

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 5, 1930

Number 2459

THE PATH IN THE SKY

The woods were dark and the night was black,
And only an owl could see the track;
Yet the cheery driver made his way
Through the great pine woods as if it were day.

I asked him, "How do you manage to see?
The road and the forest are one to me."
"To me as well," he replied, "and I
Can only drive by the path in the sky."

I looked above, where the treetops tall
Rose from the road an ebon wall;
And lo! a beautiful starry lane
Wound as the road wound and made it plain.

And since, when the path of my life is drear
And all is blackness and doubt and fear,
When the horrors of midnight are here below
And I see not a step of the way to go,
Then, ah! then I can look on high,
And walk on earth by the path in the sky.

Amos R. Wells.



“A good place to trade”

Let's not criticize the ladies too harshly because they like to gossip. The right kind of gossip can do a lot of good.

Many a grocer has built up a nice business because a few friendly customers have remarked casually over a bridge table—or a back fence—“You know, I just *love* to trade at Smith's Grocery.”

What is there about a store that makes women *consider* it a good place to trade? Such a store is neat and orderly, of

course. Its clerks are courteous. Its stock of goods is fresh and well displayed.

But deeper than all this is the customer's feeling of confidence in the grocer. They know that the goods he offers are reputable—that there is not the slightest doubt about their value.

It is significant that such goods are almost invariably nationally advertised products. The feeling of confidence in their worth has been built up

by the good reputation of the manufacturer whose name is signed to these advertisements.

It is this factor which makes Procter & Gamble products so easy to sell. The confidence women have in these products, added to the confidence in your integrity, is a happy combination indeed—and a profitable one for everyone concerned.

Attractive display material, designed to help you sell more Procter & Gamble products, is yours for the asking.

PROCTER & GAMBLE, Cincinnati, O.

Makers of: Ivory Soap - Ivory Flakes - Guest Ivory - Chipso
Jap Rose - P and G. White Naphtha - Star Washing Powder
Camay - Lava Soap - Oxydol - Kirk's Hard Water Castile
Crisco

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Giving Men's Jobs To Women.

A plea for higher wages for women in the present stress and strain, resulting from the amount of unemployment, may seem on the surface like tying a weight to a person who is struggling to keep from drowning. In reality such a plea at such a time is analogous to showing a person how to move his arms and legs to keep his head above water.

To pull out of a morass of unemployment and underconsumption it is necessary to develop ways not only of maintaining, but of increasing, the purchasing power of the rank and file of the people.

The present depression differs from similar slumps in the past in the efforts inaugurated by President Hoover to prevent wage cuts. To keep wage rates from slipping, however, is not such a simple matter. Though employers maintain the rates of workers already on their pay roll, starting rates for new employees are likely to seek lower levels.

An army of unemployed faced with the possibility of falling into the bread line are likely to feel that in regard to a job a half loaf is better than none and to accept lower pay than they could command in a more prosperous period for the type of services rendered.

It is at this point that the double wage standard—one for men's work and a lower one for women's—gets in its deadly work as a two-edged sword. The system and tradition still prevailing in many quarters of paying women less than men for the same kind and amount of labor is always an injustice to women but may react very disastrously against men in a time of depression if employers try to substitute women for men on the basis of paying women less.

Despite the hue and cry now being raised it is a debatable question whether such substitution has been occurring to any extent. Women also are suffering extensively from unemployment. In fact the Women's Bureau has found that women are more irregularly employed in industry than are men, even

in good times. But if there are cases where women have in recent months taken men's jobs, it is not the fault of the women but of the double wage system.

Strikingly apparent at this time are the force and wisdom of the standard, stressed by the Women's Bureau during the past decade, that wages should be established on the basis of occupation and not on the basis of sex or race, and the minimum rate should cover the cost of living for dependents and not merely for the individual.

All wage studies made by the Women's Bureau stress the outstanding fact that the great majority of women in industry fail to receive earnings adequate to cover the bare essentials for even the individual.

Take the figures in a Women's Bureau analysis of the earnings of 149,000 white women in 2,379 factories, stores and laundries in 15 states—Alabama, Arkansas, Delaware, Florida, Georgia, Kansas, Kentucky, Mississippi, Missouri, New Jersey, Ohio, Oklahoma, Rhode Island, South Carolina and Tennessee—surveyed in the period from 1920 to 1928.

Using as a measure the median of week's earnings—which means that half the women earned more and half less than the amount—we find that 13 of the states showed medians below \$15 and eight of these states a median of less than \$12.

The highest minimum wage rate for experienced adult workers in effect for industrial and mercantile establishments in the United States to-day is the California rate of \$16 a week. This means yearly earnings of only \$832, with employment every week, which is a rare condition. Anybody who thinks these figures look satisfactory on paper would soon discover in trying to live on such a sum just what the pinch of poverty means.

Equal to the magician who produces rabbits from a silk hat are the women who with less than \$850 a year can secure the various items considered essential in an individual's budget—food, lodging, clothing, carfare, laundry, recreation, insurance, savings, and allowance for such things as vacation, church, doctor's and dentist's and oculist's bills, and self-improvement just to the extent of purchasing newspapers and also try to have something left over for dependents.

Don't brush aside the problem of suggesting that most women reside at home and do not need a living wage. Plenty of convincing evidence is available in Women's Bureau reports to prove that the vast majority of women wage earners must not only finance themselves but contribute to family support. Therefore, the number of women workers in industry living at or below the poverty line is relatively large.

Also far from encouraging is the report recently published by the University of Michigan on earnings of 14,000 generally representative women in business and the professions. This study points out that with a few spectacular exceptions business and professional women are not highly paid, that the median of the year's earnings of the women included, a well-educated and trained group, was only \$1,548.

The 1930 Census reports 10,000,000 women in gainful occupation. If all were paid adequately for their services, their increased purchasing power would expand greatly an already valuable market.

Late Business News.

Cold weather has stimulated wholesale business, especially in wearing apparel.

Lorillard has introduced a new cigarette under the name Tally-Ho, to be retailed at the price of 20 cents for a package of twenty.

An advertising campaign in newspapers of the larger cities of the East has just been inaugurated by California Animal Products Co., Oakland, for Calo, a dog food. Heretofore this product has been advertised on the West Coast.

The American Rubber Producers, Inc., Salinas, California, is erecting a manufacturing plant there to produce rubber from the Mexican guayule shrub—plantings of which in the Salinas Valley have been used successfully for experimental purposes for several years.

The present Model A ford car is to remain indefinitely, according to Edsel ford, president of the company. That's what used to be said of Model T, so we must not be too sure, however confident present official opinion may be. Mr. ford's statement amounts to a declaration that the existing popular taste in cars is fixed. But who knows?

The study of comparative prices in chain and independent stores which is being prosecuted by the Federal Trade Commission is now being carried on in Memphis. This is the fourth city to be chosen for the purpose, the three others being Washington, Cincinnati and Des Moines. The enquiry will be extended to other cities before the work is completed early in 1931.

Danish farmers' co-operative association controlling most of the buying and selling of produce in Denmark and also stores supplying the farmers is organizing a boycott of German and American goods and plans an advertising campaign for British goods. The reasons are anger at American and German tariffs and the increased interest in retaining the custom of Great Britain, which annually buys 75 per cent. of Danish export produce.

Branch stores are good for smart

specialty shops but of doubtful value to ordinary department stores, according to a report just issued by the merchandising managers' division of the National Retail Dry Goods Association. Branches of department stores which depend on the completeness of their stocks for prestige tend to compete with the parent house, the report explains, and must lack its leading characteristic—full lines.

The movement to aid the unemployed which was put under way by President Hoover and is headed by Colonel Arthur Woods of New York, who had charge of a similar undertaking in 1921, is generally commended by business leaders as likely to be productive of substantial benefits. Many new projects providing work for idle labor are being tabulated daily. Proposals from Europe for a world conference on the subject, to be called on the initiative of Mr. Hoover, are well received in this country.

To demonstrate the effectiveness of P. D., an insecticide, the Sinclair Refining Co., New York, has developed a traveling "death chamber" for use in store windows and halls, in presentations before dealers, salesmen and the public. The demonstrations are in charge of entomologists and the flies bred and reared in a specially constructed motor truck, which follows the death chamber from town to town.

An Expensive Bit of Advertising.

One grocer in Massachusetts decided to attempt direct mail advertising and it proved to be extremely profitable. Every Thursday evening he mailed to his customers, and to a list of prospects, a government postal card on which were printed about ten "Grocery Bargains for Saturday." These cards reached his patrons Friday, and on Saturday his sales of the listed items were sometimes ten times the normal sales.

He says, "If you have this form of advertising backed up with displays in two or three strategic places in the store you will derive the full benefit from your labors."

Clothespins.

In Brookline, Mass., we halted long enough to listen to a unique plan for attracting the housewife's attention as practiced by a local merchant of the town.

"A woman, as a rule, will pay little attention to circulars which she finds stuck on the door knob, but, if the same circular is fastened together by a clothespin, she not only reads the publicity piece but responds to it." That from a real merchant, and we left convinced that at least one grocer in Brookline knew his clothespins,

MEN OF MARK.

R. R. Stotz, General Agent Mutual Benefit Life Insurance Co.

Motive makes the man. All men who accomplish things are impelled by some strong desire. But motive without ability and judgment will drive a man as a ship without a rudder inevitably is driven before a strong gale—usually to ultimate and complete disaster.

In scanning the records of potential men we shall find that they have had strong nerves, courage, good ability, ambition to accomplish things, self esteem enough to be manly and a dominating purpose. All other traits would be nugatory so far as the objective was concerned without the presence of a forceful impelling subjective motive. Different men receive their power by distinct desires or impulses. The inclinations of one may be for learning, for a professional life; another for mechanics or engineering; another for a military life, and others for money making by a business career. At the outset environment or circumstances initiate a man's course in life. Men rarely select the career they should pursue, although sometimes they do, particularly when they choose a professional one. In business for profit, opportunity, circumstances, frequently accident, are the determining causes. Yet aside from accident, environment, early direction, education, special adaptability or any other influence there must be a strong impelling native force in the man in order that he may accomplish much and be successful. It must dominate and control his very being and drive him ahead despite all allurements to ease or enticements to self indulgence.

We find this trait in the pioneers of this country. It is especially pronounced in the old stock of England, Germany, New England, the Middle States and the Old South, and it has been displayed in their sons and daughters who have settled in the great interior. It is virile, muscular, "nervy," courageous to daring, persistent, with a desire for success that has the strength of a passion. Individuals with this characteristic are conquerors of circumstances. They win success despite all obstacles if there is such a possibility, and they usually compel the possibility.

Raleigh R. Stotz was born at Vallonia, Jackson county, Indiana, April 13, 1893. His grandfather on his father's side came from Germany (Bavaria) and was accidentally killed in 1860. His great grandfather on his mother's side was of English descent and fought in the Revolutionary war on the American side. He was held a prisoner aboard a vessel and was the only survivor of five prisoners who attempted to swim ashore. Later he brought his family from South Carolina to what is now Southern Indiana, where he received a grant of land during the administration of President James K. Polk. He was a pioneer in that section.

Mr. Stotz lived in Vallonia until he was 24 years of age. He graduated from the high school in 1912, subsequently graduating from the State Teachers College at Terre Haute on a four year course. He received his A.

B. degree and taught school for the next three years. When the kaiser started out to conquer the world, he undertook to get in an officers' training school, but was refused that opportunity because he weighed only 112 pounds. He enlisted as a private soldier in 1917 and was sent to Fort Sam Houston, Texas, for his early training. Under the army regime his weight increased to 140 pounds inside of six months and he was appointed First Sergeant of a company of 250 men. He was sent to France in 1918 and remained there one year. His command was a transport corps, which conveyed supplies from the port of entry to the interior. Sixty per cent. of the men under him were college graduates who spoke French fluently. He soon ac-

he has been appointed General Agent of the Mutual Benefit Life Insurance Company for the entire State of Michigan, outside of the city of Detroit and six adjacent counties, to be effective Jan. 1, 1931. He will be at the head of a sales organization of some thirty-five salesmen throughout the State. His offices are on the fourth floor of the Michigan Trust building. Connected with Mr. Stotz in the Grand Rapids general agency are Messrs. C. H. Perkins, Frank F. Ulrich, A. H. Kollenberg, John D. Hibbard, J. F. P. Newhall, Paul P. Rohns, Earl H. Dickey and Richard M. Kimball. The Mutual Benefit Life Insurance Company is one of the oldest insurance companies in this country. Each year more than half the new business of



Raleigh R. Stotz.

quired enough French to enable him to handle his men to advantage. He was discharged in July, 1919, after two years of service, and completed his college course at Terre Haute. Upon graduation, he became a member of the Training Branch of the War Plans Division in Washington. His duty was to assist in the preparation of educational material for the U. S. army and to deliver lectures at Plattsburg and other Army Camps.

Mr. Stotz relinquished his duties in Washington and removed to Detroit in 1922. After three months in Detroit he came to Grand Rapids, where he has since made his home. During the last five years he has been assistant to the general agents in Detroit. He has proved so efficient in this work that

this company is written upon the lives of old policyholders, which is a splendid recommendation for the company. The company had \$230,000,000 of business in force in Michigan on December 31, 1929, on 58,696 policies. Out of approximately 400 companies doing business in the entire United States less than fifty companies have more business in force than the Mutual Benefit has in force in Michigan alone. The Johnston & Clark agency is twenty-six years old this fall and is one of the largest insurance agencies in the country. This agency will continue to do business in Detroit.

In June of this year Mr. Stotz successfully passed the examinations of the American College of Life Underwriters and is one of only four men in

the State of Michigan who holds the degree of Chartered Life Underwriter—C. L. U.—which corresponds to C. P. A. in accountancy. The examination is held once each year and covers a period of three days. Applicants are examined upon the following subjects: Psychology, Economics, Principles of Salesmanship, Government, Life Insurance Fundamentals, Commercial and Insurance Law, Taxation, Corporation Finance, Banking and Credit and Investments.

Mr. Stotz attends the Fountain Street Baptist church. He is a member of DeWitt Clinton Consistory and the local Shrine, belongs to the local University Club and the local Round Table Club. He enjoys outdoor sports, hunting and fishing. He has never played a game of golf. His hobby is raising gladiolus.

Personally, Mr. Stotz is one of the most companionable of men. While he is a master of discipline in a business way, yet his severity has always been tempered with justice, and even those whom he has felt it his duty to censure admit his fairness and concede the justice of his criticism. Wherever he has been employed and in whatever capacity he has exercised his usefulness he has found warm friends and ardent admirers, both above and below him, while those who have been actively associated with him in similar capacities have come to love him as a brother.

Kalamazoo Boosters Club Dine 250 Merchants.

Kalamazoo, Nov. 1—The Kalamazoo Boosters Club held a banquet for its members and friends at the Columbia Hotel last Tuesday night, which proved a marked success, both in its large attendance and also in the enthusiasm of those present.

Two hundred and fifty business men and women were in attendance, including representatives from Grand Rapids, Battle Creek, Detroit and other Michigan points.

Dinner was served at 8 o'clock, the crowd filling the Crystal dining room and overflowing into all the adjoining rooms.

Lawrence Bear, President of the Boosters Club, presided, and before introducing the other speakers, he reviewed the work accomplished by the Boosters Club in the nine months since it was organized.

Twenty-two chain stores have closed their doors in Kalamazoo since the Boosters Club began combatting these institutions, with the consequent result that more Home Town men have opened new stores. The list of chains which have closed includes men's clothing stores, women's wear, shoe stores, meat markets, groceries and others. When it is considered that Kalamazoo has been rid of about 25 per cent. of its chain institutions since this fight was opened locally the record is considered excellent.

Geo. J. Schulte, editor of the Interstate Grocer, of St. Louis, was the principal speaker of the evening. Mr. Schulte dissected the so-called superiority of the chain organizations and showed the audience that these claimed advantages are more than offset by the disadvantages the chains face in operating on such an unwieldy scale, where supervisors, checkers, high paid executives, branch offices and all the other incidental expenses must be met.

The Boosters Club numbers about 250 members, engaged in over thirty different lines of business.

Success: The ashes left when enthusiasm burns out.



We Guarantee THAT THE PUBLIC WILL BUY THEM

YOU make money by making sales. That's a simple truth, but an important one to remember when selling isn't easy.

It will pay you to buy only those goods which you can sell — and it is our business to see that General Foods products keep moving after they come to you.

Therefore, the power of advertising — printed selling — does its share in making sales for you.

But our responsibility doesn't stop with this. All General Foods products are sold with this added and complete guarantee —

"If the public does not buy them, we'll buy them back from you."

This is just one of the General Foods policies aimed to help you. If you want to know about all of them —

"Ask the General Foods Salesman"

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

POSTUM CEREAL  
INSTANT POSTUM  
GRAPE-NUTS  
POST TOASTIES  
POST'S BRAN FLAKES  
POST'S WHOLE BRAN  
DIAMOND CRYSTAL SALT

JELL-O  
LOG CABIN SYRUP  
MINUTE TAPIOCA  
WALTER BAKER'S COCOA  
WALTER BAKER'S CHOCOLATE  
MAXWELL HOUSE COFFEE AND TEA  
FRANKLIN BAKER'S COCONUT

CERTO  
HELLMANN'S MAYONNAISE PRODUCTS  
CALUMET BAKING POWDER  
LA FRANCE  
SWANS DOWN CAKE FLOUR  
SATINA  
SANKA COFFEE



**MOVEMENTS OF MERCHANTS.**

Davis—Wm. J. Weist, owner of a general store here, is dead.

Alto—Raymond Fitch succeeds Zylstra Bros. in the grocery business.

Rochester—The Rochester Farmers Elevator Co. has changed its name to the Rochester Elevator Co.

Three Rivers—The Three Rivers Artificial Ice Co. has been organized to manufacture artificial ice, deal in building materials, lumber, etc.

Augusta—Wertman & Aldrich are closing out at special sale, their stock of furniture, dry goods, groceries and hardware and will retire from trade.

Flint—The Jaffee Dry Goods Co., 318 South Saginaw street, has been incorporated with a capital stock of \$50,000, \$15,000 being subscribed and paid in.

Ishpeming — S. & J. Lowenstein, dealer in dry goods, clothing, boots and shoes, have dissolved partnership and the business will be continued by Samuel Lowenstein.

Grand Rapids — The Independent Linen Service, 414 Grand Rapids Trust building, has been incorporated with a capitalization of \$20,000, \$3,000 being subscribed and paid in in cash.

Muskegon—Little Henry's, Inc., 155 Western avenue, retail clothing and furnishings, has been incorporated with an authorized capital stock of \$5,000, all subscribed and paid in in cash.

Detroit—The Michigan Casing Co., 2807 24th street, has been incorporated to deal in and import sausage casings with an authorized capital stock of \$10,000, \$1,600 being subscribed and paid in.

Cadillac—William Beaudoin is remodeling and modernizing his store building at 521 North Mitchell street, formerly occupied by an R store and will occupy it with a stock of groceries about Nov. 15.

Detroit—Dee Wite, Inc., 1016 Book building, has been incorporated to build and equip boats, yachts, launches, etc., with an authorized capital stock of 50,000 shares at \$10 a share, \$250,000 being subscribed and paid in.

Detroit—Youth Products Co., 1201 Guaranty Trust building, has been incorporated to manufacture and sell pharmaceutical preparations with a capital stock of \$20,000, \$16,700 being subscribed and \$13,600 paid in.

Battle Creek—The I. & S. Food Market, 27 East Michigan avenue, has been incorporated to deal in food products at wholesale and retail with an authorized capital stock of \$10,000, \$5,000 being subscribed and paid in in cash.

Detroit—The Wayne Specialty Co., 9035 Twelfth street, has been incorporated to deal in brass goods and in plumbing material at wholesale and retail with an authorized capital stock of \$5,000, \$3,000 being subscribed and paid in in cash.

Jackson—In the case of the Muskrat Fur Co. assets are given as \$5,000 and liabilities, \$8,950 in schedules filed. Unsecured claims of \$500 or more are: Olive Eagan, Wyandotte, \$700; Robert Cockroft, Springport, \$1,000; D. H. Kriss, Napoleon, \$1,600.

Negaunee—A first dividend of 8 per cent. is being distributed to creditors

in the bankruptcy estate of Harry Mozen, doing business as the Peoples Store, general merchandise, by the trustee, W. C. Rodgers, manager of Northwestern Jobbers' Credit Bureau of St. Paul, Minn.

Ionia — The Stafford-Johnson Co., West Main street, has been incorporated to sell school, church and lodge furniture and deal in lumber with an authorized capital stock of 100,000 shares at \$10 a share and 20,000 shares at \$1 a share, of which amount \$53,500 has been subscribed and paid in.

Grand Rapids—The stock and fixtures in Sam's Cut Rate Store, men's and boys furnishings, 340 Monroe avenue, which recently executed a trust mortgage to Edward De Groot, of the Grand Rapids Credit Men's Association, was sold at public auction to Herman Schonfeld, of Detroit, for \$4,662. Mr. Schoenfeld plans to continue the business in the present quarters. The stock was appraised at \$6,336 and the fixtures at \$301.

Kalamazoo — Organization of the Kalamazoo Retail Druggists' Association, made up entirely of local independent druggists, was effected at a meeting held Monday evening at the Columbia hotel. The gathering was well attended. The objects of the Association are social and tend to bring about a better understanding in the trade. Officers were elected as follows: President, B. S. Peck; vice-president, Walter Briggs; secretary, Jack Dold; treasurer, Gerald Van Avery. The address of the evening was given by John Watters, Saginaw, president of the Michigan Pharmaceutical Association.

Ypsilanti — Fred L. Schaefer, 70, hardware merchant, is dead. At the age of 20 he became associated with his brother George, with whom he remained for seven years in the hardware business at Dundee. In 1888 he came to Ypsilanti, starting in the hardware business with N. B. Harding. The business expanded, and the partners conducted two stores. Upon Mr. Harding's death Mr. Schaefer purchased the entire business, selling one of the stores shortly after. In 1912 Mr. Schaefer took his son, Harry F. Schaefer, into business as a partner. Mr. Schaefer retired from active participation in the business in January, but retained his interest in it. He was active in civic affairs, being an alderman for two terms. His widow, a son, a daughter, two brothers and three grandchildren survive him.

**Manufacturing Matters.**

Detroit—The Detroit Brass & Malleable Works, 1177 Holden avenue, has increased its capital stock from \$1,650,000 to \$2,350,000.

St. Clair—The Salutaris Springs Co. has been organized to manufacture carbonated water, ginger ale, beverages, with a capital stock of \$20,000, \$10,000 being subscribed and paid in in cash.

Detroit—The Michigan Aluminum Colors, Inc., 4410 Bellevue avenue, has been incorporated to manufacture and sell metal treating material, etc., with a capital stock of \$20,000, \$15,000 being subscribed and \$6,000 paid in.

Hamtramck—The Kotcher Battery

Separator Co., 9240 Conant avenue, has merged its business into a stock company under the style of the Kotcher Separator Corporation with a capital stock of \$10,000, all subscribed and paid in. The company will also manufacture wood products.

Kalamazoo—In the bankruptcy case of the Granes Manufacturing Co., the first meeting of creditors was held with the bankrupt represented by C. B. Granes, its president, and Attorney Samuel B. Himelstein. Creditors were represented by Attorney Fred G. Stanley and the Grand Rapids Credit Men's Association. M. N. Kennedy, of Kalamazoo, was elected trustee, with bond placed at \$1,000.

**To Assist Stores in Christmas Shipments.**

Large retail stores will this year again receive the co-operation of the Post Office Department in properly preparing their Christmas mail for shipment by requesting the Department to detail one of its clerks to the mailing department of the store to supervise the wrapping, affixing of postage and addressing of parcel post shipments, according to information made available by the Department.

The practice of Department supervision of Christmas mail at the point of origin in large retail stores in the big cities will be followed this year in cities where the post office receipts are in excess of \$600,000. Those postmasters who think well of it may carry out this practice provided it does not, in their judgment, require additional auxiliary allowance.

For this purpose of making sure that bundles are properly done up for shipment by parcel post and that they have the proper postage affixed, and are properly addressed and that they may have the most expeditious shipment, arrangements can be made with the large stores which desire to co-operate in this way whereby certain clerks are detailed from the post office to such stores to supervise the wrapping, addressing, stamping and transmission of parcel post, the store to be required to furnish the necessary space and tables or other facilities for having this work properly done.

It is not contemplated that the clerks thus assigned will wrap the bundles or do the work customarily done by the stores, but that they shall be there to give necessary instructions and information as well as caution. Such clerks must be withdrawn from the staff of the station examiners and foremen of carriers. It is the belief of the Department that if this work is properly supervised in the stores at the origin and collections are properly scheduled and timed, that on the whole an economy may be worked which will also be advantageous to the store and result in safety to the mails as well as more expeditious dispatch.

Expedition is facilitated by proper address, and safety is obtained by proper wrapping. Many bundles are brought to the post office in the Christmas rush that cannot possibly get to their destinations in safety on account of the hasty manner in which they are done up.

It is not the policy of the Department to establish temporary stations in

the stores, but simply that the clerks give supervision and be temporarily detailed for the purpose aforesaid. The clerks will be given necessary stamp credits to cover postage sales.

**Late News From Traverse City.**

Funeral services for G. Allen Smith, prominent region pioneer and former sheriff of Grand Traverse county, who died Saturday at Butterworth hospital, Grand Rapids were held under Masonic auspices Tuesday afternoon from the Hibbard funeral chapel. Rev. William Chapman, pastor of the Central Methodist church officiated.

Mr. Smith was born Jan. 22, 1864, at Cicero, New York. He moved to Traverse City in 1874 and had long been prominent in politics and other affairs of the community. He served as game warden from 1905 to 1912 and as sheriff from 1912 to 1914. For seven years he was a traveling salesman for the Galion Road Machinery Co., and was widely known throughout Northwestern Michigan. He was a valued member of the Shrine and U. C. T.

In 1887 Mr. Smith was united in marriage to Miss Eva B. Lyon of this city, who, besides two sons, William J., and Edwin Smith, of this city, one sister, Mrs. Lottie Lillie of Washington, D. C., and two grandchildren, are left to mourn their loss. One child died in infancy and a brother and two sisters also preceded him in death. Interment was in Oakwood cemetery.

Wilson R. Sawyer who has been connected with the National Grocer Co., at its Cadillac branch in the capacity of credit and office manager for the past nineteen years, has accepted a similar position with the Grand Traverse Grocer Co., and enters upon his duties at once. Mr. Sawyer is very well acquainted in this region and his many friends among the trade especially the Cadillac merchants, are extending congratulations because of his good fortune in becoming identified with so splendid an organization as the Grand Traverse Grocer Co. Mr. Sawyer will move his family to Traverse City in the near future.

**Sells His Baskets.**

"At this time of the year," says a store owner in Maine, "we always have on hand a lot of split baskets in which tomatoes were packed and handled grape baskets left over when grapes have been sold by the pound. We paint these baskets with green paint and always sell quite a few for clothespin baskets. Each Monday morning we display them with a sign reading, 'Take me home and use me for clothespins. Price 5 cents each.' The plan works nicely and gets rid of the baskets at a nice profit."

**Takes Full Advantage of Big Front.**

A store in Windsor is set well back from the street with the sidewalk in front banked on one side by a fence. The space along the fence is used to good advantage for supplementary display. This allows a big range of goods to be prominently brought to the attention of all those walking up towards the residential section. Fruits and vegetables are prominent as well as lines of package goods shown in wire display fixtures.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.40 and beet granulated at 5.20c.

Canned Vegetables—California tomatoes are reasonably firm, but some price shading has resulted from the heavy pack. Corn continues easier in spots. Both fancy Crosby and Yellow Bantam have been weak in Maine, but the stronger canners are holding their Crosby now in anticipation of a firmer market later. Inadequately financed canners unable to store their Golden Bantam have been pushing it lately at various quotations considerably below opening prices. White corn is practically off the market in Maine. Peas appear to be holding up well and they are moving in good volume from primary points. Stocks in distributors' hands have been light, and retailers have been featuring peas at bargain prices. The market will probably rule unchanged for the remainder of the year.

