use or deal in the goods of a competitor of the lessor, where the effect of such lease may be to substantially lessen competition or tend to create a monopoly.

Consolidated Lithographing Corporation agreed to cancel the requirement that the lessee insert in subleases any clause respecting purchase of bands or other lithographic material and to void outstanding leases of banding machines wherein it is stipulated that users must buy their supply of lithographs from a particular manufacturer.

Consolidated will also stop subleasing the machines leased by it for use within the United States or its territories or from fixing a price charged therefor on the understanding that the lessee shall not use or deal in the goods of a competitor of the lessor, where the effect of such lease may be to substantially lessen competition or tend to create a monopoly.

International Banding Machine Co. owns letters patent on the machines for automatically attaching bands to cigars and has a practical monopoly. In 1917 it leased machines to William Steiner & Sons Company, Inc., with the agreement that Steiner should sublet them only in conjunction with a sale of Steiner lithographing material. All machines leased by International to Steiner were subject to this condition.

Steiner and its successor, Consolidated Lithographing Corporation, with whom it merged in 1925, were required, as a condition to the privilege of leasing the banding machines, to agree to purchase a quantity of bands per machine. Consolidated enforced the tying and restrictive conditions of the leases.

Because of the dominating position of International and of the large demand for its machines due to their superiority over hand work, Consolidated was able to increase its business among manufacturers using banding machines.

It was agreed that the effect of this practice was to restrain the trade of Consolidated's competitors.

To Soften Cheese.

Dry cheese can be softened by steaming slightly and very slowly. This hint comes from an experienced grocer.

Preventing Business Tangles when a Partner Dies

Many a business has been tangled when a partner or principal has passed away, because his interest in the firm could not be turned into ready cash.

A business insurance trust with the Grand Rapids Trust Company as trustee can prevent such situations.

Ask us for further information.



===== GRAND RAPIDS ·
TRUST
COMPANY

Ionia and Monroe

MOVEMENTS OF MERCHANTS.

Walkerville — Clyde Houghtaling succeeds F. E. Marsh in the grocery and meat business.

Lake City—Webb & Son have purchased the "R" store they recently sold to the National Grocer Co.

Sturgis—Burglars blew open the safe in the office of the Taylor Produce Co. Oct. 10 and escaped with \$81.

Ann Arbor—Alexander, Inc., 324 State street, dealer in shoes, has increased its capital stock from \$5,000 to \$8,000.

Muskegon—John A. Fletcher, formerly manager of an A. & P. store, has engaged in the grocery business at 1143 Third street.

Reed City—The Receiver for the National Grocer Co. has removed the stock and fixtures of the local "R" store to its headquarters at Cadillac.

Detroit—The Davison Baking Co., 5414 Davison avenue, East, has been incorporated with an authorized capital stock of \$1,000, all subscribed and paid in.

Cadillac—C. F. Johnson, of Detroit, has assumed the management of the grocery store on Evart street which Napoleon Beaudoin recently purchased of Ernie Hull.

Kalamazoo—The J. Charles Ross Co., successor to the Edwards & Chamberlin Co., has opened for business at its new location, 348 North Burdick street.

Pontiac—Bernard's, Inc., 125 West Huron street, general merchandise, has been incorporated with a capital stock of \$25,000, \$2,500 being subscribed and paid in in cash.

Fennville—Frank L. Stevens, owner and manager of the Stevens Hotel, ever since it was built in 1910, has sold it to William Hinds, recently of Saginaw, who has taken possession.

Detroit—The Monroe Tool & Sport Shop, 200 Monroe avenue, has been incorporated to sell hardware, tools and sport goods, with a capitalization of \$15,000, all subscribed and paid in.

Kalamazoo—Clinton Wolf, formerly manager for the local store of the nationwide chain, American Stores, has engaged in the grocery business under his own name at 156 Portage street.

Detroit—C. Fred Hoffmeyer, Inc., 503 Washington Blvd. Building, has been organized to deal in women's apparel with a capitalization of \$1,000, \$750 being subscribed and \$450 paid in in cash.

Wayland—Frank Malmstone has installed modern show cases and display tables in his general store and rearranged the interior to add considerable to the appearance and convenience of the store.

Lansing—Peter Paikos, proprietor of Candyland, a confectionery store located at 117 North Washington avenue, for the past twenty years, has opened at its new location, 221 North Washington avenue.

Detroit—The Paramount Dairy, Inc., 12041 Dexter boulevard, has been organized to manufacture and sell dairy products with a capital stock of 1,000 shares at \$10 a share, \$2,400 being subscribed and paid in.

Detroit—Local Dairies, Inc., 15202 Mack avenue, has been organized to

deal in dairy and farm products with an authorized capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Pontiac—Sale of the assets of Bartz, Inc., retail men's clothing, has been confirmed in parcels for \$3,765. The Union Guardian Trust Co. is receiver. Assets are given as \$4,006 and liabilities, \$24,700 in schedules filed in U. S. Court at Detroit.

Detroit—The Amazing Product Corporation, 4606 Cass avenue, has been incorporated to manufacture and deal in food products and restoratives with an authorized capital stock of 25,000 shares at \$10 a share, \$146,250 being subscribed and paid in.

Detroit—Chambers Motor Sales Co., 14812 Grand River avenue, has merged its business into a stock company under the style of Dick Chambers, Inc., with an authorized capital stock of \$60,000 preferred and 1,200 shares at \$1 a share, \$1,003 being subscribed and paid in.

Detroit—The receiver of the National Grocer Co. has sold the National Grocer Co. mills to Harry C. Gamble, who will continue the business at 125 West Larned street under the style of Harry C. Gamble, Inc. The purchase includes all equipment, tea and coffee labels, trademarks and copyrights.

Muskegon—The Swisher Grocer Co. has leased the building on Nims street, formerly occupied by the Valley Furniture Co., and engaged in the wholesale grocery business as a branch of the Ann Arbor establishment. The company has engaged three former employees of the Moulton Grocer Co.—L. H. Heeres, N. L. Lulofs and Henry Dick—who will cover the retail trade of Muskegon and the territory close by and adjacent to Muskegon. L. H. Heeres is at the present time acting as manager.

East Lansing—An order granting the trustee authority to turn over accounts receivable to Burton H. Boone, 608 American State Bank building, Lansing, has been handed down in involuntary bankruptcy proceedings against Rumsey Furniture Co. Sale of assets in parcel for \$2,385 has been confirmed by the court. Assets are given as \$23,280 and liabilities, \$28,344 in schedules filed in the U. S. District Court at Detroit. Creditors with unsecured claims of \$500 or more are: Edson Moore & Co., Detroit, \$822; Krisch Co., Sturgis, \$522; A. Krolik & Co., Detroit, \$1,804; Chas. P. Libert & Co., Holland, \$567; Ralph Morse Furniture Co., Grand Rapids, \$3,200; Yeakey Scripps Co., Grand Rapids, \$1,137. Notes payable: East Lansing State Bank, Lansing, \$1,525; Indianapolis Chair Co., Indianapolis, \$826.

Manufacturing Matters.

Detroit — The Commercial Steel Treating Co., 6100 Tireman avenue, has increased its capital stock from \$25,000 to \$50,000.

Detroit—The Robert Gordon Toy Co., 1960 First National Bank Bldg., has been organized to manufacture and sell toys with a capital stock of \$15,000, \$14,600 being subscribed and paid in.

Holly—Operations have started by a new industry, the Peninsula Box Co.,

in the building formerly occupied by the National Steel Products Co. The concern will make wooden and wire-bound boxes. The company is headed by John F. Murphy and Ralph Beach. The former will be resident manager of the plant and the latter will take care of the sales end in Detroit.

Lansing—The Miller-Hicks Shirt Co., which has purchased the equipment of the Capitol Shirt Co. here, has opened for business at 403-404 Bauch building. C. A. Miller and C. L. Hicks are copartners in the enterprise which will specialize in the manufacture of shirts of all kinds. Pajamas, bathrobes, neckties, and underwear will also be produced. Mr. Miller was formerly with the Lansing Shirt Co. for eight years.

Midland—Dr. Herbert H. Dow, 68, multi-millionaire founder and president of the Dow Chemical Co., and considered one of the country's greatest chemists, is near death at the Mayo clinic, Rochester, Minn., according to word received here. He went to Rochester three weeks ago for treatment, and since has undergone two operations for sclerosis of the liver. His family is at the bedside. Dr. Dow is a former president of the American Chemical Society.

The Home and the School.

The status of parents in the educational world is rising. There are signs that some day they may be almost as important as teachers. No less an authority than Dr. V. T. Thayer educational director of the Ethical Culture Schools, in an address before the recent (and first) international conference on mental hygiene, published in the current Survey, stresses the importance of the home in education and suggests definite and constant co-operation between parents and teachers in solving the problems presented by the children whose upbringing they share.

Dr. Thayer points out that, while children are more sympathetically judged than formerly, they are less considerably dealt with, since they are forced to live, at least in cities, in a purely adult world. The continual shifting of places of abode makes it impossible for them to "take root" anywhere. As a result, shy and sensitive children fail to become articulate and stand aside, giving the appearance of being stupid and consequently being classed as below the average in intelligence, when the real trouble is fear of self-expression among adults or among classmates of more phlegmatic or aggressive disposition. Here is a situation plainly calling for interchange of knowledge between parents and teachers.

Parents are more and more tending to familiarize themselves with the school, but this is not enough. Dr. Thayer suggests that they also provide at home opportunities for constructive play and work. As a means toward this end he proposes a consultative group composed of parent, teacher and school psychologist, forming a kind of clearing house of information. We venture to suggest as a fourth member of this group and its chairman a disinterested person who knows both the school and the home environment of the child under discussion,

To the teacher Dr. Thayer offers the recommendation that she—it is usually she—keep in mind the fact that she knows the child in only one setting and that if she urges the parent to know his child's school environment, it is quite as desirable that she know the home environment with its special conditions and problems. Teachers live cloistered lives and they are further handicapped in this country by the fact that their profession is not so highly esteemed as it ought to be. The youth who hailed a group of teachers who were walking the deck of an ocean steamer with the cheery admonition "Run along, teachers, school's over," came pretty close to expressing the National attitude.

These conditions make for "inferiority stigmas" and "defense mechanisms" in teachers which greatly complicate the process of adjustment between teacher and child. It is an open question, declares Dr. Thayer, whether the "best" supervised schools "have not introduced relations between supervisory officials and teachers which work by refraction positive injury upon the personalities of children."

Dr. Thayer suggests that in the future the school will assume the leadership which in earlier generations was held by the home in co-ordinating the primary forces which play upon the child. Is not this a clarion call for a back-to-the-home movement among mothers who are tempted by the glamour of a job to let the home get along as best it can? After the child has been measured by the various mechanized tests and the psychologist has prophesied with dogmatic finality that Jimmy will not be able to go through high school, may it not be proper for the mother who has lived understandingly with her child to remind the expert that the microscope has not yet been invented which can disclose all that there is inside Jimmy?

Even the best school cannot take the place of the home. All the more, then, is it to be hoped that there will be wide acceptance of Dr. Thayer's suggestion of closer and more intelligent co-operation between the home and the school.

Twenty New Readers of the Tradesman.

The following new subscribers have been received during the past week:
First National Bank, Traverse City.
Oakland Hills Country Club, Birmingham.

Peter Hansen, Lakeview.
R. G. Eichstadt, Battle Creek.
Hubert Stell, Kalamazoo.
N. DenHamer, Kalamazoo.
Swisher Grocer Co., Ann Arbor.
Leroy Howard, Kalamazoo.
Riepma Bros., Kalamazoo.
W. H. Adams, Kalamazoo.
F. E. Rood, Kalamazoo.
Marinas Moerman, Kalamazoo.
Herbert C. Gilman, Kalamazoo.
P. J. Weenink's Sons, Kalamazoo.
J. M. Stanley, Battle Creek.
A. P. Taylor, Galesburg.
M. M. Rockwell, Hickory Corners.
Mrs. F. E. Stocking, Pasadena, Cal.
Harter & Dearie, Detroit.
Hubert H. Smith, Muskegon.

Nail down your job by showing you don't need supervision.

Essential Features of the Grocery Staples.

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

Tea—News from India during the week showed a decrease of 10,000,000 pounds in production of India tea during the single month of September. So far the total reduction is about 35,000,000 pounds. This is expected to be increased by another 10,000,000 pounds. The decrease is made by an agreement to reduce the production in order to support the market. The output of Formosa is also being reduced. The result of this in this country, together with the reduced production in certain other tea countries, has produced considerable firmness since the last report. All of the surplus of Formosa has been cleaned up and the price has advanced altogether about 4 cents a pound in a large way. General demand for tea has been fair during the week without any important change. The undertone is strong.

Coffee—Early in the week future Rio and Santos coffee, green and in a large way, made some sharp advances, but about the middle of the week the situation turned and the market broke. The advance was due to firm Brazilian money market, and the decline to the revolution in Brazil. The spot market for Rio and Santos has fluctuated within narrow limits during the week. The week closes with a fractional advance all along the line, due only, however, to the shortage of spot coffee which may shortly be eliminated. Milds are about where they were a week ago, possibly just a shade firmer. Jobbing market on roasted coffee shows no important change for the week. Speaking of Rio and Santos again, the only factor that can hold prices up is stoppage of shipment from Brazil, which is being threatened. This would be the most foolish thing they can do down there, but it is by no means certain that it will not be done. Late in the week the market turned a little firm again.

Canned Fruits—General demand for canned fruits is quiet. Nobody seems to feel that there is anything special in anticipating wants. California fruits have shown no change during the week.

Canned Vegetables—Canners continue to hold to present quotations and apparently most of them are in a financial position where they do not have to throw goods on the market at reduced quotations to meet obligations. Some others are not so fixed, and buyers are awaiting developments of soft spots to pick up commodities cheaply. Sweet peas are firm and steady as fancy grades have not been packed so heavily as the less costly grades, so that holders seem satisfied with the manner in which goods are moving at the present time. Southern tomatoes continue at present quotations, with the possibility of firmer prices later when financial pressure on the canners ceases. California tomatoes are holding firm, in spite of reports of a record pack this season.

Canned Fish—The pack of Sockeye salmon is heavy and buying lags, even at present quotations, which are below cost. It has developed into a grim

waiting battle between canners and buyers, with the outcome at present uncertain. The Maine sardine pack for the season is much under last year, but competition among packers has weakened what ought to be a stable list of quotations. Shrimp should be firm, for present indications point to a considerably reduced yield.

Salt Fish—Continued firmness features the market on American shore mackerel, and while quotations remain unchanged, it is likely that higher prices will develop in the near future. Orders are coming in heavily, while the supply is limited and the producing season on American fish definitely over. Mackerel filets are sold out at Gloucester.

Beans and Peas—The market for dried beans has been very weak since the last report and prices have been gradually sagging downward. Marrow, red kidneys and California limas for instance are off 25 cents, with practically all other varieties correspondingly low. Blackeye peas are also sluggish and lower.

Cheese—Cheese is steady but very quiet. Offerings are rather light.

Nuts—Most of the interest in nuts still centers around California walnuts and the response to recent quotations furnishes one of the few bright spots in present conditions. Brazil nuts still remain in a favorable condition, with an improvement in demand noted, and stocks getting increasingly light. European nuts at present eased off slightly during the first part of the week, while French holders do not seem to be anxious to engage in any great amount of exporting at this time. The amount of new crop nuts to reach this country will in all probability be small and prices may be expected to rule firm. Filberts are very short on the spot. California almonds, both shelled and unshelled, are quickly disappearing into consuming channels and distributors are being urged to cover their full requirements for the season soon.

Pickles—The pickle market was without feature for the week, genuine dills continuing strong in all positions. Sellers have been conservative in packing, so that there is no excess stock on hand to depress the market. Spot stocks are adequate to meet present requirements, while primary markets continue in a strong position.

Rice—All varieties of rice continue in a favorable position, due to the lateness of new Blue Rose crop rice, but spot stocks of Prolifics and Long Grains are low, and there are few heavy shipments of these varieties here because of the nearness of Blue Rose rice, which is more adapted to domestic requirements. At present the local situation appears to be at more or less of a standstill, with buyers awaiting new crop Blue Rose, which is expected in a week or two.

Sauerkraut—A firmer tendency in sauerkraut has not as yet developed though some improvement in business is reported. Quotations remain unchanged, with holders being in a good position as the late cabbage yield may not measure up to expectations. Packers are pressing sales, therefore, at this time, but are content to await developments along these lines.

Syrup and Molasses—There has been no change in sugar syrup during the week. Demand is fair, mostly in small lots. Prices unchanged. Compound syrup declined 15 cents per 100 pounds, which makes ruling prices very low. The demand is improving somewhat.

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 Canadian.

Bananas—5½¢@6c per lb.

Beets—\$1 per bu.

Butter—The past week has witnessed good business in butter, with the market 1c lower than a week ago. This refers to fine fresh creamery. Undergrade butter is sluggish. Jobbers hold 1 lb. plain wrapped prints at 39c and 65 lb. tubs at 38c for extras and 37c for firsts.

Cabbage—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 ¼ bbl., of 25 lbs.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$6.00
Light Red Kidney	-----	7.50
Dark Red Kidney	-----	7.50

Eggs—The market is 1c lower than a week ago. Local jobbers pay 27c for choice stock, 26c for general run and 20c for pullet eggs. Cold storage operators are now offering their supplies on the following basis:

XX candled in cartons	-----	27c
XX candled	-----	25c
X candled	-----	22c
Checks	-----	20c

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.

Green Onions—Home grown, 30c per doz.

Green Peas—\$4 for 50 lb. crate from Calif.

Honey Dew Meons—\$2 for Jumbos and \$1.75 for Flats.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ---\$4.00
Imperial Valley, 5s, per crate --- 4.25
Hot house leaf, per 10 lbs. ----- 90

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

360 Sunkist	-----	\$7.60
300 Sunkist	-----	7.00
360 Red Ball	-----	6.00
300 Red Ball	-----	6.60

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
260	-----	10.50
216	-----	11.00
252	-----	11.00
288	-----	10.00
344	-----	8.50

Floridas are now in full supply, selling as follows:

125	-----	\$6.50
150	-----	6.75
176	-----	7.00
200	-----	7.00
216	-----	7.00
252	-----	7.00
288	-----	7.00

Onions—Spanish from Spain, \$2.75 per crate; home grown yellow in 100 lb. sacks, \$1.25; Calif. white in 50 lb. sacks, \$1.

Parsley—50c per doz. bunches.

Pears—Home grown Bartlett, \$2 per bu.; Kiefers 50¢@75c; California Bartlett, \$2.75 per box.

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

Pickling Stock—White onions, \$1.25 per box.

Pieplant—\$1 per bu. for home grown
Potatoes—Home grown, \$1.20 per bu.; Wisconsin, \$2.60 per 100 lb. sack; Idaho, \$4 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	18c
Light fowls	-----	12c

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 ½ bu.

Turnips—\$1 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	15c
Good	-----	12c
Medium	-----	10c
Poor	-----	10c

Seven Mistakes in Life.

1. The delusion that individual advancement is made by crushing others down.

2. The tendency to worry about things that cannot be changed or corrected.

3. Insisting that a thing is impossible because we ourselves cannot accomplish it.

4. Attempting to compel other persons to believe and live as we do.

5. Neglecting development and refinement of the mind by not acquiring the habit of reading fine literature.

6. Refusing to set aside trivial preferences, in order that important things may be accomplished.

7. The failure to establish the habit of saving money.

CUT IF YOU MUST,

But Retain Fair Ratio of Regular Values.

"Cut the price and charge it to advertising", that's the usual channel or slant, when a dealer figures competition means fight.

If it is all charged to advertising, soon the advertising, soon the advertising become a mill stone and eventually one figures he may be dragged to the cold, dank depths of commercial oblivion.

Price cutting is, of course, started because of some real or fancied reason. The motivating impulse is essentially "more business," but business without profits is much like a ham sandwich without the ham.

Then there is the self appointed business advisor who comes breezing along with the optimistic proposition that small profits and big volume are a panacea for all business ills.

"Cut down on prices, draw in the penny chopper and by adding more volume you make up what you lose in margins"—that's a formula that may work, if—and it is a pretty stiff "if" to overcome. If by selling at drastically reduced prices there is any concrete proof business will increase three or fourfold, well and good, but it takes more than shaving off the profits to increase business by any such leaps and bounds.

Yet we have seen syndicates supposed to be managed by the highest merchandising efficiency experts go right along, paying dividends, opening new stores and cutting, cutting and cutting some more. It puzzles the average dealer who has to make expenses, meet overheads and wants something to lay aside for a rainy day.

It is this urge to make something extra, to meet competition conditions which has made many a drug store into a lunch room or a hardware store. The druggist cannot be censured for adding lines with quick turnover and fair profits, although they may be "out of his line."

The hardware dealers add many items not strictly within their province, and there are grocers who have aspirin tablets and fishing tackle in stock. It is the search for something to meet the cuts.

The meat dealer adds vegetables, fish and often shelf groceries. The dry goods store dabbles in various added lines. This is all well and good, from the individual standpoint, but the conflict of merchandise competition, the cutting in on the other fellow's trade is not so good.

The concentrated trade in the legitimate lines might carry one definite class of store, but with other class stores, several in the vicinity carrying your staples as sidelines hurt.

The trend to extras is widespread, the electric refrigerator man is taking on oil burners, the washing machine man has radios or there is a combination of all of these. With electric refrigerators there is an excuse to add other lines, like radios or heaters, for refrigerators are seasonable. The lean days of winter, must be made up by lines that have a cold season appeal.

But in the usual grocery, meat or drug lines, there is a definite way to handle the problem of price cutting. If it is considered, due to competition close at hand, character of neighborhood and trade that cut prices are an essential, cut on the known brands, drop on the items folks want and buy the most of—don't try to stimulate trade with cut prices on dead or unknown offerings. They are mighty poor bait.

But when you offer the specials, the cut prices don't go out on the sidewalk and hand the non-profit items to the customers on a silver platter. Some dealers complain that if they advertise a few real cuts, by means of the newspaper, or circular route, in comes woman and snaps up the one thing and beats it.

"There's no money in doing business along that line", grumbles the disgruntled dealer. And he is right. But be, perhaps, was failing to use his cut prices in a way to add profits instead of pocketing a loss. There is a way to deal with the folks who drift about seeking only the bargains and then depart leaving you flat.

Meet them with a smile, but such specials should not be right inside the front door, easy of access. They were made at a low price to attract trade, many new customers may drop in for the cut price articles, so make it a point to have this new line of trade get acquainted with your store. Put the specials in the center, or to the rear, and suggest that they are specials.

"We're glad to offer goods at cost at times to get acquainted. We cannot sell everything so low, but look around, madam, compare our prices on our everyday values. How about soap or some other needs?"

Make a decent, fair effort to sell other goods, display and price other goods, the goods with a profit, nine times out of ten you'll find that folks do buy more than the leaders. But if the customers who drop in only on account of the special buys no more, then your store, its displays, your service and your courtesy should be such that there will remain a lingering, pleasant memory of your store.

In other words make the cut price cuts an advertisement which pays, don't simply charge lost profits to advertising without going a step farther, make them the means of creating good will, of selling the profit lines. To-day, as never before many lines of merchandise are to be bought wholesale at a price affording a profit, even though you retail them at a price far less than prevailed some months ago.

A dry goods firm in its annual fall sale was offering prices much less than last fall, it appeared to the public that many items were being cut to the bone, when the fact of the matter is that the advertised specials were bought at a figure so much lower, they could still be retailed at a profit at the new low prices.

It is a good plan if you secure a good buy, a low quantity, cash price, to pass the benefits to the consumer—you make the same ratio of profit, not the extra you think you might make, but at the same time you are evincing

a true merchandising spirit and creating a favorable impression among the customer trade.

Some cuts in competitive centers will always be demanded, it seems to be the modern way to go after business, but because you offer staples as bargain leaders should by no means force you to cut on the bulk of merchandise which does bear a healthy profit.

Cut if you must: but maintain a fair ratio of regular values, so the balance monthly and annually will be in your favor and not against you.

Hugh King Harris.

Late Business News of Importance.

Steel output in the first fortnight of September is estimated at 60 per cent. of capacity compared with 56.35 per cent. in July.

Retail sales were favorably affected by the cooler weather of the last fortnight, most authorities agree. The disappointing sales in September are generally attributed to the unseasonable heat.

Employment security was a feature of the discussions last week at the session of the National Association of Manufacturers in New York. The business outlook was viewed by most of the speakers with confidence.

The extra quantity burden of goods sold in the mass, occasioned by depreciated prices, is still causing havoc among chain store sales records. The decrease in Montgomery Ward September sales by more than 18 per cent. though rather exceptionally heavy, was characteristic of chain store returns last month.

The first twenty-seven chain store companies to report sales in September had a volume of \$133,563,000, 7.7 per cent. less than in September, 1929. Notable exceptions among the large companies showing gains were Woolworth, up 0.4 per cent.; Great Atlantic & Pacific, up 2.36 per cent., and W. T. Grant, up 10.6 per cent.

The ruling that home brews for private consumption will not be interfered with has been promptly followed by the report that the grape growers are to spend a lot of money advertising grape juice concentrate—which now becomes a promising industry unshadowed by illegality.

Gains in automobile sales at retail are forecast for the fourth quarter. The supporting reasons for this view are relatively small numbers of used cars on hand, fairly good conditions in the agricultural districts and restriction of extremely pessimistic moods to metropolitan centers.

Commodity prices fell rather sharply last week, the Irving Fisher index number reaching its low for the year—82.3. This compares with 83.1 the week before. Sir Robert Horne, well-known British financier, expresses the opinion that the price decline is substantially at an end.

A gradual downward trend in prices during the next decade is predicted by Dr. H. S. Person, secretary of the Taylor Society. This decline, he believes, will not affect wages or profits.

Dr. Person foresees slow business mending during the coming ten years, lacking the spirit that gave us peak periods like that of 1926 because we can hardly expect repetition of such

exciting impulses as the automobile, the radio, the rapid increase of wages and the like.

Chrysler has cut the prices of six body types of sixes by \$50 and Dodge six and eight cylinder models by \$100.

Independent store complaints of chain store practices in Nebraska, hitherto going to the attorney general, are to be referred hereafter to a board of arbitration.