Dried Fruits—Fancy grade fruits are becoming scarcer every day and the withdrawal of several of them, notably apricots and peaches, has imparted a stronger tone to grades below fancy. Imported dried fruits are now being distributed and the demand for dates, figs and citron has been stimulated by the advent of cold weather, as well as by the approaching holiday season. Smyrna figs have passed the rigid tests of the Department of Agriculture in good shape, and there were comparatively few rejections on recent shipments, owing to the care exercised by buyers abroad in selecting their fruit. The demand for Smyrnas is reported as very good, despite the obstacle of increased tariff rates. Increased use of California Calimyrna figs by restaurants and cafeterias is reported, owing to the extra charges on imported figs made necessary by the tariff. The choice grades of domestic figs are cleaning up very nicely here and regular shipments from the Coast are necessary to keep an ample supply in distributors' hands. Texas figs are among the strong items by reason of a greatly reduced production. Domestic bulk varieties are easier, however, with plenty to be had both here and on the Coast. Demand for prunes now centers largely in 20s, as 30s have been about cleaned up by most packers. A general firming up of prices has taken place down through the line, except in the smaller sizes where no demand exists.

Canned Fish—The weakness which characterized the sardine packing industry in Maine seems to be passing. Keyless oils offered at around \$3 delivered here some time ago, have now firmed up to \$3 at Eastport, and some packers are holding for as high as \$3.50. Few offerings are being made under the \$3, factory basis. Salmon is unchanged, but a more than seasonal amount of pinks is moving because of the \$1 Coast price. Tuna and shrimp are in a firm position.

Salt Fish—Demand for salt fish continued satisfactory for the week, and quotations are unchanged but firm. The trade is absorbing a good proportion of the limited stocks available, and the fact that world production is now practically over indicates that

any revisions in quotations which may develop are likely to be upward. The pack of new Norway mackerel was short, and every indication points to a diminished production of Irish mackerel. Buyers are being urged to place their orders as soon as possible.

Nuts—Domestic almonds and walnuts in all varieties are moving in satisfactory volume, with no accumulation at any point along the line. There has been no haggling on prices, and the relatively light amount of foreign nuts on the market has spurred the demand for California varieties. Both shelled and unshelled almonds and walnuts are being regularly shipped from the Coast to fill out the assortments of spot stocks, and buying appears to be well up to normal. With the coming of the cool weather and the approaching holidays, buyers are seeking to guard themselves against shortages, and practically always specify immediate shipment, which indicates how light stocks are in the hands of jobbers and wholesalers. The amount of nuts from abroad is growing lighter every day, with a firmer tendency noted as holders in the several European primary markets are quoting advanced prices there. Sharp advances have been necessary in Spanish shelled almonds. Turkish shelled filberts are increasing almost every day, with evidence of the crop being entirely sold out soon. French shelled walnuts are in light supply, and shellers are not offering at the present time. Italian walnuts in the shell have firmed up with the general tendency. Stocks of Brazil nuts are close to the vanishing point.

Rice—More rains coming in the three large rice producing states have again affected the new crop, with the possibility that there will be considerably less extra fancy Blue Rose to offer. The millers are still largely engaged in fulfilling contracts for early November shipments, and there has been little pressure to sell at this time. Quotations probably will continue unchanged for a few weeks at least, and then may be affected by the shortage in extra fancy. Buying continues to be confined to small lots, in anticipation of easier prices later, and the trade will not make any heavy commitments at the present time. There has, however, not been any great accumulation of rice either here or at primary markets yet.

Sauerkraut—A decidedly easier tendency has developed in the sauerkraut market. State packers are now offering on the basis of \$9 a barrel, delivered here. Many packers report they had to shut off supplies of cabbage from growers, owing to the threat of overproduction. Buying is light here, and Middle West packers are reported as soliciting the local trade in competition with State packers.

### Review of the Produce Market.

Apples—Current quotations are as follows:

|                      |        |
|----------------------|--------|
| Spies, A Grade       | \$2.25 |
| Spies, Commercial    | 1.50   |
| Baldwins, A. Grade   | 2.00   |
| Baldwins, Commercial | 1.25   |
| McIntosh, A Grade    | 2.25   |
| McIntosh, Commercial | 1.50   |
| Snows, A Grade       | 2.25   |

|                                        |      |
|----------------------------------------|------|
| Snows, Commercial                      | 1.25 |
| Wagners, A Grade                       | 1.50 |
| Wagners, Commercial                    | 1.00 |
| Wealthy, A Grade                       | 1.50 |
| Wealthy, Commercial                    | 1.10 |
| Maiden Blush, A Grade                  | 1.25 |
| Maiden Blush, C Grade                  | .75  |
| Banana, A Grade                        | 1.75 |
| Banana, C Grade                        | 1.25 |
| Delicious, A Grade                     | 2.50 |
| Delicious, C Grade                     | 1.75 |
| N. W. Greenings, A Grade               | 1.50 |
| N. W. Greenings, C Grade               | 1.00 |
| R. I. Greenings, A Grade               | 2.50 |
| R. I. Greenings, C Grade               | 1.50 |
| Grimes Golden, A Grade                 | 2.00 |
| Grimes Golden, Commercial              | 1.00 |
| Hubbardstons, A Grade                  | 2.00 |
| Hubbardstons, Commercial               | 1.25 |
| Jonathans, A Grade                     | 2.25 |
| Jonathans, Commercial                  | 1.25 |
| Kings, A Grade                         | 2.25 |
| Shiawassee, A Grade                    | 2.00 |
| Shiawassee, Commercial                 | 1.25 |
| Talman Sweets, A Grade                 | 2.00 |
| Talman Sweets, Commercial              | 1.25 |
| Wolf Rivers, 3 in. up, Bakers          | 1.75 |
| Wolf Rivers, 3 in. up, Bakers, C Grade | 1.00 |
| Pippins, 20-oz., 3½ in. min.           | 2.00 |
| Pippins, 20-oz., 3½ in. min., C Grd.   | 1.25 |
| Cooking Apples, All Varieties          | .50  |

Bagas—85c for 50 lb. sack of Canadian.

Bananas—6@6½c per lb.

Beets—\$1 per bu.

Brussels Sprouts—23c per qt.

Butter—The market is 2c lower than a week ago. Jobbers hold 1 lb. plain wrapped prints at 38c and 65 lb. tubs at 37c for extras and 36c for firsts.

Cabbage—65c per bu.

Carrots—\$1 per bu.

Cauliflower—\$2 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.; Late Howes, \$4 per ¼ bbl.

Cucumbers—No. 1 home grown hot house, \$1.75 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

|                  |        |
|------------------|--------|
| C. H. Pea Beans  | \$5.90 |
| Light Red Kidney | 7.40   |
| Dark Red Kidney  | 7.40   |

Eggs—The market is unchanged from a week ago. Local jobbers pay 32c for choice stock, 30c for general run and 22-25c for pullet eggs. Cold storage operators are now offering their supplies on the following basis:

|                       |     |
|-----------------------|-----|
| XX candled in cartons | 27c |
| XX candled            | 26c |
| X candled             | 22c |
| Checks                | 20c |

Grapefruit—Seald-Sweet sells as follows:

|    |        |
|----|--------|
| 54 | \$4.50 |
| 64 | 4.50   |
| 70 | 4.50   |
| 80 | 4.50   |
| 96 | 3.00   |

Choice is held as follows:

|    |      |
|----|------|
| 54 | 3.75 |
| 64 | 3.50 |
| 70 | 3.50 |
| 80 | 3.25 |
| 96 | 2.75 |

Grapes—\$2 for Calif. Emperors.

Green Onions—70c for Shalots.

Honey Dew Melons—\$2.25 for Jumbos and \$2 for Flats.

Lettuce—In good demand on the following basis:

|                                |        |
|--------------------------------|--------|
| Imperial Valley, 4s, per crate | \$4.25 |
| Imperial Valley, 5s, per crate | 4.50   |
| Hot house leaf, per 10 lbs.    | 75c    |

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

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

Limes—\$1.75 per box.

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

|     |        |
|-----|--------|
| 126 | \$8.50 |
| 150 | 9.00   |
| 176 | 10.00  |
| 200 | 10.00  |
| 216 | 10.00  |
| 252 | 10.00  |
| 288 | 10.00  |
| 344 | 9.00   |

Floridas Seald-Sweet are now in full supply, selling as follows:

|     |        |
|-----|--------|
| 126 | \$6.25 |
| 150 | 6.25   |
| 176 | 6.25   |
| 200 | 6.25   |
| 216 | 6.00   |
| 252 | 6.00   |
| 288 | 5.75   |

Choice are 25c per box less.

Onions—Spanish from Spain, \$2.75 per crate; home grown yellow in 100 lb. sacks, \$1.20.

Parsley—50c per doz. bunches.

Pears—Kieffers, 75c@1.25.

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

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

Potatoes—Home grown, \$1.20 per bu.; Wisconsin, \$2.50 per 100 lb. sack; Idaho, \$3 per 100 lb. sack; \$1 per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

|             |        |
|-------------|--------|
| Heavy fowls | 18c    |
| Light fowls | 12c    |
| Ducks       | 14@16c |
| Geese       | 14c    |
| Turkeys     | 22c    |

Quinces—Home grown, \$3.50 per bu.

Radishes—25c per doz. bunches of hot house grown.

Spinach—\$1.25 per bu.

Squash—Hubbard, \$3 per 100 lbs.

Sweet Potatoes—\$3.75 per bbl. for Delaware.

Tomatoes—90c for 10 lb. container, hot house.

Turnips—\$1.25 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

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

### Arranges Soups in Order.

"We arrange our soups alphabetically, and now we can find what we want quickly," a Worcester grocer tells us. "Before this arrangement was put into effect we used to spend a lot more time finding the different kinds, as we carry a large stock of them. Everyone in our store is well pleased with the system."



## MEN OF MARK.

**Geo. W. Dauchy, Manager Warm Friend Tavern, Holland.**

In Michigan many branches of the hotel business are represented in an affiliation of interests that, while not in every essential precisely identical, are, nevertheless, mutually helpful and harmonious. To any practicable extent they are the embodiment of an energizing spirit of mutual good will and co-operation. Nowhere else is a community with exactly a similar constituency; none elsewhere precisely like this. It is from an atmosphere thus of catholic liberality, tolerance, amity and other sterling and fraternal qualities that Michigan derives its fame for producing capacity, sleepless enterprise, resources generally and, withal, achievements in a way unique as well as appropriately objects of pride and loyalty. Men so surrounded and sustained are rarely small; in the fitness of things they are big, strong, resourceful and dependable. That such a man as the subject of this sketch should have been selected to have charge of the active administration of a large hotel in a neighboring city is itself an example wholly in keeping with the spirit and caliber of its character and objects.

George W. Dauchy was born in Weeping Water, Nebraska. He is a graduate of the East Waterloo high school and the Waterloo business college and attended the Iowa State Teachers College at Cedar Falls, Iowa, and the Iowa State College of Engineering at Ames. His parents were hotel operators and at the age of twenty-one he began to manage hotels, his first being the Holst Hotel, Boone, Iowa. Since then he has been manager of the Lafayette Hotel, Clinton, Iowa, for a period of five years; manager of several hotels for the Eppley Hotels Co.; associate manager of three hotels in Venice, Florida, one of which is owned by the Brotherhood of Locomotive Engineers; assistant manager of the following: Roosevelt Hotel, New Orleans, South Shore Country Club, Chicago, and the Medinah Athletic Club, Chicago.

During the war he attended the first officers' training school at Fort Snelling, Minn., and after being stationed at several camps in this country, was sent to France and was attached to the general staff in Tours and managed the Metropole Hotel, which was the officers' mess of Tours, a hotel operated for the benefit of the officers of the allied armies. This hotel employed eighty-two French people and ten Americans. It was the first hotel opened and operated by the U. S. army (of which there were three) and the last one closed.

Before the war he was quite active in the Greeters of America (a National hotel organization) of which he is a Past National officer and a past president of one of the charters and is chairman of the board of directors of the Chicago Charter, No. 17. He has been rather active in the American Legion since the war, being a Past Commander in two different posts. He is a member of several fraternal and business organizations.

Mr. Dauchy is married, but has no

children. Mrs. Dauchy is an Iowa girl, her parents lived at Clinton, Iowa, during most of her life.

Mr. Dauchy attributes his success to hard work. He believes in the theory that a man gets nothing unless he goes after it and that the harder he goes after it the more he is likely to secure.

Mr. Dauchy, although a comparatively young man, has had a career in many respects remarkable. He has had trials and tribulations that would have bent or broken the average man, but he laughs at adversity, and his constant pertinacity and well founded faith in himself have always extricated him from the difficulties that have surrounded him. A glance at his past



George W. Dauchy.

career will indicate that his courage and ability will make him victor, in all likelihood, in any situation in which he may be placed.

#### Glass Distribution Improves.

Distribution of window glass is in some better volume and with the advent of November, normally the busiest month of the year, should continue to show improvement. In window glass, rather pronounced activity during the week in some sections was offset in part by a dearth of orders from other parts of the country. In the market for plate glass relative quiet held sway, although conditions in this branch are likewise more favorable than a month ago. In the rough rolled and wire glass field the demand has shown a seasonal increase.

## IN THE REALM OF RASCALITY.

#### Questionable Schemes Which Are Under Suspicion.

The Tradesman warns its readers to beware of a man named Williams, who is working his nefarious check cashing game in this State. He claims to be sales manager of the Louisville Food Products Co., but several merchants who have been inveigled into cashing checks purporting to be sent to Williams by that concern find that such a concern is unknown at Louisville.

In the course of my practice of law I have encountered a rather surprising number of cases where one man guar-

credit, wanted to buy some supplies for his business from a concern called the Ferguson Packing Co. Told by the latter that he would have to find somebody to guarantee his account, he went to a friend, Mihalic, and got him to sign the necessary paper. It had to be in writing, because it is fundamental that a verbal guarantee to pay the debt of another is not binding on the guarantor. With the paper Fabina went to the Ferguson Packing Co. and bought supplies amounting to about \$800.

The bill was not paid when due, and failing to get anything from Fabina, the Ferguson Co. demanded payment from Mihalic, the guarantor. The latter put up an awful wail and refused to pay. Suit was then brought and Mihalic defended on this ground: He said that the alleged guarantee was brought to him not by Fabina, but by a representative of the Ferguson Co., who represented that it was merely Mihalic's idea of Fabina's financial standing; in other words, "a statement of the financial standing of Fabina, which the Ferguson representative wished to have to show the people in the office." The Ferguson man gave no inkling that the paper was a guarantee of Fabina's account, and Mihalic didn't or couldn't find out what it was for himself because he read English poorly. Relying upon the representation that it was a financial statement merely, he signed it. He had no idea (business of hands raised to Heaven and eyes rolled upward) that he was making himself responsible for any amount whatever.

The Ferguson agent denied the whole story and the jury was asked to decide which told the truth. They decided that the Ferguson man did and found a verdict against Mihalic for the full amount of Fabina's purchases. This was later affirmed by the Appeal Court.

This is possibly about the one hundred thousandth example I have cited in these articles to show the fate which often overtakes the business man who signs a business paper without reading it. I am assuming that Mihalic's story that he did not understand the paper is true, although the jury decided it was false. Of course if it was false, the moral lies in a different direction.

Now this case was pretty close in one way, because the American courts are quick to protect a foreigner who through ignorance of the English language is led into a jam from which he ought to be extricated. They will go the limit to help him when he has signed an obligation without understanding it and without the means of understanding it. For that reason I always insist, when dealing with foreigners, in painstakingly reading to them papers they are expected to sign and explaining as I go along, and furthermore doing it in the presence of a witness.

Elton J. Buckley.

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Try to surpass the fellow you were yesterday. Keep it up and you will arrive at the top.

He who easily gets cross carries a cross.

A few weeks ago one of these guarantors was let in for nearly a thousand dollars which the law relentlessly made him pay, although he put up what to many would seem a strong defense.

A man named Fabina, having no



### Favorable Business Developments of the Past Month.

Industrial activity has increased in a number of business centers in Michigan during recent weeks, and retail trade has, likewise, gained in volume, although by less than the normal seasonal amounts. Employment in Michigan is at the lowest level since December, 1925. Industrial activity in the country as a whole has declined and retail trade has failed to make seasonal gains, especially in the Northern states where warm weather has operated as a retarding influence.

Nevertheless, the following favorable developments of the month may be mentioned: (1) Activity in the textile industries, including cotton, wool and silk, increased substantially. Both sales and shipments of the standard cotton products were in excess of production and, in consequence of this, the statistical position of the industry has shown marked improvement; (2) bituminous coal output showed greater than seasonal gains; (3) residential building increased materially, contrary to the usual seasonal trend, which is downward, and preliminary reports for October show further increases; (4) the output of electrical energy used in manufacturing has been greater; (5) wholesale commodity prices have shown a firming tendency with little change in any of the indices since the first week in October; and (6) employment throughout the country is somewhat greater, though this gain has been less than is normal for the period.

Industrial output in the Detroit area gained during September, this company's index, adjusted for long time trend and seasonal variation, advancing from 58.1 per cent. of normal in August to 64.8 in September. The greatest factor in the increase was the gain in the amount of industrial power consumed. The consumption of electrical energy in Detroit usually drops off about 8 per cent. in September, as compared with August, but this year a gain of 4 per cent. was registered. This probably represents increased activity of parts manufacturers, a division of the automotive industry which lately has shown a more cheerful aspect than any other division. The activity of parts manufacturers may forecast gains in the industry as a whole in the near future.

Detroit bank debts, reflecting in some measure retail trade in this city, were 8 per cent. lower in September than in August. Normally this series declines about 2 per cent. in September. So far in October, bank debts have lost 12 per cent. as compared with September, whereas a gain of better than 3 per cent. is the usual experience.

Automobile output has continued the decline begun early in September. For the week ended October 25, Cram's Automotive Service reports 35,638 units produced, which compares with 76,870 units output in the same week of 1929, and 56,804 units in the third week of September, 1930. Employment, as reported on October 15 by the Board of Commerce in its index, showed some increase, the index advancing from 74.8 per cent. (1923-25:100) as of October 1 to 78 on the later date.

Flint trade has declined, but relatively not as much as that in Detroit. Automobile output, on the other hand, has shown a very substantial drop, but since industrial power consumption in this city has shown a much greater than seasonal increase, it is a fair assumption that preparations are under way for the introduction of new models of the foremost producers of light cars. Production of this company at present is only about 10 per cent. of the total output of the whole automotive industry, whereas for the first nine months of 1930 its share of the total amounted to 25 per cent. Building activity in Flint, as reflected in the value of building permits issued, declined to a very low figure in September. The total of permits in September amounted to \$181,393, which compares with \$953,879 in August and \$1,837,829 a year ago.

Upturns in the amount of industrial power consumed, similar to those noted in Detroit and Flint, occurred in Pontiac, Lansing, and Battle Creek, but at Saginaw, Jackson, and Bay City, this series failed to make seasonal gains.

The dollar volume of business in Grand Rapids, as indicated by check payments, showed a small gain in September. Employment in the furniture industry of this State, which centers largely in the Grand Rapids area, also increased slightly during the month, the University of Michigan's index advancing from 100.1 (June, 1920:100) in August to 101.1 in September. Industrial power consumption declined, although it usually fluctuates in sympathy with employment. Building activity was slightly greater in September than in August, the building permit totals of the two months amounting to \$159,375 and \$151,735 respectively.

Trade in Kalamazoo appears to have held up well in September, but a decline of about 5 per cent. occurred in the first three weeks of October. Employment in paper manufacturing, which is one of the important industries of Kalamazoo, also declined by about 5 per cent. during September. Power consumption, after allowing for the seasonal upward tendency exhibited in this series in previous years, declined 21 per cent. Building activity likewise was at a low point in September, the total of permits amounting to only \$59,729 as compared with \$125,662 in August and \$325,716 a year ago.

In the Northern part of the State there is little manufacturing, but such as there is is now being carried on at a greatly reduced rate as compared with a year ago. Bankers in this area look for little improvement during the next few weeks. Retail trade also compares unfavorably with that of a year ago. Some improvement is expected in the next few weeks in about half of the cities from which reports have been obtained, for this is the season when the farmer's purchasing power is greatest.

Business in the Keweenaw peninsula area is greatly retarded, partially reflecting the abnormally low prices of copper which have now persisted for a number of months. In the Negaunee area, where iron mining is important, production is still on a 5 day week

basis, but stocks are accumulating so rapidly that it is a question how long such operating rates can be maintained. At Newberry, a factory employing 300 men recently resumed production.

In general, the late crops harvested by Michigan farmers this year were considerably below the average of recent years. Good weather and a longer growing season have, however, been beneficial to the potato crop and to some late fields of beans. These conditions have also facilitated the harvesting of fall fruits. Dry weather in some farming areas has prevented fall plowing and in a few dairy sections has resulted in a smaller flow of milk. Although farming results in the 1929-1930 season have been far from satisfactory in many sections of Michigan and the United States, it is interesting to note that in at least one part of this state (near Charlevoix) more farms are now occupied than in a number of years.

Money is in sufficient supply in nearly all parts of the State, but demand in most cases is less than it was

a year ago. No increase is expected in the immediate future. Rates on commercial paper are the lowest they have been since late in 1914.

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

### Holiday Demand Spurs Neckwear.

Neckwear manufacturers are reported well satisfied with current demand and are being kept busy with heavy orders, mostly for holiday goods. Silk producers, who for the first half of the year steadily cut down the number of looms making tie fabrics, have been compelled to restore a good number of them and are very satisfactorily placed, it was said. In some quarters, a shortage of desirable merchandise is expected, although in the cheaper grades of neckwear there is a plentiful supply. Prices are reported to be quite firm on first-class goods.

Never yet has a nation cured itself of dumbness by blaming the Reds or Al Capone.

## JOBBER here it is Heyboer's 5c WAFFLES

NOT ANOTHER 5c NUMBER  
ITS NEW - - ITS DIFFERENT



A PIECE THAT EATS

Serves the Purpose—  
As a Candy Bar  
As a Lunch

Delicious with Coffee, Malted  
Milk, Ice Cream, Etc.

Territories being allotted.

Write us.

HOLLAND AMERICAN  
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Grand Rapids, Mich.

Next week another New Item.

ALL GOLD CALIFORNIA FRUITS  
PARAMOUNT CONDIMENTS  
STOKELY'S FANCY CANNED VEGETABLES

Distributed by

Western Michigan Grocery Company

GRAND RAPIDS, MICHIGAN



**SLUMP MAY BE OVER.**

Although a great many movements to relieve the distress of unemployment are under way and the aggregate of relief funds is estimated at a billion dollars, it is yet too early to see results. The weekly business index continues to move downward with steel operations and electric power consumption reduced. On the other hand, the movement of commodity prices yields further evidence that the slump may be over.

In the major industries there is still no particular sign of recovery. Activity in steel is lower. The automobile line has pushed up output a little, but new car registrations in September were some 40 per cent. under a year ago as against a 30 per cent. decline for the nine months of this year. Building has lost some headway and the daily average of contract awards has dropped to 19 per cent. under a year ago. The textile industries, however, have bulked their gains and prices reflect an improved position.

Some of the commodity groups which resisted for a long time the downward movement in prices are now easing more into line with the average. The Aannalist weekly index rose fractionally to 122 last week, but the fuel, metal and chemical classifications were lower. Stocks in many lines which have suffered from surpluses are not much reduced, despite the frequent assertion that inventories have grown a good deal smaller. This might have been expected, since so many producers have hesitated to aggravate unemployment by shutting down completely.

There is a feeling in business circles that sentiment and activities will take a turn for the better after the elections.

**THE BUY NOW CAMPAIGN.**

So much headway has been made by which was suggested in its present form in these columns, the "Buy Now" movement, that quite a few organizations and individuals are now claiming credit for having originated it. The truth is that the slogan is not new by many years and the idea of encouraging spending to relieve hard times has had many advocates. So the credit at best must be a mixed one.

However, in one effort to divert credit for the slogan to a particular quarter, a rather unsound plan was broached. This scheme was to have the retailers place large orders with manufacturers so that confidence might be restored. Apparently, this proposal, like so many others, ignored the fact that consumer demand must first improve before any merchant will load up on merchandise. A store would very quickly place orders for millions of dollars' worth of goods if it saw an outlet for such quantities, but it would be committing business suicide to buy for sentiment alone.

The "Buy Now" drive must start with consumers and those able to spend a little more than usual in order to give work to those who cannot afford to buy. Once these hesitant consumers—and there are millions of them

—are attracted by low prices and remarkable values, and are also convinced that they are helping business recovery and their own best interests, then trade volume will expand and the stores be forced to replenish stocks.

In the Philadelphia campaign this is just what has happened. Results proved so good that one of the large concerns announced that it would enter the market for \$5,000,000 worth of goods.

**UNEMPLOYMENT PROGRESS.**

It is the opinion of trained observers that, while some progress may come of the present effort to solve the unemployment problem, matters are likely, if they follow precedent, to fall back almost to their starting point when business once more becomes good. Each crisis brings a little advance but not a great deal, as present conditions testify.

In the 1920-21 depression the steps taken to cope with unemployment were on a very comprehensive scale. Detailed studies were voluminous. They were shelved, and another commission is appointed to deal with another crisis after many months of denying that any crisis existed and estimates and counter-estimates of the number of unemployed.

The best hope of relief from periodical armies of the jobless seems to lie in the particular plans developed by large companies to deal with such conditions. Competitors for the time being may decide against devoting some earnings to unemployment insurance, but in the end they will find that such a step is necessary if they are to attract the more capable type of workman. The product will show that such expenditures are real economy and costs will testify to the same effect.

For the welfare of the country as a whole it would be a remarkable contribution if some well-endowed foundation were to devote itself to studying and making effective a sound plan to reduce unemployment and to promote the method best calculated to deal with it when conditions brought it on. Sickness and human misery would not disappear, but they would be greatly modified by attacking what is undoubtedly their major source.

**DRY GOODS CONDITIONS.**

Retail trade during the past week held to the recent volume level and even improved a little toward the close. Some of the special sales promotions, featuring exceptional values, were very successful and enabled the stores concerned not only to meet but to beat comparative figures. Again the home furnishing lines drew good response. Seasonal apparel was also more active, and, according to reports received, the demand for cold weather clothing and accessories was very brisk in sections where low temperatures prevailed.

The month which closed last Friday furnished a trade volume which on the average was probably a little better than recent comparisons. Dollar volume will, of course, be well under a year ago, due to lower prices, but it is felt that unit sales were not much less. Profits will suffer because of the added expense in handling more trans-

actions with no corresponding reduction in costs.

Concerning Christmas trade, which will be started earlier this year, there is some question. The Wall Street collapse last year affected holiday purchases and many people were involved. This year a great many more will be poor customers because of unemployment and depressed business conditions. However, there is the chance that sentiment may improve in the next few weeks, and retail results may not suffer as much as appears likely in the present circumstances, particularly if the stores make a special effort to provide attractive values and offerings.

**THE FAMILY DINNER.**

With November at hand, this is a peculiarly appropriate time for such a plea as was made before American grocers in New York City, when George Olds called for a revival of the good old American "art of eating" and especially for the old-time "family dinner." Americans, Mr. Olds, intimated, are overlooking the good things on their dinner plates and now spend more per capita on automobiles than on meals.

Certainly the plea for the return of the family dinner is in order, and not alone for the food that was there in such abundance. For the dinner table was more than a lunch counter. It was the scene of the family council. Its victuals warmed and comforted and satisfied. They also brought about a realization of the goodness of home life. And under their influence, reports of the day's transgressions were heard and judged with a mellow sanity that the best of delicatessen sandwiches and salad utterly fail to achieve. There the family was a unit, no matter how diverse the individual interests, and there were settled those inevitable problems of everyday life that often leave the lonely person baffled.

With the approach of November and Thanksgiving, a resurrection of the family dinner and all it stood for is no doubt in the minds of untold thousands. This time of counting the good things of life would be ideal for the revival, if only for the one day, of that good old custom, the family dinner.

**LABOR'S IMPLACABLENESS.**

What is organized labor doing in the unemployment campaign? Millions of its members have made good money in exchange for poor workmanship for years—now are they willing to lend a hand to the one who has not been so fortunate or who has not been thrifty and now faces a great crisis?

A property owner in this city would like to build about twenty brick cottages within reach of a factory which is running 100 per cent. This project would involve first the clearing and leveling of quite a tract of land, which would give work to unskilled labor for a couple of months. But union bricklayers and carpenters and plumbers have scheduled their wages until the cost mounts to such a sum that the party cannot borrow the money. This is only one isolated instance, but there are hundreds of similar cases near us.

Organized labor after fattening itself on slovenly accomplishment during the war and ever since now sits Shylock-like demanding its pound of flesh regardless of any one outside its own vicious circle. Let organized labor get rid of its racketeers for three months and the world would hum with activity, bread lines would be wiped off the map and the soup kitchens would claim very few customers.

But is organized labor willing to do it? Page Mr. Green and see him squirm.

**CHRISTMAS SHOPPING.**

A week of wintry temperatures and the opening of the special toy displays in the stores have served warning that Christmas is soon to be considered as an invitation and encouragement to shopping and spending. There is sure to be the usual plea to "do it early," which will grow more urgent as days and weeks lead on to the year's greatest festival. This plea is intended in part for the relief of stores and salesmen from the burden of last-minute shopping; partly it reflects the merchants' conviction that he who shops early may shop twice. In addition, it is an obvious economic advantage to spread the season of business activity as widely through the winter as possible. But there is a special incentive this year to do Christmas shopping early, which should make this a part of the "Buy-Now" campaign that is attempting to restore normal conditions in industry and employment. Prices are undoubtedly at a low level for the customer's advantage. Those who have gifts to buy for friends and kinsmen can do so now with measurable economy and at the same time will be contributing some small stimulus to the business revival. Therefore the request to shop early has more point than usual and may be pressed somewhat sooner than usual in the shopping season.

**ARAB AND JEW IN PALESTINE.**

One of the paradoxes of a situation which bristles with paradoxes is that, despite the organized immigration of Jews into Palestine in the last few years, the Arab population there has increased faster than the Jewish. The explanation is another paradox—that the greater Arab increase is due to the Jews. What has happened is that the Jews have introduced public-health services which, among other effects, have materially reduced the high infant mortality among the Arabs; that they have drained marsh lands and hence in many districts have stamped out malaria and that in other ways they have raised the standards of living among the poorer classes. These measures have lowered the rate of mortality, improved the general state of health and lengthened the average span of life. The Arab in Palestine has been benefited by the Jewish immigration—a fact which is causing a better feeling as it becomes appreciated.

Last year an automobile enabled you to get away from it all, but now they are wiring the things for radio.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

This is the last Out Around which will be written at the summer home in Lamont until the warm season of 1931 rolls round. We have had six months of good air, beautiful scenery and pleasant associations. Now for six months in the city with its noise, smoke and confusion.

Wishing to show our visiting friends the wonderful hills on M 21, between Grand Rapids and Lyons, we headed Eastward last Saturday under bright sunshine and blue sky, with an "eager and nipping air" blowing in from the North.

At Lowell we had the pleasure of meeting Mr. Jefferies, the new editor of the Lowell Ledger, who certainly has all the earmarks of a capable and energetic newspaper man and a good citizen. When he told me he had served twenty years under Coleman Vaughan, of St. Johns, I immediately handed him out a certificate of confidence and stability, because anyone who can stay with Mr. Vaughan that length of time, must, of necessity, be a pretty good sort of a fellow. I have long thought that one newspaper in Lowell could serve the community and environs better than two. Perhaps such an arrangement can be worked out under the guidance and co-operation of the new aspirant for public recognition and favor.

I was pleased to note that the new cement pavement on the road across Grand River, which connects M 21 with Saranac, had been completed. The old bridge has not been widened. I suppose that improvement will come in time. I have many wonderful men of middle age on my subscription list, but Henry Frace, the Saranac merchant, who is now 87 years old, is about the liveliest one of them all. If I had his energy and physique, I think I would be safe in undertaking to round out 100 years in this vale of tears.

Pending the grading of the extension on M 21 from Ionia to Pewamo, which will close the last gap on M 21 from Port Huron to Holland, autoists are sent around the old route of M 21 South of the river. The roadbed is wide except in one or two places, and is kept in excellent condition by the county road commission. The rich colors of the bushes on the river bottom, which is in evidence most of the way from Ionia to Lyons, are especially attractive at this season of the year. The entrance to Lyons either way on M 21 is very picturesque. I think most people are aware that when Michigan was seeking a location for the State capital Lyons came within one vote of receiving the coveted prize. When Grand River is up to normal the display of water at the dam is very interesting. The spillway looked as dry as a cracker barrel Saturday.

I never visit Lyons without paying my respects to Ernest Fuller, whom I have known since he was a small child at Newaygo more than fifty ago. His

father was one of the leading attorneys of Newaygo county and a politician of wide experience and commanding influence. He served Newaygo county as prosecuting attorney and also published a weekly newspaper at Newaygo for many years. Ernest was carefully educated for the newspaper business and conducted a newspaper of his own at Lyons for several years. Some years ago he was inducted into the hardware business—by marriage, I believe—and now conducts hardware stores at both Lyons and Muir under the name of Hatch & Baker. The Muir store is a recent acquisition. It is in charge of Mr. Owen, who was head clerk in the Lyons store for eight years. Mr. Fuller is a close and a careful student of history and current events and is one of the best posted men I meet on my Saturday calls on the trade. The only feature I deplore about these Saturday trips is that my mercantile friends are quite likely to be so busy with customers that I have not the heart to stay long and prolong my calls, as I would like to do if the situation was not quite so tense. Some time I can possibly arrange to change my Out Around trips to Thursday or Friday instead of Saturday. Perhaps such an arrangement would give me more time to discuss matters of general and personal interest with my friends in trade.

Fifty years ago the publication of a village or small town newspaper was anything but a sinecure. The field was wretchedly overcrowded in many localities. Many communities were called upon to support two or more struggling newspapers when there was not business enough to decently support one. The result was the local editor was forced to resort to expedients which would not be tolerated in this age of the world. This condition has been largely superseded by an era of consolidation which has resulted in the existence of one strong, well-supported paper where two or three weaklings existed before. This outcome, of course, has resulted to the benefit of all concerned and the average character of the local press has been elevated to a much higher standard and local editors have been enabled to live like gentlemen, instead of being regarded as objects of charity, as was too often the case in the days of long ago.

I have been thinking much of late of another great improvement which has taken place in many of the country weeklies of Michigan as the result of the practical abandonment of the editorial page and the substitution thereof of a personal column or page which is much more readable than the old fashioned editorial page. The new type of matter is more appreciated because it covers the personal experiences, moods, theories and predictions of the editor, based on the happenings which come to his notice in his every day life. I devote three or four hours every week to writing a page of Out Around. I spend at least one day every week in getting up a page of editorial. A hundred people commend Out Around to one who mentions my editorial page. I think one reason for

this is due to the lack of formality—perhaps editorial dignity would be a better term—in these personal discussions, which enable the writer to express himself in simple language in keeping with the scene or event he undertakes to describe. I think the older we get the more we are interested in personalities and the less we care for the glittering generalities. I recall with pleasure some of the papers which have introduced this innovation. Among those I happen to know about are the following:

Ionia County News, Ionia.  
Republican-Tribune, Charlotte.  
Chesaning Argus, Chesaning.  
Huron County Tribune, Bad Axe.  
Cassopolis Vigilant, Cassopolis.  
Sentinel-Leader, Sparta.  
Iron River Reporter, Iron River.  
Diamond Drill, Crystal Falls.  
Delta Reporter, Gladstone.  
Eaton Rapids Journal, Eaton Rapids.

Another undertaking which has contributed greatly to the success of the country press is the work of Len W. Feighner, of Lansing, as Field Director of the Michigan Press Association. Mr. Feighner conducted the Nashville News for more than thirty years—perhaps forty years is nearer correct—creating a newspaper which was a valuable property for himself and a great asset for the community. In this work of upbuilding he tried out many new ideas which, if ultimately successful, were made permanent features of his business. When the Michigan Press Association decided to take on business functions, as well as social and literary features, Mr. Feighner was induced to assume the duties of business manager. His title is Field Secretary, but that term does not convey one-tenth of the work he undertakes in serving his members well and faithfully. His duties cover practically every feature of newspaper service and are performed with a care and thoroughness which mean much in dollars and cents, as well as personal satisfaction to all concerned.

The announcement by former brewers in all parts of the country that they will rehabilitate their properties with a view to engaging in the manufacture of beer as soon as the "good time coming" puts in an appearance will do much to defeat the movement now well started to legalize the manufacture of beer and ale. Because the brewers insist on associating prostitution with the sale of beer at retail many good people who might otherwise be inclined to vote for an amendment to the Volstead law exempting beer from the operations of the law will hesitate to do so. Promises of the brewers to eliminate prostitution from their business mean nothing, because their promises are worthless. I have never known a brewer whose word was worth 5 cents on the dollar. In this city they promised the Board of Trade, when I was president of that body, that if we would assist them to defeat local option in Kent county they would discontinue the brewery owned saloon and cease to furnish facilities for prostitution in providing for the sale of their product. Did they keep their promise? Not in a single case did they keep it.

They also promised to get a law enacted by the Legislature prohibiting the brewery owned saloon, which promise they repudiated as soon as we did our part and assisted in the defeat of local option in Kent county. If the brewers want to see the Volstead law repealed or amended, they better keep out of the picture, with their well-known reputation for mendacity, disloyalty, venality and criminality. I am ready to vote for any amendment to the Volstead Act which will tend to make it more effective or make its enforcement more efficient, but any move to restore the open saloon, as a headquarters for prostitution and criminality, will meet with my most determined opposition as long as I live.

The City Commission of Grand Rapids has certainly "made a mess" of its location of the proposed city auditorium. There is no doubt the majority of the citizens wished the building located on the interurban site. The price the Commission has agreed to pay for West Side property is three times what it is worth. The leading real estate dealer of Grand Rapids assured me only last week that if the matter were turned over to him he would guarantee to obtain it by appraisal and public condemnation for one-third the price the Commission has agreed to pay. And his guarantee is good.

Grand Rapids is very fortunate in the number of specialists she possesses along different lines. Especially is this true in regard to the field of landscape architecture. Eugene Goebel is in a class by himself. He undertakes and can direct the work of Nature to a degree that astonishes all who know him. He is apparently on speaking terms with trees, shrubs, vines and flowers and can so direct their energies and promote their growth as to produce marvelous results. Our parks, boulevards, cemeteries and private estates are outstanding results of what he is capable of accomplishing along utilitarian lines. The asset such a man is to a community can never be computed.

In making a direct charge of having resorted to fraudulent advertising nearly a month ago, I wrote Sears, Roebuck & Co. for an explanation of the transaction. No reply was received to my letter, so on Oct. 31 I wrote them again as follows:

Ever since you opened your branch store in Grand Rapids your local manager has advertised goods he does not have in stock.

Oct. 6 he advertised in the Grand Rapids Press (page 12) to sell eighteen bars of Palmolive soap for \$1.

As a matter of fact he does not carry Palmolive soap in stock and had none in stock Oct. 9, the date of the sale. Customers who asked for Palmolive were told that Palm soap was the same as Palmolive. Palm soap is put up in imitation of the brand advertised. It may be that the statement of the clerk in charge of the soap counter is true, but it does not appeal to me as either honest or businesslike to advertise a brand you do not carry in stock.

I ask you to kindly inform me if this kind of deception is countenanced by the management of Sears, Roebuck & Co.

If it is not countenanced, do you propose to inform your local manager



that fraudulent advertising must be discontinued in this community and see to it that he obeys your instructions?

I thank you in advance for the courtesy of a reply.

No reply has been received to this letter up to date, which naturally leads to the belief that there is no reply available to the house and that ignoring my enquiries is probably held to be the easiest way out of the mess the local manager has precipitated by false and fraudulent advertising.

Lew Stark, who conducted the general store at Cascade village, ten miles Southeast of Grand Rapids on US 16, is now located at Seattle. His father, the late Geo. P. Stark, preceded the son in the store business for many years. The son writes me as follows, under date of Nov. 1:

The new bridges across the Thornapple recall to memory an old-time neighbor who lived about two miles beyond the river from Cascade. He was a mason by trade and worked much of his time in Grand Rapids during the weeks of his earlier days, walking all the way home Saturday nights with a heavy pack of groceries—sometimes as much as 100 pounds of flour—wading across the Thornapple river because there was no bridge there in his time and from there on to his home. He was a powerful man. We kids knew him as Uncle Ed and always admired him.

E. A. Stowe.

#### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 8.—In the matter of Frank G. Hittson, Bankrupt No. 4146. The funds have been received and the first meeting of creditors has been called for Nov. 13.

In the matter of Robert E. Eyles, Bankrupt No. 4258. The funds have been received and the first meeting of creditors has been called for Nov. 13.

In the matter of John Stratsma, Bankrupt No. 4267. The funds have been received and the first meeting of creditors has been called for Nov. 13.

In the matter of Laurence C. Neely, Bankrupt No. 4269. The funds have been received and the first meeting of creditors has been called for Nov. 13.

In the matter of Warren F. Farrand, Bankrupt No. 4256. The funds have been received and the first meeting of creditors has been called for Nov. 13.

In the matter of Regal Oil Co., Bankrupt No. 4259. The funds have been received and the first meeting of creditors has been called for Nov. 13.

In the matter of Wildwood Outdoor Club, Bankrupt No. 4242. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of George Antekier, individually and doing business as People's Quality Market, Bankrupt No. 4260. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Elon K. Conklin, doing business as Conklin Construction Co., Bankrupt No. 4275. The first meeting of creditors has been called for Nov. 14.

In the matter of Dexter Somes, Bankrupt No. 4277. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of John Westerhouse, Bankrupt No. 4282. The funds have been received and the first meeting of creditors has been called for Nov. 14.

In the matter of Ferris J. Hale, Bankrupt No. 4281. The funds have been received and the first meeting of creditors has been called for Nov. 14.

Oct. 28. We have to-day received the schedules, reference and adjudication in the matter of Peter Hockstad, Bankrupt No. 4284. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Traverse City, and his occupation is that of a moulder. The schedule shows assets of none with liabilities of \$2,822.09. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 28. We have to-day received the schedules, reference and adjudication in the matter of James A. Konstant, Bankrupt No. 4285. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedule shows

assets of \$300 with liabilities of \$12,541.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

|                                       |          |
|---------------------------------------|----------|
| Dr. C. E. Beeman, Grand Rapids        | \$ 3.00  |
| Bon Marche, Grand Rapids              | 80.00    |
| Collins Ice & Coal Co., Grand Rapids  | 51.00    |
| Freyling & Mendals, Grand Rapids      | 10.00    |
| G. R. National Bank, Grand Rapids     | 4.00     |
| C. C. James Co., Grand Rapids         | 75.00    |
| Dr. Thos. R. Kemmer, Grand Rapids     | 32.80    |
| Dr. G. L. McBridge, G. R.             | 106.00   |
| Quality Flower Shop, Grand Rapids     | 5.00     |
| United Auto Insurance Co., G. R.      | 31.00    |
| Vandenberg Bros., Grand Rapids        | 10.60    |
| Chas. F. Hext, Grand Rapids           | 7.50     |
| Dr. Earle Smith, Grand Rapids         | 85.00    |
| Boston Store, Grand Rapids            | 63.66    |
| Welmer Dykman Fuel Co., G. R.         | 16.00    |
| Holwerda Tin Shop, Grand Rapids       | 5.47     |
| G. R. National Bank, Grand Rapids     | 300.50   |
| Ferguson & Droste, Grand Rapids       | 5.00     |
| James Howell, Grand Rapids            | 150.00   |
| Arctic Dairy Products Co., G. R.      | 35.00    |
| American China Co., Chicago           | 20.00    |
| Aethna Window Cleaning Co., G. R.     | 5.00     |
| Boylard Co., Grand Rapids             | 10.00    |
| Bayuk Cigars, Inc., Grand Rapids      | 9.80     |
| Coffee Ranch, Grand Rapids            | 388.84   |
| City of Grand Rapids                  | 197.00   |
| Mrs. Jay Eaton, Grand Rapids          | 280.43   |
| Enterprise Elec. Co., Grand Rapids    | 10.65    |
| G. R. Water Works, Grand Rapids       | 16.21    |
| GHP Cigar Co., Grand Rapids           | 8.50     |
| G. R. Creamery Co., Grand Rapids      | 8.28     |
| G. R. Store Fixture Co., Grand Rapids | 287.89   |
| Gray Beach Cigar Co., Grand Rapids    | 34.15    |
| G. R. Coat & Apron Co., Grand Rapids  | 7.50     |
| Holland Cigar Co., Grand Rapids       | 68.70    |
| Holsum Baking Co., Grand Rapids       | 179.60   |
| Himes Coal Co., Grand Rapids          | 32.00    |
| Herald, Grand Rapids                  | 53.00    |
| James Howell, Grand Rapids            | 1,574.16 |
| Imperial Candy Co., Grand Rapids      | 202.00   |
| Kent Storage Co., Grand Rapids        | 106.50   |
| Lockwood & Co., Grand Rapids          | 19.50    |
| Muir Plumbing Co., Grand Rapids       | 103.38   |
| Ryskamp Bros., Grand Rapids           | 2,142.49 |
| H. C. Schneider Cigar Co., G. R.      | 7.50     |
| J. P. TenHoor, Grand Rapids           | 19.15    |
| Van Eerden & Co., Grand Rapids        | 18.54    |
| Van Driele & Co., Grand Rapids        | 24.45    |
| Vanden Bosch & McVoy, Grand Rapids    | 42.51    |
| Valley City Pie Co., Grand Rapids     | 214.00   |
| Lee & Cadv. Grand Rapids              | 309.83   |
| Wolverine Spice Co., Grand Rapids     | 15.11    |
| X. Cigar Co., Grand Rapids            | 23.00    |
| P. D. Mohrhardt Estate, Grand Rapids  | 234.00   |
| G. R. National Bank, Grand Rapids     | 280.00   |
| I. M. Helmer, Grand Rapids            | 24.00    |
| Chris Kotsifis, Grand Rapids          | 50.00    |
| Consumers Power Co., Grand Rapids     | 245.50   |
| Continental Coffee Co., Chicago       | 3.40     |
| Consumers Power Co., Grand Rapids     | 62.90    |
| Ellis Bros. Co., Grand Rapids         | 29.00    |
| E. B. Gallagher Co., Grand Rapids     | 2.50     |
| G. R. Water Works, Grand Rapids       | 80.00    |
| G. R. Gas Light Co., Grand Rapids     | 56.13    |
| Hobart Co., Grand Rapids              | 20.00    |
| Hecht Produce Co., Grand Rapids       | 2.00     |
| H. J. Heinz Co., Grand Rapids         | 6.55     |
| Jas. Howell, Grand Rapids             | unknown  |
| J. Jones, Grand Rapids                | 6.00     |
| H. Leonard & Sons, Grand Rapids       | 5.00     |
| C. Himes Coal Co., Grand Rapids       | 24.90    |
| P. D. Mohrhardt Est., Grand Rapids    | 25.00    |
| Mich. Bell Tel. Co., Grand Rapids     | 22.95    |

|                                       |          |
|---------------------------------------|----------|
| National Grocer Co., Grand Rapids     | 59.09    |
| Neel Bottling Co., Grand Rapids       | 6.35     |
| Ryskamp Bros., Grand Rapids           | 66.66    |
| Rademaker & Dooge, Grand Rapids       | 4.00     |
| Ter Molen & Hart, Grand Rapids        | 5.00     |
| Van Berden Co., Grand Rapids          | 4.63     |
| Wolverine Spice Co., Grand Rapids     | 14.51    |
| Wilson & Co., Grand Rapids            | 14.00    |
| Union Bank of Michigan, Grand Rapids  | 112.00   |
| James Fotias, Grand Rapids            | unknown  |
| G. R. Savings Bank, Grand Rapids      | 250.00   |
| Corwin, Norcross & Cook, Grand Rapids | 190.75   |
| Alex Vulgaris, Grand Rapids           | 500.00   |
| Atlas Grocer Co., Chicago             | 20.25    |
| Eli Cross, Grand Rapids               | 4.00     |
| G. R. Gas Light Co., Grand Rapids     | 15.34    |
| American National Bank, Grand Rapids  | 95.00    |
| G. R. Savings Bank, Grand Rapids      | 297.30   |
| G. R. National Bank, Grand Rapids     | 107.89   |
| Old Kent Bank, Grand Rapids           | 200.00   |
| Wolverine Spice Co., Grand Rapids     | 212.40   |
| General Realty Co., Grand Rapids      | 1,655.00 |

Oct. 28. We have to-day received the schedules, reference and adjudication in the matter of Imperial Candy Co., a corporation, Bankrupt No. 4286. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedule shows assets of \$4,110 with liabilities of \$11,488.17. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

|                                         |          |
|-----------------------------------------|----------|
| City of Grand Rapids                    | \$250.00 |
| J. P. Konstant, Grand Rapids            | 240.00   |
| Angelo Pappas, Grand Rapids             | 34.29    |
| Monica Abramowitz, Grand Rapids         | 1.50     |
| Mary Herema, Grand Rapids               | 1.85     |
| Bessie Austin, Grand Rapids             | 1.75     |
| Bernadine Griffin, Grand Rapids         | 1.75     |
| Lucille Lathrop, Grand Rapids           | 1.75     |
| George Zarrafonitis, Grand Rapids       | 3.00     |
| Iva Helmer, Grand Rapids                | 50.00    |
| G. R. Store Fixture Co., Grand Rapids   | 92.00    |
| Estate of Andrew Muir, Grand Rapids     | 249.49   |
| National Cash Register Co., G. R.       | 132.50   |
| Amer. Store Fixture Co., Chicago        | 2,239.00 |
| Angelo Pappas, Grand Rapids             | 730.00   |
| A. Abraham Co., Grand Rapids            | 8.75     |
| American China Co., Chicago             | 42.00    |
| Atlantic Glass Co., Pittsburgh, Pa.     | 11.12    |
| Aethna Life Insurance Co., Grand Rapids | 12.00    |
| Bayuk Cigar Co., Grand Rapids           | 1.93     |
| Boylard & Co., Grand Rapids             | 269.30   |
| Burroughs Adding Mach. Co., G. R.       | 50.50    |
| Bixby Office Supply Co., Grand Rapids   | 2.50     |
| Coffee Ranch, Grand Rapids              | 2.00     |
| Corn Products Co., New York City        | 167.46   |
| Cincinnati Extract Co., Cincinnati      | 12.40    |
| John Collier, Grand Rapids              | 23.69    |
| Collins Ice & Coal Co., Grand Rapids    | 26.50    |
| Consolidated Cigar Co., Grand Rapids    | 51.00    |
| Corcoran Mfg. Co., Cincinnati           | 5.68     |
| Candall Pettie Co., New York City       | 5.00     |
| Consumers Power Co., Grand Rapids       | 170.00   |
| Enterprise Elec. Co., Grand Rapids      | 119.19   |
| Eastern Paper Box Co., Detroit          | 87.00    |
| Ellis Bros. Co., Grand Rapids           | 6.00     |
| Ferris Coffee & Nut Co., Grand Rapids   | 21.76    |
| E. B. Gallagher Co., Grand Rapids       | 77.82    |
| G. R. Paper Box Co., Grand Rapids       | 50.00    |
| G. R. Window Cleaning Co., G. R.        | 10.00    |
| G. R. Elec. Co., Grand Rapids           | 52.50    |
| General Realty Co., Grand Rapids        | 89.40    |
| Grammas Candy Co., Grand Rapids         | 1,565.00 |
| Gas Co., Grand Rapids                   | 7.49     |
| Herald Pub. Co., Grand Rapids           | 82.10    |
| Hobart Co., Grand Rapids                | 14.03    |

|                                       |         |
|---------------------------------------|---------|
| Hobart Co., Grand Rapids              | 15.64   |
| Hazeltine & Perkins, Grand Rapids     | 3.00    |
| Hekman Biscuit Co., Grand Rapids      | 1.12    |
| Humphrey Co., Kalamazoo               | 3.10    |
| Holsum Baking Co., Grand Rapids       | 118.35  |
| Holland Cigar Co., Grand Rapids       | 11.25   |
| Jennings Extract Co., Grand Rapids    | 4.75    |
| F. H. Johnson Co., Grand Rapids       | 1.25    |
| Kelly Ice Cream Co., Grand Rapids     | 651.75  |
| Kent Storage Co., Grand Rapids        | 5.00    |
| H. Leonard & Sons, Grand Rapids       | 6.46    |
| C. W. Mills Paper Co., Grand Rapids   | 13.40   |
| M. Michaelis & Sons, New York         | 15.00   |
| P. D. Mohrhardt Estate, Grand Rapids  | 77.15   |
| A. T. Monson Co., Grand Rapids        | 10.28   |
| F. C. Matthews Co., Grand Rapids      | 70.00   |
| A. E. McGraw, Inc., Grand Rapids      | 19.75   |
| George McDonald, Grand Rapids         | 117.04  |
| Rysdale Candy Co., Grand Rapids       | 16.03   |
| Ryskamp Bros., Grand Rapids           | 664.09  |
| Ferris Smith, Grand Rapids            | 7.50    |
| G. R. Dairy, Grand Rapids             | 634.24  |
| Shulze Baking Co., Grand Rapids       | 21.90   |
| Security Storage Co., Grand Rapids    | 135.29  |
| Sparrow & Meins, Boston               | 20.00   |
| Ter Molen & Hart, Grand Rapids        | 2.50    |
| Volight Milling Co., Grand Rapids     | 6.65    |
| John Van Heusen, New York             | 20.00   |
| Van Houten Co., Chicago               | 7.00    |
| Vandenbosch & McVoy, Grand Rapids     | 51.55   |
| Lee & Cady, Grand Rapids              | 82.01   |
| Wolverine Spice Co., Grand Rapids     | 33.14   |
| C. B. Woodcock, Grand Rapids          | 24.86   |
| Wexford Ice Cream Co., Grand Rapids   | 26.35   |
| National Cash Register Co., G. R.     | 16.45   |
| Western Union Tele. Co., Grand Rapids | 9.00    |
| Michigan Bell Tel. Co., Grand Rapids  | 19.55   |
| G. R. Water Works, Grand Rapids       | 21.08   |
| Smith's Show Window Service, G. R.    | 6.47    |
| Dubois Soap Co., Cincinnati           | 5.00    |
| Paul Steketee & Sons, G. R.           | 13.00   |
| Philbrick Hdwe. Co., Grand Rapids     | 3.19    |
| Union Bank of Michigan                | 112.00  |
| James Fotias, Grand Rapids            | unknown |
| Eleftheris, Limberopoulos, G. R.      | unknown |
| G. R. National Bank, Grand Rapids     | 250.00  |
| Muskegon Hts. Bank, Muskegon          | 200.00  |
| Tom Lakos, Muskegon                   | unknown |
| G. R. Savings Bank, Grand Rapids      | 260.00  |
| Old Kent Bank, Grand Rapids           | 65.00   |
| Peter Deligianis, Grand Rapids        | 25.00   |
| Georg Pensow, Grand Rapids            | 25.00   |
| James Tallas, Grand Rapids            | 25.00   |
| Nick Haffas, Grand Rapids             | 10.00   |
| Anthony Konstant, Baltimore, Md.      | 500.00  |

In the matter of Frank N. Goodwin, Bankrupt No. 3986, the trustee has filed his final report and account, and a final meeting of creditors was held Oct. 20. The bankrupt was not present in person, but represented by attorney H. H. Warner. No creditors were present or represented. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of expenses of administration, and a preferred tax claim, as far as the funds 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.

In the matter of Walter W. Porter and Percy N. Barron, individually and as co-partners as Porter-Barron Hardware Co., Bankrupt No. 3715, the trustee has heretofore filed his final report and account.