Price cutting can be met only by education, according to Edward Plaut, president of Lehn & Fink, who has been put in charge of a committee of the New York Board of Trade having to do with that subject. He thinks manufacturers who try retaliatory measures against persistent price cutters soon find themselves in legal handcuffs.

Hoover's Counsel Was Good.

In telling the bankers at their recent convention that their relations with business impose upon them a heavy responsibility, President Hoover was evidently thinking mainly of general factors like business morale and confidence in the financial structure. He referred to the present abundance of credit resources. Clearly he had no thought of implying that because money rates are low borrowers all over the country can get pretty much what they want and thereby start all the wheels whirring again. The main things business wants from the banks are flexible facilities for ordinary transactions, including sound credits, and administration that forbids disturbing suspicion of any kind. In the public interest it is well also that banks should not attempt to trench upon the affairs of their customers. Whether or not something of this sort got into the tangled skein of causes for our present troubles, there is no doubt that at the height of the excitement over our seemingly topless growth a good many people believed that big banks had their hands on the helms of many business craft in which bankers as crew had no right standing. Something is to be said, furthermore, for the criticism that admonishes bankers to make sure of their own wisdom in directing the financial machine before they feel too free to part with advice to business men who are engaged with mechanisms of a different sort. In short, Mr. Hoover's counsel was good if acted on with discretion and without stretching of its scope. He is too wise a man to have intended more than the precise meaning his words conveyed.

It Is Important To Know Your Trade

"She doesn't want that piece of meat! I have just what she wants put away in the cooler." The market owner was saying this to one of his clerks, but the housewife who heard it will probably never buy her meat in any other store.

The strength of independent store owners is in their opportunity to know their trade; to know just what pleases the tastes of each customer, and in seeing that they get it.

Little courtesies and special attention make an appeal to women, and those store owners who study their customers' likes and dislikes are always familiar with the merry jingle of the cash register.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

A voluntary petition in bankruptcy has been filed by Carl F. Schossel, merchant tailor, listing assets of \$2,600 and liabilities of \$9,485.

An involuntary petition in bankruptcy has been filed against Jack Becker and Sol Redstone, individually and co-partners, doing business as Becker & Redstone, men's furnishings, by Irwin I. Cohn, representing Wright-Pike Co., \$200; Hamilton Carhartt Mills, \$354; Meyer Suitcase Mfg. Co., \$204.

The stock of merchandise in the 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, appraised at \$1,753 and furniture and fixtures, appraised at \$881, will be sold at public auction on Oct. 16 at 9:30 a. m., at the warehouse of Auctioneers Winternitz-Tauber Co., 252 West Jefferson avenue, this city. The sale is subject to confirmation at the first meeting of creditors, which will be held on Oct. 17 at 9 a. m., in the offices of Referee George A. Marston and Paul H. King, 535 Griswold street, this city.

A common law offer of 25 per cent. cash made to all merchandise creditors of Weisman & Sons Co., knit goods, infants' wear and novelties, of 162 West Jefferson avenue, was approved by a committee headed by Edward B. Levy, of Levy, Krause & Leman, attorneys, following the general meeting. As a result, creditors will receive a committee report recommending acceptance of the offer. This report shows assets to the value of \$19,044, against liabilities of \$49,072. The assets are figured at what is considered their realization value to a going concern. Those at the meeting were told that the present situation was caused by heavy decreases in sales volume, losses through bad accounts receivable and depreciation in the value of stocks on hand. Sales volume dropped from \$220,000 in 1928 to \$150,000 in 1929, and in the first nine months of this year the total was only \$51,000, while the fixed overhead stayed at \$4,000 a month. The general creditors referred the offer to the committee for a more thorough consideration. The committee, after analyzing the facts and circumstances, later in the day mailed a recommendation that the 25 per cent. cash offer be accepted.

With the coming presentation of the new twelve-cylinder Cadillac, Detroit looks for a slowing up in new model announcements for several weeks. Because of the unique position in which the automobile industry finds itself, however, it is anticipated that there will be a resumption of new model introductions before the opening next January at the National automobile show in New York. For the first time in many years dealers' storerooms are not glutted, and new lines can come along at any time without disconcerting the retailer or causing him to make a desperate clean-up effort.

Recent price reductions on Chrysler

and Dodge cars are not expected to be followed by other manufacturers. The most significant thing with regard to prices at the moment is the lowness of those on the new 1931 models. Sentiment here is that these prices cannot go up until buying is considerably accelerated.

Foreseeing the day when motor cars will be fully equipped with non-shatterable glass, the Pittsburgh Glass Co. will erect a \$20,000 plant at Marysville. This type of safety glass is now extensively used in the windshields of many cars and throughout in a number of others.

The Ford Motor Co. was host at a pre-view this week, but of a new tunnel, not a new model Ford. The tunnel, which carries water from the River Rouge to the Ford plant, is two miles in length and has a capacity of a billion gallons daily. The development will be completed some time next year. It represents twice the capacity of the present system and is larger than the current needs of the plant.

Recent Trade Information From Ohio.

Toledo—Richard M. Reeder, 57, one of the founders of Reeder, Yant & Co., dry goods, died at his home 1454 West Delaware avenue. Mr. Reeder, who with H. M. Yant, founded the clothing establishment about thirty years ago, had been in ill health for about five years. Surviving are his widow, Mrs. Lousetta Reeder, and two sisters, Mrs. H. M. Yant, of Toledo, and Mrs. Emma Hall, of Cleveland.

Cleveland—W. J. Williams has assumed his duties as men's hat buyer at May Co., succeeding Arthur Samuel. Mr. Williams was formerly hat buyer for the stores of the Weber & Heilbronner Co. in the metropolitan area and previous to that was with Strawbridge & Clothier, Philadelphia.

Reedurban—H. H. Dean, F. G. Graber, W. E. Rate and D. G. Agness have organized the F. G. Graber Pork Products Co., and plan to establish a plant here.

Cleveland—Halle Bros. Co. Store for Men launched a glove promotion program last week with window displays showing sources of various glove media. Unmounted skins of goats, boars, sheep, hare and raccoon have been secured for this special display. In commenting on glove sources, Halle advertising stated that "to know all about gloves a review of geography, chemistry and physics" must be taken into consideration. Special glove prices on types suitable for all occasions—from formal evening to aviators' requirements—prevailed during the promotion event.

Cincinnati—Major Louis Johnson, 76, who had been head of the linen department of the John Shillito Co., for many years until his retirement a few years ago, died here. He had been suffering from creeping paralysis. Interment was in Baltimore, where his parents had lived. He is survived by a sister living in New York.

Niles—E. J. Abraham held the public opening of the remodeled store recently. The store remodeling permits the carrying of new lines among which is a men's department. The Niles Clothes Shop has been consolidated

with the Abraham company. Hart, Schaffner & Marx line of clothing will be carried. On the second floor is located the women's and misses ready-to-wear departments, millinery, children's wear, blankets, etc., and boys' clothing.

Columbus—Edward Layton, who conducted a clothing and furnishing store at 61 East State street for the past four years, has discontinued the business and has become affiliated with the Thomas L. Carey Co., 30 East Broad street, clothiers and furnishers.

Cleveland—Involuntary bankruptcy proceedings were filed yesterday in the U. S. District Court here against Louis Gumbiner, haberdasher, by Attorneys Sidney N. Weitz and James G. Ehrlich, representing Robert Reis & Co., \$222; Superior Hat Co., \$86; American Trouser, \$191.

Alliance—Sale of the lease and fixtures of the Geiger Bros. Co., proprietors of Alliance's oldest clothing and men's furnishings store located at 250 East Main street, to Hugh Thomson, of Hobart, Ind., and Harry Sell, of Alliance, is announced. The two retiring partners, Arthur and Harold Geiger, will enter the real estate business. The store was founded in 1893 by the two named brothers together with Max Geiger, their father. Since the death of their father three years ago they have been devoting a large part of their time administering his estate. Mr. Thomson conducted a haberdashery at Hobart, Ind., while Mr. Sell was associated with the store for the past six years.

Elyria—The U. S. District Court at Cleveland has appointed David P. Hyman receiver in this involuntary bankruptcy case of Abe Cohen, trading as Outlet Clothing Store. Schedules list assets at \$22,708 and liabilities of \$30,167. Assets consist of real estate, \$19,792; stock in trade, \$1,000; machinery and tools, \$500; debts due, \$1,415. Liabilities consist of taxes, \$1,047; secured claims, \$24,025; unsecured claims, \$4,494.

Questions and Answers.

Q.—What is the difference between learning golf and motoring?

A.—In golf you hit nothing, and in motoring you hit everything.

Q.—What was the speed cranks last truthful statement?

A.—"Now watch the speedometer hit sixty."

Q.—What is the one thing in the world you can't buy when you need it most?

A.—Accident insurance. You have to buy it when you don't need it, or not at all.

Q.—What is the best way to prevent the disease caused by biting insects?

A.—Do not bite the insects?

Q.—How long should you cook spaghetti?

A.—About ten inches.

Q.—How can I tell the horsepower of a car?

A.—Lift the hood and count the "plugs."

Q.—Where is the best place to get autoparts?

A.—At the railroad crossing.

Q.—What is the hardest job you know of?

Trying to sell buggy whips to Ford.
Q.—Should a woman run for Congress?

A.—Yes! Women can introduce more bills than men.

Q.—How often do the railroads kill a man?

A.—Just once.

Q.—Where is the easiest place to find success?

A.—In the dictionary.

Q.—Who is the happiest man at a modern wedding?

A.—The bride's father.

Use the Newspapers.

There are ways for food merchants to use the newspapers besides advertising in them.

One wide-awake grocer always follows the announcements in his community newspaper which have to do with picnics, outings, large suppers given by churches and other organizations.

In the case of picnics and outings of a community nature he dresses a window display with edibles especially suitable for such an occasion, and letters a placard calling attention to the coming event and the offerings he is making for it. He finds it pays. In the case of suppers, and the like, he is usually able to make telephone solicitation of the chairman for the food order and finds it profitable to donate some item for the menu, such as the coffee, tea or other article. The advertising resulting from this generosity pays for it many times over.

Factors in Successful Store Location.

A recent article in System lists the following points to be considered in determining a location for a store:

1. What sort of a trading area has it?
2. Is it on the right side of the street?
3. Is it favorably located as concerns car stops?
4. How many pass by?
5. Are those who pass possible purchasers or are they merely hurrying to get elsewhere?
6. Do the surroundings attract buyers?
7. Is there sufficient protection from wind, sun, rain, and snow?
8. Is the building properly constructed for the business to be conducted in it?
9. Is it in good repair?
10. What about competition in the locality?

A Good Insert.

A retail grocer in a Southern state uses a series of inserts for his delivered groceries, or to be sent out with his circulars and monthly invoices. One of them reads:

The courtesy with which our clerks serve you is something more than mere words. It is the outcome of our desire to please you in every way. It expresses our personal interest in your requirements, and reminds you that there is no service to equal that of the individual merchant whose living depends upon your business. What is more, we simply cannot afford to "let you down" on either quality or value.

HAVE OFFERED LITTLE AID.

While the reports from members on business conditions and outlook disclosed a little more independence of thought than usual and the discussion of the unemployment situation brought out contrasting views, the National Association of Manufacturers in convention last week was again treated to a number of reactionary declarations by some of its officials and others. Several of these statements were too silly to mention; others were typical of the "hands-off" policy which so many trade groups imagine must be impressed on the country if they are to prosper.

In the case of the manufacturers' organization and so many other trade associations, it seems highly pertinent in the circumstances of the present business depression to ask just what they have offered of real benefit to business progress and welfare. They are so constantly "viewing with alarm" that they have rarely planned or promoted a real constructive step. They are so intent on opposing "pernicious" legislation or labor and social welfare projects that they have no time left, even if they had the desire, to work toward business improvement.

As matters stand to-day, the average trade association must admit just grounds for the growing complaint that it has been found sadly lacking of any means to relieve the burden of the depression. In many instances the trade association might properly be called merely a social association; in others it has been the negative type that opposes many things but accomplishes little; in still another group its operations have been hackneyed and its achievements very nominal.

In the present emergency, the trade organizations might well have taken the lead in carrying out the plans devised for a crisis. For the most part they have no such plans or little else to offer. Perhaps this slump may reduce the number of these useless bodies and bring in their place organizations able to function in such a manner as to be of real service.

GETTING THE PUBLIC TO BUY.

Although some hesitation has developed since warm weather reduced the spurt in the retail and wholesale merchandise lines, the picture presented last week by an executive of Marshall Field & Co. of Chicago remained essentially correct. He pointed out that there is a vastly different atmosphere in wholesale merchandising than thirty days ago. He remarked the practical disappearance of "distress" stocks and even some shortages along the line from producer to retailer. Any improvement should be quickly translated into manufacturing and buying activity, he added, with a gain in employment and increased spending power.

With a few exceptions these are the actual conditions in the merchandise lines to-day. Producers are keeping stocks so well in hand that frequent doubts are expressed concerning future deliveries should consumer demand expand to any appreciable extent. And consumer demand has shown quick

spurts when the weather emphasized the need of buying seasonable articles.

There is still, however, considerable hesitation on the part of the public in filling its needs. It is recognized that this is not due to any one factor but takes in waiting to see how much lower prices will go, fear of losing positions, doubt over business conditions and other circumstances.

What the trade of the country, and all business interests as well, might profit by is a concerted attempt to break down this buying resistance now that prices are right and a vast potential demand exists. A slogan suggests itself, "Buy Now." To which might be added a number of relevant phrases such as, "Or Less Later," "To Help the Jobless," "To Make Business Good by Christmas," etc. Some recent slogans, it is true, have been aimed at the same object, but as a general thing they have attempted to blink real conditions. Something that admits conditions, in fact emphasizes them, might ring the bell.

BUSINESS EASING FURTHER.

Outside of the improvement in the cotton goods market and the heavy sales of copper induced by the record low to which the price was brought, there was very little in the way of favorable development in business during the past week. The gain in merchandise sentiment was remarked by a trade leader, however, and wholesale commodity prices reversed their recent downward trend.

In contrast to the quickening of merchandise activities, there is found a further slackening in general industry. The weekly business index stands at a new low of 83.6 for the depression with only car loadings moving higher on the usual estimate. Steel operations have not fulfilled the promises made in mid-September. Price pressure has been renewed. Automobile output has slumped further. Building contract awards last month dropped 4½ per cent. under their value in August. Permits, however, showed a tendency to gain, a development which will be watched with considerable interest.

There was also a small upturn for the week in building material prices, to indicate possibly that the demand for housing may improve. Other price groups to advance in the wholesale list were farm and food products and textiles. The Annalist index rose to 122.1 from 120.8 in the preceding week. While there have been several misleading indications through the year of a stable point having been reached in prices, conditions now point more definitely in that direction.

Upset political affairs almost throughout the world do not, of course, favor a quick recovery in business, even admitting that the low point in the depression here has been reached. Out of present world developments, however, should come a better management of economic welfare, since so many of the present conflicts are aimed against the political handling of such matters.

The worst habit man can form is to let a job get on his nerves as soon as it becomes monotonous.

MERCANTILE CONDITIONS.

Retail sales during the past week probably ran a little under those of the preceding week as a result of the warm spell. The current easing in trade is ascribed to the weather, additional pessimism over business developments and the sharp declines in the stock market through the week.

As indicated previously, department store sales last month failed to make as good a showing as in August. The daily average reported for September by the Federal Reserve Board was 11 per cent. under a year ago, as against a reduction of 8 per cent. in August. With an extra business day this year, however, sales for September were only 7 per cent. under those in the same month last year, while the August decline was 11 per cent.

Chain store figures now being issued evidence a very spotty showing, although declines are in the majority. A tabulation of reports for forty systems brings a decrease of 6½ per cent. The head of the Woolworth Co. remarked an increase in business by stores in the East and on the coast. From Pittsburgh to the Rockies the results last month were also better than in August.

This discloses a spotty condition of trade, which is borne out by the department store statistics. The decreases last month ranged from 2 per cent. in the New York district to 14 per cent. in the Chicago area. Through September, sales have been 6 per cent. lower for the year, the declines spreading from 1 per cent. in the New York district to 12 per cent. at Chicago.

Activities in the wholesale merchandise markets during the week were fairly well sustained, although it now appears that store requirements are less pressing.

COUPON SCHEME ABROAD.

Competition between various branches of distribution is raising not a few problems in England just as it is here. The Commercial, issued by the Manchester Guardian, takes the opening of a large new store in the West of London as a peg on which to hang its comment. The amalgamation of a number of multiple-food companies and the rapid development of the co-operative system of trading are mentioned as new phases of the competition. The co-operative stores, it seems, are supplied with increasing quantities of goods, particularly proprietary articles, by the wholesale society which operates plants.

Independent manufacturers and private distributors, it is pointed out, are planning to meet the multiple and co-operative competition. They have been cutting prices, but also have adopted a coupon scheme on national lines. The coupons will bear definite values and be given on all purchases by retail buyers who will later tender them in payment for other goods which may or may not be the kind originally bought.

This plan does not seem to differ much from the coupon arrangement which we have had here, but which in recent years has been losing ground. The difference lies in giving a cash

value to the coupons, and this measure might be adopted by manufacturers of branded lines selling at fixed prices. Many of them do not see their way clear to reduce prices, although their costs are lower and their more flexible competition is cutting into their volume. They might pass along savings to the consumer via cash coupons.

SLAVERY STILL LIVES.

This is the twentieth century. It is the year 1930. Yet the other day at Geneva, in the course of discussion of the humanitarian work being carried on by the League of Nations, Lord Cecil declared that there were still 5,000,000 slaves in the world. Furthermore, he stated that the League's struggle against this evil had resulted last year in no appreciable progress and that under its present programme nothing more was being done.

What Lord Cecil had proposed to remedy this situation, a measure rejected by the League, was the creation of an international authority charged with the investigation and the supervision of all phases of slavery and the slave trade throughout the world. If it is left to the nations themselves to report on conditions within their own borders, he declared, full information cannot be obtained. It is impossible to know whether the nations are living up to their obligations for the suppression of slavery or whether the traffic across international borders is being prohibited.

It seems little enough to ask of the members of the League that they permit an international organization to investigate and report on slavery. The evil can be abolished only by the force of public opinion compelling individual governments to suppress it in its entirety, and to create such opinion the fullest information is essential.

BEAUTIFUL BOOKS.

There are practical possibilities to the device invented by Rear Admiral Bradley A. Fiske which reproduces the printed page in a microscopic scale and reverses the process to permit its reading with comfort and convenience. It is hoped that it may make it possible to print important but highly specialized books with great economy, some of which would otherwise never return the cost of their publication.

But when the Admiral speculates on tabloid books of fiction, philosophy and information, he ignores a pleasure in good reading which deserves its share of respect. He forgets the enjoyment to be derived from the physical beauty of a well-made book, the luxury of rich bindings, the richness of good paper and the satisfaction of good, black type in wide margins. He seems to deprecate in the name of utility the patient genius of bookmakers and typographers of old, who set artistic standards that still deserve imitation. He ignores the fact that it is not only useful and pleasant to read books but a pleasure to own and handle them if their beauty and dignity deserve it.

Don't permit familiarity with your job to breed contempt for it.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday Out Around included brief calls at Sidney, Stanton, McBrides, Edmore, Six Lakes, Lakeview and Amble. Our first stop at Sidney precipitated the first unpleasant experience I have been forced to face for many years. Three or four years ago I obtained the order of L. C. Noah for the Tradesman. In taking orders for the paper I have always used continuous orders, which have been passed upon by an official of the Postoffice Department. In soliciting signatures to the orders, I invariably remark: "Here is a continuous order, subject to cancellation by you any time you are not satisfied you are getting value received. All I ask is that you comply with the condition of the order, which is that you pay for the papers you have received to date at the rate of six cents per week. If, after reading the paper a week or a month, you decide you do not care for it, and will promptly write me to that effect, your money will be returned to you on request. If at the end of the year you write me that you have read the paper regularly and have not profited therefrom to the extent of \$3, your money will be refunded."

I make this statement as concisely and briefly as I know how, because I do not want to enter any name on our subscription list without a good understanding to begin with. I think this is one reason why I seldom have any controversy with any patron. Nine hundred and ninety-nine out of a thousand are so well pleased with the Tradesman and the effort I am making to improve mercantile conditions that they would not consent to part company with it if the price were \$10 per year.

Mr. Noah greeted me with the remark that he had signed an order for one year only and that he would pay me all he had agreed to pay—and no more. I told him as plainly as I knew how that I have never taken a yearly subscription in my life, because I want to feel that my readers are permanent patrons so long as I am able to function to their entire satisfaction; that any time they were not satisfied with the paper, they can stop it on paying up to date; that if he had met misfortune or faced reverses, I would cheerfully charge his indebtedness off to profit and loss and forget all about it, as I have cheerfully done in many cases, but if he was paying 100 cents on the dollar to his other creditors, I must insist that he live up to the letter and spirit of the obligation he entered into when he signed the order for the paper; that a man who did not regard his signature as a sacred obligation, to be lived up to in man fashion should be taught a salutary lesson in business ethics and that I would feel it my duty to act as teacher in his case.

Nothing I could say appeared to have any effect on Mr. Noah, whose remarks were confined almost wholly to personal abuse, which indicated very plainly that he was impervious to

either reason or argument. I have accordingly placed his account in the hands of an attorney, who will give Mr. Noah an opportunity to explain his position to the court.

It may seem to some that this is a small matter to discuss at such length in this department, but it is not the comparatively small amount at stake, but the vital principle involved which leads me to present the matter to the attention of my readers. A man whose word is not good soon finds his level in this world. A man who does not regard his signature as sacred, to be honored at all times and under all circumstances, ignores or defies the fundamental basis of all business and morals. No man should ever sign any paper until he has had ample time to read and digest the contract he is asked to enter into, but having once signed it he should carry it out to the letter, whether it brings him profit or involves him in loss. Any man who does not act on this theory is not a good citizen, a good merchant nor a good Christian.

With five merchants at McBrides—all steadfast supporters of the Tradesman—I was sorry to find an atmosphere of rivalry which bodes no good to the town and the welfare of the merchants. Because of the action of one of the merchants, all feel compelled to pay 30 cents per dozen for eggs when they cannot find a market for their purchases on a profitable basis. Reasonable and friendly competition in business is the life of trade, but too intense competition is the death of good business. I hope to find a more sensible and wholesome atmosphere in McBrides the next time I visit the town.

Speaking of eggs, I am pleased to note the tendency to grade eggs according to their size and appearance in many localities. A Grand Rapids house is now classifying its egg receipts as choice, general run and pullets. California producers go one step further and make four distinct classifications. It certainly looks as though the farmers who keep small hens whose eggs are seldom larger than pullet eggs should be properly discriminated against, because the theory that "an egg is an egg" is rapidly being exploded. One thing which will contribute to this result is the disposition of city people to drive out in to the country and purchase eggs of producers who keep good sized hens. This practice has a tendency to divert the small eggs into the hands of merchants who purchase their supplies of country peddlers, who will be the hardest problem to face in the work of improving the size and appearance of our egg products. Of course a universal change in the sale of eggs from count to weight would bring about an ideal condition in handling eggs, because it would give the producer of large eggs the advantage he deserves and penalize the sharper who produces small eggs by putting him in a class by himself, as he deserves.

At Edmore I was told that the Roach cannery would complete its

pack of pumpkin and squash Saturday and that for the next six weeks it would undertake to run on red kidney beans, which are very scarce and hard to obtain this year. The Edmore cannery has enjoyed a long and prosperous season, much of the goods put up having been brought in by truck from long distances away.

Speaking of one of the Roach canneries, reminds me that Mr. Roach received much benefit from his long stay in his cottage at Juniper Beach, Lake Michigan, during the summer and that he is nearly restored to his usual robust health. This will be welcome news to his myriad of friends, his army of employes and the 10,000 farmers who grow fruit and vegetables for his various canneries.

At Lakeview, Peter Hansen was apparently as happy as a basket of chips over his resumption of ownership of the "R" store. "I trimmed 'em good and plenty when I sold to the National Grocer Co. and I trimmed 'em good and plenty when I bought it back," remarked Mr. Hansen. Perhaps this action may serve as a key to the explanation why the manager of the dual organization lost \$3,000,000 in a few months, undertaking to high hat people into the idea that he was the "it" in solving mercantile conditions. Perhaps, Peter may be called upon to make up some of this loss, which I think he would cheerfully do.

A country merchant writes me to enquire if the A. & P. can prevent him from painting his store front red. I am certainly surprised to receive such an enquiry from a man who bears every evidence of being sane and sensible. The A. & P. has no more right to the exclusive use of red paint than it has to the sole use of the atmosphere we all breathe. The Government uses red, white and blue in its flag, but it never makes any exclusive claim to the combination except in producing the National emblem. I have heard of many cases where the A. & P. has undertaken to prevent the use of red paint on store fronts, but I never heard of a case where the A. & P. resorted to the law to enforce this demand. The organization knows better than to appeal to the court on a claim which has no merit in either law or equity.

When Grand Rapids threw overboard the aldermanic system, a dozen or more years ago, and substituted the commission form of government for the unwieldy method formerly in use, it was thought we had solved the problem of municipal management, but recent events have proved that we were sadly mistaken. The first commission was composed of thoroughly representative and high grade men and the mayor was worthy of respect and co-operation. Now the majority of the commission are of no particular character and standing in the community and the city manager is the most astute politician the city has ever possessed. Every subject which comes before the commission for discussion and action must first be dragged through the mire of party politics. The action—or

lack of action—in the auditorium matter is in keeping with the policy of small men with stunted intellects, bigoted ideas, narrow visions and entire absence of civic righteousness, fairness, justice, common sense and common decency. It is enough to make a horse laugh to think of a great city like Grand Rapids being governed—misgoverned I should say—by persons of this type.

Sheffield Bros. have removed their grocery store and meat market from Seventh street, Grand Haven, to a location near the corner of Franklin and Fifth streets, near the First Presbyterian church. There are five Sheffield brothers connected with the business, two as partners and three as clerks. They conduct the best grocery store Grand Haven has ever had. They handle the best goods the market affords and sell at reasonable prices. Their first aim is to please their customers, whether the transaction involves profit or loss, which means that they have the vision to see far ahead, which too many grocers lack. One of the brothers leaves Grand Haven at 2 o'clock every morning for Grand Rapids, returning at 7 a. m. with the best line of fruit and vegetables the public market here affords.