(Continued on page 31)

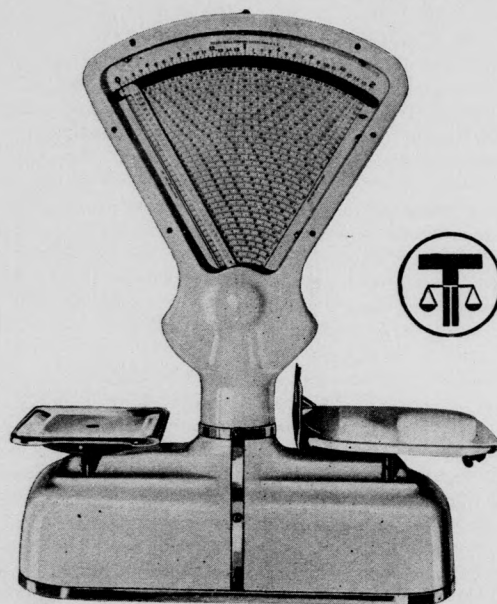
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# TOLEDO SCALES

NO SPRINGS · HONEST WEIGHT



### How Uncle Louie Came To Meet Mr. Wrigley.

San Diego, Calif., Nov. 2.—Thank you for sending me the clipping in reference to William Wrigley, Jr. It is a very interesting reference. I had the honor and pleasure to meet the Wrigley family in 1913 on a trip around the world on the S. S. Cleveland after leaving Honolulu.

I don't think I ever told you how I came to meet him and his family. It is a rather strange story. I embarked on the S. S. Cleveland in 1912 at Monte Carlo and joined the jolly crowd. One evening we had a masquerade and I was not prepared for same. I went to the barber and asked him to disguise my face, but he had no more masques left. I looked around and noticed three boxes of Wrigley chewing gum. I asked the barber for same. He was astonished that I would purchase his whole stock, but as I paid him the retail price he was satisfied and so was I. I went to my stateroom and fixed myself up a satchel with gum labels and was ready for the ball. I peddled peanuts, pop corn and chewing gum, but had nothing else but the gum, which I gave away. The American girls knew what I had, but the for-



L. Winternitz.

eigners had to "be shown." So we taught them how to enjoy the Wrigley gum. I was shot with a camera and the photographer got me as I gave the gum to another passenger. Well, before I knew it my stock was exhausted and all was well—until next morning, when I was called before Captain Kier, who informed me that the steamer was full of gum and that the chief steward complained to Officer Kruse that they had to do a lot of scraping and asked me to stop my further distributions of gum. Well, I sent one of those photos to the Wrigley Co., at Chicago, and when I got to Honolulu I found a very nice letter from Mr. Wrigley, thanking me for the free advertising I gave his products and informed me that he would take the same trip on the Cleveland. As I made the return trip, I had an opportunity to meet him and his family. After we were out on sea again and I had a visit with Mr. Wrigley, he said he had heard some about Uncle Louie and was glad to meet me. On this trip he took a liking to one of the tourist officers, Mr. Wm. H. Stanley, who is now one of the leading lights of the company and is at the present writing in Europe, attending to some of their foreign business.

Last year I was a guest of the Wrigley family on Catalina Island and enjoyed their hospitality there. I had a chance to snapshot the family of P. K. Wrigley and made a nice photo of the island which I subsequently delivered to Mr. Wrigley at his Chicago office.

I don't want to overlook the fact that wherever I have been since my retirement from active service with the Fleischmann Yeast Co., I could depend on finding the Michigan Tradesman and samples of P. K. gum at every port we touch in any part of the world. L. Winternitz.

### Tickets and Students.

At this season of the year, when college alumni spend a large part of their time complaining about the allocation of the seats assigned to them for the big football games, there should be considerable interest in a recent bit of news from Tokio.

It seems that at the University of Waseda, Japan's largest institute of learning, 13,000 students have gone on strike in protest against the handling of tickets for their annual baseball game with Keio University. The faculty contends that this is a mere pretext for the strike, but the students, who first showed their displeasure by giving their tickets back, have made it a condition of return to their classes that there shall be a formal apology by the head of the university for the ticket situation.

Unfortunately this student strike does not supply an example which American college alumni can follow. They cannot return their football tickets with any effect, because the demand for them is so great that this action would not embarrass the athletic authorities in the least. They cannot strike because their classroom days are over. In fact, if the strike teaches a moral at all, it is in quite the other direction. The alumni might as well keep their eyes off those student seats on the fifty-yard line and be content with what they can get. For if American students follow the example of those in Japan their ultimatum will clearly be: Either the best seats at all games for us and our friends or no classes, no football team, no university.

### Tell 'Em How To Cook It.

How many customers point to a pile of strange looking greens and say, "What's that?" It is probably brocoli we are talking about, or it may be endives or chives or Italian squash or rutabagas or kohlrabi. Remember that for every customer who will satisfy her curiosity by asking for information, there are at least two who are too timid to ask or just can't be bothered.

When you have something that is strange to the average buyer, print the name on a sign, making sure, too, that the spelling is correct. Then consider the possibility that she may not know how to prepare it. Add to the sign in smaller letters, "Prepare and serve like spinach," or "Chop fine and serve on salads," or "Ask us how to prepare it." The average housewife is always looking for new dishes, and fresh vegetables are especially acceptable these days.

### Experiment on Chinese Rugs.

After a lapse of several seasons, manufacturers of sheen-type rugs are again turning their attention to duplicating Chinese rug patterns. While some success is reported in making scatter sizes in Chinese designs, the

trade is dubious about the possibility of turning out replicas of the large types. Differences in the wools and dyes used in this country have defeated similar attempts in the past. Large plain grounds found in Chinese de-

signs, producers admit, show up any slips of the looms and also emphasize shortcomings in dyes or wool. The interest in Chinese rugs is traced to the belief that demand for such rugs at popular prices would be good.

## LAWRENCE SCUDDER & CO.

ACCOUNTANTS and AUDITORS

Announce the Opening of an Office in

MARQUETTE, MICHIGAN

which will be in charge of

LEE McGINLEY, C. P. A.

This office will serve our increasing clientele in northern Michigan and Wisconsin.

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GRAND RAPIDS  
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SAN FRANCISCO

BOSTON  
KALAMAZOO  
KANSAS CITY

JACKSONVILLE

MARQUETTE

November 1, 1930.

## MICHIGAN BELL TELEPHONE CO.



"NO SIREE . . .  
you don't get me out of bed  
at this hour!"

"Daughter gave me an extension telephone for Christmas. Now I know that no telephone call is going to get me out of a warm bed at night and make me run downstairs to answer it. And, on mornings that I can lie in bed, telephone calls won't bother me in the least."

That is a suggestion for a new kind of Christmas present . . . extension telephones. One in the bedroom, for Dad . . . one in the kitchen, for Mother . . . or one in the living room, for the entire family. Extension telephones provide new comfort and convenience for every member of the household.

It costs surprisingly little for an extension telephone . . . only a few cents a day. To place an order, or for information, call or visit any Telephone Company Business Office. Installation will be made promptly at any time you specify.





## FINANCIAL

### Deplores Ignorance On Monetary Theories Generally.

Gold with the decline of Bryanism went out as the explanation of our business ills but a new spokesman writing in this week's New Republic forcibly revives the old argument by labeling the present world depression a monetary crisis so subtle we do not recognize it.

Bold indeed is the writer, E. M. H. Lloyd of the British Empire Marketing Board, to inject at this stage of the depression a theory not popular with economists or business men. In a vague sort of way the man of the street considers that this whole business was thrashed out and settled for all time in the nineties with the result that a monetary crisis is almost the one theory not seriously advanced in explanation of this depression.

Good answers there are aplenty in refutation of the monetary theory but Mr. Lloyd is probably right when he says that most bankers to-day seem not only "as ignorant of the theory of money as they are relativity or the electron theories; but, and this is more surprising, even to be unaware that their ignorance of the subject may possibly affect the validity of their judgments."

Essentially what this school of economists holds is that in the last twelve months we have witnessed simultaneously a serious contraction in the amount of money available for purchasing the goods produced and that "the real trouble is under consumption" or not so much in overproduction as a breakdown in the machinery of exchange and a distortion in the relation between the supply and demand for money. After describing the world maladjustment of yellow metal this commentator says: "If the present competition for gold continues, the trend of the price level will continue downward with a periodical crisis like that of the past year.

"The effects of a falling price level, contraction of purchasing power and aggravation of the burden of debts are felt in every direction in paralyzing business enterprise and retarding economic progress. Overproduction, lack of markets, agricultural depression, unemployment and budgetary difficulties are among the most urgent preoccupations of governments throughout the civilized world. The remedies adopted or proposed, such as restriction of production, tariffs and subsidies, may benefit the interests of particular groups of producers and enable them to shift part of the burden onto other shoulders; but they do nothing to counteract the root cause of the trouble and they may even accentuate it. The monetary crisis is fundamental and concerns all countries.

"If the international gold standard is to be maintained and brought into line with the requirements of the modern world, some central authority, or at least some effective machinery of international co-operation, must be created to take the place of the present anarchy."

Whatever the opponents of this theory may think of Mr. Lloyd's logic they will agree with him that "looking to the future the best hope lies in the slow growth of a disposition on the part of central banks to seek a solution of the gold problem by concerted international co-operation." Fortunately the Bank of International Settlements offers a logical medium for an intelligent study of this whole problem.

Paul Willard Garrett.

[Copyrighted, 1930.]

### Market Adjusts Its Spectacles.

Intense discrimination now slowly is supplanting intense liquidation in the market for good stocks with the result that for the first time in this chapter of the bear market important individual leaders move simultaneously in opposite directions.

In this respect the market in stocks seems to be following the recent example set by commodities. Up to three months ago the decline in commodities was indiscriminating. The painful toll of a falling price level fastened itself without any very noticeable discrimination on all members of the commodity family. Then came a turn toward greater stabilization in commodity prices late in the summer. No event of the economic world is more impressive than the indication that the declining level in commodity prices has lost its "mass" pressure. Declines now are mixed with advances.

Stocks had moved down with commodities for nearly a year but kept on going down in September when the downsweep in commodities turned into a horizontal movement.

Picking the exact bottom in this bear market is gradually losing its importance as an objective in mapping out investment programs in Wall Street. There the main consideration is slowly turning to prospects in individual stocks. Convinced that the market generally is approaching bottom, shrewd banking houses in the financial district now are directing their energies toward studies calculated to select the stock groups when business revives.

Some ground, then, may be found for the expectation that until signs on business clarify, the stock market might be governed less and less by general bullish or bearish influences and more and more by developments in particular groups signifying strength or weakness. If this Wall Street diagnosis be correct, it may be that the market will witness simultaneous spells of liquidation and accumulation such as it has witnessed recently, but free from violent movements up or down for the list viewed as a whole.

Paul Willard Garrett.

[Copyrighted, 1930.]

### Sharp Decline in Net Profits.

With earnings statements of leading American corporations for the third quarter making their appearance, investors and traders are better prepared to readjust their ideas of share prices.

Although several rather disappointing reports have come to light, later announcements may bring less favorable comparisons with the third quarter of 1929, for ordinarily the best reports are among the first issued. With figures for nine months at hand, fairly

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COMPANY  
COMMON STOCK**

for the following reasons.

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

Present market about 27½.  
Current yield about 6.75%.

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Industrial Company**

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Michigan**

Resources over  
**\$5,600,000.**

## The Measure of a Bank

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

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



## GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES



accurate estimates of the full year's showing may be made.

Such estimates as already have been compiled give an adequate reason for the sharp decline in common stocks in recent weeks, for they show that at high prices for the year many favorites were selling on a price-earnings ratio at levels considerably above those of 1929.

If the estimate of \$9 a share on United States Steel common is not too conservative, this premier common stock at its low for this year was selling at slightly more than sixteen times earnings, or the highest relative price in several years.

Of course, the \$7 dividend was a factor in supporting the stock, for unless there were prospects of a reduction in the annual rate the recent low level was attractive to purchasers of common stock for investment.

National Biscuit, which recently issued a satisfactory report for the quarter and nine months, is selling at about twenty times prospective 1930 earnings, compared with a high last year of about twenty-nine times and a low of about seventeen times. General Motors has been selling at somewhat more than ten times prospective 1930 earnings, compared with a low last year of about six times the \$5.49 a share reported.

Tabulations of the first group of earnings statements for the third quarter indicate net income averaged about 15 per cent. below that for the corresponding period of last year, but a more favorable showing is anticipated for the last three months, inasmuch as profits in many lines fell off sharply in the final period of 1929.

Comparisons for the full year, too, are unlikely to show such a sharp average decline, for the contrasts in earlier periods were not so pronounced in many instances as in the third quarter. William Russell White.

[Copyrighted, 1930.]

#### Charge Accounts Now More Difficult To Collect.

That cold snap desired by merchants has not yet materialized to touch off autumn buying, with the result that department store sales in Sept. registered no more than seasonal improvement over August. Wholesalers for the same reason once more witnessed a slow month.

Department store daily sales in this district averaged nearly 8 per cent. less than in September, 1929, with shrinkage registered by virtually all localities. This report published to-day by the Federal Reserve Agent at New York is evidence that autumn business so far has been slow. Merchants contend that warm weather has been working against any marked pickup in business. Their contention is that at this season of year any protracted cold spell always accelerates buying.

Stocks of merchandise on hand remain smaller than a year ago and merchants in this district report that the percentage of charge accounts collected during September was roughly 2 per cent. below a year previous.

Wholesale firms in this district report September sales 16 per cent. below last year, which, so the Federal Reserve Agent reckons, after making

adjustment for the number of selling days, indicates about the same decrease as in August. Except for a 5 per cent. increase in yardage sales of silk goods, and a level of drug sales very close to a year ago, virtually all of the wholesale departments reported a smaller volume than last year.

Interesting it is to note that the volume of orders for machine tools, which tends to move with changes in industrial activity, "increased for the second consecutive month." It will be remembered that this same index was declining last year. The Reserve Agent sees significance in this noticeable rise from July levels in machine tool orders.

September sales of reporting chain stores shrank 1.5 per cent. from a year ago which was the smallest decline since May. Average daily sales declined 5.5 per cent. if allowance is made for one more selling day in September this year than in 1929. As the Reserve Agent himself points out "undoubtedly lower prices were an important factor in some of the declines."

Paul Willard Garrett.

[Copyrighted, 1930.]

#### The Risk of Lighting.

An extraordinary tragedy of the sea is reported by the survivors of the schooner Carranza, who tell of a bolt of lightning which split and sank the ship and allowed only a few moments for those on deck to escape.

Rarely does lightning find a target in the open ocean, and this may be the first eye-witness account of the destruction of a ship at sea by fire from the sky. It strengthens the opinion that certain ships which have vanished without trace were the victims of similar accidents. If a ship can be split in two by lightning, it is quite possible that it would sink without survivors or any evidence of how it was lost. Good fortune and quick action alone seem to have saved the few on the Carranza who cut loose a dory and rowed it to shore after seventy-two hours without food or water.

A similar lack of evidence or direct testimony makes it difficult to estimate the risks of lightning for aircraft. Now and then it is reported that a plane has been struck and set afire or broken to pieces in the air by lightning. This was at first given as the cause of the sky tragedy of last September, when an air liner was wrecked in New Mexico and all aboard were killed, but it was later denied. It has been said, indeed, by aeronautical and meteorological experts that there is no positive proof that a plane has ever been struck by lightning, although many have crashed in thunderstorms.

Dr. Joseph E. Woodman, of New York University, says that "for lightning to strike a body the latter must have a heavy charge of electricity" and adds that no such accumulation has ever been observed in a plane in flight. But, on the other hand, it is a matter of experience that lightning sometimes ignores probabilities, so that the pilot is well advised to stay as far away as possible from thunderstorms. Since they are commonly accompanied by dangerous winds and poor visibility, he is likely to do so in any case.

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## SHOULD BE TAXED ON SALES.

## Chains Should Bear Share of Public Burdens.

The chain store is in a great measure the successor of the mail order house. The mail order house, while it flourished, was the object of condemnation of many local business men throughout the country. Regardless of this, the mail order house, because of its large volume of business and comparatively small overhead, developed large companies.

With the advent of the automobile and good roads, the policy of these houses has changed and these companies, as well as many others, have been seeking and securing locations in both large and small cities.

Whether this system will prove to be a sound system of business and afford a better service to the people, time alone can tell. The final answer will come from the people themselves, because their patronage will determine the success or failure of the system.

Cost of necessities and of standard and special goods, as well as the service rendered, are among the factors which will be considered by the people. While large corporations have contributed materially and will continue to contribute to the growth and development of the Nation, it has been the individual initiative and effort which has built practically all the communities of America.

In this development, individuals or small home-owned corporations operating a mercantile business, have been in competition on the same basis. Practically all of our merchants have been local owners and taxpayers. They have been alike interested in local self-government, in every community enterprise, in improved social conditions and have been supporters of churches and schools which they have helped to build.

Because foreign owned or foreign operated corporations bear only a small part of the expense and responsibilities which attach to local merchants, the competitive field should be kept open to the worthy small competitor by a system of taxation which will equalize conditions.

In other words, with no injustice, all stores with reasonable exemptions could be taxed on a graduated basis of gross sales or excess profits. Such a tax would conform to the recognized principle of the graduated Federal income tax which is accepted as sound and just.

I know of no other way to meet the new and complex problem which now confronts the small business man. It would justly supplement needed organization for co-operative purchase by small merchants of goods on a large scale and the personal contact and service which comes from local business ownership, home ownership and home interest in all community affairs. Efforts to maintain a fair competitive basis in the local business field for local business men must be directed to these ends. The future of this country rests in maintaining a fair and competitive field for all legitimate business.

The public which supports all business as well as all government, will in the end make the decision as to where

its patronage shall go and as to what taxation laws are required to keep an open competitive field. In its patronage decision, in addition to other matters above pointed out, it must recognize that its welfare will be affected by the fact that the profits of practically all local business men remain in the community which supports them. In its taxation decision it must consider the frequent and large turnover of stocks and goods, as well as profits which go into outside communities for taxation and investment.

Such a condition, in my opinion, would be a National tragedy. What will become of America when the incentive for individual initiative, industry and thrift is destroyed? This kind of citizenship because its patriotism and civic interest is centered in the home and its own business, whether on the farm or in the city, is indispensable to the public welfare. When men are working and thinking for themselves and their families, they are working and thinking for their community, the State and the Nation.

A. J. Weaver,  
Governor of Nebraska.

## Merchants Go On Thirty Day Basis.

The Merchants of Coffey county, Kansas, held a meeting last week at Burlington and voted to put business of the county on a strictly thirty day basis. Also the merchants will have a monthly pay-up day, beginning Oct. 1. The proposition is to have thirty day limit on all accounts unless special arrangements are made for longer credits. There are times, of course, when longer credit is necessary, but the average bill can be, and should be paid the first of the month. The new rule was announced with a full-page advertisement in the Burlington Daily Republican, which said:

## Pay Your Bills By October 1.

In a united effort to improve conditions, the business and professional men are planning to establish a thirty day credit system for all charge accounts, and to have a monthly pay day on the first day of each month.

The business and professional men will do their part by billing all of their accounts on the first day of each month.

Credit is indispensable. The merchant must maintain his credit, and the only way he can do it is to pay his bills when due. To do that he must collect his accounts.

Most mercantile accounts are due in thirty days, or payable on the 10th of the month. A merchant to give unlimited time on his charge accounts must have unlimited capital—which none of them has.

It is easier to pay a small bill once a month or oftener than to pay a big bill occasionally and all chances of errors are eliminated when accounts are presented promptly and paid promptly.

Short credits make long friends.

When longer credit than thirty days is necessary, special arrangements should be made at or before the time of purchase.

A king and a bellhop have poise. It is the reward of those who know how great they are or how ornery other people are.

If the farm board buys all surplus crops, farmers can make enough on the remainder to pay taxes to finance the farm board.

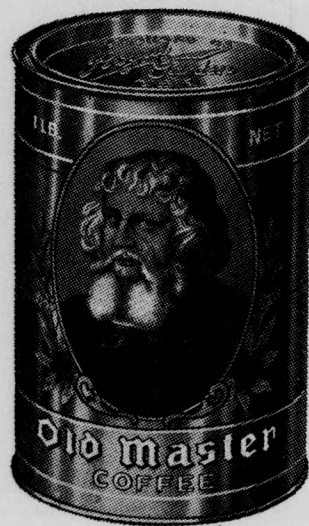
**BETTER MILK**  
*Taste the difference*



The Milk of Quality  
Sold only through independent grocers

THE PAGE MILK COMPANY  
Merrill, Wisconsin

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Sold only by  
**The Blodgett-Beckley Co.**  
Members India Tea Bureau

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**Fenton Davis & Boyle**

*Investment Bankers*

*Detroit  
Grand Rapids  
Chicago*

## To Women Who Invest

Be very sure that you will clearly understand the evidence of security and earning power of investment opportunities available to you through this investment banking house. You are invited to call.



## POTATO CHIPS

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

**A Two-Fold Investment Service**

A personal and business service that charts an investment plan to fit your income and selects securities suitable to that plan.

**PETTER, CURTIS & PETTER INC.**

Investment Bankers and Brokers

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Grand Rapids

Muskegon



## MUTUAL FIRE INSURANCE

### Fire Insurance Questions

(As asked by the Pennsylvania Insurance Department at the examination for agents licenses held July 19, 1930.)

1. A policy expiring on Jan. 15 is renewed in another company the same date. A loss occurs 9 a. m. that date. Which company is liable? Why?
2. Discuss insurable interest.
3. What is the difference between short rate and pro rata cancellation? When is each used?
4. Are bills, currency, deeds, money, etc., insurable? Why?
5. How do stock and mutual fire insurance companies differ?
6. (1) Define and (2) illustrate specific insurance.
7. Is the use of gasoline in dwellings restricted? Explain.
8. How does the law on rebating cover making an agreement to accept merchandise for premium payment in order to secure a policy?
9. Does a standard policy permit vacancy without notice? Why?
10. Does the death of the assured affect the validity of the policy?
11. What privileges are given a mortgagee by the mortgage clause?
12. A \$20,000 property is insured for \$10,000 with the 80 per cent. co-insurance clause in force. What is the company's liability in the event of an \$8,000 loss?
13. Define subrogation. What determines the limit of the amount the company can recover?
14. What is "twisting"? Does this law apply to fire insurance?
15. For what length of time can insurance be written on a residence?
16. Would a policy insuring contents of an architect's office also cover his drawings and plans? Explain.
17. As used in the rule book in referring to risks, what is meant by the terms "protected" or "under protection?"
18. How is it possible to insure property standing on leased ground?
19. What is concurrent insurance? Should an agent inspect for concurrency all policies intended to give the same coverage?
20. What service can an agent render to (1) his client (2) his company?

### Farm Fire Hazard Bad.

The United States Chamber of Commerce under date September 18, 1930, sends out the appended statement relating to farm fire hazards prevalent throughout the country at this time:

Farm fire hazard is the greatest this year it has ever been in the history of the country, according to Wallace Rogers, chairman of the Agricultural Committee of the National Fire Waste Council. The drought, which has been general over the country, has created conditions of extreme danger. Grass and vegetation is dried until it will take fire quickly, and flames will travel across space that ordinarily would not burn at all. Wooden structures are dried out to such an extent that when a fire starts, it quickly gets out of control.

Normal rural fire losses amount to more than a \$100,000,000 a year, and reports indicate that this will be a year of abnormal loss. Extra precaution is

needed to prevent destruction of thousands of farm buildings.

"Call the family together," Mr. Rogers suggests, "explain the necessity of special caution in handling fires. Test and refill all fire extinguishers. Keep a supply of water handy, and be sure the pails are not carried away for some other use. Wet grain sacks are best for beating out grass fires. Do not start bonfires or grass fires without being sure they will not get out of control. Watch the hay in the barn carefully for evidence of heating. Test by pushing a long iron rod down into it, leave for ten minutes, then pull it out and feel of it. Plow fire guards a few furrows wider along railroads. Enforce more rigidly the rules about smoking in or near farm buildings. Such precaution may prevent the destruction of your property."

### Paying For Carelessness.

Fire is responsible for a direct money loss of about \$500,000,000 a year. We all pay for this whether we individually have a fire or not.

Heavy losses have an adverse effect on fire insurance rates. When destroyed property is not rebuilt the taxes such property would have paid must be borne by others. These facts enter into the operation of every business and are items of importance in determining the cost of living. This affects, in one way or another, the price of every purchase, whether it is a home or a loaf of bread.

When the operation of a major business is interrupted by fire the result is striking. Men are thrown out of work and families deprived of their living. Purchases of all kinds are curtailed. Business goes elsewhere to the detriment of the entire community. Savings in banks are drawn upon and amusement places are not patronized. Fires have caused exoduses from towns leaving behind only poverty and ruin. The effect of a great fire may be Nation-wide. Following the San Francisco disaster fire insurance companies were called upon to immediately raise \$220,000,000 to pay their losses. In order to do this stocks and bonds had to be transformed into cash. And this, it is said, was largely responsible for the panic of 1907.

There is but one solution to the fire problem—an active, informed safety consciousness on the part of individuals and businesses.

### Fire Insurance and Progress.

The year 1931 will, if present plans are carried out, be one of the greatest periods of progress in our history.

Railroads, public utilities, highways and basic lines of industry have announced programs that will call for the expenditure of billions of dollars for new construction, improvements to existing facilities and maintenance during 1931.

Few people will consider fire insurance in connection with these developments. Yet, without it, not a cent of money, figuratively speaking, would be spent for construction in 1931. Without insurance there would be no industrial progress, which means money spent for labor and commodities of every kind.

There are few investors in the United States who would put money

into any project if it was not insured against loss and damage by fire and otherwise.

Insurance stands behind every project with its vast resources. If a fire destroys a plant it provides the money with which to replace it. If workmen are injured it indemnifies them. In case of flood, earthquake, tornado or other disturbances it stands as a barrier between the investor and financial ruin.

Fire insurance seldom gets into the headlines. But it should be remembered that insurance is the safeguard which has made our industrial age possible.

There is a lot of difference between the things we belong to and the things that belong to us.

### Home Town Boost.

Once on a time Father Abraham said, Speaking of money that roams, That "the money spent in America Helps support American homes."

And the rule that applies to the nation Applies to your town as well. You can't lose an eye, a leg or an arm That does not on your body tell.

You say you are patriotic, You love "Old Glory" you say, I believe you do—are you just as strong For your own home town to-day?

For we're part of our Nation's body, And the Nation is just as strong As the strength of its separate members, For each to the others belong.

If you're going abroad for something Your home store can supply, You are sapping the life from your Nation, You will see it perhaps, by and by.

If you want your neighbor to stand by you Then don't knock your neighbor down— Get a grip on yourself and advise yourself To stand by your neighbor and town. Carrie Baxter Jennings.

## Affiliated with

### The Michigan Retail Dry Goods Association

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

### THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

## THRIFTY PEOPLE

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

### WHY?

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

THE FINNISH MUTUAL FIRE INSURANCE COMPANY  
444 Pine Street  
CALUMET, MICHIGAN  
Phone 358



## ACROSS THE CONTINENT.

## Incidents of a Trip Over the Canadian Rockies.

On the Sunday following our arrival at Eastsound we took a trip among the San Juan Islands which proved very interesting, although we did not see all of the islands.

On San Juan Island is situated the marine biological station which is the second largest in the world, the first being in Japan. Here specimens of sea life are captured and studied. At Friday Harbor, the county seat of San Juan county, large fisheries and other canning industries are located and at Roche Harbor on the same island is the Tacoma and Roche Harbor Lime Co., the largest business of its kind in the West. Quite a large and elaborate hotel and grounds are also maintained at this point.

A little farther on we passed the spot where the Irishman shot the pig, which incident in 1854 nearly caused a war between Great Britain and the United States.

At Pole Pass we steamed through what is the narrowest point of navigation in the United States. I know a boy, who is a good thrower, who threw a stone clear across the pass. The third generation is now taking care of the light which is placed at this point.

On Sept. 17 we ascended Mt. Constitution, which is about 2,500 feet high. The day was more or less foggy in spots, but we finally got above it. We motored up to Mountain Lake (about 1,000 feet altitude) where we were met by a man with a three seated rig and a team of "skookum" (strong) horses. These animals needed all their strength in taking us up the very steep inclines of the road which in places was pretty rough. In looking at these stretches it hardly seemed possible that the horses could make the grade, but they proved equal to it in every instance. However, some of our party at times left the wagon and hiked for a while. This is a very enjoyable trip and not without its thrills. The road is narrow. Two teams or autos could not pass except at certain points, and at times it runs along the edges of precipices where one involuntarily gasps. When we arrived at the summit the guide busied himself with bacon, eggs, coffee, etc., at the camp just below it, while we all climbed to the very top and the view from there amply repaid us for all expenditures, both financial and physical, for one can look in all directions and see the islands of the San Juan Archipelago dotting the blue waters of Puget Sound. To the East lies Bellingham and to the South Port Townsend, while directly in line with the latter place and far below us Mountain Lake shows with the green forest as a setting. On a clear day both Mt. Baker and Ranier with their snow capped peaks are visible. This island (Orcas) is the scenic island of the Archipelago and we took many trips on it, reveling in its beauty.

Finally came the time for the return trip and we took the boat for Seattle, from which place my nephew had arranged for a deer hunt at Lake Ozette, about 180 miles from Seattle, in nearly the extreme Northwest corner of the

United States. Our party of four started via auto, Oct. 3, and the trip consumed three days. As a hunt it was not a great success, as one grouse was all we killed, but as a good time we sure hit the bull's eye, and it was not altogether without its thrills.

Through the Olympic mountains, along the Elwha river, and canyon, Lake Sutherland and canyon, leading to Lake Crescent. This is quite a large lake and a beautiful one hemmed in by the mountains.

A little beyond Lake Crescent is what is called the Solduc Burn, where 13,000 acres of timber on the mountain side burned in four hours. This information was taken from a placard posted at the edge of the burn. Thirteen thousand acres is a big tract and it seems almost impossible that it was consumed in the time stated, but the possibility of a strong wind to fan it might accomplish such a result. Most of the dead trees left standing are not black but similar in color to the "Silver Forest" in Ranier National Park. These dead trees extend for miles, even beyond the Solduc Burn. Then along the Solduc river, a small, clear stream, miles and miles of impenetrable forest, right up to both sides of the road. It is hard for any one who has not seen them to imagine the vastness of these forests. Many of the trees are from three to six feet in diameter and some eight to ten feet. This is the easiest place to get lost that I ever got into.

At Sekin, a village on the Straits of Juan de Fuca, there was a sign marked "Lake Ozette 25 miles" and we finally arrived at our destination. It was as far as we could go, the end of the road. Did you ever get to the end of the road; the place where you can go no farther, and the only way out is to retrace your steps over the way you have come? It is a queer feeling which takes possession of one at such a time, but this was our destination, so we were in no whit dismayed.

In a short time we had made camp and then spent about an hour locating an old homesteader's cabin, around which an informant had told us were deer signs galore, but we failed to find a single one, and the woods were so thick we could scarcely get through and were unable to locate the cabin until about within twenty feet of it after following a well nigh obliterated trail for about one-third of a mile.

After returning to camp we built a rousing fire, prepared and ate a meal which the Pantlind could not match, and turned in. In the morning we looked the ground over and thought we had better go back over the road a ways for hunting, which we did, but the going was so hard we gave it up and started back to camp. On the way we crossed several bridges and on one of these nearly passed on to the happy hunting grounds. These bridges are reinforced with heavy planking in the middle for motoring. It was a wet morning and as we turned onto the bridge, the rear wheels skidded over this reinforcement and turned the front wheels to the right. The driver quickly turned to the left, then to the right again, then left and we were on solid ground, but had to turn once more to the right to avoid the rock wall where the road had been blasted out. This

time we got into the road and went straight again. We all laughed, but it was sort of a hysterical laugh and when we came back over the road the next day we noticed the flimsy rail along the sides of the bridge and looked down about 70 feet into the canyon

which it crossed. I'm afraid if we had been on that bridge about 30 seconds more this story would never have been finished. To cut this story short, we hunted around that day and part of the next day over the roughest country I was ever in. My nephew said

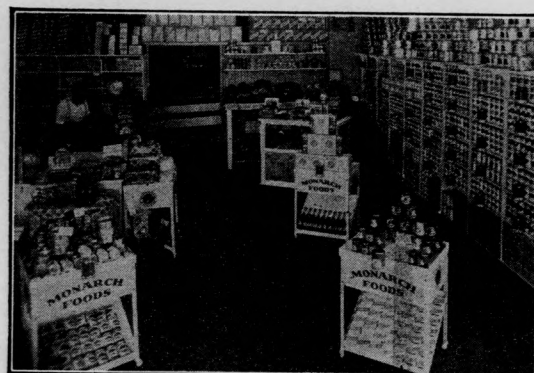


MANUFACTURERS AND PACKERS OF  
TOMATO CATSUP, CHILI SAUCE AND  
PUREE, PICKLES, MUSTARD AND VINE-  
GAR UNDER FACTORY OR DISTRIBUTOR'S PRIVATE BRANDS :: ::

FACTORY BRANDS

HARBAUER - ELK'S PRIDE - MENU

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



## 20% Increase in Business

MILWAUKEE, WIS., July 30, 1930

Reid, Murdoch & Co., Chicago, Ill.

Gentlemen: I want to take time to thank your Mr. Flock for suggesting that we change our store about.

What a difference it has made—so clean, and easily kept so. The display of Monarch Foods is doing good work for us. Our trade is as much pleased with the change as we are. Two clerks can do the work which formerly took three.

We have been at our present location about thirty years, and so far, since we made this change, we have increased our business about 20%.

People like to see and handle what they buy.

Respectfully yours, KRUEGER BROS.

By Louis J. Krueger

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

# MONARCH

## QUALITY FOODS



the same thing and he has done a lot of deer hunting.

In a section where a cyclone had gone through a few years ago we walked on mossy logs (on a slant) which were ten to twelve feet in the air with three or four layers of logs criss cross under them where, in case of a fall, the chances for broken legs and arms were pretty good.

There are deer, bear, elk and cougar in these parts, but we saw nothing of them, although we did see deer and elk tracks. The following day we started back and when not far from Port Sudlow were run into by a driver who had been drinking. Nothing more serious than bent fenders and some ruffled dispositions resulted from this encounter, although we came within four inches of going into the ditch. I do not think we had gone more than ten rods when a man loomed up right in our path. We made a sharp turn to the left, barely missing him. He had gone into the ditch and just crawled out when we came along. Nobody was hurt, and, as we had barely time to catch the ferry, we went on our way, promising to send a wrecker to him, after which we arrived home safely.

Thus ended the hunt which was very interesting and at times rather exciting, although unsuccessful from the standpoint of getting game. However, whenever we look at the pictures we took, pleasant memories of the camp, the lake, the wild surroundings and all the things attendant upon such an expedition will be renewed.

The next night after a dinner, attended by all our relations of that section, we left Seattle at 11:30 on the Princess Marguerite for Vancouver where we arrived next morning. This city, the terminal of Canadian Pacific transcontinental rail and trans-Pacific steamship routes, is the largest commercial center in British Columbia. In and around it are immense lumber and shingle mills. Mining, lumbering, farming, ship building and shipping with a vast Oriental business form the reason of the city's remarkable growth and prosperity. From a forest clearing forty years ago it has become one of the most important seaports on the Pacific Ocean.

Our intention was to leave Vancouver in the morning, but after talking with a man who had been over the road many times we changed our plan and left at 9 p. m., as he told us we would see the best scenery the following day and we did not regret our decision. The next morning we awoke at about 4:20. It was still moonlight—quite bright—and as we were afraid we might miss the Kicking Horse River Canyon, we took in the scenery for about an hour, thinking it was that we were seeing. Later we learned it was the Frazer river canyon, but we did not begrudge the loss of sleep and considered we were well repaid for it. From there we rode into the Thompson river canyon, then came to Lake Shuswap. This lake lies along the path of the railroad for about thirty-five miles. However, it has many arms and bays, making a total of 755 miles of shore line. Sicamous is at the end of the lake and at this point the train butcher told us he had seventy-five acres right across the lake, with a

shack on it, where he comes for a vacation. Said he could shoot caribou, elk and deer right across from the shack; also that there was no highway along there.

At Craigellachie an obelisk alongside the track commemorates the completion of the Canadian Pacific Railway. On Nov. 7, 1885, the rails from the East met those from the West and the long cherished vision of a Canadian transcontinental railway became a reality. Later came the Eagle river and Eagle Pass in the Monashee mountain system.

Along the Illecillewact river with canyon after canyon, or rather one long, continuous canyon, grand and beautiful in the extreme.

We were now in the Selkirks, which are very high and steep, giving them the appearance of being really higher than they are. Verdure covered for the most part with the different greens, yellows and a few dashes of red, a veritable immense Persian carpet, with the gaslight green thread of the river winding its way at the bottom and dividing the sides of the canyon.

Innumerable small streams flow down the mountain sides and here and there leap over precipices and strike the rocks below in a spray. The road winds in and out, the train frequently forming a letter S. There are immense overhanging rocks at intervals and if one of these were to drop or roll onto our train it would undoubtedly cause some delay.

Next we are in the upper canyon of the Columbia river, which, with but one exception, is the largest river on the West side of America, and which rising in the Upper Columbia lake and flowing through Lake Windermere, makes the famous Big Bend, paralleling the railway for several miles until it leaves it at the lower slopes of the Selkirks to re-appear at Revelstoke on its way South to the United States. This is the solution of a problem that sometimes puzzles the traveler, that the Columbia river should apparently be flowing toward the mountains instead of away from them. The mountain ranges force the river through a narrow gorge to the high slopes, above which the railway clings. The Columbia river is nearly 1,400 miles long and claims a basin of nearly 300,000 square miles. It is the route of history, the path by which some of the earliest explorers reached the Pacific ocean.

From Golden to Field we climb 1,500 feet in thirty-five miles, for we are now entering the Rockies proper, taking that name in its scientific sense of meaning one range only. For a considerable distance we follow the noisy turbulent Kicking Horse river, on its way to join the Columbia. This is one of the most scenic parts of the whole trip. The water is a lightish blue and there are many rocks in it. The current is very swift and the water foams and swirls with great violence. The canyon rapidly deepens until, beyond Palliser, the mountain sides become vertical.

At certain seasons of the year the salmon come up this river by the million to spawn. It is literally filled with them and one could throw them

(Continued to page 30)

# \$5,000.00

The Nation-wide advertising campaign which has just been launched by the National Macaroni Association is certain to result in a greatly increased demand for macaroni, spaghetti, noodles, etc.

Thousands of housewives everywhere will compete, with their recipes for macaroni and similar dishes, in the effort to get part of the

# \$5,000.00

Be sure to see that your stock doesn't get low on

MUELLER PRODUCTS



## Sets in about Half the usual time

WOMEN everywhere want desserts that are quickly prepared. That's why they are asking their grocers to-day for ROYAL QUICK SETTING GELATIN DESSERT, which sets in about half the usual time.

Cash in on this demand by getting behind this fast moving item. Delivered to you fresh as

# ROYAL

## Quick Setting GELATIN DESSERT

### 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—Quick Turnover and Quick Profits.
- 4—A reputation of freshness with every product.
- 5—Nation-wide advertising.

you need it by Standard Brands trucks, ROYAL QUICK SETTING GELATIN DESSERT means quick turnover and quick profits!

Distributed by STANDARD BRANDS INCORPORATED



## DRY GOODS

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

### Manager Hammond Makes Many Calls.

Lansing, Nov. 4.—We have done some lively traveling recently and have enjoyed it. The Eastern part of the State has claimed our attention, chiefly because the third and last district meeting of 1930 will be held in Flint on armistice day, Nov. 11. The other two meetings were fine and under the direction of Mr. Pitkethly the Flint meeting will be a hummer.

A personal letter will be sent a little later to our members in that area. All members are invited—women included. The directors will have a business meeting at noon. The regular meeting will begin at 6 o'clock, Eastern standard time, at the Hotel Durant. Announcements will be made regarding the annual convention at Detroit, Hotel Statler, April 23 and 24, 1931.

Imlay City—Sorry to record the severe accident to Tom Taylor. Tom was severely injured in an automobile accident. He has been out of the store for several weeks. He is recovering slowly and seems optimistic and cheerful.

The stores of Hazelton & Linekar and Titus & Co. are moving along in the usual way. Had a pleasant visit at both places.

Lapeer—We wrote a fire insurance policy on a residence for S. A. Lockwood. Made calls on the Vosburgh and Fick stores.

In a recent bulletin we reported the death of E. E. Palmer of the Palmer store. The store is now being conducted by a brother, C. H. Palmer, clothier, of Yale.

Yale—Rosenthal is putting on one of those "Greatest Event Since the San Francisco Earthquake." Had a fire there some weeks ago and now an expert salesman is attempting to create excitement by offering wonderful "closing out" bargains. The store expects to continue in business. The stores of H. C. Martin and H. A. Williams, are looking on philosophically. We are wondering why the public fall for closing out sales.

Pontiac—Business conditions are none too good in Pontiac, although our members Waite, Chase and the Boston store, were pretty well filled with shoppers on the day of our call.

We were saddened to observe on the front of the Duker-McFetridge store that the goods are being sold at a receiver's sale. We regret very much that these two splendid men are forced to discontinue. They are both honorable and upright citizens and their business misfortunes are a source of great regret to their friends.

Saginaw—Changes are going on in Saginaw. The Reiser-Gray Co., Inc., store went out of business several weeks ago. New plans have been made at the Barie store, with Isaac P. James still in charge, assisted by a merchandise man from New York, Oscar W. Billings. We had the pleasure of meeting Mr. Billings and hope that he will be with us at our Flint meeting.

Found Mr. Tanner around among his sales people in the Tanner store. Mr. Tanner spent much of the summer at his resort home, East Bay, Traverse City. No store proprietor in Michigan is more sincerely respected by his business associates and competitors than is Mr. Tanner.

W. C. Wiechmann has just moved into his fine new building, just around the corner from his old site. We are putting it mildly when we say that this is a real store. Merchants who wish to see an up-to-date store should take a trip to Saginaw. Four floors. I cannot even start to describe it in this

letter. One of the handsomest places I have seen in many a day. In the basement we found our old friend and former director of our Association, J. H. Clements, formerly in Rochester. Clements is a good man for the Wiechmann store.

Both of the Sobel Brothers were full of business. They are progressive and successful merchants. Give them a call when you go to Saginaw.

We learned with regret by calling at the Ensminger Store that Mr. Ensminger, Sr., passed away recently. Ensminger is planning to dispose of his top-heavy pattern contract. He has recently purchased the building and reports a good business.

Made a few minutes call on the Ippel boys, Gene, Arthur and Julius. They know how to do team work and the store looked fine.

Max Weinberg, formerly of Bad Axe, is forging ahead at Saginaw. Besides the Maxine store, purchased from Hirschberg, he is now in charge of "The Paris". Max is the kind of a business man that will succeed anywhere.

We always enjoy our calls at the Seitner store. Sam and his brother, Adolph, give us a glad hand and this time I received from Mr. Seitner a motto, artistically framed, which was hanging on his office wall—a beautiful sentiment by Amos Parrish. It is now hanging on our office wall, with many thanks to Mr. Seitner.

The most precious thing anyone—  
Man or store—anybody or anything—  
—can have,

Is the good will of others.  
It is something as fragile as an orchid;

And as beautiful.  
As precious as a gold nugget;  
And as hard to find.  
As powerful as a great turbine;  
And as hard to build.  
As wonderful as youth;  
And as hard to keep.

Romeo—Richmond—Lake Orion—  
It was a beautiful October day. The Ellsworth and Squier stores, at Romeo, were busy with customers. Mrs. Kirkham at Richmond was in charge. He was attending a ball game. Carlton at Lake Orion was on a hunting expedition. Everybody seemed cheerful, although not enthusiastic over the business volume. We hope they will all be with us at Flint.

Farmington—The State Highway Department is improving U.S. 16 through Farmington. Everybody seems busy. F. L. Cook, with overalls and an assistant, was rearranging counters in his store. Mr. Cook abandoned the grocery business some time ago.

Plymouth—Morris Bittker, of the Plymouth department store, is a coming merchant in that locality. Mr. Bittker has the old location occupied by O. P. Martin. Mr. Martin is on a small farm on the Plymouth road toward Ann Arbor.

The Blunk Brothers are busy rearranging their store with fine new show cases. Both the Plymouth stores seem to be prospering.

Northville—I reviewed with C. A. Ponsford his pattern contract. He has as liberal and fair a contract as we have read in a long time. Enjoyed luncheon with Ponsford and his daughter, who is a teacher in the local schools.

Clinton—DesErnia, of Onsted and Britton, has a new store at Clinton. Has sold out his Saline store. I found DesErnia in Britton, putting on a closing-out sale. He wishes to confine his energy to the Onsted and Clinton stores.

Mrs. Sheehan is feeling relieved by getting rid of her expensive pattern contract.

Tecumseh—We enjoyed a drive of several miles with Fred Rosacrans. Fred says he is nearly 80 years of age and is the best golf player in that country. When we saw him stepping around lively, we were almost inclined

to believe the golf story. We are afraid he is not going to vote the straight Republican ticket this fall.

The Mayor, A. B. Boyce, has a good looking store. He enjoys showing his callers through. He says that his municipal troubles have been reduced to a minimum and Tecumseh is the best town on the map.

One of the Palman Brothers has established a store in Monroe. The other two and their sister are prospering in Tecumseh. They are looking forward with much anticipation to the Detroit convention.

Brooklyn—Traveling from Jackson towards Walker's Tavern and the Irish Hills, we stopped for a minute to see the cutest little store in Michigan—the Eleanor Shop—Mrs. Eleanor Hardenberg, proprietress. She was formerly employed at the Parker store. Mr. Parker, who is in poor health, is putting on an honest-to-goodness closing-out sale. One of his former employees may continue a general store in the same location. We hope Mr. Parker will recover when relieved from business cares.

Jackson—We missed Mr. Cizek from the L. H. Field store, but found him located as a silent partner with Glasgow Brothers. We congratulate the Glasgow store on securing so capable a man to take some of the burdens of responsibility from the shoulders of Albert S. Glasgow.

A few times since our Association began holding district meetings and conventions this question has been asked with reference to attendance at said meetings. It seems strange that this question would ever be asked. We have a number of women who are members of the Association, paying their dues regularly, and many of our gentlemen members have wives who always accompany them to these meetings.

A member recently expressed very much disappointment that she was not told that women would be present at one of our recent district meetings. We make the same effort to give good service to all of our members, whether their annual dues are small or large. I sincerely hope that this question will never be asked again with reference to the privilege women have to be present at our meetings.

All of our Presidents have rendered good service but no one gave more of himself in time, energy and fine fellowship than did Mr. Nissly. Mrs. Nissly was always with him, at committee meetings, district meetings and conventions. They were well mated, congenial, friendly and refined. She was quiet, intelligent and companionable. Everybody loved her. With sadness we record her passing from earth to her Eternal Reward. Her death occurred in Ypsilanti, Oct. 25. Our hearts all go out to Mr. Nissly and his son, Ronald, in the hour of their bereavement.

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

### Brilliant Color Combinations Shown in Jewelry.

Jewels fit to adorn a queen are worn to-day by women who may afford them. The premiere of the opera, always the mirror of a season's styles, was again resplendent this year, but with a difference. Women were no longer ablaze with jewelry en masse, but with necklaces, bracelets and brooches, or very often, clips, set with stones that bore some relation to their costume. Some of those superb chains and chokers of carved rubies, sapphires and emeralds set with diamonds to enhance their beauty were seen with the gowns of velvet, satin, chiffon and lame.

For all its splendor, to-day's jewelry is so artistic, so beautiful in detail as to be suitable for more intimate oc-

casions and to reward the closest inspection. Brilliant color combinations are shown to best advantage with evening gowns of solid color, and these, as well as pearls and diamonds, are most effective with black velvet, which is so fashionable at the moment.

Precious stones are assembled in many unusual ways—in patterns of flowers, tiny wings and classic figures. Sometimes two or three colors are combined with diamonds cut in oblongs, squares or triangles. The soft radiance of star sapphires is enhanced by contrasts with diamonds. One necklace is composed of baguette diamonds with two carved emerald ornaments, and a superb single sapphire for the pendant. This sapphire, we are told, once belonged to the Czars of Russia.

Bracelets are as slender or as wide as one prefers, but are worn indiscriminately. Earrings matching necklaces, but it was noticed at the opera that many smartly dressed women, both matrons and debutantes, affected important-looking court earrings and wore no necklaces at all. The popularity of clips was beyond question. Singly and in pairs, they sparkled from various points of the costume or held a lock of hair in place. A diverting new piece is the diamond clip that holds a tiny watch—an excellent idea, since the wrist watch, however elaborate, does not fit happily into the formal picture. Two clips joined by a jeweled chain support the old-time stomacher. A gorgeous choker which is composed of carved emerald leaves, rubies, sapphires and diamonds, the beauty of the jewels enhanced by faint lines of black enamel. A matching bracelet may be chosen with it.

For the woman who cannot indulge in costly gems, there are many lovely things set with semi-precious stones, among which turquoise, aquamarines and moonstones are particular favorites.—N. Y. Times.

### Buying of Spring Woolens Lags.

Buying of woolens and worsteds continues to be spotty, with a few mills reporting fair business and the remainder complaining about lack of orders. Orders for spring are coming in slowly and in such a manner that mill agents expect business will be spread over several months up to the actual consumer-buying season. Manufacturers are reported to be somewhat doubtful as to what will be popular for spring and consequently are buying sparingly until a definite trend is indicated. A slightly better business in tropicals was reported by the representative of one of the leading mills.

### Fruit of the Loom Advanced.

An advance of half-cent per yard on muslins, effective Nov. 1, was announced Oct. 31 by the Fruit of the Loom Mills. The new price is on a 2-10-60 basis, without trade discounts and covers deliveries until the end of the year. Business in muslins was reported excellent during the past week by this mill. Another leading house has advanced its bleached four-quarter muslins one-eighth of a cent, in sympathy with stronger gray cloth prices.



## SHOE MARKET

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

### The Four Horsemen.

Mankind suffers its first great defeat. The year 1930 will be known in future economic history as the first victory of the machine over man. The Four Horsemen of the Machine Age—Steel, Steam, Electricity and Standardization—have, for the first time, trampled on mankind the world over. It is hard indeed for man to visualize that the very thing which he has created should become so all-powerful.

We have reached a time when the machine seems to be more important than the man. Produce and over-produce, is the spirit of the machine on farm and in factory. There is no end to the complications ahead, with machinery more efficient and standardization more desirable than individuality. The machine was made for man and not man for the machine.

We had occasion, last week, to stand in awe before a mechanical population tabulating mechanism in Washington. A red light flashed to indicate one birth every thirteen seconds. A blue light flashed one death every twenty-three seconds. A green light flashed one immigrant every one and a half minutes and a yellow light flashed one emigrant every five minutes. A white light in the center showed a net gain to the United States of one person every twenty-three seconds. The speedometer clicked the estimated United States population now. Believe it or not—but on October 14, 1930, at 8 p. m. the population of the United States was precisely 123,581,856 and believe it or not—on October 14th, 8 p. m., in 1940, the population of the United States will be 139,042,574. We cannot create consumers fast enough to check this Moloch of machinery.

But be of good cheer, Man will win—if he uses just a little part of his brain. The Four Wild Horsemen of the Machine Age can be tamed to the uses of mankind and set to work in the abolition of poverty and in creating new and higher standards of living. How? Encourage new ideas in merchandising, stimulate new uses for shoes, try to be different. The courage to think new ways must follow the robot-routine age wherein it was thought money could make money on a stock-ticker machine.

There hasn't been a real new thrill color in shoes in three years, not a sweetheart of a pattern in five, and not a new merchandising quest to intrigue man into buying another pair since "six o'clock was made black-foot." Shoe brains have been on a holiday—time to come back.

Shoes are not merchandise alone—they are living things, part of people's personalities, joys and pains—and very much of a part of better living. Perfection in lasts, in shoes and in fitting is not yet—there is much to be done. Common sense will bring back business to men—the ultimate victory is to the thinker, planner, producer and user—

the real Four Horsemen of Progress.—Boot and Shoe Recorder.

### Use Leaders To Get Customers In.

No doubt you are planning to add several extra lines during the holiday season to help keep your volume up during that great buying season. But adding additional lines won't help unless you get people in your store.

You should plan to have a special "leader" every Saturday during the season from Thanksgiving to Christmas, and these "leaders" should be extraordinarily good ones. The best way is to merchandise specially for them. If you plan well in advance you can easily pick up four good special lots for this purpose—a woman's hosiery item for instance, or a good handbag that you can offer at an interesting price by taking a close profit.

If you will use such "leaders" and advertise them vigorously you will be well repaid by the additional number of people they will bring in your store to shop.

### After New Shoes Are In

Get a sheet of paper and list on it every new style. Group them, if you want to, either by color or pattern. Leave lots of white space between each listing.

Then get from buyer, manager or owner, the occasion for which each of these new shoes should be worn and the kind of costume (material and color) with which it is most suitable.

Make a written list of all the talking points of the corrective and orthopedic shoes in your line. Ask the department manager or store owner to explain in detail what types of foot defects the shoe will correct—and why.

### To Plan For Easter.

An early Easter ahead—April 5. It stands the first high peak of the apparel year of 1931. Easter has an important influence on plans of merchants selecting shoes and apparel for sale to a holiday-conscious people.

Here are the dates of Easter for the next eight years:

1931—April 5  
1932—March 27  
1933—April 16  
1934—April 1  
1935—April 21  
1936—April 12  
1937—March 28  
1938—April 17.

### Keep a Record of Your

Own sales by styles and study them to see which general types predominate. Then, when your boss calls you in for consultation as to what to buy for the coming season, you can give him an opinion based on facts as revealed by past performance—not guesses based on a perhaps faulty memory.

Suggest that salesmen be provided with pocket notebooks or some means of recording names, addresses, sizes and style likes and dislikes of regular customers.

### Don't Be Afraid

To show the man customer plenty of lasts, styles and leathers. Most men dislike to leave the store without making a purchase. Frequently a man will buy a pair of shoes not entirely to his liking rather than walk out. But if he

is dissatisfied with his purchase he won't come back again. Give him an opportunity to make a satisfactory selection.

### You'll Succeed If—

You proceed with an open mind and if—

You are willing to either adopt or adapt to your own benefit the successful ideas of others.

If you consider the customers desires before your own.

If you know when to stop talking when making a sale.

If you mind your own business and don't advertise your competitor by trying to run him down.

If you make sales with the idea of having the customers repeat.

If you utilize your own hook-ups with those of the National advertisers.

If you handle your employees as you would like to be treated yourself.

If you know your goods, your costs and buy short on slow sellers.

If you get off the mourner's bench and work like blazes.

Hugh King Harris.

### The Bargain Counter.

The bargain counter idea, old as it is, is by no means played out. Exhibiting the same goods, on the same so-called bargain counter week after week, without changing it, is played out. If the contents of the counter are changed from week to week and the counter looks very different this week from what it did last week, the goods on it will sell.

Suppose the bargain counter is made into an "Anything on this counter, 10 cents" for a single week, then the next week it is used for items at varying prices, each plainly marked, then the next week it is a 19-cent or 25-cent counter.

Tactful handling of the customer is paramount to any other virtue in the sales department.

### "Service."

"Mr. Postmaster: Give this man service. He trades at Fomby's and is used to it." This message is printed in simulation of typewriter type in the lower left hand corner of every envelope sent out by the Fomby store. The message is generally sufficient to deter the wayward hand—suspecting an advertisement merely—from throwing the envelope away unopened.



## FEET HURT?

### TRY THE TORSON ARCH SHOE

25,000 men have adopted this shoe.

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

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

All Sizes and Widths.

## Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

### FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

Saved to Policyholders

Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

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

WHOLESALE and RETAIL.

The Furniture Galleries of Grand Rapids, Inc.  
25-27 Commerce Ave., S. W., Grand Rapids, Michigan.



## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooing, 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.

### How Sauerkraut Sales Can Be Stimulated.

The American Housewife's Bureau urges retail grocers to sell more sauerkraut and offers the following suggestions for accomplishing that result:

When you sell sauerkraut you sell potential health. And everyone is willing to buy health, especially if it can be bought reasonably. There is an enormous output of canned sauerkraut, this year, it is inexpensive, and every store should get its share in the sales.

Cabbage contains vitamins A, B, C and D, which have been called the alphabet of life—vital food elements necessary to the growth and health of the body. The pickling process which makes cabbage into sauerkraut does not lose this health-giving content but makes kraut even more valuable, for it then contains the much-sought lactic acid.