The weekly publication Time was asked to present the record of Couzens as United States Senator and complied with the request. Among other things it said: "He votes dry and drinks wet. He smokes and swears profusely. He is known as an independent voter, a violent partisan, a dogged fighter and is the Senate's wealthiest member. His voice is hoarse, bluntly eloquent in committee, but weak and flustered on the Senate floor."

Thousands of Michigan people who have invested in Florida bonds during the boom period a few years ago and found to their sorrow that the ability and willingness of Florida municipal officials to play fair were considerably below par, will be interested to learn that the Attorney General of that state has ruled that the proposition to float a bond issue by the state to take up the defaulted municipal issues is not permissible. The full text of his ruling is as follows:

The Constitution of Florida provides that the Legislature shall have power to issue state bonds only for the purpose of repelling invasion or suppressing insurrection, or for the purpose of redeeming or refunding bonds already issued at a lower rate of interest. The latter provision has no application to Florida at the present time, as the State has no outstanding bonds which would require refunding.

The credit of the state cannot be pledged or loaned to any individual, company, corporation or association, nor is the state to become a joint owner or stockholder in any company, association or corporation.

The Supreme Court of Florida has held that the provisions of the State Constitution which prohibit the state from issuing bonds impliedly prohibited the state from guaranteeing or underwriting bonds of a political subdivision and also prohibited the state from making an appropriation of money to enable one of its political subdivisions to pay off the principal or

interest of its bonded debt in whole or in part.

Cities and towns may issue bonds for the purpose of building or repairing public buildings, or water works, on constructing other public works of the cities or towns, widening or extending streets or parks, purchasing or establishing public utilities of the cities or towns or for any other municipal purpose to an amount not exceeding 10 per cent. of the assessed value of the real or personal property within its corporate limits.

The general law does not apply to any city or town, additional bonds of which with the existing bonded indebtedness shall not exceed 10 per cent. of the assessed value of the real and personal property within its corporate limits; provided, that no bonds shall be issued by any city or town until the question of issuing the same shall have been decided in favor of the bond issue by an election held for that purpose in the manner provided by law.

Nor does the general act apply to cities and towns which have special charters from the Legislature, nor to the law which authorizes street improvement bonds to be issued. As most of the Florida cities and towns have special charters, the general state law has very little application.

It strikes me that the action of the local branch of Sears, Roebuck & Co. in advertising eighteen bars of Palm Olive soap for \$1 and then undertaking to hand out Palm soap instead is pretty small business for a house which makes any pretensions to being decently decent. The substitute may be good soap for all I know, but it is not what was advertised and not what should have been furnished people who responded to the newspaper advertising put out by the Chicago concern. Palm soap bears the name of Sears, Roebuck & Co. and is evidently handled solely to prey on the good name of the widely advertised Palm Olive brand. A deliberate and carefully studied attempt to deceive the public is shown in the production of the imitation. The shape, size and wrapper used on the spurious article are all close imitations of the genuine product which has achieved such a wide sale by reason of good quality and persistent advertising. So long as people patronize shyster houses of this character just so long may they expect to be deliberately swindled by specious promises, false advertising and all other concomitants of crooked merchandising such as Sears, Roebuck & Co. know so well how to exploit. It is certainly very unfortunate that Grand Rapids has no one who is especially authorized to put a check on this sort of cheap and nasty swindling by prosecuting the culprit by court procedure under the fraudulent advertising act enacted by the Michigan Legislature a few years ago.

I don't think I ought to close this week's diversion without a brief reference to the wonderful coloring of the trees, vines and shrubs in the country. Because of the prolonged drought during the summer I was afraid the leaves would leave the trees before the usual fall coloring put in an appearance, but I have been happily disappointed. I think I never saw Nature more prodigal in wonderful colors than she is this year. This applies to the elevations and hill tops as well as the valleys and ravines. It struck me that

everything was at its best last Saturday. A prolonged rain with high wind will probably impair the brilliant colors now in evidence. E. A. Stowe.

Tribute To the Late William L. Chapman.

William L. Chapman was born in Wasioga, Minnesota, March 17, 1869. When he first came to Michigan he lived in Saginaw and worked for the Wm. Barie Dry Goods Co., traveling for that house in Northern Michigan until it went out of the wholesale business. He then went with Carson, Pirie, Scott & Co., of Chicago, and stayed with them for a while. Then, fifteen years ago, he went with Edson, Moore Co. and was with them until the time of his death. He covered the same territory—Northern Michigan—with a line of dry goods for thirty years. He was a charter member of the U. C. T. of Traverse City, where he had resided for a number of years and was instrumental in helping to draft the absent voters law. For four years he ran a little store at the State tourist park, just outside of Traverse City, but later sold it to go into the cherry raising business. He had a farm of 2,000 cherry trees on the peninsula, about three miles from Traverse City, in which he took a great interest and had great plans for beautifying the shore line at his place, and sometime quitting the road and living there during the summers.

He suffered an attack of the heart and while he was able to get around to a certain extent up to the time of his death, he really never recovered from the attack. As a last resort he went to the Battle Creek Sanitarium, but died there the morning after his arrival—Sept. 17.

Will was a member of the Masonic fraternity and was very active in the U. C. T. at Traverse City. He was very well thought of by Edson, Moore Co. He was a good worker and had lots of friends among the merchants of his territory. He was considered a good salesman and sold a lot of goods. He was a man of sterling character and beloved by all who knew him.

He was buried at Traverse City on Saturday afternoon, Sept. 20.

Left to mourn their loss are the widow, Mrs. Mary Chapman, 417 West Seventh street, three daughters, Mrs. E. K. Crosbie, of Marshall, Okla., Mrs. J. R. Hull, of West Winfield, N. Y., Mrs. H. E. Masters, of Cleveland, Ohio, and a step-daughter Alice Porter at home. There are also two brothers, Frank Chapman, of Bozeman, Mont., and Clinton Chapman, of Lincoln, Minn., and four grandchildren all of whom were at the services.

Louis J. Koster.

A Permanent Display Booth.

A good demonstration of well known products will usually hold the attention of the impatient customer who wants immediate service, or is inclined to be nervous while waiting to be taken care of. Realizing this, a grocer of New Rochelle has installed in his store a permanent demonstration booth for nationally known items, and he makes it a practice to change the demonstration once a week. He reports that there has been a rapid increase in the sales of the items displayed.

TO MEMBERS OF THE NATIONAL WHOLESALE DRUGGISTS' ASSOCIATION

LEE M. HUTCHINS, Pres.

A considerable amount of emphasis is usually placed upon the forthcoming President's Address at the Annual Meetings of the NWDA.

When I consider the character of our organization, the wide scope of its operations, and splendid committees submitting Annual Reports, I am of the opinion that it is not only unnecessary, but would be out of order to a considerable extent, for your President to engage in extensive detail.

We have now operated one-year under what we might consider an enlarged budget, in furtherance of certain classes of work which were considered fundamental, and I am convinced they should be made important parts of the work of our organization. Expressing my appreciation of these things, and feeling sure that it is my privilege and my duty, I will proceed to touch upon these items in a rather rapid way. I am well aware that the report which is to be given by our most competent Secretary, together with the reports of the Committees are so prepared and arranged that our business meetings will be of vast interest to you all.

The fiscal year which is now about to close has been one in which our operations have been somewhat embarrassed by what we call "a depression." Please do not shudder because I have mentioned this, and rest assured that I am not going to discuss it. We are told that this is largely a "mental condition", and it would be quite to our advantage if this belief could prevail, and to the extent that it would be a reality. The facts are however, that there are hundreds of places in our country at the present time where there is a difference between a mental condition and a bread line. However, we believe that the Rubicon has been crossed, and that the extravagances which we have practiced in every walk of life during the last few years are now not only paying the penalty of our acts, but are clearing for better days. We must "ride out the storm", and divide with the hungry and homeless, and based upon our experiences of the years of the past, we shall very soon be in our regular and accustomed forms of operations.

We are met here as Wholesalers and Manufacturers of drugs and sundries. It might properly be said that Jobbers are the selling agencies of the manufacturers. This question will be discussed to a considerable extent in the informal meetings of this convention. Allow me to say to you that all thru the world, as you and I know it, the process of growth manufacturing and preparation for final use is the same. If the Wholesaler as a distinct organization should pass out of existence then someone else would be obliged to take up the task of placing merchandise in the hands of the retailer, and by that act would be obliged to assume some kind of an organization to do just what we are doing. Now to me the only possible danger as to the position of the Wholesale Distributor lies in another line of argument such as his relation to the manufacturer and to the retailer, and by necessity of this relation the question distinctly arises as to the cost of distribution.

FAIR TRADE PRACTICE

The Wholesaler must carry anywhere from 25,000 to 40,000 items, and a very large percentage of them are for daily accommodations of the retailer, and saves him the necessity of a large capital in operating his business, but at the same time it increases the cost of distribution.

I approach the next division with a little caution and trepidation and at the same time not with any fear. This is the matter of our attitude and our operations as regards the Federal Trade Commission, and what we call "Fair Trade Practice." I would not argue this at length because I am very sure that I would hurt the feelings of someone in this audience. About twelve years ago there were twenty-six of us who were officers and Members of the Board of the N. W. D. A., who were arrested as Wholesalers belonging to the National Association for violating the Sherman Act. This case was in the courts for about six years, and was dismissed without prejudice. The charge referred especially to the fact that Wholesalers were combining as to prices and modes of doing business. Knowing the inside facts there were none of the twenty-six who expected to spend any particular time at Leavenworth. All of this produced the impression with us that it was time for us to "Stop, Look and Listen". We are aware that styles change, that the old fashioned rules of conduct seem to have been somewhat modified in late years, that even the interpretation of law by those who are supposed to be qualified, have been modified during the last ten years, and without any fear that I am transgressing as to the courtesy which I should pay to supreme authority, I am taking the liberty of saying, that during the last ten years, there has not only been formed, but actually brought into existence in this country, operations of state and national character in comparison to which the past could be looked upon as only a shadow. I am firmly of the opinion that such proposed acts as the Capper-Kelly bill and such things as we have recently hesitated to do, can be accomplished without fear of having transgressed the rights in any way of our fellow men. I am of the opinion that we have hesitated too long, and I take the liberty of saying that I think that our

property rights are such that in the immediate future, and in the years to come, we will be upheld for doing many things that may have seemed doubtful in the past, and none of these to the detriment of the individual or community with which we come in contact.

BANKRUPTCY LAW

There is a general agitation all over the country relative to the present bankruptcy law. Not long after the Civil War a bankruptcy law was enacted and the entire spirit of the same was to free man from his debts, so that he could go back into business again. That worked good results, and after it had accomplished what our Congress thought it should accomplish in this country, it was repealed. After the debacle of 93, another bankruptcy law was enacted, and it is not necessary for me to go into detail upon this question, but only to say to you as a reminder, that the attending corruption surrounding many features of this law and its administration is worthy of our attention. The results thus gained are less than 10% on the average, and there are organizations scattered thruout the country whose business it is to create bankruptcy cases, and it is my opinion that the law should either be repealed or it should be amended so as to operate upon first-class business principles. I recommend our interest in this important matter.

FIRE INSURANCE

We have in the past had very good papers presented to us upon the subject of Fire Insurance. The general public has for many years entertained the thought, and it has even prevailed somewhat among Insurance Solicitors, that retail and wholesale drug stores are dangerous institutions from the standpoint of fire caused by explosion or otherwise. This is not true, and it has been proven by the scarcity of fires in both branches of the business for many years. Your speaker has contacted with three or four of the largest Fire Insurance Associations in the United States within the last few years on this very question, and I recommend that a committee be appointed not only to produce a report each year but to make a study of Fire Insurance as regards drug houses, and I am confident that a better rate can be obtained than we have had in the past.

PHARMACY WEEK

I endorse and encourage the present work relative to Pharmacy Week, and I believe it a distinct force and power to bring back to the consumer's mind that a Drug Store is yet a Drug Store. Regardless of the diversities of the lines carried and sold by the Retail Druggist, the public is obliged to admit that the store of the retailer, if well stocked and well conducted is the place to which the customer goes many times due to emergencies which occur either to the individual or to the family. The State and Federal requirements are such that men who are conducting retail institutions should be in their communities regarded as honorable and competent. It is a known fact that it is the one place in every community, town or city, where confidences can be exchanged and service rendered that is unique in every way. When we consider the individual, the family, the community, and the tourist, and the tourist as he goes about the country, his first interest when he approaches any particular place, and an emergency arises, the immediate inquiry is for the Drug Store. We should lend all the help we possibly can to the Retailer in accentuating the fact that in every one of these institutions is a man who is competent and should be first-class in every way.

CREDIT AND COLLECTIONS

This is a very interesting feature of our work, and we have had some very excellent papers upon credit and collections for many years, and this Committee should be continuous, and it is my opinion that they should go even further than they are going, and undertake to persuade Commercial Agencies, on account of the complexity of American business, to perfect and organize to such an extent that they will be of more worth to the banker, manufacturer and merchant than they are at the present time.

ANNUAL DUES

I am convinced that I have arrived at a time in this report when I should finish the same by making several recommendations for the future. In the first place I very earnestly recommend that proper steps be taken by a committee or otherwise to revise the matter of our Annual Dues. There is some dissatisfaction among our active members over our present method of assessing dues, as set forth in our Constitution and By-Laws. It is not surprising that there should be some dissatisfaction. In all trade associations having as large a membership as the N. W. D. A., and in which the character of the business of members is so varied as in the N. W. D. A., one usually finds some members who are dissatisfied with the method of assessing dues. In our own organization, prior to the last change in our Constitution and By-Laws, there was considerable dissatisfaction expressed on the floor of the convention with the method of assessing dues formerly enforced.

When the last change was made, the Association attempted to set-up a

system which would be more equitable and fair to all. The chief criticism of the new system has been directed against the method of handling dues for branch houses. This, in some instances, appears to work out in a somewhat inequitable manner. The subject is one which should be carefully reviewed by a representative committee. Your President, therefore recommends that a special committee of seven members be appointed by the incoming President to make a special study of the method of assessing dues, with definite recommendations for changes, and to submit such report at our next meeting. In this connection it should be pointed out that this proposed special committee on dues should no doubt hold at least one joint conference with the proposed special committee on major activities. This is desirable because the total amount of dues to be raised in the future must, in part at least, be based upon the major activities which the Association is to carry on.

STATISTICAL DIVISION

We believe that a very large percentage of our membership recognizes the importance of having available the facts which have been brought to light through the work of our Statistical Division. Do we need to carry this research further? Will additional facts be of value to us? Is it likely that the continual changes which have taken place in the field of distribution will call for new facts in order to meet new situations?

RESEARCH BUREAU

For a number of years we have vigorously supported the work of the Druggists' Research Bureau. In fact, the Bureau was organized through our efforts. Should we continue to take a leading part in promoting and carrying on this work? Is it essential for our welfare as Wholesalers that we continue this support, which, during the past year, has been equaled by the support given by retailers themselves?

EDUCATION AND RESEARCH

Our Committee on Education and Research has continued to make available to all Wholesalers splendid window displays suitable for use by our retail customers. A larger number of Wholesalers and Retailers have utilized this material during the last year than ever before. Does this work pay? Should it be continued? These are questions which many of our members are asking themselves.

LEGISLATIVE

Some of our members also raise the question of value received from the efforts of our Washington representative and Legislative Committee. Other activities, involving lesser expenditures and comparatively small amount of effort, have likewise been the subject of serious thought and discussion by many of our members during the last year. Your President looks upon these discussions of the activities of the N. W. D. A., as a good sign. They are a true indication of a real serious interest in and regard for our Association. The answers to these questions which many of our members are asking should not be made by one or two officers of the organization; neither should they be hurriedly made by the entire membership assembled in convention. Each of these major activities should be carefully studied by a special committee, which committee might measure all of the factors involved, the benefits obtained, the cost, etc. A complete report, after careful investigation, should be prepared, and then submitted to our convention for final action. It may be found that some of these activities should be modified, but retained. It may be found that others should be discontinued. Again, possibly some should be continued in the future along similar lines to the past. Your President recommends that a special committee of seven members be appointed by the incoming President, to make a special study of these major activities during the coming year, and submit a complete report on each activity at our next convention.

THE N. W. D. A. A DUAL ORGANIZATION

There are many trade associations in this country representative of manufacturing, wholesale, and retail interest. Few, however, combine in one association the activities of wholesalers and manufacturers as does the N. W. D. A. We should not lose sight of this fact. The early founders of the N. W. D. A., were no doubt far-sighted when they made provision for manufacturers as well as wholesalers in our organization. The problems of distribution for their successful solution call for a means of collective contact between the producer and the wholesale distributor. The N. W. D. A. affords this opportunity. Ours is a dual organization. Our earlier creation of a Manufacturers' Committee was a step in the right direction. We must not lose sight of the fact that while many of our problems are joint problems, which will be worked out by collective efforts, at the same time the manufacturer and the wholesaler each has individual problems which must be solved by the groups separately. For many years our drug manufacturing friends have maintained separate organizations for handling of the individual problems which are of concern to one or another of the particular manufacturing groups. We, as whole-

(Continued on page 32)

FINANCIAL

Money Conditions Easy And No Shortage of Funds.

Money conditions are easy and in almost no part of the State is any shortage of funds indicated. Industrial activity, on the other hand, although well above the July rate, has shown some decline from the rate maintained in August. Furthermore, recent movements of a number of National barometers of trade and industry, such as steel mill activity, electric power production and freight carloadings have likewise been disappointing. In the face of these facts, however, many competent observers feel that gradual recovery is near at hand. In support of this contention, they point to the following facts: (1) Prices of many commodities have declined to levels which have encouraged moderate forward commitments; (2) compared with a year ago, our foreign trade balance is larger; (3) a net gain in gold stocks has been made; (4) savings deposits are up; (5) ship building activity is greater; (6) the volume of outstanding installment credit has been substantially reduced; and (7) conditions in the money market are so sound and healthy as to command little or no attention.

Commercial paper rates are now 3 per cent. compared with 6 1/4 per cent. last year; Federal Reserve rediscount rates are only half the level of a year ago; mortgage money is in more ample supply than for some years; member borrowings are at the lowest level since the war period; and bond prices are at the highest levels attained since early in 1928.

Trade in the Detroit area during September, measured by bank debits, increased materially, but this gain was not so great, relatively, as the gain made in the same period of 1929. The total of bank debits in the week ended September 24, 1930 amounted to \$265,000,000, a gain of 13 per cent. over that reported in the same week of August, whereas in the same period of 1929, the gain amounted to 44 per cent. Industrial activity fell below the August rate. Automobile output declined about 25 per cent. from the August total, but exceeded July output by at least 5 per cent. Employment on September 15, according to the Detroit Board of Commerce index, was 5 per cent. below that reported August 15, but 39 per cent. above the July 15 figure.

A steady increase in retail trade for Flint is indicated by bank debits. In the week ended Sept. 10, they totalled \$7,900,000; in the week ended Sept. 17, they amounted to \$8,700,000; and in the week of Sept. 24, to \$9,300,000. One of the leading producers of light cars located there has maintained a constant rate of output throughout the month, and a maker of medium priced cars has actually expanded operations in the last two weeks. Some increased building activity is expected in the next few weeks. Flint building permits issued in August amounted to \$953,879, which compares with \$208,951, in July, and \$1,500,663 in August, 1929.

Industrial activity in other centers, such as Jackson, Pontiac, Saginaw and

Port Huron, where automobiles and automobile parts are manufactured, is reported below normal. Some increase in industrial output and employment is expected in Jackson, Saginaw and Port Huron in the near future. In the latter city, the paper plants are operating on normal schedules; one new plant has started production, and two new retail stores were recently opened. Employment in Lansing during August advanced 12 per cent.; a similar increase occurred in industrial power consumed; and carloadings were 6 per cent. greater. September reports are expected to show further increases. One of the leading automobile companies of Lansing will announce its new models in the immediate future and this should be a factor in improved business.

The manufacturing situation in Southwestern Michigan cities, with the exception of Battle Creek, is very little different from that reported for industrial cities in Southeastern Michigan. On the basis of the first eight months' business, 1930 has proved to be a better year than 1929 for Battle Creek, and unemployment of local people is not extensive. A large foreign order is expected to keep the threshing machine company in that city busy for some weeks.

At Kalamazoo an increase in total bank debits has been registered in each of the last four weeks. Employment in the city's chief industry, paper manufacturing, declined in August, but no further decline has been reported in September. Several new building contracts of substantial amounts are soon to be let.

Industrial activity in Grand Rapids is expected to show some increase in the next few weeks, but at present there is little change from the rates of a month ago. As in Kalamazoo, bank debits have increased in each of the last four weeks. Insofar as these totals indicate retail trade, further increases of a seasonal nature are expected.

In summary, out of eighteen reports received from bankers in Southwestern Michigan, eight predict no change of manufacturing activity in their respective cities in the immediate future, two believe that a decline will take place soon, and eight look for improvement during the next few weeks.

With the vacation season at an end, business in the Northern counties has declined to relatively small volume. The decline in retail trade is especially marked and employment also has fallen off.

In the Upper Peninsula, a mixed condition of business exists. At Bessemer, Negaunee and Sault Ste. Marie industrial activity and employment continue to be normal. At Hancock and Iron Mountain, on the other hand, employment is much less than it was a year ago, and is still decreasing. Building activity in Ironwood and Marquette showed some increase in the early part of September.

The drought condition, which was especially severe in Michigan between July 20 and August 10, was very detrimental to the principal farm crops. The Michigan Crop Reporting Service states that on Sept. 1, the condition of six main crops—corn, potatoes, beans,

alfalfa, buckwheat, and pastures—went below the lowest figure for this date on record. The fruit crop in general has suffered less than most of the late crops. Among the latter, corn and beans were especially badly affected. This month's estimate of corn production is 44 per cent. below the average of the last five years, and the bean crop, with a larger acreage sown this year than ever before, will be the smallest crop harvested since 1927.

At a recent meeting of the Great Lakes Regional Shippers' Advisory Board, it was estimated that freight car requirements for the fourth quarter in the Great Lakes district (including Lower Michigan, and parts of Indiana, Ohio, Pennsylvania, New York, and the province of Ontario)

would be 13.2 per cent. less than in the final quarter of 1929. An interesting feature of the Board's estimate relates to the demand for freight cars for automobile shipments. While the reliability of this estimate as a forecaster of automobile output is somewhat impaired by the fact that many automobiles are driven through or trucked to their destination, it is to be noted that for normal years the estimates themselves have been more than 95 per cent. accurate as regards the final requirements of freight cars for automobile shipments. Therefore, the statement that October requirements will be well under October, 1929 needs; that the number of cars required in November will about equal those used in November, 1929, and that the De-

The Measure of a Bank

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

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



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cember total will be about 5 per cent. above the actual number of cars used in December, 1929, merits more than passing notice. The point of greatest significance in these monthly forecasts is not so much that December requirements will be greater this year than last, but that there will have been a sharp increase in relative requirements each month from October on through the quarter. Furthermore, this characterization of activity in the automobile industry during the final quarter of 1930 is in accord with general opinion in the industry. Efforts to supply dealers with new models, announcements of which will appear almost weekly from now until the end of the year, will be a big factor in increasing output in the next few weeks.

Ralph E. Badger, Vice-President,
Carl F. Behrens, Economist,
Union Guardian Trust Co.

Cheap Money Reaching Base.

Diversion in increasing volume of the country's funds from speculation into the primary channels of production in the last month is accelerating the corrective processes that have come into the ascendancy since the beginning of the year.

Not so much money was raised through corporate financing programs in September this year as in the same month a year ago, nor does the grand total volume of money raised in this manner in 1930 so far equal that in corresponding 1929 months, but the real story of what is happening lies elsewhere. It lies in the character of the channels into which money once obtained from investors is poured. Is it poured into "productive" or into "non-productive" channels?

Up to this time a year ago, the preponderance of stock issues, the emphasis on flotations by financing companies and the drift toward speculative instrumentalities showed that the country's investment funds were not going immediately into the primary channels of production. Instead the money was going into various tributary channels that were alluring enough in themselves but feeding only indirectly the main stream.

Corporate financing in the first nine months of 1930 put into new hands but \$5,945,000,000 whereas investors gave, through their purchase of securities in the same 1929 period, \$9,579,000,000 to various financing programs. But that is not the significant difference. What we might reasonably call "non-productive" financing in 1930 to date totals only \$1,062,000,000. In the same 1929 months it totaled \$4,357,000,000.

In departments where the expenditure of capital is destined to give a maximum of benefit to industry there have been solid gains. Foreign enterprises have been able to obtain \$745,000,000 this year as against only \$287,000,000 a year ago. Borrowers starved by the high-money rates last year, have been able through the sale of bonds to raise \$4,158,000,000 so far in 1930 as against \$2,669,000,000 a year ago.

One enterprising business diagnostician, John Moody, reduces this whole picture to a single figure. He reckons that the average ratio of productive issues to the total had declined from

59.7 per cent. in 1926 to only 29.7 per cent. in the first nine months of 1929. The ratio this year has jumped to 57.7. It is perhaps the most impressive evidence we have in this country that industry viewed as a whole is getting back on a solid foundation.

Paul Wilard Garrett.
[Copyrighted, 1930.]

Sears, Roebuck & Co. Lie To Public.

This is not a question of short measure, or underweight practices, it is the plain statement of the fact that Sears, Roebuck & Co., in Grand Rapids lied to and defrauded the public.

One Wednesday, Oct. 8, Sears, Roebuck & Co. ran a full page advertisement on page 12 of the Grand Rapids Press. In that advertisement one of the prominent items was as follows:

POPULAR TOILET SOAPS 18 BARS FOR \$1

\$1 "Lux" "Palmolive" or "Life-buoy" soaps . . . offered here at distinct savings. Buy a supply now!

On Wednesday morning, Oct. 9, at 10 o'clock, Mrs. Hugh K. Harris and Mrs. Winifred Meech went into Sears, Roebuck & Co.'s store and asked for the advertised Palmolive soap. The sales girl handed them a green soap in a green wrapper which was made to appear like Palmolive, but was labeled "Palm".

Refusing the soap the women asked again for Palmolive and were informed by the clerk and by the floor manager that there was no Palmolive in the store. The clerk again proffered the fake soap with the statement, "This is just the same as Palmolive."

Dozens of women were buying the soap at the time under the impression it was as advertised and represented.

That is downright, plain fraud and this entire statement is subject to legal verification at any time.

Such methods of merchandising are a disgrace to the trade and this is but one more concrete evidence of what chains mean when it comes to bargains.

Hugh King Harris.

Seek Return Limit On Piece Goods.

Merchandise managers are giving consideration to adoption of regulations for the establishment of a minimum yardage that a customer may return on a purchase of piece goods. Co-operative action setting up such a minimum has recently been taken by Chicago stores. A few of the local stores have also set such a limit, but the movement under way seeks its general adoption. The matter will come up at a meeting of merchandise managers to be held in New York City this week. Means of improving the merchandising situation in rayon goods, particularly with reference to raising quality standards, will also be discussed.

Cleanliness and happiness are closely related.

A SUPERMAN is hard to find

Don't expect any one individual to be endowed with all the qualities needed to make an ideal trustee under your will. Such a superman is hard to find.

The complicated work of settling an estate calls for the expert knowledge of many able men. In the course of time individuals may drop out of our institution but, being a corporation, our work as executor and trustee continues from generation to generation.

After you have talked with us, we think you will realize the many ways we can be helpful in carrying forward your plans as directed in your will.

BANKERS TRUST COMPANY OF MUSKEGON

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank



L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 30—On this day was held the first meeting of creditors in the matter of Ralph Hellings, Bankrupt No. 4172. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Certain creditors were present in person. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Arthur M. Schneider, Bankrupt No. 4222. The bankrupt was present in person and represented by attorney Robert E. Spriggett. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Ludovic F. Buchanan, doing business as L. F. Buchanan, Bankrupt No. 4218. The bankrupt was present in person and represented by attorneys McAllister & McAllister. Creditors were present in person, and represented by attorneys Dunham, Cholette & Allaben; Hilding & Hilding and Cleland & Snyder and by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Merle C. Baker, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Oct. 1. On this day was held the first meeting of creditors in the matter of James Blanksma, Bankrupt No. 4120. The bankrupt was present in person and represented by attorney L. D. Averill. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

Oct. 1. We have to-day received the schedules, reference and adjudication in the matter of Edward S. Raymond, Bankrupt No. 4252. 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 real estate salesman. The schedule shows assets of \$1,150 of which \$750 is claimed as exempt, with liabilities of \$9,225.25. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

Oct. 1. On this day was held the first meeting of creditors in the matter of Orlo Meyers, Bankrupt No. 4212. The bankrupt was present in person and represented by attorney John G. Anderson. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Carl R. Olson, Bankrupt No. 4216. The bankrupt was present in person and represented by attorney Jerome E. Turner. Creditors were represented by H. H. Smedley, attorney and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. Russell Straley, of Muskegon, was elected trustee, and his bond placed at \$1,000.

Oct. 3. We have to-day received the schedules, reference and adjudication in the matter of Ralph Nisi, Bankrupt No. 4255. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$20 of which the full amount is claimed as exempt, with liabilities of \$1,291.40. The court will write for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 3. We have to-day received the schedules, reference and adjudication in the matter of Warren F. Farrand, Bankrupt No. 4256. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Eaton Rapids, and his occupation is that of a laborer. The schedule shows assets of \$3,425 of which \$1,000 is claimed as exempt, with liabilities of \$4,971.10. The court will write for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

Oct. 1. On this day was held the first meeting of creditors in the matter of Albert J. Schultz, etc., Bankrupt No. 4223. The bankrupt was present in person and represented by attorneys MacDonald &

MacDonald. Creditors were represented by attorneys H. H. Smedley and Willard G. Turner, Jr., and by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. George D. Stribley, of Muskegon, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Oct. 2. On this day was held the first meeting of creditors in the matter of David E. Acker, Bankrupt No. 4225. The bankrupt was present in person and represented by attorney W. F. Umphrey. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Claude C. Cole, Bankrupt No. 4219. The bankrupt was present in person and represented by attorneys Hilding & Hilding. Claims were filed only. The bankrupt was present and sworn and examined without a reporter. No trustee was appointed for the present. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of I. Gudelsky & Sons Co., Bankrupt No. 4197. Teh bankrupt corporation was not present by its officers, but represented by attorney Oscar E. Waer. Creditors were represented by attorney Harold H. Smedley. Claims were filed only. George D. Stribley, of Muskegon, was elected trustee, and his bond placed at \$2,000. The first meeting, and examination of the officers of the bankrupt, then adjourned to Nov. 5.

Oct. 6. On this day was held the first meeting of creditors in the matter of Charles Richmond, Bankrupt No. 4231. The bankrupt was present in person and represented by attorneys Balgooyen & Cook. No creditors were present or represented. Claims were filed only. The bankrupt was sworn and examined without a reporter. Lou L. Landman, of Muskegon, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Oct. 6. We have to-day received the schedules, reference and adjudication in the matter of Ralph Bronkema, Bankrupt No. 4257. 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 schedules show assets of \$330 of which \$300 is claimed as exempt, with liabilities of \$790.89. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Morris E. Newell, Bankrupt No. 3971. The final meeting of creditors has been called for Oct. 20. The trustee's final report and account will be approved at such meeting. There may be a small first and final dividend.

In the matter of Ray Scher, Bankrupt No. 4040. The final meeting of creditors has been called for Oct. 20. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of George G. Doxey, Bankrupt No. 4049. The final meeting of creditors has been called for Oct. 20. There will be a first and final dividend for creditors.

In the matter of Frank N. Goodwin, Bankrupt No. 3986. The final meeting of creditors has been called for Oct. 20. There may be a small first and final dividend.

In the matter of Harry E. Morris, Bankrupt No. 4077, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Sept. 22. The bankrupt was not present or represented. The trustee was present in person. 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 fund on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Compare the modern locomotive with the DeWitt Clinton and you will see what adding a little bit here and a little bit there will do if given time and opportunity.

The merchant who withholds a word of encouragement for fear of spoiling a man is not big enough to be boss.

Be as constructively helpful as the radical is destructively harmful and the radical is beaten before he starts.



NOW AND THE FUTURE

The man or the woman who looks ahead to the time when he or she can retire from active business life plans now for that future. By laying aside a portion of your income during the productive years financial independence becomes a reality in a surprisingly short time. Our services are at your disposal in selecting securities best suited to your particular needs.

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"Be guided by facts—never by your hopes."
—Anon.

Unusual investment opportunities, substantiated by "facts" are available — to clients of this house — also to those who "should be" clients.



POTATO CHIPS

Wholesome, delicious, convenient.
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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—44½%.
1930 Low—24½%.

Present market about 27½%.
Current yield about 6.75%.

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Securities Department

The Industrial Company
Associated with
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Michigan

Resources over
\$5,600,000.

MUTUAL FIRE INSURANCE

Regulation of Insurance Agents.

The business of insurance is affected with a public interest, and is impressed with a public use. Insurance companies, agents, solicitors and brokers are, therefore, properly subject to the regulatory police powers of the State, in consequence of which the State may, and does, impose conditions and regulations in relation to the appointment of agents and the admission of companies within its jurisdiction.

It has been repeatedly held by the courts that the legislature of a state has the same power to regulate the conduct of the agents of companies, engaged in the insurance business, as it has to regulate the conduct of such corporations, themselves.

An insurance agent, therefore, holding himself out to the public is presumed to be informed as to the existent and well-known usages of the insurance business. He should exercise such reasonable care, skill and diligence as the well-known usages of the business require.

He is most assuredly responsible for want of good faith or for errors through ignorance, carelessness or negligence. The agent should, therefore, be thoroughly informed as to the custom and usage of the insurance business before attempting to write insurance.

Most insurance agents accept their license in the light of this responsibility.

There is no one in the business world to-day vested with a wider range of authority or greater responsibility than the local insurance agent. Annually, with his fellows, he handles many millions of dollars belonging to his company. He issues contracts to the public amounting to many billions of dollars, with scarcely any defalcation or fraud.

When we consider the sum total of the persons employed in the business and the money involved in the many and varied insurance transactions, defalcation or fraud are negligible.

Will Rogers on Insurance Agents.

It just seems to be some people's luck to get blamed for being good in their business. Well, you know how it is. If a guy is going to sell any insurance, for instance, why, he's gotta kinda stick around and ask people if they don't want some more insurance. The crowds ain't going to walk all the way upstairs to his office and knock on the door to be let buy a little insurance, no matter how good it is. And they poke lots of fun at the insurance agents for peddling their stuff. I like insurance agents myself because they do more good than a lot of fellows that just sit around looking dignified.

Insurance Company Stocks Declining.

Along with the general decline in stock prices the stocks of fire insurance companies are also dropping to such an extent that a large list will show that insurance stocks have declined just about 33 1/3 per cent. over those prevailing about a year ago. Perhaps investors are becoming chary of putting their money in such a haz-

ardous enterprise, where securities are so easily and frequently manipulated by those in control of the companies. Then also the earnings of insurance companies are showing a decided tendency downward. Some stocks, formerly considered gilt edge, are priced lower than for many years. One good feature of the decline can be seen in the stopping of the organization of new stock fire companies. Thus far few new stocks have made their appearance this year. Perhaps the business isn't as good as it once was, at least it is not so attractive.

Taxing the Thrifty Twice.

The thrifty American insurance policyholder is in the same class as the goose that laid the golden egg from the viewpoint of the tax assessor. A survey just completed by the United States Chamber of Commerce shows that policyholders, in 1928, paid nearly \$100,000,000 in special state insurance taxes. More interesting, 23 out of every 24 dollars were used for general revenue purposes for which the policyholders were already taxed as citizens. Our country is rapidly becoming a Nation of "special" taxation instead of equal taxation.

Extra Salmon Season Ordered To Prevent Congestion.

The success of the Department of Commerce in conserving the Alaskan fisheries is illustrated by a record run of salmon at Klawak Inlet, Prince of Wales Island, this year, which necessitated an extra fishing period to prevent congestion of streams with spawning salmon, according to an oral statement just made by the Commissioner of the Bureau of Fisheries, Department of Commerce, Henry O'Malley.

The fishing season on the West coast of the island ordinarily closes Aug. 24 and re-opens Oct. 1, Mr. O'Malley said. This fishery has been in comparatively poor condition the last two or three years. This year, however, Bureau workers counted 1,000,000 salmon passing the weirs on the way to spawn with the near-by waters still teeming with fish ready to go up the streams. Mr. O'Malley gave the following additional oral information:

The Bureau workers saw that the rush of fish would result in overcrowding the streams, and that a sufficient number of salmon had already gone up the streams to seed the available stream beds thoroughly.

Consequently Mr. O'Malley ordered a special fishing season, and fishing was permitted from Sept. 11 to 25. In that period about 22,300 cases of salmon of 48 pounds each were packed and 40,000 salmon averaging five to six pounds each were sold fresh to storage plants.

This is the first time on record since the conservation policy was adopted in 1924 that there has been danger of overcrowding of fish in the spawning streams.

The conservation policy adopted by the Department has not been designed primarily to build up the total catches of fish, but rather to stabilize the catches. Present regulations provide that half the salmon must be permitted to escape up-stream, with a view to

maintenance of a steady supply, but wide discretion has been given to the Commissioner of Fisheries. An instance of the need for such discretion and of its use is the Klawak inlet incident, just related.

Before the conservation policy was adopted, the fluctuations in catches were very wide. They have been reduced, however, and the industry has been placed on a more stable basis.

The red salmon pack in Bristol Bay, Bering Sea, this year has been far below normal because the fish have a five-year cycle of production, and a shortage occurs each five years. This shortage was apparent in 1920 and 1925 and has reappeared this year.

Mr. O'Malley has recommended that in 1935 no fishing be done in the bay

so that the supply may be stabilized. The suggestion was made far in advance, he said, so that the industry would have time to consider it and make arrangements accordingly. It is believed that a cessation of fishing that year will result in a steady supply thereafter instead of a drop every five years.

About 65 per cent. of all canned salmon comes from Alaska. The value of the Alaskan pack each year is about \$40,000,000, or nearly six times the cost of Alaska to the United States, which was \$7,200,000.

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Phone 358

FATHER ALLOUEZ.

Most Successful French Priest Who Labored in Michigan.

These series of articles have told the stories of many incidents connected with the beginning of Michigan previous to the commencement of the eighteenth century. It may be interesting to take a glimpse at what is now the State, when the year 1800 dawned.

Remembering that the route to Michigan in most common usage was up the Ottawa river, thence to Lake Nipissing and the French river to Georgian bay, it is easy to see that the Soo was the natural center of things in this whole region. It will be remembered that Entienne Brule spent the winter of 1617-18 either there or at one of the islands just below the Soo. Just when the Soo was founded is a matter of some contention among historians. Father Menard was there in 1660 and continued his missionary journey Westward. Father Allouez labored there in 1666 and followed Fr. Menard toward the West. On his return the next year Father Allouez made a trip back to Three Rivers and Montreal. It was one of Father Allouez's speeches while in the French colony near the mouth of the St. Lawrence, on this trip, which inspired Father Marquette to volunteer and go into training for service in the Far West. When Father Marquette was appointed to the mission at the Soo in 1668 there were enough Frenchmen there so that they had a house ready for him, inside a palisade, when he arrived, and a church commenced. The arrival of Father Marquette is generally given as the date of the founding of the Soo, but there seems many reasons why the date should really be quite a number of years before that date. In those days of the waterways for travel, the Soo was the center and maintained that leadership.

The relations of Father Menard show that in his missionary journey to the West in 1660, he went through a storm on Keewenaw bay when his canoe was wrecked by a tree which blew over and hit it. October 15 of that year he landed on the West side of the bay, about three miles from where L'Anse is now. Some sort of a settlement grew up at that point. It is quite probable that it was not a permanent settlement but some sort of a settlement has been maintained at that point much of the time since Father Menard first did missionary work there. Father Allouez mentions it in connection with his work in the West.

Another settlement at least of secondary importance when the new century began, was at St. Ignace. Just at that time Cadillac, the military commander there, was in the height of his contention with the priests as to whether there should be rum allowed in the colony. In fact Cadillac was absent from the colony most of that year, on his trip to France to protest the prohibition. He returned in the fall of 1800 with the commission to establish a new settlement as a compromise of the contention, and in an effort to stop the inroads of the English into the French trade in the Northwest, which was carried on by the

Iroquois Indians, a commission which he carried out in the spring of 1701, by abandoning the fort at St. Ignace and carrying away with him all the settlers, both Indian and white, whom he could induce to go.

After the Iroquois massacres of 1649 in Western Canada and Upper Michigan, they undertook to drive all population of every nature out of the Lower Peninsula, in an effort to hold this great region for a vast hunting ground. Several of the Wisconsin tribes who were there when the whites settled that State, were among those driven out of Michigan at that time. After final peace with the Iroquois in 1670, it was some time before even the Indians drifted back into the Lower Peninsula and that resettlement, or more properly speaking, re-occupation was in gradual progress when the new century was born.

When Father Allouez returned from his trip to Montreal in the fall of 1667, he soon after drifted to the South and gradually worked the whole length of Lake Michigan, along its West side, thence around to the East, to the mouth of the St. Joseph river. The Indians had a land and water trail which apparently was well known to them, up the St. Joseph river to a point between what is now Niles and South Bend, thence a portage of about five miles, to the headwaters of a branch of the Mississippi. This trail made the site an important one for his missionary labor and soon developed into two settlements, one at or near the mouth of the river, where the city of St. Joseph is now, the other at what is now Niles. Little is known of these two settlements, but from their advantage as trading points, they must have reached quite an importance in their day. It was while working at these missions that Father Allouez died. For years a wooden cross marked his burial place. As one rotted someone replaced it with another. The woman's club of Niles erected a substantial stone cross there some years ago, which will continue to mark the last resting place of the man who really was the most successful of all the French priests who labored in Michigan.

When LaSalle found himself away in the wilderness with his hopes wrecked along with the wreck of the Griffon, it was from these settlements that he started with his party to follow their compass across a then untraveled wilderness, which is now Southern Michigan in 1680, the first white men to make that trip.

In these days of our prosperity, it is hard for us to glimpse in an intelligent way, the wilderness which was then Michigan in 1700.

A. Riley Crittenden.

Howell, Michigan.

Some Saving On Gift Boxes.

Somewhat less promiscuous use of gift boxes by retailers during the Christmas period is indicated as a possibility. As an economy measure there will be less emphasis placed on this form of packing, with sales people suggesting the use of bags in as many instances as possible. It is questioned, however, whether the large stores will adopt the plan, inasmuch as the gift

boxes are a sales promotion factor, and also because their purchases of these boxes are so large as to materially reduce the cost per unit. It was held that customers asking such packing will have their desires complied with.

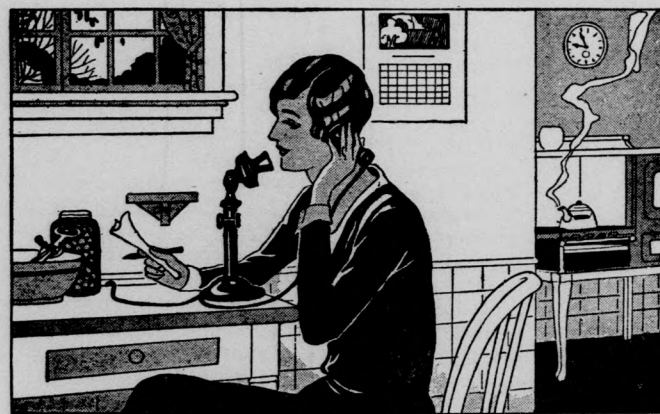
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Is Hunting Really Sport?

Grandville, Oct. 12.—The hunting season is again with us and the much vaunted "sport" will soon be in full swing. What was fun for the boys in stoning frogs was death to the frogs and it is much the same to-day when we take into consideration the vast army of men and boys who invade the woods and wilds in search of game.

A letter from a friend in Eastern Pennsylvania tells of the friendly call of deer into their gardens after feed. One would hardly expect deer to be that bold even in so old a state as Pennsylvania. I believe that old state has more wild spots for harboring game than has our own Michigan.

Not far away is the Delaware river and the bridge that spans the stream at historical "Washington's Crossing." It seems that the Eastern states are almost as wild as the West.

Down East the fruit crop has been wonderful this season. Apples are so plentiful no one thinks of selling them. They are free plunder for anyone who chooses to help himself. It is not quite as bad as that in Michigan. We certainly live in a land of plenty even though business is on the slack order.

Referring again to the hunting season no doubt there will be an even greater rush this year than usual because of the lack of employment for the men of the land.

It is proverbial that man's inhumanity to man makes countless thousands mourn, while at the same time the same lack of feeling rends the bodies of millions of the dumb creatures who have no language in which to tell of their misfortunes.

It is called sport to go out and kill a bag of quails. It is also sport to slay innumerable birds of other kinds until it seems as though the hungry maw of man's insatiable thirst for blood is never satisfied.

If the great I Am has the same feeling for man that he has for dumb creatures there is no use pleading for mercy at the gates of paradise. The human race would shrink from having the same measure meted out to it that it gives to inferior created beings.

More crimes are committed in the name of sport than was ever done along any other line. The merciful man is merciful to his beast, but when hunting days dawn mercy is cast aside and he is the best man who can kill the greatest number of helpless animals.

Deer stalking with dogs was a pastime once engaged in by hunters, but the early settlers shot so many dogs that practice was finally dropped, and the wishes of the settlers carefully consulted.

As three-quarters of the birds have been wiped off the earth it will soon be so with the four-footed beasts and man will no doubt be happy. The story of the sparrow's fall is one of the saddest in the history of animated nature.

The sparrow fell because of a petty spite evinced by man. When every beast of the field is gone then what shall we have? No hunting then. Men will have to content themselves with hunting one another as they are already doing in some parts of the earth.

We have read of the fall of man. What was the meaning? Surely the present rate of degeneracy will in time bring about this fall and he will go down to destruction amid the crash of worlds.

Unless man does justice to the lesser animals of this world he is in for a jolt that will scare him out of his wits, and perhaps cause him to about face and reform his customs.

Birds and four-footed animals are as much the creation of God as is man. Because these animals were denied speech man considers them his legitimate prey. It is tempting Providence when one takes his gun and deliberately slays one of God's creatures.

There are more crimes committed

in the name of sport than under any other cognomen. Sport to kill a rabbit, a snipe, a sparrow or a deer. It may be sport yet how dear is that sport for our dumb friends who have no means of telling their wrongs or of self defense.

We have churches all over the land and I have yet to hear a single minister come out in defense of the rights of wild life placed here by the One they profess to serve that they might enjoy a brief existence here on earth.

There is some controversy to-day in the world as to whether the birds and beasts of God's creation live beyond this world. Do the fields of paradise abound with songs of birds and the chatter of four-footed creatures?

There is plenty of room for discussion on this phase of created things. Man leans toward his animal friends even though he does not respect their right to life, liberty and the pursuit of happiness.

It is happiness which most concerns us in this world and the one to come. Another world in which man alone survives would be a gloomy place indeed. What must the hunter's lot be when he comes to face the ghosts of all the birds and beasts he has slain on this earth?

We hesitate to predict, but it cannot be otherwise than that a just supreme being will mete out justice to the uttermost over there. For the sake of good rest at night our sportsmen had better call off their planned shooting bee and become reconciled to play safe as well as fair.

Old Timer.

Handle 18 Per Cent. of Retail Trade.

It is estimated in chain stores, recently issued by the Chamber of Commerce of the United States, that probably not less than 18 per cent. of all goods sold at retail are distributed through chains, as compared with 6 per cent. in 1923, 8 per cent. in 1926, and 12 per cent. in 1927. In some lines, it is said, chain stores handle as high as 40 to 50 per cent. or more of all products sold to customers.

It is estimated that there are at present more than 10,000 chain store systems in the United States, counting all concerns with two or more units, with over 100,000 retail outlets. There are said to be over 900 grocery chains operating nearly 65,000 stores, which are estimated by Chain Store Age to handle about 25 per cent. of grocery volume. Over 400 chains in the drug field, operating more than 5,000 stores, are said to do about 20 per cent. of the country's drug store business. The 5 and 10 cent chain stores are estimated to do at least 50 per cent. of the total business in the lines of notions and novelties that they carry, and it has been estimated that over 75 per cent. of all men's shoes are sold through chains, manufacturers' agencies, controlled outlets, branches and syndicates. Over 300 chain store organizations in the men's wear field were estimated to be operating more than 3,000 stores last year.

While chain store distribution has gained ground rapidly, its limits of growth are claimed to have been reached in a few lines and in some communities, and it is pointed out that in no known case has chain store distribution completely taken over the entire retail distribution of any line in any trading community. There is said to be no indication that chain store distribution will destroy and take the place of distribution through independent wholesalers and retailers.

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New Accessories Add Chic To Winter Wardrobes.

Now that clothes in general have become so much more ornate, accessories must be chosen with more discretion than usual. Too many or too fancy details added to fancy costumes create that fussy effect which is the worst enemy of chic, and severely plain accessories do not harmonize with trimmed costumes, so one must carefully survey one's whole winter wardrobe before adding to it those important trifles that put the finishing touches to the smartness of the sartorial ensemble.

One way the Paris couturiers take to keep the daytime effect simple is matching shoes and gloves to the costume color. Jean Patou shows dark red, green, blue or brown antelope pumps to match his street ensembles and often adds plain, long suede gloves in the same tone, the exception being white gloves worn with white furs, and most of the other important creators favor this accessory rule.

Maggy Rouff likes eight-button, antelope gauntlets in a dark plum color trimmed with applique kid diamonds to match for wear with all dark costumes. Jeanne Lanvin shows many black gloves, which is not surprising, as 80 per cent. of the costumes in her collection are black.

When long sleeves are widely puffed and trimmed, as they so often are this season, shorter, simpler gloves are a necessity. Lelong's new gloves complete perfectly the actual arm silhouette. They are cut without any side seams at all, being fitted to the hand under the hand-sewn, welted fan points and fan godets that meet at the wrist, and they make the hands look unbelievably long and slender. Dark brown, green and ivory are Lelong's favorite winter glove shades.

Short-sleeved, fur jackets call for long suede or antelope gloves to match, although Suzanne Talbot prefers thick black satin gloves with hers, and they are extremely smart, especially when carried with one of Isakoff's new, black satin daytime, envelope purses, curved like a half moon, decorated with five nervures and fastened by a heavy chased gold ring studded with emeralds or rubies—or their crystal imitators.

Worth's new white velvet afternoon purses with smoked crystal or jet clasps and handles are the smartest accessories of the season. They are comfortably large; all-over machine stitchings making sunbursts from the central clasp, recall the fan pleats and sunburst motifs so popular in dresses and prevent the white velvet from looking too dressy. Worth also shows velvet-cuffed gloves for day and evening wear.

Vionnet's new black handbag with the curved trick, mounting-clasp, that swings out on a pivot to allow the

bag to open, is creating a sensation. It is also of comfortable size and so are the majority of smart daytime purses. Red morocco leather handbag and belt ensembles, to be worn with long black velvet coats, are Vionnet accessory novelties that endorse the red and black color scheme featured by a number of the Paris couturiers.

New evening accessories are very luxurious. Beaded, embroidered, and pailletted purses, slippers and gloves naturally accompany the revived vogue for embroidery. Evening purses are quite small and are often made like pouches closed by a silk cord and tassel. White is the favorite tone for such bags. Isakoff shows a charming evening purse, shaped like a miniature brief-case about four inches square, in white velvet with a strasse embroidered motif on the flap. Another, in white satin, shirred onto a carved ivory top and carried by a jeweled ring, is specially designed to carry a small pair of opera glasses.

Real jewels, or at least semi-precious stones, have replaced the so-called costume jewelry for evening wear. Patou has been showing Van Cleef and Arpels jewelry for some seasons. Lelong, this season, collaborates with Mauboussin in designing parures and evening gowns that complete each other.

Rubies are the stones of the moment. Diamonds alone are smart with white or black dresses. Then come sapphire and diamond or emerald and diamond combinations.

The favorite type of necklace resembles a wide flat collar. Earrings are long and slender; clip pins, bracelets, cigarette cases and vanities all match.

The new jewelry is very delicate in workmanship. Lelong shows some lovely sets in clear and colored crystal in the same shapes as his real jewelry for women of limited incomes and for young girls. He also has some delicate necklaces made of small bow-knots of pale pink coral.