These facts are educational for the sales man to know. He hasn't always time, however, to pass them on to the average customer—but he doesn't need to. All that is necessary is to display sauerkraut along with some of its most congenial food companions and you awaken an immediate desire. People really like sauerkraut because it has a pleasant sour flavor—a delicious piquancy—but they like it even better when it enhances spareribs broiled crisp on the surface and tender within, or sausages rich in their golden brown coats.

Grouped together, then, some of sauerkraut's co-partners—cans of sliced ham, tongue, roast beef, corned beef or sausage. And besides these old favorites there are delightful new combinations which the clerk will do well to suggest to the customer, such as sauerkraut and olive salad, sauerkraut and red apple salad, sauerkraut and pineapple salad, sauerkraut and grapefruit salad, and a very savory cream of sauerkraut soup.

The store manager who is in a rut will object—"Why, I always keep cans of sauerkraut in plain sight—any customer can see it who wants it." But does the customer see it? It is a psychological fact that the conscious mind registers but a fraction of the thing which the subconscious mind perceives. And if you can put yourself in the position of the housewife who walks into the same store, some 300 days out of every 365, you will discover that she sees the same things so often that they fail to register. If she looks at the same rows of cans in the same place, often enough, they become just rows of cans. But if the agile sauerkraut cans suddenly leaped out of their accustomed place and appear elsewhere with other foods which seem to cry out "The more we are together, the merrier we'll be!"—then she sees them, and buys them.

One store keeper capitalized by awakening in the minds of his customers memories of sauerkraut in the good old days and then showed that sauerkraut to-day is even better because it is more sanitary. He placed a weather-beaten barrel in his store, which immediately attracted attention because it looked strangely out of place with the other modern packaged foods. He tacked a sign on it "Sauerkraut in 1860." On the lid he piled shining cans of "Sauerkraut To-day."

Another interesting display would be to obtain a loaf of black bread, display a mug of sour milk and a crude pottery bowl heaping with sauerkraut. Display a cardboard poster stating this interesting fact: "The longest lived people in the world—the Russians and natives of the Balkan states—practically live on these foods."

By all means, when you are featuring sauerkraut, suggest a sauerkraut cocktail—one of the newest appetizers, and one which is just as available for the family of moderate income as for the traveler on dining car or ocean liner. Place a can of sauer kraut juice and a can opener on a tray which holds a colorful glass serving plate and cocktail glass garnished with a sprig of parsley. Few women resist trying this enticing new drink—and fewer can resist repeating the order.

### Confidence in Your Store.

Have you confidence in your store and your goods? Do you believe in the quality of the merchandise you are offering the public? If you yourself lack faith in your offerings, you cannot expect others to believe in them. You cannot become enthusiastic about goods in which you have little confidence, and if you cannot develop enthusiasm, you cannot develop sales. Your success in salesmanship depends upon your ability to make others feel about your goods as you feel.

The confidence customers feel in your store will be no greater than the quality of your most over-rated goods. If you over-rate your goods, you undermine confidence in them and that means that you destroy public confidence in yourself and in your store.

Business success is based on confidence. A customer would not buy the simplest article in your stock without confidence that it would prove worth the money and satisfactory for the purpose for which it was bought.

Confidence in your store is based on customers finding things just as you have represented them, not on finding them almost as good as represented.

If you are sure that your goods and your methods are above reproach, you ought to capitalize that fact. Modesty is sometimes a desirable quality, but you don't need much of it in running a store. Don't be afraid to call attention to the fact that your store is worthy of confidence; that your word, your advertisement about your goods is to be depended upon. Don't stop with being honest and deserving confidence; advertise the fact. It takes too long for the public to find out for itself all the good things you want known about your store.

Everything you can do to develop the confidence of your public ought to

be done. Because without that confidence you can build no lasting success. A business built without a foundation of confidence has no foundation and is about as securely held as a captive balloon with the rope worn nearly through.

### Hints On Freshening Vegetables.

"In freshening wilted vegetables," says a New Orleans food merchant, "add vinegar or lemon juice to the water. This will revive the greens quickly and if any little bugs lurk inside they will come to the top."

## In More Homes Everyday

# HOLSUM

### America's Finest Bread

SANCTUM BAKORIUM NEWS

The day is fast approaching when home-baked bread will be as obsolete as the horse-drawn street car of old.

### 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.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

Putnam's

### MENTHOL - HOREHOUND COUGH DROPS

That  
Pleasing  
Flavor  
That  
Old and  
Young  
Enjoy.



Your  
Customers  
Want  
Them  
Order  
Now.

NATIONAL CANDY, CO., INC., PUTNAM FACTORY GRAND RAPIDS, MICH.

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena 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.



## 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.

### Fresh Packaged Meat Emerges From Experimental Stage.

While the substance of my discussion is on the subject of fresh cut meats in packages, I cannot resist the great urge to discuss the packing industry as a whole—perhaps to put it before you in package form for your contemplation.

The merchandising methods of the packing industry have undergone but little change since its development from localized slaughter houses to one of the world's largest and most important industries, in spite of the marvellous progress made in other phases of its activities.

The packer's chief products are still distributed to the consumer in the same way they were thirty years ago. The general method of merchandising other food products, however, has undergone a decided change. As a matter of fact, a complete revolution has taken place in the procedure of food distribution to the consumer. Merchandising food products in small, compact packages has taken the place of selling food in loose form. The package spells economy and efficiency, and has made possible standardization and sanitation in food handling and distribution.

The packer's products are playing but a small part in the new method of merchandising. His products are still being sold to the consuming public in what I may term the old-fashioned way. But in the progressive age, the old-fashioned way is being rapidly replaced by the more efficient modern way. It is my prediction that it will not be long before the old method of cutting and selling fresh meats over the counter will be entirely displaced by the modern sanitary method of selling fresh, centrally cut meats in attractive ready wrapped packages.

The new idea is sound, because it takes away the uncertainty in the operation of a retail meat business. It eliminates red figures in the results of the retail meat business, a color which, by the way, is entirely too prominent in the results of our packing industry. It places the business of the meat dealer on a profitable basis, eliminating the speculative feature from it. And how is this brought about? By reducing the dealer's overhead in making it unnecessary to employ expensive, if not wasteful help. He makes no large investment in equipment. He does not need spacious quarters in which to operate. He definitely knows his costs and determines his selling price on an intelligent basis.

I repeat, it takes the uncertainty out of the retail meat business and stabilizes it. This is precisely what the packing industry as a whole is in need of. The factor of uncertainty in the operation of the packing industry will always be in evidence unless we make some radical changes in our procedure. We packers in our operations are en-

tirely too speculative. Our livestock supply is not stable enough for our needs. We purchase according to quantity offered, rather than according to consumptive demand. While livestock receipts are less of a seasonal affair that they once were—especially with respect to hogs—periods of oversupply and periods of scarcity come too frequently for good business for either packer or producer. The producer when shipping his stock to market is not governed by the demand that may exist for his stock. He is governed principally by the fact that no matter how large his production there is a ready market for it at the packing center. The packer is always on the spot to absorb it all, and shoulder the burden of disposition, regardless of the fact that at the very moment of purchase he is faced with an inevitable loss; and yet this procedure is regularly followed without any of us asking why we continue to do it. Have we not arrived at the stage in the development of our industry where with intelligent action on our part, and, if necessary, with the help and co-operation on the part of our Government, some plan or scheme can be evolved to control livestock production and shipments to market centers, to conform more closely to the requirements of consumption?

We jam our products into freezers and curing cellars to await favorable selling conditions. Does freezing improve the quality of meats, or does the flavor of meat improve with age? Or do we pack our freezers and cellars full because we have the storage facilities to do so? Right here I want to emphasize, gentlemen, that one of the greatest drawbacks to the development of proper merchandising of the products of the packer is the warehouse and freezer. We spend millions to build and maintain these freezers and warehouses, which tempt us in time of plentiful supply of livestock to pack them full, irrespective of what awaits us when the time for disposition arrives, and with full knowledge that many of our products will be reduced in value because they have been frozen. Gentlemen, large storage facilities actually demoralize merchandising.

Living conditions have changed, and so has the public's palate. The public to-day is more discriminative in its selection of food. The demand is for finer food. The desire for highly spiced and heavily cured meat products is giving place to the demand for fresh meats and meats of milder cure and preparation. This change in the people's taste means that the packer must work closer to the consumer demand. He must not only supply the demand for these products, but must lead the way for the dealer to merchandise his products at a profit, for in that way only can the packer expect to make a profit himself.

The package idea of selling fresh meat cuts fit the situation perfectly. It revolutionizes the retail meat business, and in doing so, simplifies it. No need for the dealer to be an expert meat cutter, nor is there any need for

(Continued on page 30)

## 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.

## 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.

## EGGS - EGGS - EGGS

Low prices increased demand. On request we will be pleased to quote finest quality Canded Aprils and Mays.

We are always in the market for Strictly Fresh Eggs, at full Market prices.

We can supply Egg Cases and Egg Case Material of all kinds.

**KENT STORAGE COMPANY - GRAND RAPIDS**



## 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.

### Giving the Holiday Campaign an Early Start.

The Thanksgiving holiday is still several weeks in the future. Nevertheless, it will pay the hardware dealer, if he has not already done so, to start now in his preparations for Christmas trade.

This does not mean that he should at once display his gift lines and commence to-day or to-morrow to advertise them. But there is a great deal of preliminary work that can be done which will make the holiday selling campaign more smooth-running, efficient and successful. That preliminary work should be done before the selling campaign itself gets under way.

An early start is a great help in bringing out the Christmas trade. Of course Christmas trade will, to some extent, come out anyway. Christmas gifts would be bought in quantity even if they were not advertised at all.

But it is worth remembering that the buying, though it might in the long run get under way without any encouragement, will not start early unless it is stimulated. Under normal conditions, all buying would be left to the last minute. Even under modern conditions, there is, of course, a great deal of last minute buying. But experience has proven that by showing and advertising his Christmas lines a trifle earlier, the merchant can induce earlier buying.

This serves a double purpose. On the one hand, it spreads the Christmas buying over a longer period, thus lightening the strain on the merchant and his salespeople. On the other hand, a good many forehanded customers, having bought early all the things they would normally buy, have time to think of other obligations they might have overlooked in the last minute rush, or find money to buy things they would otherwise never have bought. So that, either way, the result is beneficial for the hardware dealer.

I can recollect when merchants made a practice of showing their first Christmas offerings about December 10. It would take a few days for the business to start coming; with the result that the actual buying was pretty well crowded into the ten days before Christmas, and more particularly the last two or three days.

I can remember, too, when a number of merchants started to show their Christmas lines toward the end of November. The result was that in course of time Christmas buying was strung along from December 1 to 24. Now every merchant in my particular community starts to feature his Christmas lines toward the end of November and regards it as the normal thing to do. The result, by and large, has been better business.

Taking it for granted that your Christmas campaign proper will start immediately after the Thanksgiving holiday, what can you do in the meantime to help holiday trade?

The store can present two outward suggestions of holidays coming. The

first of these is a "Brighten up for the holidays" campaign. In this you can feature fall housecleaning lines, and interior paint specialties. These should be featured now because you have three holidays—Thanksgiving, Christmas and New Years—ahead of you; and because featuring such lines after the Thanksgiving holiday would crowd your regular Christmas selling. So feature your "Brighten up for the holidays" stuff early.

This window and newspaper advertising of "Brighten up" lines will merge insensibly into Thanksgiving advertising. The Thanksgiving holiday is not an occasion for gifts, as Christmas is; but it is an occasion for festivities. For instance, carving sets for use on the Thanksgiving turkey can be shown, roasting pans, kitchen and table items of one sort or another, lights and lighting fixtures, and the like. Feature these holiday lines, and give your windows a Thanksgiving holiday touch, from early in November until the Thanksgiving holiday.

These two features of your selling campaign between now and the Thanksgiving holiday will naturally tend to some extent to prepare the public mind for Christmas.

What preparatory work can be done meanwhile under the surface, quietly, to make your holiday selling campaign easier and more effective? A great deal of such work is possible and worth while.

For example, see that you have your Christmas stock in early; so that when you advertise the widest possible selection for early buyers, you will be able to show such buyers something comprehensive. Nothing so much discourages early buying as for the early buyer to find an inadequate stock to select from and be met with the assurance that this, that or the other article is "on order."

Have the goods on hand at the very start. Then, in your early Christmas displays and your early newspaper advertising, stress the idea that early buying is to the advantage of the customer, in that he has opportunity to make an unhurried selection before the gift lines have been picked over, and is assured of better service than if he waits until the store is crowded with last-minute customers. A good many customers will, of course, wait until the last minute; but this educational work on the subject of early Christmas buying, if continued year after year, will in time develop a class of customers thoroughly sold on early buying.

Having seen to it that the stock is in the store and not merely on order, plan your store arrangement. A feature of the big department stores is the accessibility of the goods on display, and the fact that with many lines customers can examine the goods personally and at their leisure. The stock is arranged to give the customer every facility for rapid merchandising. Another feature is the liberal use of price cards. Nearly everything on display is priced in plain figures. In some sections of the department stores the customers practically wait upon themselves.

For your Christmas trade, your store interior should be rearranged to

make it easy to buy and sell. Christmas lines, or the Christmas aspects of everyday lines, should be played up. Decorations should be used—always with due regard for the fire risk. Work into your decorations the Christmas colors, red and green, with white added to suggest snow. In some stores, the counters are converted into booths. Don't re-arrange things haphazard, but take a little time to study your Christmas merchandising problems, and work out a store arrangement that will mean better business. Do this now, instead of waiting until the rush starts.

Extra price tickets will probably be needed. At the height of the Christmas rush there is little time for personal salesmanship of the higher order; and show cards and price tickets should answer a lot of the questions that at other seasons of the year are answered by the salespeople. You can prepare your show cards and price tickets in advance.

You will need good window displays. If you make a practice of filing ideas and suggestions for displays and newspaper advertising, get out your file sometime in the near future when

you are not busy and go through it. You can draft most of your Christmas advertising, and sketch on paper your main Christmas window displays, long in advance of the season. You may have to modify some of these ideas when the time comes; but the work you do now will give you something to work from and make your task a month hence that much easier.

Will you need extra salespeople for Christmas? I have been told by a good many people, and have myself experienced the fact, that in these times of supposed depression, store stocks and salespeople are in many instances inadequate to meet the requirements of customers on ordinarily busy days. You may, in any event, anticipate a considerable trade for the Christmas season. It will pay you, if you require extra help, to look around beforehand, advertise if necessary, make tentative arrangements for help, and give your temporary salespeople a little preliminary training in the work.

Don't expect an inexperienced youth or girl to jump into the heart of the Christmas rush and measure up A-1. Even those who are natural born salespeople are bound to make a poor

## 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



showing. The efforts of some of these poor girls are really pathetic; and all because their employers expect them to know selling, the most difficult business in the world, without being taught even the rudiments. It will pay you to give these beginners a little preliminary training, and for this purpose have them come in before the rush starts and observe the methods of your experienced helpers. An applicant who sees the need of such preliminary work will usually make a good showing behind the counter.

An important feature in Christmas selling is to help the customer select what he needs. Quite often price governs the selection. It is a good thing to have compiled a printed or mimeographed list of gift suggestions, arranged according to price, and also arranged according to the recipient—baby, girl, boy, young man, young woman, father, mother, and so on.

It will pay you to compile and use such a list. Have copies printed or mimeographed, posted up in the store, and piled on the counter for distribution. Have your salespeople, and especially the newcomers, familiarize themselves with these lists, and know where to find any article in the stock.

Quite a few dealers utilize a live Santa Claus as a starter and accompaniment for the Christmas campaign. Santa comes by slow or swift stages from the North Pole; his progress is bulletined; he arrives; and the Christmas selling starts. The idea isn't new, but it is still good. Now is the time, if you want a live Santa, to make the necessary arrangements for the part. Quite often Santa visits the schools at letting out time and hands out souvenirs to the youngsters or holds a reception for them at the store. You can make your arrangements for all this in advance.

Circularizing is also a good method of boosting Christmas trade. It is particularly effective if you have a regular mailing list to which announcements are sent out from month to month. With your December letter you can give a talk on the importance of early Christmas buying and enclose a copy of your gift list. Quite often it is worth while to send out two or three letters—one, right after Thanksgiving, urging early buying; a follow up a week later; and a letter about December 14 with last minute suggestions. This material can be prepared in advance. Victor Lauriston.

#### Ten Years of Radio.

To-day radio broadcasting is exactly ten years old. On Nov. 2, 1920, KDKA in Pittsburgh transmitted the returns of the Harding-Cox election as the leading feature of the first prearranged and published radio program. There was no manufactured radio receiver then. Hence the glory of having started broadcasting on its career must be shared by the station with the alert manager of a Pittsburgh department store, who advertised radio parts which when assembled into receivers, would bring the Harding-Cox election returns right into the home. To be sure a few radio enthusiasts had casually and fitfully transmitted phonograph music even before the war, for the benefit of distant mates who had

proper home-made receivers. But to KDKA belongs the honor of having begun that fixed, advertised service which is now the very essence of broadcasting.

Those who gave us radio were astonishingly lacking in imagination. Hertz, Popoff, Lodge—none of the scientific pioneers saw in ether waves more than a means of studying certain physical phenomena. Crookes, a chemist, who never dabbled in wireless at all, was the first to announce that a new means of communication had been invented. Marconi, scarcely more than a boy, made radio telegraphy a reality; yet even he stated in 1897 that ten miles was the utmost range possible. The radio telephone was regarded by its inventors merely as a competitor of the wired telephone. That the admitted lack of privacy could be exploited, that it would make mass communication possible, that wavelengths in the ether would assume the character of property, no one dreamed until KDKA ventured upon its historic experiment.

From zero the sales of manufactured sets have mounted to \$800,000,000 annually. Nearly fourteen million receivers are in use—as many as there are telephones and families. One broadcasting company alone employs 1,100 persons, exclusive of entertainers and musicians. Broadcasting has become a public utility.

Ten years ago we were so thrilled by the romance of picking voices out of space that we listened with delight to a phonograph playing "Celeste Aida" a hundred miles away, although the self-same record was in the cabinet beside us. Head-sets were eagerly clamped to ears when bedtime stories from Newark or time signals from Arlington were due. Now, instead of marveling at the fact of broadcasting, we are intent on the message conveyed. Lonely ranchers in Kansas, European peasants, sailors at sea hear the living voice of the King of England or the President of the United States. Arctic explorers huddled before loud-speakers, factory workers in Detroit, clerks in New York, country squires in England are swayed in unison by Toscanini. In its mass appeal we have the real significance of radio. Mounting sales, princely incomes of entertainers—what are these compared with the triumph of uniting alien peoples in an hour of spiritual brotherhood? A new force has been discovered—a social force which must be reckoned with in the onward sweep of civilization, and which is second only to the printing press in its far-reaching influence.—N. Y. Times.

#### Weigh Your Advantages And Your Disadvantages.

A wholesale grocer suggests to his salesmen the idea of putting on a scale and weighing both the advantages and disadvantages that they may have in competition. His suggestion follows: "Did you ever try putting them on a scale and weighing your own advantages and disadvantages or comparing them with a competitor?"

"How about the house without a private label and has to depend on price, or the house that has a private label but is willing to put any old thing under the label?"

"Why not try adding to this list:

"Lower prices, against quality; Disappointment, against satisfaction; Poor service, against good service; short stocks, against full stocks; uncertainty, against assurance; unreliability, against reliability; lack of guarantee, against strong guarantee; no advertising, against our program.

"Think it over and add to it what you will. I am sure the balance will be in our favor."

There are three ways to move: Forward, backward and in a circle. Take your choice.

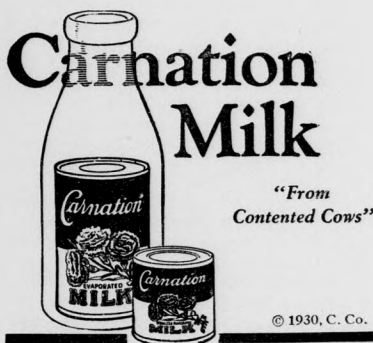
## Does the truck drive up

—and deliver the goods and leave the selling job to you? That's how it is with many food products. But *not* with Carnation.

Carnation is already half sold. People ask for Carnation. It's the world's largest-selling brand and you don't have to waste your time introducing it to folks.

We've built millions of dollars' worth of good-will for Carnation. It's yours without asking if you sell the milk "from Contented Cows."

Carnation Company  
Carnation Bldg., Cconomowoc, Wis.



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Detective Agency  
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Michigan Trust Bldg.  
Grand Rapids, Mich.

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Nothing as Durable  
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Makes Structure Beautiful  
No Painting  
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Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.  
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All varieties, bulk and package cheese

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MUSTARD  
OTHER SPECIALTIES

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Look for the Red Heart  
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GRAND RAPIDS, MICHIGAN



## HOTEL DEPARTMENT

### News and Gossip Concerning Michigan Hotels.

Los Angeles, Nov. 2—Edward F. Million, who was the original operator of Hotel Robert Douglas, Flint, under the ownership of Harry R. Price, former manager of Hotel Durant, in that city, but who accepted the management of a Chicago hotel some time ago, has returned to the Robert Douglas, and will henceforth conduct same. Mr. Million is well known in Michigan by both the commercial contingent and his colleagues in the Michigan Hotel Association, and is popular in both zones.

The rumor circulated some time ago to the effect that Walter J. Leitzen was to resume operation of Hotel Frontenac, Detroit, seems to have developed into an absolute fact and Walter is again at the helm in that institution. Mr. Leitzen leased this property to E. W. Herrmann, in 1927, on account of ill health and came out to California, where I caught up with him and his interesting family soon after their arrival and together we certainly investigated the hotel situation here. Afterwards he went to Baltimore to have a complicated ocular operation at the Johns Hopkins hospital, which was successful, but during his convalescence he and his esteemed wife made a tour of Europe. I am glad the Leitzens are back at the Frontenac. They exactly fit in there, and as soon as they have made certain contemplated improvements they will be well set. Walter will look after the public contact and Mrs. Leitzen the auditing and book-keeping—a combination not to be beaten.

A season covering June, July, August and September must be the aim of every Western Michigan tourist hotel and resort proprietor if he is to receive a proper financial return on his investment, according to F. R. Johnson, proprietor of the Rustic Tavern, at Houghton Lake. Mr. Johnson, who is chairman of a special committee appointed at the recent meeting of the Michigan Hotel Association for the purpose of extending the resort season, which now barely covers ten weeks, to a four months' period, discussed this proposition at the recent meeting of the Michigan Tourist and Resort Association, at Grand Rapids. With Michigan's numerous and varied attractions for summer business, it has always seemed unfortunate that the length of the season should be regulated by the school vacation period. Perhaps an appeal might be specifically made to such as have no interest in educational affairs, for most surely June and September offer greater attraction than any other months in the entire year.

Long before the world began to think seriously about disarmament, dad, who at one time considered foreman of the home works, had been denied the use of the rod in enforcing "home rule." In fact his talons were pretty effectually manicured. Nowadays when children set up a howl, parents are supposed to supply them with something better. The woodshed as a place for condign punishment, has had to surrender to the library, and arbitration has taken the place of the trunk strap. The motto now is: "Spare the child and spoil the rod." But in spite of all this momentous reform, some youths seem to be sensitive only through their skins. We are surely harboring a crop of irreverence. And some think it is largely due to the new system of giving both colts and kids the reins. At best there is coincidence that the revolt of youth came in the age of the disarmament of dads. But it may come as a surprise to parents as well as teachers to learn that many recent books on child train-

ing recommend the rod, solitary confinement, spanking and other supposedly discarded modes of bringing up the youth. To spank or not to spank may again become a paramount issue.

When the Savoy (now LaSalle) Hotel was built in Detroit, five years ago, Paul Kemper, its architect and part owner, established a bungalow on the roof of same for personal use. Now the management has converted same into a private dining room with dancing hall, and business is being solicited from the better class of Detroiters. A clever idea, which ought to help the black ink side in the book-keeping department.

John Schuch, of Hotel Schuch, Saginaw, for a score of years has been collecting antiques of various types and a spacious room in his hotel has been used for displaying same. This year John placed his treasures on exhibition at the Saginaw fair and made a decided hit by so doing.

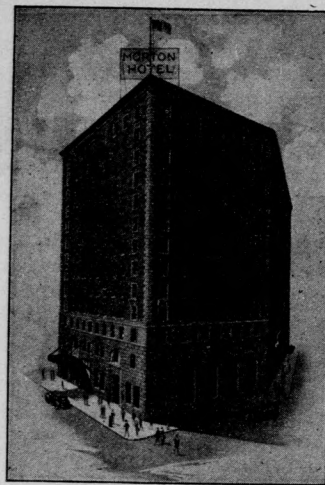
John S. McDonald, one of my trustiest friends in the Michigan fraternity and who for many years operated the principal hotel at Sandusky, passed on the other day as the finale of an auto accident which occurred two years ago. A most friendly fellow, he will be missed by a legion of sincere friends.

Also, I note the passing of Alfred M. Low, who for forty years was a figure in Detroit hoteldom, having at one time operated the Brunswick Hotel in that city.

L. H. McCoy, who has been assistant manager of Hotels Madison and Lenox-Detroit since 1927, has taken the management of the two hotels, following the death of Ernest H. Piper, chronicled last week. Mr. McCoy has been connected with Detroit hotels for many years. He was at the Statler, after which he was assistant manager of the Savoy. Fred Nussbaum, secretary of the local chapter of Greeters, formerly with Mr. Piper, has returned to the organization as day clerk, alternating with Mrs. Nussbaum, who has also been connected with Madison-Lenox for some time.

I am surely much pleased to know that J. Tupper Townsend has gone back to the Hotel Whitcomb, St. Joseph, as general manager, a position he held prior to being incapacitated through ill health, brought about by overwork during the period of construction of the new Whitcomb. Mr. Townsend was mainly responsible for the erection of the new hotel. He had managed the old one for years, and had, during that period, created a capacity patronage which he felt deserved better accommodations. But it resulted in a physical breakdown from which he only recently recovered. Now he is again on the job and there will be much rejoicing among traveling men and loyal townsmen who fully appreciated this wonderful man at his true worth. The New Whitcomb has had its vicissitudes since it was opened two years ago, but if I were a stockholder in that institution I sure would feel like patting myself on the back now that Mr. and Mrs. Townsend have returned home. I will look them over next season.

William H. Rademaker, who was for a long period of years night clerk at the Hotel Norton, Detroit, is now day clerk in that institution, following the transplanting of Ted. Dunn, former day clerk, to the Norton-Palmer, Windsor. "Bill," the appellation the traveling fraternity have conferred on this really magnetic fellow, is a star attraction in all Greeter activities, and is a good thing. If I am not mistaken he spent his more youthful years at the old Dunham House (or, at least, the



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

**MORTON HOTEL**  
ARTHUR A. FROST  
Manager



## The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.

## HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

## NEW BURDICK

KALAMAZOO, MICHIGAN  
In the Very Heart of the City  
Fireproof Construction  
The only All New Hotel in the city.  
Representing  
a \$1,000,000 Investment.  
250 Rooms—150 Rooms with Private Bath.  
European \$1.50 and up per Day.  
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.  
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

## HOTEL OLDS

LANSING  
300 Rooms 300 Baths  
Absolutely Fireproof  
Moderate Rates  
GEORGE L. CROCKER, Manager.

## Occidental Hotel

FIRE PROOF  
CENTRALLY LOCATED  
Rates \$2.00 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Michigan

## Columbia Hotel

KALAMAZOO  
Good Place To Tie To

## HOTEL CHIPPEWA

HENRY M. NELSON, Manager  
European Plan  
MANISTEE, MICH.  
Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.  
150 Outside Rooms  
Dining Room Service  
Hot and Cold Running Water and Telephone in every Room.  
\$1.50 and up  
60 Rooms with Bath \$2.50 and \$3

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

## HOTEL ROWE

Grand Rapids, Michigan.  
ERNEST W. NEIR, Manager.

## Republican Hotel

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

## Park Place Hotel

Traverse City  
Rates Reasonable—Service Superb  
—Location Admirable.  
R. D. McFADDEN, Mgr.



Briny Inn). Manistee, and probably knows as many traveling salesmen intimately as anyone in the hotel field in Michigan.

A syndicate headed by Glendon A. Richards, of Grand Rapids, has purchased the Plaisance Hotel, one of the structures erected prior to the opening of the World's Fair, at Chicago, and will proceed to rehabilitate same.