Turquoise and jade continue to be much worn. Lenief's mauve or pink agate necklaces strike a new note in semi-precious jewelry and lapis lazuli has been revived for daytime wear with the new lapis blue dresses.

Vionnet makes bead belts and necklaces to match the beaded hems of some of her chiffon evening gowns. Chanel's new necklaces are several strings of pearls caught into motifs and clasps set with multi-colored stones.

The couturiers continue to sponsor large chiffon handkerchiefs, to the joy of those women who have long realized their decorative value as a color accent to the formal costume. The new foibles in this year's crop are quite in line with the general tendency to concentrate loving attention on details.

Worth's name handkerchiefs are amusing for afternoon. They have huge coin spots printed in a color on a white ground, with the wearer's signature or first name in white on each spot. Particularly smart is a blue and white one accompanying a lapis blue costume, worn with long blue suede gloves embroidered all over the arms with white French dots.

Evening handkerchiefs are often

round or oval in two shades of chiffon, appliqued in patterns. Some of them may also be worn as a fichu. Lelong and Jane Regny show ruffled mousseline handkerchiefs to match their ruffled mousseline evening gowns. —N. Y. Times.

Lamp Orders Fail To Develop.

The activity expected to develop in the lamp trade immediately after the first of this month has failed to materialize, according to sales agents, who reported that sales volume has declined in the last few days. Buyers reaching the market last month promised to return again this week to place holiday orders, but so far little of the anticipated Christmas business has developed. Orders at present are for small quantities and specify immediate delivery. Re-orders on goods purchased last month are also said to be below expectations. Green continues the leading color in lamp shades, with rose second.

Spring Gingham Moving Slowly.

The spring line of gingham, which have been opened two weeks, are moving slowly and have failed to attract any considerable interest by buyers. Some goods have been bought, in both plains and checks, but on the whole the volume of business has been restricted. Buyers are covering only their requirements and are reordering in small quantities, it was said. A definitely better tone seems in evidence, however, and agents feel that a fairly good quantity of business should develop shortly. Price is no longer the prime consideration with buyers, they think.

Favor Button Standardization.

Manufacturers returning from the recent meeting of the National Association of Button Manufacturers in Chicago report that sentiment for the standardization of the industry's products is widespread in the trade. A proposal to standardize all staple types of buttons was made at the meeting and a committee appointed to formulate a plan of procedure. The volume of button sales, according to the manufacturers, is holding up well compared with other industries, but demand has declined considerably from last year's levels.

Seasonal Gain in Glass Demand.

Marketing conditions in the several branches of the flat glass industry continue to reflect the gradually improving seasonal trends of recent weeks, with both shipments and sales in somewhat better volume. The demand for window glass is reported to have shown a rather substantial increase in some parts of the country during the last ten days. New business in plate glass reflects some increased activity on the part of all consuming industries. The improvement in demand, however, is not appreciable as yet.

Sees Good Quarter in Men's Wear.

While consumer demand for men's furnishings and clothing may not reach normal between now and Jan. 1, a fairly good business may be looked for in the last quarter of the year. Buying has been so restricted that it is in-

evitable that wardrobes must be replenished. Furthermore, for the first time this year, statistics will begin to compare more favorably with the corresponding period of 1929, as following the Wall Street crash in late October, trade figures declined abruptly.

See Shortage of Desirable Shirts.

With shirt manufacturers keeping a sharp watch on their production and with indications that merchants will not purchase their holiday requirements until late in November or early December, retailers are faced with a possible shortage in desirable merchandise if they delay their commitments too long. Converters are restricting their output, also, and manufacturers are having difficulty in obtaining attractive fabrics, it was said. Prices are reported to be firming.

Offer Dollar 42 Gauge Hose.

The introduction of the first 42 gauge Nationally branded full-fashioned stockings to retail at \$1 was announced recently by Julius Kayser & Co. This hosiery will be offered under the Kayser brand and packing. No. 100X is a seven thread construction, 42 gauge, with lisle welt and foot, and is priced at \$7.50 a dozen. No. 101X is a chif-fon 5-thread, 42 gauge, all silk stocking, which will be sold at \$8 per dozen. The other standard brand \$1 retailers on the market are all 39 gauge hosiery.

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SHOE MARKET

Michigan Retail Shoe Dealers Association.
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Association Business Office, 907 Transportation Bldg., Detroit.

Shoes in Step With the Mode.

Like all the other items in an ensemble shoes are highly individualized, are in perfect step with the rest of the fashion parade and are adept in combining a certain ladylike elegance with knowing restraint.

In daytime shoes, with which we are especially concerned at this time, this quality of gentility is quite apparent. Oxfords, step-ins, opera pumps, one-strap shoes display a nice feeling for design, and fineness of workmanship that are in harmony with the kind of clothes we are wearing this season.

Not a little of the elegance in shoes is captured in the heels. The kind of shoe known as spectator sports, devised to be worn with tailored tweeds and woolsens in town, has taken to high Cuban heels of leather that lift them right out of the regulation sports shoe classification. Oxfords, operas, and step-ins are being a bit formalized by this method.

Other daytime shoes, more street than sports, are taking to tall and shapely heels that express the chaste elegance of the clothes they accompany.

While daytime shoes are unquestionably decorative, they have completely forsworn fussiness, and exercise smart restraint in decoration. Tiny pipings, simple encrustations, toes and heels of contrasting leather, lines of perforations add unobtrusive distinction to otherwise plain shoes.

As to materials, suede and mat kid are the foundation of the majority of daytime shoes. Lizard is prominent among trimmings, and alligator is being used to decorate—also to make—walking shoes for town wear. Calf collaborates with alligator most successfully.

Harmony between costume and shoes is more than a matter of design. Color is an important element. Many of the daytime shades for costumes have been reproduced in shoe materials. There are, for instance, various browns that may be matched or harmonized with brown costumes—red browns, plum browns, very dark browns. These too, may be worn as contrasting accents with a dark green, dark red, or beige outfit with which other brown accessories are worn.

Dark green and wine red, both important in the daytime costume color scheme, have not been overlooked by the shoemakers. Both colors are to be found in suede and kid, in shades to match the new fabrics. Matching shoes are effective. With tweed mixtures that are fundamentally green or red, dark green or red shoes are smart accents.

The enormous vogue for black with the veriest touch of white for town wear has created interest in black shoes with a bit of white in the way of a piping, a lining to a bow, or black and white reptile encrustation.

The dull-and-shiny idea that appears in coats of black wool with collars or other trimming of sleek galyak or high-

ly glazed Persian lamb or caracul finds its counterpart in suede shoes with patent leather trimming.

Types of shoes for daytime wear number about four. There are the opera pump, oxford, step-in, and one-strap pump. Every one of these displays extraordinary versatility. Each is to be found in a range of formality starting with spectator sports and ending with formal afternoon. You can, therefore, choose the type which most becomes your foot and find it in color, design, or material to harmonize with the ensemble with which it is to appear.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 14—We are still enjoying our Indian Summer. Sunday picnics at the various parks and lakes are still in order and our trips to the Sunny South will not be considered until we feel that the change in the weather will make us want to follow the crowd which stays with us during the summer.

The Canadian Soo will have 500 less unemployed after Oct. 15, when the Algoma Steel Corporation will reopen and operate on single shift, which will help local merchants.

Many truck oads of fruit and vegetables are coming here daily from Lower Michigan, filling up our local market and selling by the wayside. This is what they call hard lines for our local produce houses, which have a heavy overhead and a long winter ahead of them when they must show a loss, but it seems that there is no law which enables us to stop using this as an unloading place. We must admit that our local merchants do not get a square deal.

L. R. Arnold, poultry specialist of the Michigan State College, sounded a note of optimism for the poultry farmer of the Upper Peninsula. While discussing methods of keeping production costs low, he said the Lower Michigan fowls have been stunted in their growth by the extremely hot and dry weather, while pullets in the Upper Peninsula have shown a normal growth.

That fine old Irishman, Sir Thomas Lipton, has just about won the human race.

Booth Bros. moving and bus line purchased the Taylor garage at 128 Spruce street, West. The garage will be used as the headquarters for busses which travel from the Soo to Newberry. It will also serve as headquarters for the company trucks and for offices.

The Soo radio fans held another meeting last week, elected a new set of officers and are going to carry on the work started a year ago, which is doing much to eliminate interference and make radio a pleasure.

Business here is not suffering from any marked degree of depression. Not if the reports from the sales which are in progress are any indication, W. Berry, manager of the Soo store of Montgomery Ward & Co., declared that basing his opinion on results during the present week of sale, and from word from headquarters at Chicago, the people of the United States are refusing to take seriously the bearish tales which have come out on Wall street. All indications here point to a new high record in sales, he said, and made it clear that similar reports are coming from the other sixty retail stores of the organization.

Other stores here report that local citizens are laying in their usual winter supplies without stint and that there is every foundation for the feeling that the trend is forward and upturn. Merchants here are preparing for an even better Christmas than last year. They declare that the present low prices and the prospect for an ad-

vance as the East pulls out of the depression that hit it after the stock market slump will influence buyers not to postpone their purchases and to stock up this fall and winter.

Word was received here of the death of Harry Dingman, formerly a merchant here, who died in Minot, North Dakota, Sept. 21. He was widely known throughout Northwest North Dakota through his business, having traveled for a number of years for various wholesale grocery houses. He left the Soo about twenty-five years ago.

A pedestrian is a chap who thought he had enough gas to reach the next filling station. William G. Tapert.

An Explanation Which Does Not Explain.

Naugatuck, Conn., Oct. 9—C. L. Wanamaker, of our Lycoming plant, has referred to me your letter of Sept. 22 and I am glad he did so, as it gives me an opportunity for correcting misapprehensions which may also be held by others.

The United States Rubber Company was formed in 1892 and was a consolidation of a number of rubber companies. There was extensive competition at the time it was formed and there is more now. This company is the largest of the rubber footwear companies and holds about the same position in the rubber business that the General Motors Company does in the automobile industry. In other words, there is plenty of competition and there is no combination to raise prices.

We consider that the management of any commercial enterprise has two prime obligations, the first to the public and the second to the stockholders. The prices charged should be fair to the public and should give a fair return on the investment to the stockholders.

The rubber industry has charged

prices which were low in comparison with other manufactured articles and which were too low to give a fair return to its stockholders.

I trust that this will make it clear why we did not this year lower prices, which were already too low to be fair.

T. J. Needhorn,
Sales Mgr. U. S. Rubber Co.

Bicycles Staging a Comeback.

Bicycles are apparently far from being in the class with the One-Horse-Shay. To the contrary, they seem to be staging a comeback in the conveyance field. Preliminary Census of Manufactures figures show that there were 307,845 bicycles, valued at \$6,183,773, marketed in 1929, an increase of 20.5 per cent. in number and 6.6 per cent. in value over 1927.

Bicycle parts production also mounted, last year's output totaling \$3,450,726, as against \$2,206,051 in 1927, an increase of 56.4 per cent., which is further evidence that bicycles are being used to a greater extent.

And while the lowly bicycle was enjoying this revival, strange as it may seem, the motorcycle was experiencing a slump, the shipments and deliveries totaling only 31,912, valued at \$7,542,862, being a decrease of 9.3 per cent. in number and 5.7 per cent. in value as compared with 1927. But maybe that isn't so surprising after all, because further perusal of the census statistics discloses that the way of the motorcycle has been a deal rockier all along than that of the bicycle.

While the slow man is making up his mind the quick thinker decides and gets the job.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$425,396.21

for
Information write to

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Too Busy Making Money To Worry About Competition.

For some reason it is human nature to try to stop the other fellow from doing something he should not do, instead of seeking out those things we ourselves should do. Our natural impulse is negative, instead of positive. We could advance much faster if we should change this about.

California olive oil, for example, has certain pointed, individual characteristics and peculiar excellences. If these were brought before our people with steady persistence, National preference for this native product would grow, but the makers of this fine food fail to see this. They see the obvious thing—that Italian oil is delivered at our seaports at a lower price than would be profitable for us; that much adulterated oil is sold for pure olive and that refined oil is sold for "virgin."

Seeing these things, the olive men get all het up under their collars. They rise on their hind legs, travel around in various circles, spend all the money they can scrape together and work their fool heads off seeking a higher tariff wall and laws to penalize the boys who misbrand their oils. And the great joke is that when anybody sits down and tells the olive growers the obvious virtues of their own product, they sort of rub their eyes in surprise, for it seems they never think of that phase of the question or, if they do, their thinking is academic.

Now, if those growers could but sense the vast opportunity they have, this process would be reversed. They would seek out the points about California olive oil wherein it is superior to anything made in Europe and tell the story thereof in a convincing way, which is not by means of mere assertion, and they would then walk away with the market. More, they would thus gather abundant funds with which to combat disadvantageous and unfair conditions, instead of having to skimp along on such work as they do now.

But is that not precisely the way we grocers do, too?

Chain executives are said to be well paid. We hear of men drawing down \$50,000 a year. Probably few get such salaries, but we may admit that those who shape chain policies and devise their methods of arrangement, sale, etc., are highly paid. We feel that such men are beyond our capacity and we say, therefore, that individual grocers cannot compete with organizations so staffed.

Yet any grocer can systematically visit all chain units in his neighborhood note their advantageous arrangements, talk freely with their checkers and assistants, and thus gain much of the benefits which result from the work of high priced men—all free.

We are apt to see more of this kind

of thing in future than formerly because now grocers are less foolishly jealous of chains than they were. Time was, only three or four years ago, that small merchants seemed to think some bogy man would get them if they entered a chain unit. So long as such superstitions persist we can hardly cast asparagus at the olive oil men.

Not long since some chain magnate expressed the intention to open a given number of stores within a few months. Another chain man—perhaps older and of wider experience—remarked: "That is all right, but where is he going to get managers?"

Of course, we have lately learned that chains are not altogether free from perplexities. We know they do not have a walkaway. They always knew that themselves, but we did not realize it because we were sort of buffaloes by conditions which seemed altogether new to us. But here we have another indication that the man himself is the principal element in success or failure in any grocery store, whether chain unit or individual.

Consider Tom Lipton. I crossed the Atlantic with him just half a century ago, when I was a small boy and he a budding provision merchant. His life story ran this fall in the Saturday Evening Post. Because I knew the Lipton shops in Glasgow very well in 1880-82 and saw them again in 1924, I followed that story with keen interest.

What were the elements of Lipton's success? Was he backed by big money? Had he special advantages? No, there was no money beyond his own personal savings of about \$500, with which he opened his first shop. And he did indeed have special advantages within his own proper person.

For Lipton was strong physically, exceedingly wakeful and alert to everything about him. He was chock full of enterprise and the will to do things in his own inimitable, original way, and he was so keenly interested in the business which he intended to make go that hours of labor counted for just nothing at all with him. His motto might well have been: "There's no fun like work," for such has been the well spring of his life. He has so devoted himself to his enterprises that he is a bachelor—probably never had time to take a wife.

Grocers have not sufficiently sensed the importance of fresh fruits and vegetables in their business. But that line has come forward by such rapid strides of late years that now Cornell university has inaugurated a two-year course in the marketing thereof.

This means that exact science is entering a specialized department of food distribution. There will hereby be developed men who know this line with extreme intimacy. They are apt to go into the exclusive fruit and vegetable business and thereby constitute skillful competition for the grocer.

All round grocers should note this and prepare for this development. The fresh perishables department has become increasingly important to the grocer during the last ten years. Those who have realized this have made fine money thereby.

This fact illustrates afresh that most of our troubles could be cured right

within our own stores if we did everything we might readily do to improve and perfect our own establishments.

It is perfectly proper for the grocer or any other merchant to fight for his rights when those are jeopardized. It

is also good tactics, when a fight looms in the offing, to hit first, taking the lead from our adversary. Offense in battle is well known to be more effective than defense.

(Continued on page 31)

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Despite the modern trend to abolish kitchen drudgery, HOLSUM could never have achieved its supremacy without the merit of quality.

MR. GROCERY MAN! ARE YOU SELLING BRAAK'S HOMELIKE COOKIES

For a quick turnover let us supply you from our 25 varieties.
Established 1904

Call Phones 939

Spring Lake, Michigan

We deliver within a radius of 100 miles.

When
You
Recommend—



RED STAR YEAST

as the best for all uses

YOU can do so in full confidence of selling the best yeast for all uses AT A SAVING IN PRICE. You have assurance, also, that RED STAR YEAST is absolutely fresh at all times, and will give complete satisfaction.

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c

Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

Main Office - Milwaukee, Wisc.

Detroit Branch—1234 W. Fort St. Grand Rapids Branch—515 Division Ave.. S.

★★ STRICTLY INDEPENDENT—SINCE 1882 ★★

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.

Eat What You Like, and Don't Worry.

A swift kick in the pants, figurative, of course, was dealt to the entire tribe of diet faddists recently by Dr. Robert Hutchison, a famous British physician, in his address at the convention of the British Medical Association.

"I hold," said Dr. Hutchison, "that health—like happiness—is to be found, if at all, by the wayside, and that the more you pursue it the more it flees from you. I agree, in short, with G. K. Chesterton that 'of all human things the search for health is the most unhealthy.'"

"The reason for this is obvious—fussiness about health increases fear and impairs the serenity which is the basis both of health and of happiness. The old ignorance about the body and stolid resignation to its ills was probably a more 'healthy' attitude, and certainly a happier one, than the modern curiosity and over-anxiety."

Citing the diet faddist as the most malignant example of this over-anxiety, Dr. Hutchison said:

"The form of the fad differs in different persons and in the same person at different times. One swears by whole-meal bread, another by sour milk; vegetarianism is the only road to salvation in the eyes of many, others insist not only on vegetables only but on eating those raw. At one time the only thing that matters is the energy value of the food, and they talk learnedly of calories (I am told that in some American restaurants the caloric value of each dish is entered in the menu); at another time they are crazy about vitamins or about 'roughage.'"

"Now, what is the scientific truth about all this diet business? It may be put quite briefly: eat moderately, taking an ordinary mixed diet, and don't worry about anything else. To take no thought for what you shall eat or drink is wiser than to be always fussing over it. Likes and dislikes, however, should be listened to; they are Nature's indications of what probably agrees or disagrees. As to 'calories,' our appetite was given us to tell us how much food we need, and in health is usually a trustworthy guide. Leave raw vegetables, except salads, to the herbivorous animals, and let the vitamins look after themselves."

Packer Retailing Scheme Feared By Boston Association.

The Retail Meat Dealers, Inc., of Boston, have issued the following letter opposing a scheme attributed to meat packers to open retail meat and grocery stores:

Are you going to let the chain idea continue to take away your business like you would take candy from a baby? Are you willing to stand meekly by and see your business slipping away?

The Packers' Consent Decree, modified or nullified, is a further step for

the elimination of retailers, manufacturers and wholesalers. Reports are current, if the decree is modified or nullified, the packers will merge with the large chain stores. You can readily understand why you should take an active part. It is your fight as well as ours.

Don't you think now is the opportune time to awaken public interest and enthusiasm and let the public know the truth about this chainization and their interest being at stake in conjunction with others like you? Would you not deem it advisable and how would you feel towards a big mass meeting of all parties interested in this stupendous question of the day? Would you be willing to do your part?

It is becoming a political as well as a business issue. Why not let us co-operate and come forward, voice the wrongs we have endured so long. Our interest is mutual. May we hear from you at once on this subject?

Retail Meat Dealers, Inc.

Casings Men Join in Anti-Russian Move.

Members of the sausage casing and glue industries are numbered among the organizers of a "joint conference on unfair Russian competition," according to announcement made last week by J. Carson Adkerson, chairman of the conference. The industries participating in the conference are those which are principally affected by alleged Russian price-cutting. They include also the coal, manganese, lumber and match industries.

Genuine Evidence of Generosity.

Detroit, Oct. 11—Just received this week's issue of the Tradesman, containing Oscar Conklin's article. It was worth a year's subscription to me. My first remembrance of him was about seventy-six years ago, as near as I can figure it out now. I made a trip through the South one time for several newspapers. It was between forty and fifty years ago. I ran across him at Caro, Illinois, on the way down to New Orleans and we were together for a couple of weeks. One day he took a roll of bills out of his pocket and said to me: "If you are short of money, I will lend you some." That showed me that he was a man of the greatest liberality, for he was well aware that any money he loaned me at that time would have been simply a present. H. Y. Potts.

To Seek Surplus Kitchenware.

Retailers are preparing to enter the market shortly in search of surplus kitchenware and similar goods available at special prices. The goods are wanted for holiday sale and only items adaptable to that season are desired, according to reports. Among manufacturers' opinions differ on the quantity of surplus goods available, but the majority of producers hold to the belief that the stores will find enough merchandise to meet their special requirements. Items giving a special value at a retail price under \$1 are understood to be in greatest demand.

What makes handling men difficult is that the same man is a different problem every day.

Check up your suggestion to see if it works before putting it into the suggestion box.

MERCHANT PARCEL FREIGHT SERVICE

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

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

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

NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

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

COLD STORAGE FOR APPLES

We will BUY your APPLES for you.

We will STORE your APPLES for you.

We will SELL your APPLES for you.

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

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

KENT STORAGE COMPANY

GRAND RAPIDS

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GRIDDLES

BUN STEAMERS

URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.



Manufacturers of Sausage and Meat Products.

Wholesale only.

HERRUD & COMPANY

542 Grandville Ave., 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.

Why Not Hold a Pre-Winter Paint Sale?

Autumn is here and colder weather is rapidly approaching. The time left for outside painting is, therefore, correspondingly short.

Although trade should continue to a certain extent right through the winter months, the retailer cannot count upon a very active demand much longer. It would be wise, therefore, to take immediate steps to make the most of what demand still remains, and to anticipate the cessation of outdoor painting activity.

It is not wise to carry through the winter the odds and ends of stock left over from the summer and fall trade. Such goods are likely to become shopworn, and some at least will be found unsaleable in the spring. The hardware dealer cannot do better, then, than make a special effort at the close of the season to dispose of all such stock. A clearance sale right now might well be a profitable move.

The idea might be developed still further. Why not put on a really big sale? At this season a logical appeal can be made to the householder. Paint is a great protection to buildings during the winter months. In fact, it is in the severe winter weather that paint is most needed. Property owners will readily concede this; will recognize that they really should give their property paint protection.

This can be brought home to them most effectively at the present season of the year, when a foretaste of winter rigors is being felt. The property owner, with rough weather in the offing, is more likely to put his theory that paint protection is needed, into actual practice. Why not cater to him with one last strong appeal, embodied in a pre-winter paint sale?

A necessary adjunct to a sale of this sort will be an effective window display.

Such a window at this season must have a very strong message to the passer-by. In warm weather people will loiter and look about them, but with the first touch of autumn chill they hurry along, and to halt them a display must be decidedly arresting.

Take a supply of small sized paint tins and build them up in the form of battlements. Have a lofty hold in the very center, surrounded by a row of tins built up in battlemented form, with an open space outside them and beyond this an outer and lower formation, to represent the outer walls of the castle. The space between the inner and outer walls could represent the moat. By erecting the structure on a large sized pane of glass, the illusion of water in the moat could be made quite realistic.

A structure of this sort in the window would undoubtedly catch the eye. People would stop to look at it. Thus the first object of the display, to arrest the attention of the passer-by, would be achieved.

Now for the message of the display. Over the castle of paint tins suspend

a large card with the following, or something of the same nature, plainly lettered:

The Strongest Kind of Battlements

Paint is a protection against the ravages of time and the elements. It keeps out the invader Decay. It guards your home against the menace of Depreciation. Winter is now close at hand with its threatening forces. Why not protect your home with fresh paint battlements.

We are offering special inducements to paint now. The remaining painting season is short. Come in and see us at once.

The background of the display could be filled in with larger size tins, manufacturers' lithographs, color cards, etc.

Such a window would involve little trouble and no expense. It is something out of the ordinary so far as effect is concerned, and supplemented with the show card suggested, it carries a distinct and timely message, emphasizing the idea behind your pre-winter paint sale.

A paint sale now should create a fairly active demand. It should also enable the hardware dealer to prune his stock of all accumulated odds and ends, and relieve him of the necessity of cluttering his shelves with these goods through the winter.

An American millionaire, questioned as to how he got his first start, answered: "I bought my straw hats in the winter time." Despite the growing demand for seasonable things in season, there are still a lot of thrifty folks who will purchase in advance of requirements for the sake of a substantial cash saving. It is, therefore, possible to find a market for all sorts of goods even at the most unseasonable times. Sales can be made now, and for some time yet—not as easily as in season, or in as large quantities, but with the aid of reasonable price concessions, they can be made.

The possibilities of the department even in the late fall are, however, indicated by the statement of one hardware dealer that his sales in the paint department during last November were almost as heavy as during any month in the spring.

"How did that happen?" he was asked.

"I took advantage of the opportunities," explained the dealer. "As I was the only man around here who seemed to care a straw whether any paint was sold or not, I got practically all the trade that was going."

His method was as follows. The section where his store was located was largely a residential one. It lay, however, toward the outskirts of the city, and a great deal of building has been done during the year. Around the first of October, this dealer made a careful survey of the neighborhood and found that within a radius of three-quarters of a mile of his store about 150 houses had been built. Quite a number of these were completed and ready for occupation but the majority were just reaching the "finishing touches" stage. The dealer had about eighty houses on his list which had not been painted. With many of them it was altogether likely that the work would drag on through the winter and

the painting would be done in the spring.

Without wasting time, the dealer set to work and called on the owners of every one of these eighty houses. He divided the list according to localities and made about ten calls a day. In some cases he found it necessary to make a number of calls, and, taking it all round, his canvassing filled in all his spare time between October 10 and November 20.

The object he had in view was to sell the paint for all these eighty houses. He met with some disappointments. In a number of cases the painting contracts had already been let and the master painter was generally partial to the idea of mixing his own paints. However, by closely canvassing the master painters he managed to get some of the business.

In other cases, the owners were not intending to have the painting finished until spring. Here the dealer introduced a strong line of argument to prove that leaving the building unpainted through the winter would be a serious mistake. The woodwork would crack as a result of exposure and the surface would be rough when the time came to paint in the spring.

Altogether, the dealer was able to convince a good many of the prospects that they should proceed with their painting at once. Never before had so much fall painting been seen in that part of town. The painters were kept on the jump to fill all the orders that came in, and the dealer sent repeat orders right along.