Michigan friends will be glad to know that Frank Duggan, is continuing his successful career at Hotel McAlpin, New York, and adding new scalps to his belt collection. Recently he entertained the Gold Star mothers, en route to and on their return from France, and much is being said about it in the hotel publications.

Judson Bratt, of St. Clair, has acquired by purchase the Carsonville hotel, formerly conducted for a lifetime by Jos. Myers, probably better known to old timers than anyone in Michigan.

Daniel O'Connor, president of the community organization operating Hotel Vincent, Benton Harbor, announces the appointment of W. C. Mellanson, for many years manager of the Liberty and Bijou theaters in that city, as manager, a position made vacant by the resignation of Thomas P. Ryan.

The old Miller House, a landmark in Owosso, for over a half century, has yielded to the march of progress and will soon become the site of a filling station.

Hotel Rickman, Kalamazoo, will have \$15,000 spent on extensions and improvements, during the course of which the lobby and dining room will be refurnished and redecorated.

The Park Hotel and sanitarium, at St. Louis, which have been managed for many years by J. A. Stafford, for a local corporation, has been purchased by J. B. Sumner, of Ann Arbor. This hotel was built by the late Dr. Combs and W. P. Andrews, in 1881, a few years after the then famous mineral spring was produced in a campaign of boring for salt. It will be improved much. What is to become of our old friend Stafford has not been announced but he surely is valuable timber.

The Norton Hotel, which was formerly known as Hotel Allendorf, at Holly, was opened early last month, by W. H. Norton, a brother of Charley Norton, of Detroit, who acquired same by purchase some time ago, and has entirely rehabilitated it.

Either it is legal to make home-squeezed wine or it isn't. One year you have to go through with a lot of red tape even to get permits to make non-alcoholic grape juice. The next you hear that some Federal judge in Schenectady says you can make all the wine you like. However, by the time the grapes are picked, some ermine wearer in Oklahoma says you mustn't. The last mention I saw of it was that the new administrator at Washington said that home wine making was all correct and proper, provided you didn't peddle it for a price, but by the time Nature has taken its course with a thimbleful I am patiently waiting on, I presume I will be a candidate for the gallows. Between noble experiments I have been making, and court decisions I am all fussed up.

Restaurant men, who had a seance here this week, seem to be of the opinion that creations in which chocolate has an important role, are fast becoming favorites with those who regard the Star Spangled Banner as their National anthem. It is positively stated that an éclair increases its appeal if covered with chocolate, and

that this flavor has more to do with the popularity of custard pudding on the map than Byrd did in getting for the South pole its generous publicity.

America has a healthier, saner appetite than it did a few years ago, these caterers admit, but there are a few foods like apple pie and French fried potatoes which stage a comeback periodically. It is claimed that men and women should eat the same food, but in the one case there has heretofore been the demand of hearty food by the one sex and "mincing" by the other. Both are now learning to appreciate food values. Diet has increased the American vegetable appetite and trimmed the fat from the roast. Green, leafy vegetables are more in demand than the yellow vegetables. Years ago corn and peas were the favorite, but now lettuce, spinach and tomatoes are increasingly popular. People are thinking about their health, and are more interested in mineral matter and vitamins rather than in calories. Naturally early influences have much to do with people's likes and dislikes. If a child has been "forced" to take medicine in milk he will naturally dislike milk when he grows up. If his mother "trained" him to eat mashed potatoes he is going to insist on having a full measure of them served with his roast. Tomatoes are gaining in demand everywhere, and the restaurant man who features them will enjoy an increased trade. They are supposed to impart an acid content which, to most people, is beneficial. At least so many of the medics say. It is now claimed by a good many so-called experts that the heaviest meal should be absorbed at the noon hour, according to the customs of a quarter of a century ago, during a period when they were turning out centenarians to an alarming extent. These experts maintain that your breakfast also should be a function, and that supper was always intended to be a catch-as-catch-can, but another element insists that a well-filled stomach at bedtime is a precursory measure in the direction of longevity, health and happiness. And again while the fair sex are supposed to lean in the direction of sweets, except in extreme cases of approaching obesity, they consume as much pie as their fathers and husbands, their preference being apple, custard and pumpkin. Fifty per cent. of the male sex fall for apple pie, draped with a section of cheese, reminding me of the little China girl in Honolulu who insisted that "apple pie without cheese was like a kiss without a squeeze." Roast beef really is far in the lead in the meat parade, though liver is so frequently recommended for anemics, that a greater demand is being created for it than ever before for this one item, and while the price of the veal type has gone skyward, lamb liver is recommended as being just as effective and fairly palatable. Bread is no longer considered the staff of life, and while the lowly potato is still a prime favorite it is looked at askance by a large section of the human family.

At the age of 98 a Chicago woman is telling that she thinks she owes her health, activity and sunny disposition to the fact that she loves cake. She likes all brands—especially the chocolate and coconut layer specimens—and she has tried to take on some every day of her life since she was a child. The doctors will explain that there must be a mistake somewhere and that the good lady might even be 110 years old to-day if she had left the sweets alone.

Back in Michigan hay fever victims are inclined to look askance at the stately goldenrod, notwithstanding its decorative merits, but it is not credited with sneezing propensities out here, where Thomas Edison is going to make balloon tires out of it and hold up the weight of the world. It may be that

the real gold is in the product rather than the plant itself. If someone can harness up poison ivy and utilize grass as a fabric, the revolutions of Mother Earth may be worth continuing.

"Andy Weisburg, well known to all Michigan hoteliers, having been a frequent visitor at the conventions of the Michigan Hotel Association, has opened his restaurant in the Chicago furniture mart. It is pronounced the biggest thing of its kind in the world, having a feeding capacity of 10,000 daily. While it is especially equipped for mass production, its numerous dining rooms are capable of taking care of parties of all dimensions. Mr. Weisburg continues to control the Oliver, at South Bend, and also the Harrison, in Chicago, a recently established hotel with many, many rooms. All right "Andy," I certainly wish you well.

Statistics gathered here in California supply information to the effect that the restaurant business has not suffered greatly as a result of general business stagnation, and that the large stores are doing about a normal amount of business. Neither has the bread line feature been accentuated up to the present time. But advice I have been offering prospective visitors to the Golden State is still worth soaking up. There are no jobs here for transients, and will not be until the skies brighten somewhat, but the individual with real money in his jeans will still find a cordial welcome awaiting him, and living costs are reasonable. But don't try to make the grade without funds, round trip tickets or dependable cars. There are plenty of the other kind already in evidence out here.

Most everybody picks up a menu in a restaurant, looks it over carefully, and then orders ham and eggs, in a manner indicating that they didn't expect to find it there, but the statistics show that next to beefsteak, the combination meat and dairy dish wins the medal.

Frank S. Verbeck.

C. L. Pettibone of 109 W. Grand River, Howell, renews his subscription to the Tradesman, and writes: "I would be lost without this paper."

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



Facing  
Grand Circus Park.  
800 Rooms - 800 Baths  
Rates from \$2.50.  
**HOTEL TULLER**  
HAROLD A. SAGE, Mgr.

### 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.



### CODY HOTEL

IN THE HEART OF THE  
CITY OF GRAND RAPIDS

Division and Fulton

#### RATES

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

### CODY CAFETERIA IN CONNECTION

### HOTEL OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS  
Deglman Hotel Co.

Enjoy the delightful Government Park, the locks, the climate and drive.

Sault Ste. Marie Michigan



### HOTEL BROWNING

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



### Warm Friend Tavern Holland, Mich.

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

Free private parking space.

GEO. W. DAUCHY, Mgr.



## DRUGS

### Michigan Board of Pharmacy.

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

Director—Garfield M. Benedict, Sandusky.

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

### Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.  
 First Vice-President—Alexander Reid, Detroit.  
 Second Vice-President — F. H. Taft, Lansing.

Secretary—R. A. Turrell, Crosswell.  
 Treasurer—P. W. Harding, Yale.

### Making the Most of Hot Soda.

With the food feature coming into such general use, we can do a great deal more with hot soda. On an intensely hot day a customer may drink seven or eight glasses of cold soda in order to quench thirst. Even a bitter cold day does not create such an urge for hot soda. But there are ways of increasing business.

An astonishing number of girls make what many would deem a light breakfast. Something as follows:

Order of fruit;  
 Toast;  
 A hot beverage.

This may be obtained at the soda counter, amid pleasant surroundings. Quick service is assured, and there is no tipping. All these points score heavily in favor of the fountain grill.

Doctors say this isn't a bad breakfast. The famous Continental "first breakfast" consists only of rolls and coffee, and thousands of Europeans know no other.

We can add to the above soft-boiled eggs, or eggs in several styles, a breakfast which the average man would find perfectly adequate. Coffee (classified with hot soda) is the popular breakfast beverage. Make it extra good, and you can clinch custom. This gives the hot soda department its start for the day.

At luncheon the hot soda department assumes more prominence.

Downtown soda counters are crowded with workers of both sexes. The uptown dispenser on a business street often finds an excellent following. The strictly "neighborhood" store can frequently annex a fine volume of school business.

#### A sample luncheon order:

Cup of hot broth;  
 Sandwich;  
 Cup of hot coffee.

This is a popular quick lunch combination, and here the hot soda department accounts for two-thirds of the order.

We have other popular hot beverages besides coffee.

The food drinks have their adherents, doing double duty as a food and a beverage.

Cup of hot soup;  
 Sandwich;  
 Mug of hot malted milk

This is a prime favorite with girl workers.

We have the shopper, who eats a

more leisurely luncheon, and is served at a table.

Cup of hot broth;  
 A salad, meat or vegetable;  
 Mug of hot chocolate.

An order of wafers or crackers might accompany the above. School children are partial to something like this:

Toasted sandwich;  
 Hot malted milk chocolate;  
 Crullers.

The sandwich, plain or toasted, cuts a big figure in all luncheon orders. It is ready to serve, or may be prepared rapidly, and thousands turn to it every day as to an old friend. This is almost invariably the case with a stranger. He knows that the sandwich won't cost too much, and is sometimes inclined to shy at fancy dishes.

Thus the mere addition of sandwiches to the menu will give hot soda a tremendous boost.

We can't get away from this.

There is growing business for luncheon parties composed of ladies who intend to play cards afterward. For them we can serve quite elaborate luncheons at 75 cents or even one dollar per plate. And, relying on the good old hot soda line, we can do this without introducing any other hot dishes.

Hot soup course;  
 Meat or fish salad;  
 Fancy sandwiches;  
 Bit of fruit salad;

Choice of hot beverages, tea, coffee, chocolate, cocoa, hot malted milk and so on;

Ice cream with hot chocolate sauce.

The average hostess could not do as well in her own home. And look at the trouble she saves—no cooking, no dish washing, no cleaning up. Probably it will cost her no more to take her party to the fountain grill than it would to prepare the luncheon at home.

The motor car enables guests to assemble from a distance.

Give them service, and you can get the business. Hostesses think well of this idea.

The card party starts at one, perhaps, and gets through by two, departing then to take up the serious business of bridge.

In the shopping district, late shoppers keep drifting in for lunch, keeping things fairly active until around three. By that time luncheon business is over.

We then clear the tables for afternoon tea.

With afternoon tea we feature:  
 Marmalade, jams, jellies;  
 Cheese in jars;  
 Very small fancy sandwich;  
 Choice of beverages.

Not every person around the tea table calls for tea, although that is supposed to be the headliner. A party of four may order four different beverages:

Hot tea;  
 Hot coffee;  
 Hot chocolate;  
 Hot malted milk, with its various combinations.

It makes little difference to the dispenser. He is there to please all tastes.

Afternoon tea keeps us going until well past five.

A city of the first magnitude is the hub of a wheel, radiating to a circle of small towns.

A run of thirty miles is all right for the average family. By turns they take in all these smaller towns. They may, from time to time, make a triangular course of it, coming back by a different route. But, if they can find a fountain where unusually appetizing food is served, eventually, by common consent, that fountain becomes the destination.

There comes to mind a dispenser who specialized on sandwiches made from country ham, a simple matter, yet one that he made pay dividends.

The family, ready for a motor trip, would have a guest along.

"Where shall we go?" dad would ask.

"Oh, let's go to the place where we get that good country ham."

And the guest would be regaled all the way with accounts of that superfine ham. It was good. Thus the guest became a booster and the story spread. The local druggist did his neighbors a good turn by providing an outlet for home-cured hams and he did himself a good turn by advertising the same widely among city motorists.

Another dispenser made a lot of friends by serving thick country cream. Very few people had ever seen such cream.

As a reverse proposition, where does the small town motorist take his family for a drive?

To the city, where they can get a good dinner at a popular fountain grill.

### That Glass of Cold Water.

People crave cold water as much in winter as in the summer time. They appreciate its being thoroughly chilled.

### Recent Mercantile News From Ohio.

Dennison—R. A. Cox, who disposed of his stock of men's merchandise several months ago, has re-opened in the same room at 19 Fourth street, with an entire new line of clothing and men's furnishings.

Dayton—A fire, which for a time threatened the entire store room of the Cosmopolitan Clothing Co. at 27 West Fifth street, caused a loss of between \$10,000 and \$15,000 on the stock of clothing and furnishings.

Cincinnati—Charles M. Kroger, 65 years old, retired merchant tailor, died here recently after a short illness. For more than thirty years Mr. Kroger maintained a shop at Fifth and Sycamore streets.

Plain City—A fire of undetermined origin destroyed the Black building, with a loss of \$30,000. Four retail stores suffered heavy loss. The Marysville fire department was called to help fight the blaze.

Elyria — Ralph Murbach has been elected as president of the Colson Co., manufacturers of bicycles and juvenile wheel goods. Mr. Murbach succeeds J. E. Roe, who resigned recently.

Cleveland—Frank Washcia, wearing apparel, 2174 Noble road, has filed involuntary bankruptcy schedules in U. S. Court here, listing liabilities of \$13,285 and assets of \$9,650. There are

ninety-three creditors. Those with claims of \$500 or more are: Keller Kohn Co., Cleveland, \$900; Kaynee Co., Cleveland, \$617; Root McBride Co., Cleveland, \$556; Clawson & Wilson, Buffalo, \$1,470; and a note of \$2,000; Forest Garment Co., Cleveland, \$2,000.

East Liverpool—Herman E. Brunsell, trading as Lambert Frocks, retail dresses, with a store at Canton, failed to appear in U. S. Court at Cleveland. The subpoena has been returned by the U. S. Marshall as "not found." The debtor wrote a letter to the petitioning creditor advising him he was leaving the district and was abandoning his assets, the petition alleged. The U. S. District Court at Cleveland has appointed Ben L. Bennet receiver. Appraisers have been appointed.

Cleveland—Louis B. Nolish, hatter, has filed a voluntary petition in bankruptcy in the U. S. District Court here listing nominal assets of \$5,115 and liabilities of \$3,817.

Akron—Everett E. Brooks Co., retail men's wear, has filed involuntary bankruptcy schedules in the U. S. District Court at Cleveland, listing liabilities of \$22,548 and assets at \$12,591.

Cleveland—The Art Craft Garment Co., manufacturer of women's dresses, 2530 Superior avenue, has been thrown into bankruptcy. Schedules filed list liabilities of \$18,623 and assets of \$8,600. There are 105 creditors who have claims for merchandise delivered or services performed.

Dayton—With an attendance of 134, in which retail shoe dealers played an important part, the district meeting held at the Van Cleve Hotel under the auspices of the Ohio Valley Retail Shoe Dealers' Association, the Ohio Retail Clothiers' and Furnishers' Association, the Ohio Retail Dry Goods Association and the Ohio Retail Jewelers' Association was a marked success. Following the dinner a merchandise clinic was held with Frank Stockdale, business consultant and manager of the store management divisions in charge of the discussions. Mr. Stockdale described present-day merchandising conditions and emphasized the necessity for retailers to know the facts relative to their business in order to succeed. Better control of stock, more attention to pushing salable merchandise, cleaning out slow-moving and shop-worn stock and a better knowledge of the customer's wants were essential features of a successful business, he declared. C. E. Dittmer, secretary of the Associations sponsoring the meeting and assistant director of the Ohio Council of Retail Merchants, presided. Mr. Dittmer warned retailers of the great danger of a sales tax by the coming session of the legislature, and urged all retailers to oppose such a measure as inimical to the retail trade in Ohio.

Cincinnati — The will of Edward Pfeiffer, deceased partner of Griess Pfeiffer Leather Co., who died suddenly in New York City, disposes of an estate approximating one million dollars. The sum of \$20,000 is provided for Mr. Pfeiffer's mother, Mrs. Catherine Pfeiffer; \$1,000 each to his aunts, Louise and Caroline Silbernagle, and



\$1,000 to an uncle, Jacob Silbernagle, \$1,000 each is also provided for his cousins, Carrie, Fritz, Edward and William Pfeiffer, Milwaukee; a sister-in-law, Alice Fricke, and a brother-in-law, Walter Olden receive a like amount; \$250 each go to cousins Albert and Otto Henn. Bequests of \$1,000 each go to the following Cincinnati charitable institutions: General Protestant Orphanage, Altenheim, Deaconess Hospital, Children's Hospital, and Cloverbrook Home for the Blind. The will sets forth that Pfeiffer presented his daughter, Mrs. Edna Pfeiffer Van Fossen, \$50,000 when she married and a like sum is set aside for another daughter, Mrs. Irma Pfeiffer Farrell. The residue of the estate is divided, one-half to his widow and one-fourth each for the two daughters. Mrs. Pfeiffer, widow, is named executor.

#### Late Business News From Indiana.

Lacrosse—This city is now without a hotel, a fire having destroyed the town's two hostels. A blaze starting in the attic of Frank Medved's hotel spread to the hotel of Mrs. Bertha Machlers and both were consumed by the fire. Many guests, most of them railroad men, fled from the buildings in night clothes. The united efforts of three fire departments from surrounding towns saved nearby structures.

Ft. Wayne—W. H. Knapp, formerly manager of the Baltes Hotel and the Anthony, has been made manager of the Wayne Hotel, which is owned by the Elmore Realty and Investment Co. Manager Knapp is now remodeling the 125 room house, installing new plumbing showers and equipment throughout in order to have it ready for use by the first of the year.

Bloomington—James M. Hanner, who for more than twenty years owned

and operated a general store at this place, died unexpectedly at his home here.

Martinsville—Eugene J. Herold, 59 years old, who had been seriously ill at his home here since last January, is dead of a complication of diseases. He had been engaged in the retail dry goods business here for a number of years with his brother, Charles Herold.

Kokomo—Neil Thomas, 82, one of the oldest active business men in Kokomo, who had been engaged in the retail shoe business for the last fifty years, died at his home of infirmities of old age. He is survived by one son, a daughter, a step-daughter, two grandchildren and one brother.

Fortville — W. T. Williams dry goods, Fortville State Bank and Crouch & Foster hardware store, experienced approximately \$50,000 loss when fire, believed to have started in a hardware store basement, destroyed the Cook building in which all were located. The building is two stories and of brick construction, and occupied half a city block on Main street. Dry goods store loss is estimated at \$10,000.

Ft. Wayne—Twenty-two more knitters at the Munsingwear plant have been laid off, after forty-six had been dropped earlier. Knitters operating 39-gauge machines have been told they are to be doubled up and run with one knitter and no helper, and that the production they expect off these machines will be set at 80 dozen a week, for which the men will earn about \$40 a week.

Present indications are that America never again will be handicapped by a shortage of trained liars for propaganda work.

A statesman is one who plays politics to get laws passed instead of getting laws passed to play politics.

## DISTRIBUTORS OF THE WESTERN LINE

Dr. West's Tooth Brushes

Dr. West's Kiddie Sets

Hank-O-Chief

Gainsborough Powder Puffs

Gainsborough Hair Nets

West's Hand Brushes

We stock every deal they put out and carry open stock of all items. Always pleased to receive your order.

**Hazeltine & Perkins Drug Co.**  
Grand Rapids Michigan Manistee

## WHOLESALE DRUG PRICE CURRENT

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

|                     |        |          |                                 |        |       |                                 |        |          |
|---------------------|--------|----------|---------------------------------|--------|-------|---------------------------------|--------|----------|
| <b>Acids</b>        |        |          | <b>Cotton Seed</b>              |        |       | <b>Benzoin Comp'd.</b>          |        |          |
| Boric (Powd.)       | 10     | @ 20     | Cubebs                          | 5      | @ 15  | Buchu                           | 2      | @ 16     |
| Boric (Xtal)        | 10     | @ 20     | Eigerson                        | 4      | @ 25  | Cantharides                     | 2      | @ 52     |
| Carbolic            | 38     | @ 44     | Eucalyptus                      | 1      | @ 25  | Capicum                         | 2      | @ 28     |
| Cutric              | 52     | @ 66     | Hemlock, pure                   | 2      | @ 25  | Catechu                         | 1      | @ 44     |
| Muriatic            | 3 1/2  | @ 8      | Juniper Berries                 | 4      | @ 50  | Cinchona                        | 2      | @ 16     |
| Nitric              | 9      | @ 15     | Juniper Wood                    | 1      | @ 50  | Colchicum                       | 1      | @ 30     |
| Oxalic              | 15     | @ 25     | Lard, extra                     | 1      | @ 55  | Cubebs                          | 2      | @ 76     |
| Sulphuric           | 3 1/2  | @ 8      | Lard, No. 1                     | 1      | @ 55  | Digitalis                       | 2      | @ 04     |
| Tartaric            | 52     | @ 60     | Lavender Flow                   | 6      | @ 00  | Gentian                         | 1      | @ 35     |
| <b>Ammonia</b>      |        |          | Lavender Gar'n.                 | 1      | @ 25  | Gualiac                         | 2      | @ 28     |
| Water, 26 deg.      | 07     | @ 18     | Lemon                           | 4      | @ 00  | Gualiac, Ammon.                 | 2      | @ 24     |
| Water, 18 deg.      | 06     | @ 15     | Linseed, raw, bbl.              | @      | 83    | Iodine                          | 2      | @ 25     |
| Water, 14 deg.      | 5 1/2  | @ 13     | Linseed, boiled, bbl.           | @      | 86    | Iodine, Colorless               | 2      | @ 50     |
| Carbonate           | 20     | @ 25     | Linseed, bld, less              | 93     | @ 106 | Iron, Clo.                      | 1      | @ 56     |
| Chloride (Gran.)    | 08     | @ 18     | Linseed, raw, less              | 90     | @ 103 | Kino                            | 1      | @ 44     |
| <b>Balsams</b>      |        |          | Mustard, artif. oz.             | @      | 35    | Myrrh                           | 2      | @ 52     |
| Copaiba             | 1 00   | @ 1 25   | Neatsfoot                       | 1      | @ 25  | Nux Vomica                      | 1      | @ 80     |
| Fir (Canada)        | 2 75   | @ 3 00   | Oliver, pure                    | 3      | @ 00  | Opium                           | 5      | @ 40     |
| Fir (Oregon)        | 65     | @ 1 00   | Oliver, Malaga,                 | 3      | @ 00  | Opium, Camp.                    | 1      | @ 44     |
| Peru                | 3 25   | @ 3 50   | yellow                          | 2      | @ 50  | Opium, Deodor'd                 | 5      | @ 40     |
| Tolu                | 2 00   | @ 2 25   | green                           | 2      | @ 85  | Rhubarb                         | 1      | @ 92     |
| <b>Barks</b>        |        |          | Orange, Sweet                   | 6      | @ 00  | <b>Paints</b>                   |        |          |
| Cassia (Ordinary)   | 25     | @ 30     | Origanum, pure                  | @      | 50    | Lead, red dry                   | 13 1/2 | @ 14 1/2 |
| Cassia (Saigon)     | 40     | @ 60     | Origanum, com'l                 | 1      | @ 00  | Lead, white dry                 | 13 1/2 | @ 14 1/2 |
| Sassafras (pw. 60c) | @      | 50       | Pennyroyal                      | 3      | @ 25  | Lead, yellow oil                | 13 1/2 | @ 14 1/2 |
| Soap Cut (powd.)    | 20     | @ 30     | Peppermint                      | 3      | @ 25  | Ochre, white oil                | 13 1/2 | @ 14 1/2 |
| <b>Berries</b>      |        |          | Rose, pure                      | 13     | @ 50  | Ochre, yellow less              | 3      | @ 2 1/2  |
| Cubeb               | @      | 90       | Rosemary Flows                  | 1      | @ 25  | Red Venet'n Am.                 | 3 1/2  | @ 7      |
| Fish                | @      | 25       | Sandelwood, E.                  | 1      | @ 25  | Red Venet'n Eng.                | 5      | @ 8      |
| Juniper             | 10     | @ 20     | I.                              | 12     | @ 50  | Putty                           | 5      | @ 8      |
| Prickly Ash         | @      | 75       | Sassafras, true                 | 2      | @ 00  | Whiting, bbl.                   | @      | 4 1/2    |
| <b>Extracts</b>     |        |          | Sassafras, arti'l               | 75     | @ 100 | Whiting                         | 5 1/2  | @ 10     |
| Licorice            | 60     | @ 75     | Spearment                       | 6      | @ 00  | Rogers Prep.                    | 2      | @ 65     |
| Licorice, powd.     | 60     | @ 70     | Sperm                           | 1      | @ 50  | <b>Miscellaneous</b>            |        |          |
| <b>Flowers</b>      |        |          | Tany                            | 7      | @ 00  | Acetanilid                      | 57     | @ 75     |
| Arnica              | 75     | @ 80     | Tar USP                         | 65     | @ 75  | Alum                            | 60     | @ 12     |
| Chamomile Ged.)     | 30     | @ 40     | Turpentine, bbl.                | @      | 51    | Alum, powd. and                 | 09     | @ 15     |
| Chamomile Rom.      | @      | 1 25     | Turpentine, less                | 55     | @ 71  | Bismuth, Subni-                 | 2      | @ 00     |
| <b>Gums</b>         |        |          | leaf                            | 6      | @ 00  | trate                           | 2      | @ 00     |
| Acacia, 1st         | @      | 60       | Wintergreen, sweet              | 3      | @ 00  | Borax xtal or                   | 06     | @ 13     |
| Acacia, 2nd         | @      | 50       | Wintergreen, art                | 75     | @ 100 | powdered                        | 06     | @ 13     |
| Acacia, Sorts       | 35     | @ 40     | Worm Seed                       | 6      | @ 00  | Cantharides, po.                | 1      | @ 25     |
| Acacia, Powdered    | 40     | @ 50     | Wormwood, oz.                   | @      | 1 50  | Calomel                         | 2      | @ 22     |
| Aloes (Barb Pow)    | 35     | @ 45     | <b>Potassium</b>                |        |       | Capicum, pow'd                  | 62     | @ 75     |
| Aloes (Cape Pow.)   | 25     | @ 35     | Bicarbonate                     | 35     | @ 40  | Carmine                         | 8      | @ 00     |
| Aloes (Soc. Pow.)   | 75     | @ 80     | Bichromate                      | 15     | @ 25  | Cassa Buds                      | 30     | @ 40     |
| Asafoetida          | 50     | @ 60     | Bromide                         | 69     | @ 85  | Cloves                          | 40     | @ 50     |
| Pow.                | 90     | @ 100    | Bromide                         | 54     | @ 71  | Chalk Prepared                  | 14     | @ 16     |
| Camphor             | 87     | @ 95     | Chlorate, gran'd.               | 21     | @ 23  | Chloroform                      | 47     | @ 64     |
| Guaiac              | @      | 60       | Chlorate, powd.                 | 16     | @ 23  | Choral Hydrate                  | 1      | @ 20     |
| Guaiac, pow'd       | @      | 70       | or Xtal                         | 17     | @ 24  | Cocaine                         | 12     | @ 85     |
| Kino                | @      | 25       | Cyanide                         | 30     | @ 40  | Cocoa Butter                    | 60     | @ 96     |
| Kino, powdered      | @      | 20       | Iodide                          | 4      | @ 34  | Corks, list, less               | 30     | @ 10     |
| Myrrh               | @      | 15       | Permanganate                    | 22 1/2 | @ 35  | Copperas                        | 05     | @ 10     |
| Myrrh, powdered     | @      | 15       | Prussiate, yellow               | 35     | @ 45  | Copperas, Powd.                 | 4      | @ 10     |
| Opium, powd.        | 21     | @ 21 50  | Prussiate, red                  | @      | 70    | Corrosive Sublim                | 2      | @ 20     |
| Opium, gran.        | 21     | @ 21 50  | Sulphate                        | 35     | @ 40  | Cream Tartar                    | 35     | @ 45     |
| Shellac, Orange     | 50     | @ 65     | <b>Roots</b>                    |        |       | Cuttle bone                     | 40     | @ 50     |
| Shellac, White      | 55     | @ 70     | Alkanet                         | 30     | @ 35  | Dextrine                        | 6      | @ 15     |
| Tragacanth, pow.    | @      | 1 75     | Blood, powdered                 | 40     | @ 45  | Dover's Powder                  | 4      | @ 00     |
| Tragacanth          | 2      | @ 00     | Calamus                         | 25     | @ 85  | Emery, All Nos.                 | 10     | @ 15     |
| Turpentine          | @      | 30       | Elecampane, powd.               | 20     | @ 30  | Emery, Powdered                 | @      | 15       |
| <b>Insecticides</b> |        |          | Gentian, powd.                  | 20     | @ 30  | Epsom Salts, bbls.              | 03 1/2 | @ 34     |
| Arsenic             | 03     | @ 20     | Ginger, African,                | 30     | @ 35  | Epsom Salts, less 3 1/2         | @      | 10       |
| Blue Vitriol, bbl.  | @      | 07       | powdered                        | 30     | @ 35  | Ergot, powdered                 | @      | 4 00     |
| Blue Vitriol, less  | 08     | @ 15     | Ginger, Jamaica,                | 60     | @ 65  | Flake, White                    | 15     | @ 20     |
| Bordea. Mix Dry     | 12 1/2 | @ 23     | Ginger, Jamaica,                | 60     | @ 65  | Formaldehyde, lb.               | 12     | @ 35     |
| Hellebore, White    | 15     | @ 25     | powdered                        | 45     | @ 60  | Gelatin                         | 80     | @ 90     |
| powdered            | 15     | @ 25     | Goldenseal, pow.                | 5      | @ 00  | Glassware, full case            | 60     | @ 75     |
| Insect Powder       | 47 1/2 | @ 60     | Ipecac, powd.                   | 5      | @ 50  | Glauber Salts, bbl.             | 02 1/2 | @ 10     |
| Lead Arsenate, Po.  | 13 1/2 | @ 27     | Licorice                        | 35     | @ 40  | Glauber Salts, less             | 04     | @ 10     |
| Lime and Sulphur    | 09     | @ 23     | Licorice, powd.                 | 20     | @ 30  | Glue, Brown                     | 20     | @ 30     |
| Dry                 | 09     | @ 23     | Orris, powdered                 | 45     | @ 50  | Glue, Brown Grd                 | 15     | @ 22     |
| Paris Green         | 26 1/2 | @ 46 1/2 | Poke, Powdered                  | 25     | @ 40  | Glue, White                     | 27 1/2 | @ 35     |
| <b>Leaves</b>       |        |          | Rhubarb, powd.                  | @      | 1 00  | Glue, white grd.                | 25     | @ 35     |
| Buchu               | @      | 90       | Rosinwood, powd.                | @      | 50    | Glycerine                       | 17 1/2 | @ 40     |
| Buchu, powdered     | @      | 1 00     | Sarsaparilla, Hond.             | @      | 50    | Hops                            | 75     | @ 95     |
| Sage, Bulk          | 25     | @ 30     | ground                          | @      | 1 10  | Iodine                          | 6      | @ 45     |
| Sage, 1/4 loose     | @      | 40       | Sarsaparilla, Mexic.            | @      | 60    | Iodoform                        | 8      | @ 00     |
| Sage, powdered      | @      | 35       | Squills                         | 35     | @ 40  | Lead Acetate                    | 20     | @ 30     |
| Senna, Alex.        | 50     | @ 75     | Squills, powdered               | 70     | @ 80  | Mace                            | 1      | @ 50     |
| Senna, Tinn. pow.   | 30     | @ 35     | Tumeric, powd.                  | 20     | @ 25  | Mace powdered                   | @      | 1 60     |
| Uva Ursi            | 20     | @ 25     | Valerian, powd.                 | @      | 60    | Menthol                         | 7      | @ 00     |
| <b>Oils</b>         |        |          | <b>Seeds</b>                    |        |       | Morphine                        | 13     | @ 58     |
| Almonds, Bitter,    | 7      | @ 50     | Anise                           | @      | 35    | Nux Vomica                      | @      | 30       |
| true                | 7      | @ 50     | Anise, powdered                 | 35     | @ 40  | Nux Vomica, pow.                | 15     | @ 25     |
| Almonds, Bitter,    | 3      | @ 00     | Bird, 1s                        | 13     | @ 17  | Pepper, black, pw.              | 45     | @ 56     |
| artificial          | 3      | @ 00     | Canary                          | 12     | @ 18  | Pepper, White, p.               | 75     | @ 85     |
| Almonds, Sweet,     | 1      | @ 50     | Caraway, Po.                    | 30     | @ 30  | Pitch, Burgundy                 | 20     | @ 25     |
| true                | 1      | @ 50     | Cardamon                        | 2      | @ 50  | Quassia                         | 12     | @ 15     |
| Almonds, Sweet,     | 1      | @ 50     | Corlander pow.                  | 40     | @ 25  | Quinine, 5 oz. cans             | @      | 60       |
| imitation           | 1      | @ 50     | Dill                            | 15     | @ 20  | Rochelle Salts                  | 25     | @ 35     |
| Amber, crude        | 75     | @ 1 00   | Fennell                         | 35     | @ 50  | Saccharine                      | 2      | @ 60     |
| Amber, rectified    | 1      | @ 50     | Flax, ground                    | 8      | @ 15  | Salt Peter                      | 11     | @ 32     |
| Anise               | 2      | @ 00     | Foenugreek, pwd.                | 15     | @ 25  | Seidlitz Mixture                | 30     | @ 40     |
| Bergamont           | 6      | @ 50     | Hemp                            | 8      | @ 15  | Soap, green                     | 15     | @ 40     |
| Cajuput             | 2      | @ 00     | Lobelia, powd.                  | @      | 1 30  | Soap, mott cast                 | @      | 25       |
| Cassia              | 3      | @ 00     | Mustard, yellow                 | 17     | @ 25  | Soap, white Castile,            | @      | 15       |
| Cedar               | 1      | @ 50     | Musard, black                   | 15     | @ 30  | less, per bar                   | @      | 1 60     |
| Cedar Leaf          | 2      | @ 00     | Poppy                           | 2      | @ 00  | Soda Ash                        | 3      | @ 10     |
| Citronella          | 1      | @ 00     | Quince                          | 2      | @ 00  | Soda Bicarbonate                | 3 1/2  | @ 10     |
| Cloves              | 4      | @ 00     | Sabadilla                       | 45     | @ 50  | Soda, Sal                       | 02 1/2 | @ 08     |
| Cocunut             | 27 1/2 | @ 35     | Sunflower                       | 12     | @ 18  | Spirits Camphor                 | @      | 1 20     |
| Cod Liver           | 1      | @ 40     | Worm, American                  | 30     | @ 40  | Sulphur, roll                   | 4      | @ 11     |
| Croton              | 8      | @ 00     | Worm, Lavant                    | 6      | @ 50  | Sulphur, Subl.                  | 4 1/2  | @ 10     |
| <b>Tinctures</b>    |        |          | <b>Webster Cigar Co. Brands</b> |        |       | Tartrac Emetic                  | 70     | @ 75     |
| Aconite             | @      | 1 80     | Websterettes                    | 38     | @ 50  | Turpentine, Ven.                | 50     | @ 75     |
| Aloes               | @      | 1 56     | Cincos                          | 38     | @ 50  | Vanilla Ex. pure                | 1      | @ 50     |
| Asafoetida          | @      | 2 28     | Webster Cadillacs               | 75     | @ 00  | Vanilla Ex. pure 2              | 25     | @ 50     |
| Arnica              | @      | 1 50     | Golden Wedding                  | 75     | @ 00  | Zinc Sulphate                   | 26     | @ 11     |
| Belladonna          | @      | 1 44     | Panattellas                     | 75     | @ 00  | <b>Webster Cigar Co. Brands</b> |        |          |
| Benzoin             | @      | 2 28     | Commodore                       | 75     | @ 00  |                                 |        |          |