His big stroke of business, though, was in the matter of interior paints, varnishes and stains. Each one of these eighty homes required interior finishing and the dealer saw big profits if he could supply the material for the work. He carried samples with him, demonstrated their application, and talked the merits of the lines he carried to such effect that he rounded up a large share of the business. His sales of interior finishes and stains during that month of canvassing were bigger than in any of the previous three months, and business kept coming in all through the winter.

While this dealer was well situated to carry on such a campaign, owing to the amount of new building in the previous summer and fall, there are opportunities to drum up business in any section of any community. The man who doubts this need only take a

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

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

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

stroll through any part of his own town and take note of the houses which need paint. Probably three out of every four would be the better for painting, and two out of every four are fairly howling for paint.

Why not list such prospects and in the coming month make a dead set on them, basing your drive on the indisputable fact that the buildings need to be painted right now as a protection against the winter weather?

You ought to get some business. And where you don't get the business, the prospects next spring will still be prospects; and the advertising and canvassing you do now will be helpful in preparing the way for your spring campaign. The drive must, owing to the limited time at your disposal, take the form of a personal canvass in what time you can spare for the work; but it will prove worth while in the long run. And where the canvass fails to get results now, put the prospects on your list for a more elaborate advertising follow-up next winter and spring.

In addition to a last-minute drive on interior paints, your pre-winter paint sale can serve the useful purpose of featuring interior specialties. These lines are timely at all seasons, but especially timely now, when it is in order to brighten up the home for the Thanksgiving and Christmas holidays.

Victor Lauriston.

District Meetings of Michigan Retail Hardware Association.

Marine City, Oct. 10—I acknowledge with thanks the receipt of your letter of Oct. 9 with copy of article relative to the meeting place of our next convention.

This certainly was an error, and it, no doubt, came about for the reason that we held a group meeting at Cheboygan on the evening of the 7th. We had a very good meeting with an attendance of fifty-seven, which is very good considering the location. This group voted to meet in Petoskey next year.

We are conducting twenty-nine of these meetings, covering every section of the State. We held seven in the Upper Peninsula, and started our Lower Peninsula meetings at Cheboygan on Tuesday night, Oct. 7.

We enclose schedule of the Lower Peninsula meetings and would appreciate it if you would print this schedule in the Tradesman.

A. J. Scott, Sec'y.

District No. 3.

Grand Haven, Oct. 20, Wm. F. Ferry Hotel, J. C. Versepout, Grand Haven.

Greenville, Oct. 21, Green Parrot Grill, M. E. Sagendorf, Greenville.

St. Louis, Oct. 23, Park Hotel, J. E. Harding, St. Louis.

*Grand Rapids, Oct. 27, Association of Commerce Bldg., Martin E. Hoogerhyde, 1209 West Leonard, Grand Rapids.

*Lansing, Oct. 28, Hotel Olds, E. W. Andridge, 221 West Washtenaw, Lansing.

*Saginaw, Oct. 29, Hotel Bancroft, Waldo Bruske, 515 Genesee, Saginaw.

*Flint, Oct. 30, Masonic Temple, M. L. Glassford, 3101 South Saginaw, Flint.

Pontiac, Nov. 3, Hotel Roosevelt, Leo Dawson, Keego Hardware Co., Pontiac.

Bad Axe, Nov. 6, Irwin House, A. J. Clark, Bad Axe.

District No. 4.

*Detroit, Nov. 10, Detroit Leland Hotel, Wm. Dillon, 8357 Grand River avenue, Detroit.

*Jackson, Nov. 12, Elk's Temple, R.

L. Swick, Smith-Winchester Co., 140 South Mechanic, Jackson.

*Battle Creek, Nov. 13, New Kellogg Inn, W. S. Nowlin, 643 Lake avenue, Battle Creek.

*Kalamazoo, Nov. 14, Hotel Rickman, Harold Wise, 1312 Portage, Kalamazoo.

Benton Harbor, Nov. 17, Premier Hotel, G. L. Cassler, Cutler & Downing Co., Benton Harbor.

Adrian, Nov. 19, Hotel Lenawee, R. T. Davis, Adrian.

Ann Arbor, Nov. 21, Masonic Temple, F. W. Merkle, Chelsea.

*Mr. Robert G. Beatty of Clinton, Illinois, past President of the National Retail Hardware Association, a successful hardware man and a very able speaker will be on the program at these meetings. Even if you attend one of the other meetings, to be sure to hear Mr. Beatty.

Show Card Writing.

Whether you hire show cards written or prepare them inside the store, combat the human tendency to do things the easiest, simplest way. Most show cards in store windows are white, maybe yours are! But there are other colors which make wonderfully effective cards for a change. And vary the color of your lettering. To do all this means a little extra bother, but there is a real reward of greater effectiveness.

And make your message "different," also. Up and down a long business street the investigator finds show cards reading pretty much all alike. Use a verse on a card occasionally. Illustrate a card occasionally. Make your cards "sound different from the other fellows."

Originality in show cards pay big!

If you produce your own cards look out for poor layout effects. If you are at a loss for layouts peruse advertisements in newspapers and magazines. Find ways that arrangements of text and headings are combined effectively. As a layout problem the show card is susceptible to the same ideas used in periodical advertising.

The "mechanical margin" is a defect of many show cards. For effective presentation a margin equally wide at foot and top of card shoots beside the mark. The best presentation gives greater margin at the foot than at the top.

The display card should be attractive but it shouldn't be the center of attraction in the window. That usually should be merchandise, or something closely related to merchandise.

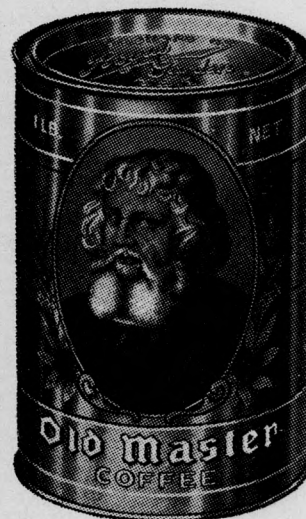
Adapt show card lettering to merchandise display. Many merchants invariably ask for "block letters," referring to Gothic, when more refined lettering would suit merchandise far better. Probably the show card writer you employ can turn out cards much faster with one lettering than another, but that is no reason for using that. Ask for lettering which is most suitable.

Black Lead Women's Woolens.

Black, and black and white, are growing stronger in favor as the fall season advances. The brown family shows a downward trend after reaching a high peak. The strength of green was held to confirm earlier predictions. There is a growing demand for brighter shades than wine in the red tones. Tricot broadcloth continues to hold in popular and medium

price broadcloths. Velvety woolens, the survey notes, are coming to the fore again, both for suits and coats.

These Be Our Leaders



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



SARLES
Detective Agency
Licensed and Bonded
Michigan Trust Bldg.
Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting
GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.
Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Phone 61386

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

WHITEFISH and TROUT

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

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD
OTHER SPECIALTIES

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

Corduroy Tires

Sidewall
Protection

Made in
Grand Rapids

Sold
Through
Dealers
Only.



CORDUROY TIRE CO.
Grand Rapids, Mich.

HOTEL DEPARTMENT

Some of the Dominant Spirits at Soo Convention.

Los Angeles, Oct. 12—George L. Crocker, general manager of Hotel Olds, Lansing, was elected President of the Michigan Hotel Association, at their annual meeting held at Hotel Ojibway, Sault Ste. Marie, last week, and I take pleasure in congratulating both the Association and George on the selection. I have known Mr. Crocker intimately for many years, and in addition to being one of the best equipped hotel operators in Michigan, he is also a pusher and organizer in hotel association affairs, and will leave his mark with the Michigan organization.

Ernest Piper, Hotels Madison-Lenox, Detroit, retiring President, has also proven a record breaker, and one of his cleverest stunts was the selection of Sault Ste. Marie for the annual meeting which, according to custom might properly have been held in his own home town. But Mr. Piper is far seeing and decided that the Upper Peninsula members were entitled to recognition from the fact that while they were fewer in numbers they were constant in attendance at these gatherings.

As a consequence with the wonderful co-operation of Arthur L. Roberts, John N. and Leo A. DeGelman, operating the wonderful Ojibway establishment at the Soo, the meeting was made possible and proved one of the best attended and most successful ever held by that organization.

From this distance it was impossible for the writer to undertake anything like a resume of the proceedings of the meeting, but possibly he may be forgiven for offering at this late date a few side-notes of a gathering in which he formerly took a part and enjoyed to the fullest extent.

The new roster of officers consists of:

President—George L. Crocker, Hotel Olds, Lansing.

Vice-President—Fred J. Doherty, Hotel Doherty, Clare.

Secretary—George H. Swanson, Hotel Huron, Ypsilanti.

Treasurer—Thorvald Aagaard, Battle Creek Sanitarium.

Regional Vice-Presidents—Harold A. Sage, Hotel Tuller, Detroit; John Wooten, Hotel Hayes, Jackson; Fred Bucher, Parker Inn, Albion; A. N. Michaelson, Hotel Premier, Benton Harbor; Eric Dahl, Hotels Pantlind and Morton, Grand Rapids; Lloyd G. Robinson, Hotel Durant, Flint; C. W. Holden, St. Clair Inn, St. Clair; John Schuch, Hotel Schuch, Saginaw; R. D. McFadden, Park Place Hotel, Traverse City; F. R. Johnson, Rustic Tavern, Houghton; Leon Degelman, Hotel Northwood, Marquette, and Hotel Ojibway, Sault Ste. Marie; C. A. Robinson, Iron Inn, Iron River; Max V. MacKinnon, Hotel Wardell, Detroit.

The members of the executive council are Ernest H. Piper, John A. Anderson, Walter Hodges, W. L. McManus, Jr., Edward R. Swett, Charles H. Stevenson, Carl M. Snyder and Henry M. Hollister.

For many years, not only at the annual gatherings but at regional meetings the Question Box has held the rapt attention. With the single exception of the year when he was president of the Association, John A. Anderson, manager of Hotel Harrington, Port Huron, has presided at this function, and I will say, in the language of the poet:

"Upon my soul, Riley, you're doing darned well!"

This year was no exception. Anybody who has ever attempted to secure co-operation from a mixed mass of hotel operators and get them to "light" anywhere, knows it is a man's job. But John seems to have been there with the goods, as usual, and this

feature of the convention was a whirlwind.

In past years, the Executive Council has consisted of the elected officers and the committee chairmen. Under a new arrangement the regional vice-presidents will perform these duties. The past presidents have also been ex-officio members of the council and presumably they will continue to add their luster to committee meetings.

Here is a rule adopted by the Association which I deem a very good one: "It shall be the duty of each member to notify the secretary in writing of any delinquent fraudulent or objectionable guest or discharged employee, giving full particulars, including the name and description of such person, and it shall be the duty of the secretary to notify all other members of the particulars of such information." A good thing if carried out punctiliously.

George H. Swanson was re-elected Secretary, a well deserved compliment. I remember very well when this magnetic individual came from Pennsylvania to assume the management of Hotel Huron, Ypsilanti. It was freely predicted that the Huron would develop into one of those red ink affairs, but George just wouldn't have it so and suiting the action to the idea he proceeded to pay dividends and make everybody happy. In the language of Carl Montgomery, he makes a "gold darned good secretary, too."

Thorvald Aagaard, the new treasurer, came to the Battle Creek Sanitarium a few years ago, immediately identified himself with the Michigan Hotel Association, and I know from personal knowledge that his activities therein have been helpful to his fellow members. I hope he will have much money to handle for the Association and he will be pretty sure to collect interest on daily balances, whether the said organization needs it or not.

Naturally Ted. Beecher, publicity emissary for the Pantlind and Morton Hotels, had a ringside seat in the convention. Ted. combines hotel and Greater publicity with equal success.

H. L. Bradley came to the Crystal Falls Inn, Crystal Falls, half a dozen years ago, on a proposition to pay as rental a certain agreed charge for occupied rooms only. Whether the idea was original with him or not I am not prepared to say, but it was the first I ever heard of the plan which is now quite common.

Alvah Brown, Hotel Browning, Grand Rapids, always makes a pilgrimage to the annual gathering. If all members were as faithful as he, the secretary would automatically find himself in possession of Association dues without beating around the underbrush to find the delinquents.

Also, there was C. J. Burns, of the Delta, Escanaba. I am just naturally fond of that fellow and his good wife, who used to entertain me magnificently whenever I paid my annual visit to the U. P. and said to it that I was introduced to prospective members.

W. L. Cartwright who operates in Florida winters and runs Hotel Ramona, Harbor Springs, in summer, considers attending the annual meeting a sort of religious function and never misses fire.

A convention without Mr. and Mrs. Frank Ehrman, Hotel Columbia, Kalamazoo, would be accentuating the play of Hamlet, with Hamlet absent. It is of such timber that substantial associations are developed.

The Gerow contingent from the Elliott House, Sturgis, consisting of Mr. and Mrs. and Miss Ethel May, never consider a little trek of a few hundred miles as a handicap when it comes to a matter of meeting up with fellow craftsmen. I hope their new hotel is about completed, for next summer—well "sufficient unto the day," etc.

C. L. Heckathorn, Beach Inn, Munising, was always one of a coterie of

U. P. fellows who always came to the conventions, whether or no, without considering the cost of gasoline. For his sake I was pleased when President Piper decided to hold his "big tent" affair at the Soo.

Howard Heldenbrand and wife, Hotel Heldenbrand, represented the "Hildy" dynasty. H. V. is one of the (Continued on page 30)

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.

CHARLES RENNER HOTELS

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

Edgewater Club Hotel, St. Joseph,
Mich., open from May to October.
All of these hotels are conducted
on the high standard established
and always maintained by Mr.
Renner.

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"We are always mindful of
our responsibility to the pub-
lic and are in full apprecia-
tion 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 Con-
nection. 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
EDWART R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

NEARLY A MILLION.

Appraised Value of Estate of Charles Trankla.

Appraisal of the estate of the late Charles Trankla, owner of the Boston Store, has been filed in the Probate Court by William H. Gilbert and Clarence J. Farley, appraisers. The estate schedules \$977,422.79, itemized as follows:

Real estate on Monroe avenue	\$693,000.00
90 feet in Block 2, Remington Add.	12,500.00
Lot in Block 2, Holbrook's Addition	8,000.00
Lot in Oakhill Cemetery...	1.00
24,988 shares Chas. Trankla & Co.	299,976.00
26 shares G. R. Ind. Land Ass'n.	1.00
36 shares Guardian Detroit Union Group	3,240.00
10 shares G. R. Nat. Bank...	4,050.00
40 shares Pantlind Hotel, Preferred	3,000.00
39 shares Pantlind Hotel, Common	2,925.00
50 shares Continental Oil Co.	960.00
Savings account G. R. Nat. Bank	22.59
Savings acct. Old Kent Bank	227.13
Deposit G. R. Trust Co.	1,020.00
Promissory notes J. A. Moorhard (\$27,648.64) ..	500.00
Packard sedan	1,000.00
Household furniture	1,000.00

Bryan University.

Little has been heard for a year or more of the university in Dayton, Tenn., projected by William Jennings Bryan as a protest against the teaching of evolution, for which J. T. Scopes of the Dayton High School was tried five years ago. Its backers, however, have been busy. They have raised money enough to pay for an administration building, now going up, and the university has opened with an enrollment of 300 students. Until other buildings are ready the classes will use the high school building, in which, according to the State law, no public funds may be used to pay for teaching "that man has descended from a lower order of animals." An endowment fund of \$1,000,000 is planned and has been partly raised. And so education goes marching on.

Holiday Men's Wear To Be Staple.

With consumers disposed to buy only what they absolutely need in men's wear, the holiday trade this season will probably be confined to staple merchandise with little attention being paid to novelties or luxuries. In the popular-price range, at any rate, it is thought that gifts will be bought for utilitarian purposes. Merchants will probably concentrate on attractive packaging and prices rather than any promotion of what might be regarded as luxury gifts, it was said. This, of course, does not hold true for the more expensive lines of merchandise, although it is thought that they will also be affected to some extent by the present restricted consumer purchasing. On the other hand, some merchants

feel that it is only by the promotion of attractive and unusual gifts that holiday trade will be increased.

Order Cheap Silver-Plated Ware.

An active demand for silver-plated flatware to retail at 15 cents per piece has grown up in the Eastern market recently and manufacturers are making every effort to produce suitable merchandise at that price. One producer has sent circulars to his customers offering flatware to retail at 12 cents. The demand for silver-plated ware is growing steadily in the low-end field and pepper and salt sets to retail at \$1 are being sold in competition with the pewter pieces. The volume of sales of the silver-plated types, it was said, has increased until it is now equal to pewter.

House Wares Sales Slowed Down.

House furnishings business in both retail and wholesale fields is being slowed down to abnormal extent because of adverse weather conditions. A cold snap extending over five days or a week would bring a rush of business to manufacturers and jobbers alike. Many of the buyers now shopping for off-merchandise in small items such as electrical goods, novelty furniture and similar housewares contend adverse weather is responsible for their hesitancy in buying regular goods.

Warm Spell Retards Sweaters.

Warm weather continues to retard the sales of heavy knit goods. Sweaters have begun to show some activity, but the volume is not so large as it might be if the weather were cooler. Men's and women's pure worsted sport coats in the popular-price range are being sought now. Black, navy and taupe are the outstanding colors in the women's sweaters. Shakers and jumbos have moved less actively. New England business has been good, it was said, with a sprinkling of demand from the Coast and Southern points.

The human soul is a highly complex, many-sided organism and it reacts upon the world at many points, each contact awakening its own peculiar response. The contact of our physical nature on the world yields health; of our intellectual nature yields truth; of our esthetic nature yields beauty; of our moral nature yields duty; of our social nature yields fellowship; and of our spiritual nature yields religion. The soul is a million-stringed harp or an exquisitely sensitive radio which the grand organ and orchestra of the world makes into rich responsive music.—James H. Snowden.

A great deal of the joy of life consists in doing perfectly, or at least to the best of one's ability, everything which one attempts to do. There is a sense of satisfaction, a pride in surveying such a work—a work which is rounded, full, exact, complete in all its parts—which the superficial man, who leaves his work in a slovenly, slipshod, half-finished condition, can never know. It is this conscientious completeness which turns work into art. The smallest thing, well done, becomes artistic.—William Mathews.



A Real Outing

Many men, active in the City's business and professional life have learned that relaxation whether it takes the form of hunting, fishing, sports or travel, brings peace of mind, a real outing, only when the mind is free from financial cares.

These men in increasing numbers are adopting the Agency Agreement form of trust service for their personal affairs. It permits them to place on us the "hundred and one" details incident to their investment and financial program.

Why not investigate the merits of the Agency Agreement plan? Our officers are easily accessible and always available. They will be glad to discuss the subject with you frankly and confidentially.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

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, Croswell.

Treasurer—P. W. Harding, Yale.

When a New Customer Comes in the Store.

So much of a druggist's business is of transient character, and of such great variety, he never can tell what kind of people will enter his store, nor what strange enquiries and requests may be made. He takes it all for granted; he is accustomed to it, even calloused to the situation. He knows for a surety that a new face may mean just a single sale, likely never seeing that particular customer ever after. At least that is his attitude. So he constantly awaits new customers, and right here, it seems, a mistake is being made and an opportunity overlooked.

The druggist should not build round him the idea that new customers and new prospects are just so many uncertainties, who will be here to-day, and who knows where to-morrow. There are many druggists simply serving the new customer with a given item asked for, subsequently relinquishing all further opportunity. Seemingly no attempt whatever is made to sell this new customer other articles, or at least interesting him in other merchandise. It will never be known what volume of business yearly never materializes simply because druggists and their assistants make no bid for this additional business. It will serve adequately to say that numerous customers, who so easily could be won over to the drug store, as steadier customers, instead, by reason of lack of initiative, switch their patronage elsewhere.

In a goodly number of instances, right in regard to these new customers, extra sales could be developed, by judicious suggestion and timely demonstration. Not being apprised of new merchandise, no interest in other articles being aroused, the new customer make a hasty exit, and another drug store may be forgotten.

The new customer could be told of different kinds of toilet goods, smokers' articles, and of what not of the many and varied lines that the modern drug store retails. How many times has a new patron bought something additional, simply by reason of the salesman's alert suggestion and invitation? This purchased article may represent a commodity usually sold in other fields. Bought in the drug store, this sale reacts creditably to the management. Had the customer not been interested in that article by the drug store salesman, it is a tall question

whether he ever would have thought of buying it or a similar product in a drug store, let alone actually buying same. Here a sale has easily been built, and the customer being made aware that a certain drug store is alive to its opportunities.

That is why it pays drug store proprietors to get away from the idea that a new customer, even though a seeming transient, is not worth interesting. Oh, yes, a great number of druggists may have tried it, but, if results immediately are not satisfying, in accord with anticipation, interest and enthusiasm languishes, and the drug store continues to operate in the same hitherto lamentable way.

If patience anywhere is requisite—and many druggists can attest the need for that essential element—it is certainly in the drug store. The drug store force can never have too much of it. It is something that well may be borne in mind at all times. The remembrance particularly has placed at such times when the druggist is striving for additional trade from new customers. You may interest a new patron in a certain item to-day, yet the sought sale may be never effected. Perhaps the customer cares not to buy, at least not to-day. So, he puts off the matter; yet, even though not buying, he now possesses knowledge regarding a certain product, of which he may not have found out otherwise.

Should the particular article arouse contemplation of purchase later, your drug store comes in mind. Your store may subsequently turn that sales, and yet you may be none the wiser regarding its real inception. Perhaps it stands as simply "another sale," but the wise, foresighted druggist is well cognizant of the strange manner of sales sometimes resulting. He rests on the assurance that his efforts are not going for naught, even though for the time being an objectified-for sale is not consummated. Yes, this druggist has patience, and he knows it pays.

You will painstakingly explain a new item, and well will you apply technique when you indicate no urgency for a sale development. Your prospect must be carefully nurtured, nursed along, as it were. What if he doesn't buy now? You are simply glad of the opportunity to tell him certain things about various of your different lines, so that this new prospect will know more about your drug store, about the great variety of important and useful articles it handles, about the druggist and his courteous store force, and its eagerness to serve customers; about the entire business, in fact. Is not that worthwhile?

Granting again the fact that a new customer may not purchase the article demonstrated, he nevertheless is now enlightened concerning a certain important commodity regarding which previously he had known nary a tittle. There comes times when he will tell about that very same commodity to relatives, friends, acquaintances. How many sales subsequently are brought about, of that very same commodity, by reason of the druggist's opportune initiative? How many relatives of that new customer, how many friends, how

many intimates, make way to your drug store, to purchase a certain article? Indirect sales—your efforts have not been in vain.

All sales, the starting point of which the druggist may never be aware. But it is all business that ordinarily would never have resulted, the sales simply coming about because the drug store had planned, prepared and endeavored for them. Does it pay to interest new customers in other items, even though they will not buy for the time being? We need no answer.

The many products new customers never use, simply because they are told nothing about them. The purchase of these very same articles constantly put off, until some other time—whenever that is—until the prospect finally does decide to acquire same. Where does he purchase these articles? Will he go to your drug store? Does he know that you have them in stock? Even admitting you have them, what does the prospect know about them? Is the entire store force co-operating, informing customers and prospects of the varied lines available? What sales procedure is being followed? Are there in force certain sales policy and rules? Is a consistent bid for customer-enthusiasm and interest in evidence? What is the drug store doing to attract more of these additional sales, through new customers, albeit these customers may be considered transient patronage? How many of these sales instead have turned to the advantage of other fields?

When a new prospect comes in and a sale is made, what does the drug store do about it? Just another transient? Yes, a new face, and who knows where its possessor will be to-morrow. However, this drug store offers a refreshing change. The one in attendance enquires regarding the new customer's name and address. Customer curiosity. Perhaps even reluctance, resentment. "We like to keep you in mind," the salesman affably explains, at one stroke satisfying curiosity, dispelling reluctance and objection, and winning the new customer completely over. "Many times," he proceeds, "we receive here new merchandise in which we think you may be interested. With your name and address in our books we naturally can get in touch with you. We can call you by telephone, or let you know by letter or card. And even if you do not buy, after all, and you have kindly given us the opportunity to explain and demonstrate the line, we shall be thankful. Many times you may decide to buy later." And before the salesman completes this conversation he will usually have gained the good graces of the new customer. The drug store is not forgetting this new customer, obviously. Aside from the immediate sales attending such procedure, the drug store that keeps new customers in mind is the one kept most in mind by new customers.

Frank V. Faulhaber.

Disputes are based on prejudices more often than on fact.

Knowing the Why stimulates you to learn the How.

Can Retail Selling Become Automatic?

A shrewd analyst of business methods recently made the remark that for many lines of standard merchandise, we are rapidly nearing a period of automatic sales operations. He pointed out that through advertising, which familiarizes the public with the products, its appearance, uses and prices, and through display at the point of purchase, the sales operation is simplified so greatly that personal intervention is reduced to minimum importance.

Most retailers agree that the personal selling problem is one of their chief difficulties, and that training the right kind of salespeople and keeping them on the job is a great obstacle in the way of successful operation.

Perhaps the gap which now exists between the National advertiser and the aggressive retailer will be shortened by the increasing realization that personal selling problems are greatly reduced in size and importance by the tie-up between manufacturer's advertising and store display. It is no trick to sell the public the goods it knows about, wants and is prepared to buy at advertised prices. The difficulty with the kind of salesmanship which is demanded is that the customer is not always sufficiently familiar with the goods offered.

Display of the goods themselves is just as important, in enabling the sales operation to become nearly automatic, as consistent and efficient advertising. Many retail stores hesitate to use the display material offered by the manufacturers, feeling that they are stronger in their own communities than the manufacturer can be, and preferring to emphasize their own name rather than that of the manufacturer's product.

This is a natural attitude for a strong retailer to take, but it cuts him off from much of the sales help which he can readily obtain from manufacturers. In fields where dealer display material is generously offered and freely used, retail selling continues to take on more and more of an automatic character. In food stores, drug stores, tobacco stores, etc., this is rapidly becoming the situation.

There is plenty of work for skilled salesmen and saleswomen, and never before has good salesmanship been so well rewarded. Therefore there is no point in expending high-grade sales effort on operations which can be made largely automatic. To bring about this result, obviously, requires greater use and greater team-work of the two important forces, advertising and display in the store.

Bound Eventually To Be the Controlling Factor.

Chain store executives and large retailers generally are preparing to meet an expected effusion of sales tax legislation this winter. The movement, repressive in design, had its origin among independent dealers alarmed by the success of mass selling. Politicians took up the cudgels in their behalf, believing public sentiment was behind them. This belief was strengthened by the decision in the North Carolina Supreme Court

sustaining the law in that state which imposes a tax of \$50 each on units of chain store systems, and the failure thus far to find legal flaws in the Kentucky statute which treats large retail sales very much as large individual incomes are treated by Congress. With expanding government outgo and contracting income a new motive has been found in the need of additional revenues. The subject was dealt with at some length by speakers at the Chain Store Association in Chicago week before last, and it has been taken up by the National Retail Dry Goods Association, whose members, department stores, are more vulnerable even than the chains to this form of attack. Most of the talk, however, is on narrow grounds of selfish interest that is not likely to influence state legislatures bent on giving expression to popular feeling by their enactments. A striking exception is the utterance of Silas H. Strawn, well-known lawyer and civic leader of Chicago. Basing what he had to say on the advantages of free competition, Mr. Strawn emphasized the public interest as paramount. The chain, he believes, is a permanent institution, provided the agencies seeking to undermine public confidence in it are counteracted by statements informing the consumer of what the chain accomplishes in his or her interest by scientific retailing on a large scale. The fact that any sales tax must ultimately be paid by the final purchaser of goods is a phase of the matter that received little attention. Yet this is likely to be the crux of the discussion. There may be doubt of the right of state legislatures to discriminate among classes of business in tax legislation. That is a legal question which the courts alone can answer. But when the public good is at stake public opinion is bound eventually to be the

controlling factor. Upon that phase of the subject attention must be concentrated.

Late Business News From Indiana.

Indianapolis—Robert Speer Ennis, 76 year old, clothing salesman at the Star store for more than thirty years, died at his home 2317 North New Jersey street, following cerebral hemorrhage.

Elkhart—The Elkhart Packing Co. plans to build a \$25,000 addition to its plant here.

Evansville—Samuel Rhodes, who for several years was identified with several of the local men's clothing stores, has joined the salesforce of Bartlett's, Main and Second streets here.

Indianapolis—The Pettis Dry Goods Co. has opened in connection with its shoe department a foot health department. The new service is in charge of Dr. H. M. Anderson, chiropodist and podiatrist. Free advice will be given patrons of the department as to the proper kind of footwear to purchase.

Indianapolis—The Wm. H. Block Co. has added men's shoes as another unit to its men's furnishings department. Three lines, Emerson, Friendly Five and Florsheim footwear will be carried in stock in a variety of styles and sizes. Harry Pock, manager of the men's department, will be manager of the new shoe section of the store. The equipment is of modern design and use. The three lines, each in a separate price class, were selected after three months' study of the shoe market. With the addition of the department, the store claims to be able to provide a complete outfitting of clothing for men.

Don't expect to be praised for every good job.

DUNCAN'S YO-YO TOPS

The Genuine No. 77 Gold Seal Yo-Yo Tops—Price \$2.00 Dozen. Buy them by the dozen or gross—all same price. We are Michigan Distributors. Send orders to Promotion Dept., care of

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	1 35@1 50	Buchu	@2 40
Boric (Xtal)	10 @ 20	Elgeron	5 00@5 25	Cantharides	@2 16
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Capsicum	@2 28
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	Cubebs	@2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	@2 74
Tartaric	52 @ 60	Lavender Flow.	6 00@6 25	Gentian	@1 35
Ammonia		Lavender Gar'n.	1 25@1 50	Guaiaac	@2 28
Water, 26 deg.	07 @ 18	Lemon	4 00@4 25	Guaiaac, Ammon.	@2 04
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@ 85	Iodine	@1 25
Water, 14 deg.	5 1/4 @ 13	Linseed, boiled, bbl.	@ 88	Iodine, Colorless	@1 50
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 50
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@1 82
Fir (Canada)	2 75@3 00	Olive, pure	3 00@5 00	Opium	@5 40
Fir (Oregon)	65@1 00	Olive, Malaga,		Opium, Camp.	@1 44
Peru	3 25@3 50	yellow	2 50@3 00	Opium, Deodorz'd	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	@1 92
Barks		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.)	20@ 30	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	3 @ 2 1/2
35c	20@ 30	Peppermint	4 50@4 75	Ochre, yellow less	3 @ 2 1/2
Berries		Rose, pure	13 50@14 00	Red Venet'n Am.	3 1/4 @ 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, artifi	75@1 00	Rogers Prep.	2 65@2 85
Licorice	60@ 75	Spearmint	6 00@6 25	Miscellaneous	
Licorice, powd.	60@ 70	Sperm	1 50@1 75	Acetanalid	57 @ 75
Flowers		Tany	7 00@7 25	Alum	56 @ 12
Arnica	75 @ 80	Tar USP	65 @ 75	Alum, powd. and	
Chamomile Ged.)	30 @ 40	Turpentine, bbl.	@ 52	ground	09 @ 15
Chamomile Rom.	@1 25	Turpentine, less	59 @ 72	Bismuth, Subni-	
Gums		Wintergreen,		trate	2 00@2 40
Acacia, 1st	@ 60	leaf	6 00@6 25	Borax xtal or	
Acacia, 2nd	@ 50	Wintergreen, sweet		powdered	06 @ 13
Acacia, Sorts	35 @ 40	birch	3 00@3 25	Cantharides, po.	1 25@1 50
Acacia, Powdered	40 @ 50	Wintergreen, art	75@1 00	Calomel	2 72@2 82
Aloes (Barb Pow)	35 @ 45	Worm Seed	6 00@6 25	Capsicum, pow'd	62 @ 75
Aloes (Cape Pow.)	25 @ 35	Wormwood, oz.	@1 50	Carmin	8 00@9 00
Aloes (Soc. Pow.)	75 @ 80	Potassium		Cassia Buds	30 @ 40
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Cloves	40 @ 50
Pow.	90 @1 00	Bichromate	15 @ 25	Chalk Prepared	14 @ 16
Camphor	87 @ 95	Bromide	69 @ 85	Chloroform	47 @ 54
Guaac	@ 60	Bromide	64 @ 71	Choral Hydrate	1 20@1 50
Guaiaac, pow'd	@1 25	Chlorate, gran'd.	21 @ 23	Cocaine	12 85@13 50
Kino	@1 20	Chlorate, powd.	16 @ 23	Cocoa Butter	60 @ 90
Myrrh	@1 15	or Xtal	17 @ 24	Corks, list, less	30@10 to
Myrrh, powdered	@1 15	Cyanide	30 @ 30	Copperas	40-10%
Opium, powd.	21 00@21 50	Iodide	4 34@4 55	Copperas, Powd.	03 @ 10
Opium, gran.	21 00@21 50	Permanganate	22 1/2 @ 35	Corrosive Sublim	2 25@2 30
Shellac	50 @ 65	Prussiate, yellow	35 @ 45	Cream Tartar	35 @ 45
Shellac, White	55 @ 70	Prussiate, red	70 @ 70	Cuttle bone	40 @ 50
Tragacanth, pow.	@1 75	Sulphate	35 @ 40	Detxrine	6 @ 15
Tragacanth	2 00@2 35	Roots		Dover's Powder	4 00@4 50
Turpentine	@ 30	Alkanet	30 @ 35	Emery, All Nos.	10 @ 15
Insecticides		Blood, powdered	40 @ 45	Emery, Powdered	@ 15
Arsenic	08 @ 20	Calamus	25 @ 35	Epsom Salts, bbls.	@03 1/4
Blue Vitriol, bbl.	@ 07	Elecampane, pw.	20 @ 30	Epsom Salts, less 3 1/4	@ 10
Blue Vitriol, less	08 @ 15	Gentian, powd.	20 @ 30	Ergot, powdered	@ 4 00
Bordea, Mix Dry	12 1/2 @ 23	Ginger, African,		Flake, White	15 @ 20
Heliole, White		powdered	30 @ 35	Formaldehyde, lb.	12 @ 35
powdered	15 @ 25	Ginger, Jamaica	60 @ 65	Gelatine	80 @ 90
Insect Powder	47 1/2 @ 67	Ginger, Jamaica,		Glassware, less 55%	
Lead Arsenate, Po.	13 1/2 @ 20	powdered	45 @ 60	Glauber Salts, full case	60%
Lime and Sulphur		Golden Seal, pow.	5 00@5 50	Glauber Salts, bbl.	@02 1/2
Dry	09 @ 23	Ipecac, powd.	5 50@6 00	Glue, Brown	20 @ 30
Paris Green	26 1/2 @ 46 1/2	Licorice	35 @ 40	Glue, Brown Grd	16 @ 22
Leaves		Licorice, powd.	20 @ 30	Glue, White	27 1/2 @ 35
Buchu	@ 90	Orris, powdered	45 @ 50	Glue, white grd	75 @ 85
Buchu, powdered	@1 00	Poke, powdered	35 @ 40	Glycerine	17 1/2 @ 40
Sage, Bulk	25 @ 30	Rhubarb, powd.	@1 00	Hops	75 @ 85
Sage, 1/4 loose	@ 40	Rosinwood, powd.	@ 50	Iodine	6 45@7 00
Sage, powdered	@ 35	Sarsaparilla, Hond.		Iodoform	8 00@8 30
Senna, Alex.	50 @ 75	ground	@1 10	Lead Acetate	20 @ 30
Senna, Tinn. pow.	30 @ 35	Sarsaparilla, Mexic.	@ 60	Mace	@1 50
Uva Ursi	20 @ 25	Squills	35 @ 40	Mace powdered	@1 60
Oils		Squills, powdered	70 @ 80	Menthol	7 00@8 00
Almonds, Bitter,		Tumeric, powd.	20 @ 25	Morphine	13 58@14 33
true	7 50@7 75	Valerian, powd.	@ 60	Nux Vomica	@ 30
Almonds, Bitter,		Seeds		Nux Vomica, pow.	15 @ 25
artificial	3 00@3 25	Anise	@ 35	Pepper, black, pw.	45 @ 56
Almonds, Sweet,		Anise, powdered	35 @ 40	Pepper, White, p.	75 @ 85
true	1 50@1 80	Bird, ls	13 @ 17	Pitch, Burgundy	20 @ 25
Almonds, Sweet,		Canary	12 @ 13	Quassia	12 @ 15
imitation	1 00@1 25	Caraway, Po.	30 @ 35	Quinine, 5 oz. cans	@ 60
Amber, crude	75 @1 00	Cardamon	2 50@2 75	Rochelle Salts	28 @ 35
Amber, rectified	1 50@1 75	Corlander pow.	40 @ 25	Saccharine	2 60@2 75
Anise	2 00@2 25	Dill	15 @ 20	Salt Peter	11 @ 32
Bergamont	6 50@7 00	Fennell	35 @ 50	Seidlitz Mixture	30 @ 40
Cajeput	2 00@2 25	Flax	8 @ 15	Soap, green	15 @ 30
Cassia	3 00@3 25	Flax, ground	8 @ 15	Soap, mott cast.	@ 25
Castor	1 55@1 80	Foenugreek, pw.	15 @ 25	Soap, white Castile,	
Cedar Leaf	2 00@2 25	Hemp	8 @ 15	case	@15 00
Citronella	4 00@4 25	Lobelia, powd.	@1 30	Soap, white Castile	
Cloves	4 00@4 35	Mustard, yellow	17 @ 25	less, per bar	@1 60
Cocanut	27 1/4 @ 35	Mustard, black	20 @ 25	Soda Ash	3 @ 10
Cod Liver	1 40@2 00	Poppy	15 @ 30	Soda Bicarbonate	3 1/4 @ 10
Croton	8 00@8 25	Quince	2 00@2 25	Soda, Sal	02 1/4 @ 08
Tinctures		Sabadilla	45 @ 50	Spirits Camphor	@1 20
Aconite	@1 80	Sunflower	12 @ 18	Sulphur, roil	@ 11
Aloes	@1 55	Worm, American	30 @ 40	Sulphur, Subl.	4 1/4 @ 10
Asafoetida	@2 28	Worm, Lavant	6 50@7 00	Tamarinds	20 @ 25
Arnica	@1 50	Tinctures		Tartar Emetic	70 @ 75
Belladonna	@1 44	Aconite	@1 80	Turpentine, Ven.	50 @ 75
Benzoin	@2 28	Aloes	@1 55	Vanilla Ex. pure	1 50@2 00
Webster Cigar Co. Brands		Asafoetida	@2 28	Vanilla Ex. pure	2 25@2 50
Websterettes		Arnica	@1 50	Zinc Sulphate	06 @ 11
Cincos		Belladonna	@1 44	Webster Cigar Co. Brands	
Webster Cadillacos		Benzoin	@2 28	Websterettes	
Golden Wedding		Commodore		Cincos	
Fanattelas		Commodore		Webster Cadillacos	
Panattelas		Commodore		Golden Wedding	
Commodore		Commodore		Fanattelas	

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

Nuts

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, 12-38 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. doz.	25 40
Calumet, 4 oz. doz.	95
Calumet, 8 oz. doz.	1 85
Calumet, 16 oz. doz.	3 25
Calumet, 5 lb. doz.	12 10
Calumet, 10 lb. doz.	18 60
Rumford, 10c. per doz.	95
Rumford, 8 oz. doz.	1 85
Rumford, 12 oz. doz.	2 40
Rumford, 5 lb. doz.	12 50

K. C. Brand

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

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

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

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

BEANS AND PEAS	
100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	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 35

BOTTLE CAPS	
Obt. Laquer, 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. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

DECLINED

Palm Olive Soap

Kaffe Hag, 12 1-lb. cans	
All Bran, 16 oz.	6 15
All Bran, 10 oz.	2 25
All Bran, 1/2 oz.	2 70
All Bran, 1/4 oz.	2 00

Post Brands.

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

BRUSHES

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

Shaver

Shaker	1 80
No. 60	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
Clams, Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	6 10
Sardines, 1/4 Oil, Key	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 35
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1 35	25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 30
Tuna, 1/4, Blue Fin	2 25
Tuna, 1/4, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua. all.	1 35
Beef, 3 1/2 oz. Qua. all.	2 25
Beef, 5 oz., Am. Sliced	4 00
Beef, No. 1, B'nut, all.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 30
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Campbell's	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
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75
Red Kidney Beans	
No. 10	6 50
No. 2	3 70
No. 1	1 30
No. 1	90

String Beans

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

Wax Beans

Little Dot, No. 1	2 75
Little Dot, No. 2	2 00
Little Quaker, No. 2	2 65
Choice Whole, 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 00
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	2 05
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

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
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 25
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

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

Hominy
Pearl, 100 lb. sacks -- 3 50

Macaroni
Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods
Elbow, 20 lb. -- 6 1/2 @ 8
Egg Noodle, 10 lbs. -- 14

Pearl Barley
0000 -- 7 00
Harley Grits -- 5 00
Chester -- 3 75

Sage
East India -- 10

Tapioca
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 10
Half gallon -- 15 40

GELATINE
Jell-O, 3 doz. -- 2 85
Minute, 3 doz. -- 4 05
Plymouth, White -- 1 10
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 -- 18
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 doz. case -- 4 25

NUTS—Whole
Almonds, Tarragona -- 21
Brazil, Large -- 23
Fancy Mixed -- 22
Filberts, Sicily -- 20
Peanuts, Vir. Roasted 11
Peanuts, Jumbo, std. 14

Pecans, 3, star -- 25
Pecans, Jumbo -- 40
Pecans, Mammoth -- 50
Walnuts, Cal. -- 27 @ 29
Hickory -- 0 1

Salted Peanuts
Fancy, No. 1 -- 14

Shelled
Almonds Salted -- 95
Peanuts, Spanish -- 12
125 lb. bags -- 32
Filberts -- 37
Pecans Salted -- 67
Walnut Burdo -- 67

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, Stuff., doz. 2 25
9 1/2 oz. Jar, Stuff., doz. 3 75
1 Gal. Jugs, Stuff., dz. 2 70

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

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. Tins -- 4 35
3 oz., 2 doz. in case -- 2 65
15 lb. pails -- 11 10
25 lb. pails -- 11 10

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

In Iron Barrels
Perfection Kerosine -- 14 6
Gas Machine Gasoline 38 1
V. M. & P. Naphtha -- 18 8

ISO-VIS MOTOR OILS
In Iron Barrels
Light -- 77 1
Medium -- 77 1
Heavy -- 77 1
Ex. Heavy -- 77 1

Polarine

Iron Barrels
Light -- 65 1
Medium -- 65 1
Heavy -- 65 1
Special heavy -- 65 1
Extra heavy -- 65 1
Polarine "F" -- 65 1
Transmission Oil -- 65 1
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 30
Parowax, 100 lb. -- 8 3
Parowax, 40, 1 lb. -- 8 55
Parowax, 20, 1 lb. -- 8 8



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

PICKLES
Medium Sour
5 gallon, 400 count -- 4 75
Sweet Small
16 Gallon, 2250 -- 27 00
5 Gallon, 750 -- 9 75

Dill Pickles
Gal. 40 to Tin, doz. 10 25
No. 2 1/2 Tins -- 2 25
32 oz. Glass Picked -- 2 80
32 oz. Glass Thrown 2 40

Dill Pickles Bulk
5 Gal., 200 -- 5 25
16 Gal., 650 -- 11 25
45 Gal., 1300 -- 30 00

PIPES
Cob, 3 doz. in bx. 1 00 @ 1 20

PLAYING CARDS
Battle Axe, per doz. 2 65
Torpedo, per doz. -- 2 50

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

FRESH MEATS
Beef
Top Steers & Heif. -- 21
Good St's & H'f. 15 1/2 @ 19
Med. Steers & Heif. -- 16
Com. Steers & Heif. -- 15

Veal
Top -- 19
Good -- 15
Medium -- 12

Lamb
Spring Lamb -- 19
Good -- 17
Medium -- 14
Poor -- 11

Mutton
Good -- 12
Medium -- 11
Poor -- 10

Pork
Loin, med. -- 26
Butts -- 22
Shoulders -- 16
Spareribs -- 15
Neck bones -- 0 6
Frimings -- 14 1/2

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

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

Lard
Pure in tierces -- 13 1/2
60 lb. tubs -- advance 1/4
50 lb. tubs -- advance 1/4
10 lb. pails -- advance 3/4
5 lb. pails -- advance 3/4
3 lb. pails -- advance 1
Compound tierces -- 11 1/2
Compound, tubs -- 12

Sausages
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
Knuckles -- @ 17 1/2
California Hams -- @ 17 1/2
Picnic Boiled -- 20 @ 25
Boiled Hams -- @ 39
Minced Hams -- @ 18
Bacon 4/6 Cert. 24 @ 31

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

Liver
Beef -- 17
Calf -- 55
Pork -- 10

RICE
Fancy Blue Rose -- 5 65
Fancy Head -- 0 7

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

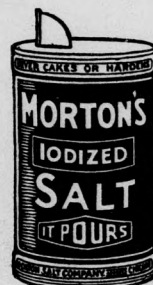
Mackeral
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. -- 18 50
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
B. Z. Liquid, per doz. 1 40
Radium, per doz. -- 1 35
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 80
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. -- 3 00

SALT
Colonial, 24, 2 lb. -- 80
Colonial, 30-1 1/2 -- 1 05
Colonial, Iodized, 24-2 1/2 1 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. 24
Block, 50 lb. -- 40
Baker Salt, 280 lb. bbl. 4 10
14, 10 lb., per bale -- 2 45
50, 3 lb., per bale -- 2 60
28 lb. bags, Table -- 42
Old Hickory, Smoked, 6-10 lb. -- 4 50



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

BORAX
Twenty Mule Team
24, 1 lb. packages -- 3 35
14, 10 oz. packages -- 4 40
96, 1/4 oz. packages -- 4 00

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s -- 1 62 1/2
Brillo -- 35
Climaxine, 4 doz. -- 4 20
Grandma, 100, 5c -- 3 50
Grandma, 24 Large -- 3 50
Gold Dust, 100s -- 4 00

Gold Dust, 12 Large 3 20
Golden Rod, 24 -- 4 25
La France Laun., 4 dz. 3 60
Old Dutch Clean, 4 dz. 3 40
Octagon, 96s -- 3 90
Rinso, 40s -- 3 20
Rinso, 24s -- 5 25
Rub No More, 100, 10 oz. -- 3 85
Rub No More, 20 Lg. Spotless Cleanser, 48, 20 oz. -- 3 85

Sani Flush, 1 doz. -- 3 85
Sapallo, 3 doz. -- 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 12 Large 2 65
Speedee, 3 doz. -- 7 20
Sunbrite, 50s -- 2 10
Wyandote, 48 -- 4 75
Wyandot Deterg's, 24s 2 75

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

SPICES
Whole Spices
Allspice, Jamaica -- @ 40
Cloves, Zanzibar -- @ 50
Cassia, Canton -- @ 40
Cassia, 5c pkg., doz. @ 40
Ginger, Africa -- @ 40
Ginger, Ceylon -- @ 40
Mace, Penang -- 1 39
Mixed, No. 1 -- @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 -- @ 59
Nutmegs 105-1 10 -- @ 50
Pepper, Black -- 41

Pure Ground in Bulk
Allspice, Jamaica -- @ 40
Cloves, Zanzibar -- @ 53
Cassia, Canton -- @ 40
Ginger, Corkin -- @ 33
Mustard -- @ 37
Mace Penang -- 1 39
Pepper, Black -- @ 33
Nutmegs -- @ 43
Pepper, White -- @ 57
Pepper, Cayenne -- @ 40
Paprika, Spanish -- @ 45

Seasoning
Chili Powder, 15c -- 1 35
Celery Salt, 3 oz. -- 95
Sage, 2 oz. -- 90
Onion Salt -- 1 35
Garlic -- 1 35
Poneltv, 3 1/2 oz. -- 3 25
Kitchen Bouquet -- 4 50
Laurel Leaves -- 20
Marjoram, 1 oz. -- 90
Savory, 1 oz. -- 90
Thyme, 1 oz. -- 90
Turmeric, 2 1/2 oz. -- 90

STARCH
Corn
Kingsford, 40 lbs. -- 11 1/2
Powdered, bags -- 4 50
Argo, 48, 1 lb. pkgs. 3 60
Cream, 48-1 -- 4 80
Quaker, 40-1 -- 0 7 1/2

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 62
Argo, 8 1/2 lb. pkgs. 2 97
Silver Gloss, 8, 1s -- 11 1/2
Elastic, 64 pkgs. -- 5 35
Tiger, 48-1 -- 3 30
Tiger, 50 lbs. -- 0 6

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

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

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

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

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

TABLE SAUCES
Lea & Perrin, large -- 6 00
Lea & Perrin, small -- 3 35
Pepper -- 1 60
Royal Mint -- 2 40
Tobasco, 2 oz. -- 4 25
Sho You, 9 oz., doz. 2 25
A-1, large -- 4 75
A-1 small -- 3 15
Caper, 2 oz. -- 3 30

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

Japan
Medium -- 35 @ 35
Choice -- 37 @ 52
Fancy -- 52 @ 61
No. 1 Nibbs -- 54
1 lb. pkg. Sifting -- 14

Gunpowder
Choice -- 40
Fancy -- 47

Ceylon
Pekoe, medium -- 57

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

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

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

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

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

WOODENWARE
Baskets
Bushels, narrow band, wire handles -- 1 75
Bushels, narrow band, wood handles -- 1 80
Market, drop handle -- 90
Market, single handle -- 95
Market, extra -- 1 60
Splint, large -- 8 50
Splint, medium -- 7 50
Splint, small -- 6 50

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

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

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

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

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

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

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

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

YEAST-COMPRESSED
Fleischmann, per doz. 30

Some of the Dominant Spirits at Soo Convention.

(Continued from page 24)
 "comers" I have indicated as a result of celestial studies.

And there was Reno Hoag and his better half. I can well remember when no convention of Michigan hoteliers was ever called to order until Reno's arrival was announced. Now he is piling up scads of money down at Marietta, Ohio, in his Hotel Lafayette, but he is not proud, or afraid of a few thousand miles motoring if he can only get back with "I told you so."

John Lewis, Hotel Marquette, Marquette, was absent on account of ill health, but there was in evidence a very capable representative, Miss Rhea Lewis, who with a sister manage the Marquette and do it well.

For years I tried to get Henry M. Nelson, Manager of Hotel Chippewa, Manistee, to participate in association "dissipations," but his good wife, Margaret, always locked the stable, and kept him away from evil associations, as it were. I note, with exceedingly great joy that he was among the entries, and the next thing I know he will be inviting the bunch to spend a summer with him.

Charley Renner and his better nineteenth, and my chauffeur-de-luxe, "Bill," motored up from the Four Flags, Niles, and everyone who met them had a good time. I could say a lot of things about this fellow—or I might say I have said a lot of things about him. And I would.

Looming up in the affairs of the convention was that colossal figure, Edward R. Swett, Hotel Occidental, Muskegon, a close associate of mine for many years. Mr. Swett was one of a long line of distinguished presidents of the Association who insisted that association benefits accrued only from association and prodded the writer to secure new members, setting the example by going out into the fields and gathering the sheaves. He can look back with much satisfaction to those days, from which the wonderful organization had its first boom period. Mr. Swett always insisted that an organization which was not growing was suffering from dry rot. His accomplishments during his term of office certainly made 'em all take notice.

George Woodcock and the Mrs., now of the Muskegon Country Club, were there. They would be. When I was abstracting money from traveling men at Pentwater, I was taking lessons from George, who was operating the Stearns, at Ludington, and on my Michigan visit this summer they sincerely showed me the "glad hand." Who could help but like them.

John Schuch, of Hotel Schuch, Saginaw (one of the staunch admirers of "Billy" Schultz, for a half century a factor in hotel operation in that city, but who passed on last year) was the original "handy man" of the Association. "No sand too deep; no hill too steep," you all know it as the slogan of a motor manufacturer, ever kept John from performing his full duty to the Association. If it was a piano to move, or a pretty girl to entertain, John was there with the credentials.

Of course such an integral part of the Association as Ruth Mary Myhan, of Hotel Shamrock, South Haven, was naturally in evidence, but where were our old friends, Dave Ried, of South Haven, and Elmer Beach, of Hotel Durand, Durand, who never, heretofore, have missed a meeting of the Michigan Hotel Association. I remember well at the time the annual convention was held at Kalamazoo, that John Burke, a heavy stockholder in Walter Hodges' New Burdick, wafted over to his domicile Dave Reid, Dan. Gerow, Elmer Beach and the deponent, for entertainment of a very special character. Returning to the hotel the quintette got slightly mixed on their geographical bearings and ap-

pealed to a guardian of the peace to ascertain the distance to the Burdick. "Gentlemen," said he, "in the direction you are going it is exactly twenty-four thousand miles." We decided to change our course.

R. D. McFadden, of Park Place Hotel, Traverse City, seems to have fallen into a field of sweet clover. He was in much evidence at the convention and was substantially recognized in many ways. He looks reasonable.

Ed. J. Wood, of Hotel Menominee, Menominee, is about as far away from headquarters as anybody could be and keep from joining the Wisconsin organization, still remains loyal. President Piper's idea of giving those Upper Peninsula boys a chance, brought him to the center, and I am glad of it, for he certainly is a faithful old scout.

Then there was Harold Sage, of the Tuller, Detroit. Everyone knows that I have boomed him for years, in the

mandie, Detroit, who was president of the Detroit Association and one of the organizers of the Michigan body; Harry Zeese, then manager of the Cadillac Hotel, in Detroit; Elmer Puffer, of Hotel Dresden, Flint, second president of the Association; Fred Postal, of the Detroit Griswold; Boyd Pantlind, of the Morton and Pantlind, Grand Rapids, and Charles Downey, of the Downey, at Lansing. He spoke of the organization of the State Hotel Association at Kalamazoo, in 1914, when Walter Hodges was host, and of the first president of the Association, one Mr. Green, of Greenville, who secured the election by "rush" methods and then forgot all about it.

Of course I could say that no meeting of the Michigan Hotel Association could be complete without the presence of "Bob" Pinkerton, who preceded the writer as secretary of the Association, and continued to operate

ers or pupils of a vacation of three months if they choose to take it. The only different is they do not all take vacations at the same time. The present method of closing schools for the summer originated in the early days of America when the services of school children were needed on farms during the harvest season. Most of them do not do much harvesting at the present time. A change in the system would permit of the using of enormous plants for the accommodation of more pupils, just the same as the two-session period in many large city schools has avoided over production of school buildings.

Announcement has been made to the effect that John B. Hanna has been appointed general manager of the Kellogg hotel interests at Battle Creek, in place of E. T. Sherlock, resigned. Mr. Hanna started his career in Milwaukee in 1912, with the Hotel Schlitz, as clerk, steward and manager, and had several Chicago connections afterward. He was manager of the Grandeur Hotel, Chicago, prior to his association with the Kellogg organization.

Sometimes the hotel man takes a survey of himself and asks the question: "Are hotel rates too high?" The hotel can answer honestly, and satisfactorily to any fair-minded guest that the average hotel charges are actually rock-bottom, and that the hotels would go out of business if they tried to make them any lower.

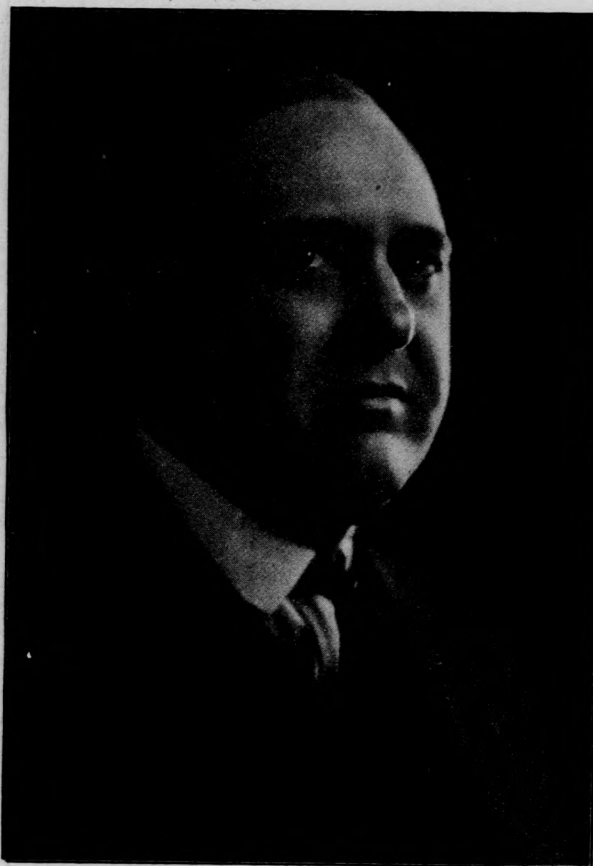
The matter of empty rooms is one factor that helps to set rates. If every room in the hotel were filled regularly it would be a different matter. It would be the old story of mass production being more economical, with a consequent decrease in the price of the product possible.

Here are a few more factors that enter into the setting of the hotel rates. Only about 48 per cent. of the total area of a hotel is productive of revenue to the management. The other 52 per cent. of the hotel's space is taken up with lobbies, hallways, writing room, stairs, lavatories, working spaces such as kitchens, etc. Space of this sort is necessary for the guests, yet it does not bring in any revenue to the hotel.

Again, operating expenses of hotels have risen in recent years in common with all other living expenses. In some cases operating costs in hotels have gone up as high as 250 per cent., Room rates, however, have not gone up 250 per cent. to match this. An investigation of rates in six thousand hotels recently conducted by the Hotel World show that room costs have increased only 70 per cent. over a period of ten years. Because of this high increase in operating not being offset by a correspondingly high increase in rates to guests the trend of hotel failures since 1924 has been steadily upward. We think this will satisfy the average hotel guest that hotel rates are not exorbitant.

Two Pittsburg men shook hands for 383 consecutive hours, or until they were stopped by the doctors. This is another endurance test which no one will care to imitate. Imagine shaking fins with a guy for two weeks without stopping. Now why not inaugurate a kissing contest.

Public demand for hotel conveniences and service has made California first of the states in the number of modern hotels, strengthening the West's leadership in new hotel construction program for 1930. This is the assertion of the American Hotel Journal, Chicago, from a recent survey of the hotel industry. They point out that New York State, with about 825 hotels of fifty or more rooms, erected in 1929, ranks second to California's 869 modern hostleries. Illinois and Pennsylvania rank third and fourth with 525 and 449 modern hotels, re-



Geo. L. Crocker, President Michigan Hotel Association

same class with "Pres" Norton. These are the lads who are going to inflate hotel operation in Michigan and I don't need to hang around much longer to see it accomplished.

Now we will return to the regular order of business after having created all this disturbance.

There are a lot of other fellows I could talk about, but presumably it would be mostly "talk," and I want to go back to Michigan next summer without being compelled to take out insurance in the extra hazardous class.

Reno Hoag gave a talk on "Zig-zagging in and out of the Michigan Hotel Association for sixteen years." First he painted word pictures of the founders and early workers in the Association, many of whom have passed on. Among the deceased members whom he recalled were James R. Hayes, who then operated the Park Hotel, at the Soo, and the Wayne, at Detroit; George Fulwell, of the Nor-

mandie Hotel, Detroit until it closed. They made "Bob" an honorary member of the Association, and I will say it was deserved.

Ray W. Davis, secretary of the St. Joseph-Benton Harbor Commercial Club, asked the members of the Association to meet there next year, but the organization decided that he was inexperienced as to grasshopper plagues and decided to defer action.

The question is continually being agitated of keeping the school houses open for twelve months in the year. This would seem to be a question to which there is only one side. If a big tire factory, for instance, remained closed for one-fourth of the year, then had to build a huge new factory next door, the stockholders would recommend the board of directors for a term in the insane asylum. The plan of keeping the schools open for twelve months does not deprive either teach-

spectively. The figures show that the 1930 new hotel construction program of the West, will amount to over \$100,000,000, leading its nearest competitor, the central section of the country, by nearly 20 per cent.

When I was back East a lot of people asked me what I knew about the moving picture industry. Naturally I swelled up a little and explained to them that Calvin Coolidge and your humble servant were the only ones so far as has been reported to have been in the position to state positively just what constitutes a motion picture star.

When is a motion picture star?

When is a featured player a featured player?

What is the difference between a screen "bit" and an "extra" part?

What is "atmosphere"?

These are the traditional divisions of the Hollywood social scale as established since the first motion picture actor stepped before the camera. They are as clearly defined in the film city as the streets and avenues of the town itself. But the lay public has ever been confused.

A star, as is the unwritten code in Hollywood stars, in addition to the importance given their names, also enjoy certain privileges around the studios which are not accorded other and lesser players. A star dressing room invariably is a suite of rooms; sometimes even an entire bungalow. A star enjoys the services of a "stand in," being a man or woman who takes the place of the star on the set when lights are being adjusted and cameras focused in preparation for a scene. As the "stand in" stands during this tedious process the star rests and relaxes in a handy chair, or retires to a little portable dressing room somewhere near the set. The wardrobe for a star also receives closer attention, and, in case of a woman, is more elaborate, than that given a player of less importance.

The featured player, just one step down in the Hollywood scale, is possibly some young player who is approaching stardom. Or, perhaps, the featured player is a well-known character actor or actress well known to the public but not quite of sufficient box office draw to "carry a title."

This system of distinguishing between stars and featured players of the screen also distinguishes between starring pictures and feature productions. Ernst Lubitsch's most recent production came under this latter class, a feature picture in a special grouping. "Bit players" generally are those players not under contracts to a studio, as are stars and featured and supporting players, who are brought in for parts of minor or secondary importance. They get their somewhat unusual name from the parts they play; small "bits" of certain scenes. A butler in a picture may be a "bit part" and often is, as are maids, valets, chauffeurs, detectives and cafe managers in nine cases out of ten. Fairly well-known featured players may play "bits."

An extra part, on the other hand—the second step from the lowest in the screen actor scale, is a part filled more or less as a routine by the studio casting office. Forty or fifty diners may be needed for a cafe scene in a George Bancroft picture. The assistant director, day before the crowd is wanted, makes the fact known to the casting office and central casting bureau is called. The next morning "twenty-five women, twenty-five men, mixed types, dinner dress," will report for work. Their names never appear in the transaction except on the check they receive for their day's work.

Extra players in almost every case, have to know something of the art of screen acting. The directors may call upon them for slight bits of individual action.

Atmosphere players, to take up the

last division in the scale, are hired as a group and expect to do nothing but act as a group. An "atmosphere crowd" is a throng at a baseball game, the pedestrians on a street, or the mob that storms the castle gates just before the rescue and the fadeout. "Atmosphere players" always receive their pay in the form of cash at the end of the day. Extra players receive checks. They, at least, get their names on the studio books.

Few stars, if any, have ever come up from the "atmosphere" ranks. Many on the other hand, have been developed from among the extras.

Frank S. Verbeck.

Too Busy Making Money To Worry About Competition.

(Continued from page 20)

But let us not forget that business progress results vastly more from a willing, intelligent regard for and application of undramatic facts in our daily lives than from any kind of fighting. In fact, we more generally win out by paying strict, diligent, intelligent attention to our own business—the so-called prosy round of daily duties—even when a fight may be indicated, than by fighting and neglecting those said homely duties.

Let us recall the tremendous growth in consumer preference for fresh fruits and vegetables that has occurred during the last eight years and act accordingly. Let us have the goods. Let us have always as complete assortment as the market affords. That now means virtually everything, because seasons have been eliminated in even the small markets now. Let us keep our displays fresh and inviting and above all, let us price our perishables exactly in line with daily fluctuations. Then chances are we shall be too busy making money to worry about any competition.

Paul Findlay.

Ten Ways To Kill an Organization.

1. Don't go to any of the meetings.
2. But if you do, go late.
3. If the weather doesn't suit you, don't think of going.
4. If you do attending a meeting, find fault with the work of the officers and the members.
5. Never accept an office, it is easier to criticize than do things.
6. Nevertheless, get sore if you are not appointed on a committee, but if you are, do not attend any of the committee meetings.
7. If asked by the chairman to give your opinion on some matter, tell him you have nothing to say. After the meeting, tell everyone how things should be done.
8. Do nothing more than is absolutely necessary. When others roll up their sleeves and willingly and unselfishly use their ability to help matters along, howl that the organization is run by a clique.
9. Hold back your dues as long as possible, or don't pay them at all.
10. Don't bother about getting new members, let George and Jean do it.

Ten Things Clerks Should Not Do.

1. Never become familiar when speaking to customers.
2. Never allow clothing to appear untidy.
3. Never whisper or call across the store to other salespeople when customers are nearby.

4. Never wait on customers out of turn. Courteously ask one who pushes in ahead to wait until earlier customers have been served.

5. Never allow stock to remain out of order.

6. Never correct a customer's pronunciation of anything. Whatever a customer calls it is right.

7. Never suggest substitute goods to customers with set tastes.

8. Never tell a customer her taste is poor or the things she wants are not the best.

9. Never powder, comb your hair, or manicure where customers can see you.

10. Never allow customers to wait while you are fixing stock or making records.

Study These Figures.

Interviewing 14,815 persons over 65 it was found:

- 29.6 per cent. owned no property.
- 8.4 per cent. owned up to \$999.
- 5.1 per cent. owned \$1,000 to \$1,999.
- 5.2 per cent. owned \$2,000 to \$2,999.
- 9.2 per cent. owned \$3,000 to \$4,999.
- 10.6 per cent. owned \$5,000 to \$7,499.
- 6.1 per cent. owned \$7,500 to \$9,999.
- 25.8 per cent. owned \$10,000 or over.

It was also found that:

- 40.3 per cent. had incomes under \$1,000 per year.
- 24.0 per cent. of \$1,000 to \$1,999.
- 16.5 per cent. of \$2,000 and over.
- 19.2 per cent. had no annual income.
- Life insurance carried by the men interviewed:
- 1 out of 100 had \$10,000 or more.
- 21 out of 100 had \$1,000 or more.
- 45 out of 100 had no life insurance.

Corporations Wound Up.

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

Royal Drug Co., Niles.
Merrill Elevator, Merrill.
City Theater and Garage, Inc., Jackson.
Haggard & Marcusson Co., Detroit.
Federal Securities Corp., Lansing.
Quality Fence & Wire Works, Detroit.
Continental Tool Works, Detroit.
Lomasney & Gove Co., Flint.
William E. Marchant Corp., Detroit.
Holly Baseball Club, Holly.
Flint Auto Laundry and Parking Station, Inc., Flint.
Ogle Coal Co., Detroit.
Grand Rapids Paper Co., Grand Rapids.
Art Center Apartments, Inc., Detroit.
Louis D'Agostino Co., Detroit.

The Seven Mistakes of Life.

1. The delusion that individual advancement is made by crushing others.
2. The tendency to worry about things that cannot be changed.
3. Insisting that a thing is impossible because we cannot do it.
4. Attempting to compel other persons to believe and live as we do.
5. Neglect in developing and re-

fining the mind by not acquiring the habit of reading fine literature.

6. Refusing to set aside the trivial that important things be done.

7. Failure to establish the habit of saving money.

Real Service.

A guest hurried up to the hotel clerk's counter. He had just ten minutes to pay his bill, reach the station and board the train.

"Hang it," he exclaimed, "I've forgotten something. Here, boy, run up to my room—No. 427—and see if I left my pajamas and shaving kit. Hurry! I've only five minutes now."

The boy hurried. In four minutes he returned empty handed and out of breath.

"Yes, sir," he panted. "You left them."

Good Morning.

Morning ever seems to be
Full of opportunity
Yesterdays may hold regret
But a morning never yet
Came without a hopeful ray
For a better day to-day.

Morning brings a smile to cheer
Its expectant atmosphere
Nor will let you ever grope
On in darkness. Light is hope
Animation, courage, plan
In the make up of a man.

Morning too has friendliness
Which it keeps in readiness
For your work or for your play
Or wherever leads your way
But if lowering clouds should fall
These are helpful after all.

Rain or shine, or shine or rain
Morning thrills again, again
And becomes a daily chart
For your happiness of heart.
So apparent with the dawning,
That you bid the world "good morning."
Charles A. Heath.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR RENT—Two desirable store buildings located on Brady street, one store building located on corner of Hubbard and Locust streets, in Allegan, Mich. Good location for grocery. Pearl E. Town, Allegan, Mich. 341

Cash—For your stock or ends of stocks, groceries, dry goods, clothing, etc. Box 425, Big Rapids, Mich. 342

FOR SALE—Complete grocery, dry goods and notions stock, with fixtures. Located on best corner in busy community within fifteen miles of Kalamazoo. On state highway. For further information, address No. 343, c/o Michigan Tradesman. 343

EXCLUSIVE-READY-TO-WEAR—And beauty parlor, well located, town Central Michigan 6,000 population. Good location, established eight years, long lease, rent reasonable. Entertain any fair offer account ill health. Business good. Address No. 344, c/o Michigan Tradesman. 344

Special Sales—We conduct reduction or closing out sales—any store, anywhere. Greene Sales Co., Mechanic & Pearl, Jackson, Mich. 345

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. 346

I OFFER CASH!
For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone
L. LEVINSON
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

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.

TO MEMBERS OF THE NATIONAL WHOLESALE DRUGGISTS' ASSOCIATION

(Continued from page 11)

salers, have thus far not developed a separate and distant organization of service wholesalers. We have attempted to handle some of our individual problems as wholesalers through informal conferences. These conferences, while not a part of the N. W. D. A., in any way, should be continued both locally and nationally. There is no reason why such conferences should not function just as effectively as a separate and specific organization of wholesalers alone. Sound economic policies and fair trade practices have been discussed. Much more can and should be done through the collective efforts of wholesalers in these informal meetings. Let us not fail to see clearly the proper division of labor and relationship in the N. W. D. A., as a great organization representing the vast majority of producers, on the one hand, and wholesalers, on the other hand, each of whom constitute the most important groups in the drug industry.

RECOMMENDATIONS AND CONCLUSIONS

After reviewing the work of the possible accomplishments of the fiscal year just closing, I have some additional recommendations to make, and which from a financial standpoint may be somewhat criticized. These are days in business when men expect to be governed by different rules and principles in their business than they did fifteen or twenty years ago, or in fact from the largest financiers and all the way through to the very small dealer, there is an absolute necessity of each branch of trade being able to go to some source of information and discuss its problems. I am well aware that we are just at a point where we could say "that we have builded a strong foundation", and our New York office should possess the ability at all times of the day, to give the necessary information, not only as a guide but in a larger sense, its definite principles as to the operations of our lines of business. I am also confident, that we all agree that this institution of ours should be larger and a more powerful one than it is at the present time, and that we should in connection with this so place ourselves in New York in the way of general offices that we can have sufficient space not only to carry on the present work but to enlarge it as the work develops.

In concluding I am very happy that I have the privilege, first in expressing my appreciation of our wonderful Secretary in the New York office, and without whom I would have been nothing more than a cipher in this work for this fiscal year; such an association has not only been wonderful in this particular feature, but even at the advanced stage of my life I have attended a school for a year in which I have more extensively studied a text book than I ever expected to give any further attention to; at times it has been anxious and laborious, but I desire to say to you that it has been a wonderful experience. It is my pleasure also to speak favorably of the Chairmen of the Committees and their members, all of whom have responded during their term of service in a wonderful manner. May I also express my personal appreciation of the men who when called for special committee work, have given time and expense to many of the important features which will be brought before this convention.

After more than one-half century of work in different forms of the drug business, I finish my term with a higher appreciation, and a fuller understanding, as regards drug wholesalers and manufacturers than I have ever had before.

Let's Stop Making Faces at Each Other.

May I beg space for a few remarks regarding the proposed auditorium? It seems to me that in the face of things as they are, Grand Rapids needs an auditorium about as much as a cow needs two tails. If we are so anxious to increase our taxes we could feed the jobless. But then I suppose, "the poor we will always have with us" and we only build auditoriums when we are politically drunk or crazy.

While tramping around the country I have seen a good many auditoriums and if I were chosen to inflict an auditorium upon our fair city, I would not do so as a West, East, North or South sider, but as a citizen of Grand Rapids, and I would choose the most obscure place possible, realizing that during the few days it is rented it creates noise and confusion, and when it is silent, it is awfully silent. At night it looks spooky and in the daytime it looks gloomy. I would take into consideration not only the building

of but the necessity of renting it also. That is going to be our problem. One of the main advantages in renting is making it easy of access.

As I understand it, we have three locations under consideration. The Richards property, museum location and the interurban site. I do not favor the Richards property because we all know that Pearl street bridge is no lover's lane in the winter time. I oppose putting an auditorium on that beautiful corner now occupied by our museum. I would choose the interurban site because it is obscure and right in the heart of the city. If that site has ample room, that to me is the logical place for the auditorium.

I sold my stock in the Pantlind Hotel a few years ago. I mention this because there are so many who think that just as soon as a man has more than \$2.88, every act of his life becomes mercenary. And then, too, there are those who think that all men who have accumulated a few dollars are crooks and poor men are all angels,

We do not seem to realize that under our present economic system all men, poor and rich alike, try to short-change one another. Why, the whole of our civilized world is as a den of rouged thieves, so let's stop making faces at one another.

The general supposition seems to be that everyone who favors the interurban site has received a check from a certain rich man. As yet, I have not had mine but I am in a receptive mood, and if perchance he is afraid to communicate with me, he might hide a wad of greenbacks in some old stump on his farm and I will sneak up there some dark midnight. It seems to me that Grand Rapids' citizens should get out of swaddling clothes. Any outsider would think that this is just a gossipy little village. If we must punish ourselves with an auditorium, then the least we can do is to pick a location on its merits.

Gerrit J. Johnson.

Gabby Gleanings From Grand Rapids.

Four carloads of merchandise were shipped from the Grand Rapids branch of the National Grocer Co. to the Detroit house last week. The last "R" store in Grand Rapids was closed last week. It was located on Jefferson avenue, between Wealthy and Logan. Only the merchandise was removed. The fixtures were left in the store.

B. S. Chaplin, Inc., conducting a woman's wear store at 128 Monroe avenue, Grand Rapids, and on Michigan avenue, Battle Creek, is offering 40 cents on the dollar in full settlement. The proposition is to pay 4 per cent. down and 4 per cent. every two months until the composition is satisfied. Schedules list assets at \$105,001 and liabilities at \$113,075. Assets include stock in both stores totaling \$26,636. Creditors whose claims exceed \$500 are: Abrahams & Linder, New York, \$520; Alveen Dress Corp., Chicago, \$1,125; Berkowitz Bros. & Stern New York, \$589; Beyer-Kuyper Co., Grand Rapids, \$631; Burroughs Adding Machine Co., Kalamazoo, \$578; Lulu C. Donnelly, Grand Rapids, \$4,746; Battle Creek Enquirer News, \$1,544; Feltman & Curme Shoe Co., Chicago, \$9,307; Grand Rapids National Bank, \$10,600; Grand Rapids Press, \$637; Greenwald & Friedman, New York, \$2,551 and note for \$1,522; Hammer Friedman & Reiss, \$513; Harmony Dress Co., New York, \$589; Joseph Heller, Grand Rapids, \$3,032; A. Herowitz & Son, New York, \$577; Nat Le Kashman, New York, \$618; C. A. McConnell, Grand Rapids, (note), \$1,000; Lipman Bros., \$721; McConnell, Grand Rapids, \$950; Majestic Knitwear Co., Cleveland, \$802; I. Meiselman & Co., New York, \$608; Moon Journal Pub. Co., Battle Creek, \$1,749; National Cash Register Co., Grand Rapids, \$974; J. Nyman, Rochester, N. Y. (judgment), \$4,200; Ogus, Rabinovich & Ogus, New York, \$3,609; O. K. Dress & Waist Co., New York, \$1,847; Old Merchants National Bank & Trust Co., Battle Creek, \$6,400; J. & S. Post, New York, \$945; Reinstein & Maskin, New York, \$595; Rosenblatt & Hollub, \$516; Schulte United, Inc., New York (rent) \$1,000; Schwartzman Bros., New York, \$535; Liegel & Lytle, New York, \$508; I.

Sloane, Grand Rapids (store manager) \$2,797; Smart Fashions, New York, \$542; F. V. Smith, Grand Rapids (taxes), \$2,207; Star Dress Co., \$601; Storch Bros., New York, \$1,180; Superior Knitwear Co., Cleveland, \$1,201 and note for \$706.

William Tiefertal, formerly engaged in the grocery business at 2102 South Division avenue under the style of Tiefertal & Roth, has opened a new stand in his own building at 1742 Buchanan avenue.

More Public Buildings.

Replying to complaints that the Administration is not expediting its public-building programme, Mr. Heath, Assistant Secretary of the Treasury, shows that thus far this year sixty-six contracts have been let for \$48,000,000 of construction and forty-nine more, for \$30,000,000, will be let before the end of December. With the cost of the land, the total expenditure for this purpose in 1930 will exceed \$100,000,000. Of this amount, labor will receive \$40,000,000. Contracts are being let at the rate of one every two and a half days. The Government programme adopted in 1928 called for a public building investment of \$353,000,000 over a ten-year period which has since been expanded to \$568,000,000. Congress at its last session authorized an increase in the annual outlay from \$35,000,000 to \$50,000,000, and since the provision is retroactive, the Treasury has an accrual of \$45,000,000 for the immediate expenditure. While the Government has not been remiss in joining the movement to reduce unemployment through new enterprises, the heaviest responsibility, as President Hoover told the bankers at Cleveland, has fallen upon private industries, whose volume of possible expansion of construction is several times that of public works. And they, as Mr. Hoover said, are also "doing their full part" to facilitate employment.

Artificial Eye Wanted.

The new interest of Thomas A. Edison in aviation has already turned to scientific problems which border on his special fields of light and sound. Discussing the difficulties of flight in fog, Mr. Edison soon made the deduction that the big problem was that of landing or taking off in poor visibility. His comment was that an artificial eye capable of penetrating fog was needed. He went on to say: "Thus far we have converted sound into light and light into sound. There is no reason for not being able to solve the artificial eye." The problem sounds difficult. But so did the problem of recording and reproducing the human voice and the problem of producing light from mysterious energy that traveled along wires. When Edison says, "There is no reason for not being able to solve" the problem of the "artificial eye," there is every reason to believe that some one will solve it. For the first step, the decision that it can be done, is taken.

There are three ways to move: Forward, backward and in a circle. Take your choice.