# GROCERY PRICE CURRENT

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

## ADVANCED

## DECLINED

Pork  
White Hand Picked Beans  
Col. Lima Beans  
Black Raspberries—No. 2

### AMMONIA

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



### MICA AXLE GREASE

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

### APPLE BUTTER

|                         |      |
|-------------------------|------|
| Quaker, 24-21 oz., doz. | 2 10 |
| Quaker, 12-38 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.           | 26 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 |
| 35c size, 4 doz.      | 8 80 |
| 50c size, 4 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 80 |
| Lizette, 10 oz., 24s | 2 50 |

### BEANS AND PEAS

|                     |       |
|---------------------|-------|
| 100 lb. bag         |       |
| Brown Swedish Beans | 9 00  |
| Pinto Beans         | 9 25  |
| Red Kidney Beans    | 9 75  |
| White H'd P. Beans  | 6 25  |
| Col. Lima Beans     | 11 00 |
| Black Eye Beans     | 16 00 |
| Split Peas, Yellow  | 6 75  |
| Split Peas, Green   | 7 00  |
| Scotch Peas         | 5 50  |

### BURNERS

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

### BOTTLE CAPS

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

### BREAKFAST FOODS

|                      |      |
|----------------------|------|
| Kellogg's Brands     |      |
| Corn Flakes, No. 136 | 2 85 |
| Corn Flakes, No. 124 | 2 85 |
| Pop. No. 224         | 2 70 |
| Pop. No. 202         | 2 00 |
| Krumbles, No. 424    | 2 70 |
| Brn Flakes, No. 624  | 2 45 |
| Brn Flakes, No. 602  | 1 90 |
| Rice Krispies, 6 oz. | 2 70 |
| Rice Krispies, 1 oz. | 1 10 |

### Kaffe Hag, 12 1-lb. cans

|                   |      |
|-------------------|------|
| All Bran, 16 oz.  | 6 15 |
| All Bran, 10 oz.  | 2 25 |
| All Bran, 1/2 oz. | 2 00 |

### Post Brands

|                            |      |
|----------------------------|------|
| Grape-Nuts, 24s            | 3 80 |
| Grape-Nuts, 100s           | 2 75 |
| Instant Postum, No. 8      | 5 40 |
| Instant Postum, No. 10     | 4 50 |
| Postum Cereal, No. 0       | 2 25 |
| Post Toasties, 28s         | 2 85 |
| Post Toasties, 24s         | 2 85 |
| Post's Bran, 24s           | 2 70 |
| Pills Bran, 12s            | 1 90 |
| Roman Meal, 12-3 lb.       | 3 35 |
| Cream Wheat, 18            | 3 90 |
| Cream Barley, 18           | 3 40 |
| Ralston Food, 18           | 4 00 |
| Maple Flakes, 24           | 2 50 |
| Rainbow Corn Fla., 36      | 2 50 |
| Silver Flake Oats, 18s     | 1 40 |
| Silver Flake Oats, 12s     | 2 25 |
| 90 lb. Jute Bulk Oats, bag | 3 10 |
| Ralston New Oats, 24       | 2 70 |
| Ralston New Oats, 12       | 2 70 |
| Shred. Wheat Bis., 36s     | 3 85 |
| Shred. Wheat Bis., 72s     | 1 55 |
| Triscuit, 24s              | 1 70 |
| Wheatena, 18s              | 3 70 |

### BROOMS

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

### BRUSHES

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

### Stove

|                |      |
|----------------|------|
| Shaker, No. 50 | 1 80 |
| Peerless       | 2 00 |
| Peerless       | 2 60 |

### Shoe

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

### BUTTER COLOR

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

### CANDLES

|                         |        |
|-------------------------|--------|
| Electric Light, 40 lbs. | 12 1   |
| Plumber, 40 lbs.        | 12 8   |
| Paraffine, 6s           | 14 1/2 |
| Paraffine, 12s          | 14 1/2 |
| Wickless                | 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 35 |
| 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, Minc'd, No. 1/2    | 2 25  |
| Finnan Haddie, 10 oz.     | 3 30  |
| Clam Bouillon, 7 oz.      | 2 50  |
| Chicken Haddie, No. 1     | 2 75  |
| Fish Flakes, small        | 1 35  |
| Cod Fish Cake, 10 oz.     | 1 55  |
| Cove Oysers, 5 oz.        | 1 75  |
| Lobster, No. 1/4, Star    | 2 90  |
| Shrimp, 1, wet            | 2 15  |
| Sard's, 1/4 Oil, Key      | 6 10  |
| Sard's, 1/4 Oil, Key      | 5 00  |
| Sardines, 1/4 Oil, k'less | 4 75  |
| Salmon, Red Alaska        | 3 75  |
| Salmon, Med. Alaska       | 2 85  |
| Salmon, Pink, Alaska      | 1 35  |
| Sardines, Im. 1/4, ea.    | 10 22 |
| Sardines, Im. 1/4, ea.    | 25    |
| Sardines, Cal. 1 3/5      | 2 25  |
| Tuna, 1/2, Curtis, doz.   | 3 60  |
| Tuna, 1/2, Curtis, doz.   | 2 20  |
| Tuna, 1/2 Blue Fin        | 2 25  |
| Tuna, 1s, Curtis, doz.    | 7 00  |

### CANNED MEAT

|                               |      |
|-------------------------------|------|
| Bacon, Med. Beechnut          | 2 70 |
| Bacon, Lge. Beechnut          | 4 50 |
| Beef, No. 1, Corned           | 2 80 |
| Beef, No. 1, Roast            | 3 00 |
| Beef, 2 oz., Qua., sil.       | 1 35 |
| Beef, 3 1/2 oz., Qua., sil.   | 2 00 |
| Beef, 5 oz., Am. Sliced       | 2 50 |
| Beef, No. 1, B'nut, sil.      | 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 35 |
| Vienna Sausage, Qua.          | 90   |
| Veal Loaf, Medium             | 2 25 |

### Baked Beans

|                   |      |
|-------------------|------|
| Campbells, 16 oz. | 1 05 |
| Freemont, No. 2   | 1 25 |
| Snider, No. 1     | 1 10 |
| Snider, No. 2     | 1 25 |
| Van Camp, small   | 90   |
| Van Camp, med.    | 1 45 |

### CANNED VEGETABLES

#### Hart Brand

#### Baked Beans

|                       |      |
|-----------------------|------|
| Medium, Plain or Sau. | 85   |
| No. 10, Sauce         | 5 60 |

#### Lima Beans

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

#### Red Kidney Beans

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

#### String Beans

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

#### Wax Beans

|                      |       |
|----------------------|-------|
| Little Dot, No. 2    | 2 75  |
| Little Quaker, No. 1 | 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. 1 | 1 70  |
| Pride of Mich., No. 1 | 1 35  |
| Marcellus, No. 5      | 4 30  |
| Marcellus, No. 2      | 1 40  |
| Marcellus, No. 1      | 1 15  |
| Fancy Crosby, No. 2   | 1 80  |
| Fancy Crosby, No. 1   | 1 45  |

### Peas

|                         |          |
|-------------------------|----------|
| Little Dot, No. 2       | 2 60     |
| Little Dot, No. 1       | 1 80     |
| Little Quaker, No. 10   | 12 00    |
| Little Quaker, No. 2    | 2 40     |
| Little Quaker, No. 1    | 1 65     |
| Sifted E. June, No. 10  | 10 00    |
| Sifted E. June, No. 5   | 5 75     |
| Sifted E. June, No. 2   | 1 90     |
| Sifted E. June, No. 1   | 1 40     |
| Belle of Hart, No. 2    | 1 90     |
| Pride of Mich., No. 10  | 9 10     |
| Pride of Mich., No. 2   | 1 75     |
| Gilman E. June, No. 2   | 1 40     |
| Marcel. E. June, No. 2  | 1 40     |
| Marcel. E. June, No. 5  | 4 50     |
| Marcel. E. June, No. 10 | 7 50     |
| Templar E. J., No. 2    | 1 32 1/2 |
| Templar E. 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



|                         |      |
|-------------------------|------|
| <b>Hominy</b>           |      |
| Pearl, 100 lb. sacks    | 3 50 |
| <b>Macaroni</b>         |      |
| Mueller's Brands        |      |
| 9 oz. package, per doz. | 1 30 |
| 9 oz. package, per case | 2 61 |

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

|                     |      |
|---------------------|------|
| <b>Pearl Barley</b> |      |
| 0000                | 7 00 |
| Barley Grits        | 5 00 |
| Chester             | 3 75 |

|             |    |
|-------------|----|
| <b>Sage</b> |    |
| East India  | 10 |

|                       |      |
|-----------------------|------|
| <b>Tapioea</b>        |      |
| Pearl, 100 lb. sacks  | 09   |
| Minute, 8 oz., 5 doz. | 4 05 |
| Dromedary Instant     | 3 50 |

|                    |      |
|--------------------|------|
| <b>Jiffy Punch</b> |      |
| 3 doz. Carton      | 2 25 |
| Assorted flavors.  |      |

|                          |      |
|--------------------------|------|
| <b>FLOUR</b>             |      |
| V. C. Milling Co. Brands |      |
| Lily White               |      |
| Harvest Queen            |      |
| Ma'am Graham.            |      |
| 908                      | 2 20 |

|                              |  |
|------------------------------|--|
| <b>Lee &amp; Cady Brands</b> |  |
| American Eagle               |  |
| Home Baker                   |  |

|                       |       |
|-----------------------|-------|
| <b>FRUIT CANS</b>     |       |
| Mason                 |       |
| F. O. B. Grand Rapids |       |
| Half pint             | 7 50  |
| One pint              | 7 75  |
| One quart             | 9 10  |
| Half gallon           | 12 15 |

|                        |       |
|------------------------|-------|
| <b>Ideal Glass Top</b> |       |
| Half pint              | 9 00  |
| One pint               | 9 50  |
| One quart              | 11    |
| Half gallon            | 15 40 |

|                 |      |
|-----------------|------|
| <b>GELATINE</b> |      |
| Jell-O, 3 doz.  | 2 85 |
| Minute, 3 doz.  | 4 05 |
| Flmouth, White  | 1 55 |
| Quaker, 3 doz.  | 2 25 |

|                         |  |
|-------------------------|--|
| <b>SURESET PRODUCTS</b> |  |
| Made in Grand Rapids    |  |



|                             |      |
|-----------------------------|------|
| <b>Sureset Gelatin Des-</b> |      |
| sert, 4 doz.                | 3 20 |

|                            |      |
|----------------------------|------|
| <b>JELLY AND PRESERVES</b> |      |
| Pure, 30 lb. pails         | 3 30 |
| Imitation, 30 lb. pails    | 1 85 |
| Pure, 6 oz., Asst., doz.   | 90   |
| Pure Pres., 16 oz., doz.   | 2 40 |

|                      |    |
|----------------------|----|
| <b>JELLY GLASSES</b> |    |
| 8 oz., per doz.      | 36 |

|                         |  |
|-------------------------|--|
| <b>OLEOMARGARINE</b>    |  |
| Van Westenbrugge Brands |  |
| Carload Distributor     |  |



|                     |        |
|---------------------|--------|
| <b>Nucoa, 1 lb.</b> | 20 1/2 |
| <b>Nucoa, 2 lb.</b> | 20     |

|                                  |    |
|----------------------------------|----|
| <b>Wilson &amp; Co.'s Brands</b> |    |
| Oleo                             |    |
| Certified                        | 24 |
| Nut                              | 15 |
| Special Roll                     | 19 |

|                         |      |
|-------------------------|------|
| <b>MATCHES</b>          |      |
| Diamond, 144 box        | 4 25 |
| Searchlight, 144 box    | 4 25 |
| Onto Red Label, 144 box | 4 25 |
| Ohio Blue Tip, 144 box  | 4 00 |
| *Reliable, 144          | 3 15 |
| *Federal, 144           | 3 95 |

|                       |      |
|-----------------------|------|
| <b>Safety Matches</b> |      |
| Quaker, 5 gro. case   | 4 25 |

|                       |    |
|-----------------------|----|
| <b>NUTS—Whole</b>     |    |
| Almonds, Tarragona    | 21 |
| Brail, Large          | 23 |
| Fancy Mixed           | 22 |
| Filberts, Sicily      | 20 |
| Peanuts, Vir. Roasted | 11 |
| Peanuts, Jumbo, std.  | 13 |

|                 |         |
|-----------------|---------|
| Pecans, 3, star | 25      |
| Pecans, Jumbo   | 40      |
| Pecans, Mammoth | 50      |
| Walnuts, Cal.   | 27 @ 29 |
| Hickory         | 07      |

|                       |    |
|-----------------------|----|
| <b>Salted Peanuts</b> |    |
| Fancy, No. 1          | 14 |
| <b>Shelled</b>        |    |
| Almonds Salted        | 95 |
| Peanuts, Spanish      | 12 |
| 125 lb. bags          | 32 |
| Filberts              | 37 |
| Pecans Salted         | 87 |
| Walnut Burdo          | 67 |

|                       |      |
|-----------------------|------|
| <b>MINCE MEAT</b>     |      |
| None Such, 4 doz.     | 6 47 |
| Quaker, 3 doz. case   | 3 50 |
| Libby, Kegs, wet, lb. | 22   |

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

|                    |    |
|--------------------|----|
| <b>PARIS GREEN</b> |    |
| 1/8s               | 34 |
| 1s                 | 32 |
| 2s and 5s          | 30 |

# **PEANUT BUTTER**



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

|                           |      |
|---------------------------|------|
| <b>PETROLEUM PRODUCTS</b> |      |
| From Tank Wagon           |      |
| Red Crown Gasoline        | 19.7 |
| Red Crown Ethyl           | 22.7 |
| Solite Gasoline           | 22.7 |

|                        |      |
|------------------------|------|
| <b>In Iron Barrels</b> |      |
| Perfection Kerosine    | 14.6 |
| Gas Machine Gasoline   | 38.1 |
| V. M. & P. Naptha      | 18.8 |

|                           |      |
|---------------------------|------|
| <b>ISO-VIS MOTOR OILS</b> |      |
| In Iron Barrels           |      |
| Light                     | 77.1 |
| Medium                    | 77.1 |
| Heavy                     | 77.1 |
| Ex. Heavy                 | 77.1 |



|                         |      |
|-------------------------|------|
| <b>Iron Barrels</b>     |      |
| Light                   | 65.1 |
| Medium                  | 65.1 |
| Heavy                   | 65.1 |
| Special heavy           | 65.1 |
| Extra heavy             | 65.1 |
| Polarine "R"            | 65.1 |
| Transmission Oil        | 65.1 |
| Finol, 4 oz. cans, doz. | 1 50 |
| Finol, 8 oz. cans, doz. | 2 30 |
| Parowax, 100 lb.        | 8.3  |
| Parowax, 40, 1 lb.      | 8.55 |
| Parowax, 20, 1 lb.      | 8.8  |



|                              |      |
|------------------------------|------|
| <b>Sema-Dac, 12 pt. cans</b> | 3 00 |
| <b>Sema-Dac, 12 qt. cans</b> | 5 00 |

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

|                      |       |
|----------------------|-------|
| <b>Dill Pickles</b>  |       |
| 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  |

|                          |       |
|--------------------------|-------|
| <b>Dill Pickles Bulk</b> |       |
| 5 Gal., 200              | 5 25  |
| 16 Gal., 650             | 11 25 |
| 45 Gal., 1300            | 30 00 |

|                                |  |
|--------------------------------|--|
| <b>PIPES</b>                   |  |
| Cob, 3 doz. in bx. 1 00 @ 1 20 |  |

|                      |      |
|----------------------|------|
| <b>PLAYING CARDS</b> |      |
| Battle Axe, per doz. | 2 65 |
| Torpedo, per doz.    | 2 50 |

|                   |      |
|-------------------|------|
| <b>POTASH</b>     |      |
| Babbitt's, 2 doz. | 2 75 |

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

|             |    |
|-------------|----|
| <b>Veal</b> |    |
| Top         | 19 |
| Good        | 15 |
| Medium      | 12 |

|             |    |
|-------------|----|
| <b>Lamb</b> |    |
| Spring Lamb | 19 |
| Good        | 17 |
| Medium      | 14 |
| Poor        | 11 |

|               |    |
|---------------|----|
| <b>Mutton</b> |    |
| Good          | 12 |
| Medium        | 11 |
| Poor          | 10 |

|             |    |
|-------------|----|
| <b>Pork</b> |    |
| Loin, med.  | 21 |
| Butts       | 18 |
| Shoulders   | 15 |
| Spareribs   | 15 |
| Neck bones  | 06 |
| Trimnings   | 15 |

|                   |               |
|-------------------|---------------|
| <b>PROVISIONS</b> |               |
| Barreled Pork     |               |
| Clear Back        | 25 00 @ 28 00 |
| Short Cut Clear   | 26 00 @ 29 00 |

|                       |               |
|-----------------------|---------------|
| <b>Dry Salt Meats</b> |               |
| D S Bellies           | 18-20 @ 18-17 |

|                  |             |
|------------------|-------------|
| <b>Lard</b>      |             |
| Pure in tierces  | 13          |
| 60 lb. tubs      | advance 1/4 |
| 50 lb. tubs      | advance 1/4 |
| 20 lb. pails     | advance 1/4 |
| 10 lb. pails     | advance 1/4 |
| 5 lb. pails      | advance 1   |
| 3 lb. pails      | advance 1   |
| Compound tierces | 11 1/4      |
| Compound, tubs   | 12          |

|                 |    |
|-----------------|----|
| <b>Suasages</b> |    |
| Bologna         | 16 |
| Liver           | 18 |
| Frankfort       | 20 |
| Pork            | 31 |
| Veal            | 31 |
| Tongue, Jellied | 35 |
| Headcheese      | 18 |

|                           |          |
|---------------------------|----------|
| <b>Smoked Meats</b>       |          |
| Hams, Cer. 14-16 lb. @ 26 |          |
| Hams, Cert., Skinned      |          |
| 16-18 lb. @ 25            |          |
| Ham, dried beef           |          |
| Knuckles                  | @ 33     |
| California Hams           | @ 17 1/2 |
| Picnic Boiled             |          |
| Hams                      | 20 @ 25  |
| Boiled Hams               | @ 39     |
| Minc'd Hams               | @ 18     |
| Bacon 4/6 Cert. 24        | @ 31     |

|                              |               |
|------------------------------|---------------|
| <b>Beef</b>                  |               |
| Boneless, rump 28 00 @ 36 00 |               |
| Rump, new                    | 29 00 @ 35 00 |

|              |    |
|--------------|----|
| <b>Liver</b> |    |
| Calf         | 17 |
| Pork         | 55 |
| Pork         | 10 |

|                 |      |
|-----------------|------|
| <b>RICE</b>     |      |
| Fancy Blue Rose | 5.65 |
| Fancy Head      | 07   |

|                      |      |
|----------------------|------|
| <b>RUSKS</b>         |      |
| 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 |

|                  |      |
|------------------|------|
| <b>SALERATUS</b> |      |
| Arm and Hammer   | 3 75 |

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

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

|                     |       |
|---------------------|-------|
| <b>HERRING</b>      |       |
| Holland Herring     |       |
| Mixed, Kegs         | 1 15  |
| Mixed, half bbls.   | 11 35 |
| Mixed, bbls.        | 22 00 |
| Milkers, Kegs       | 1 25  |
| Milkers, half bbls. | 12 50 |
| Milkers, bbls.      | 24 50 |

|                     |      |
|---------------------|------|
| <b>Lake Herring</b> |      |
| 1/2 Bbl., 100 lbs.  | 6 50 |

|                         |      |
|-------------------------|------|
| <b>Mackeral</b>         |      |
| Tubs, 60 Count, fy. fat | 6 00 |
| Pails, 10 lb. Fancy fat | 1 50 |

|                     |       |
|---------------------|-------|
| <b>White Fish</b>   |       |
| 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    |

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

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

|                           |      |
|---------------------------|------|
| <b>SALT</b>               |      |
| Colonial, 24, 2 lb.       | 80   |
| Colonial, 30-1 1/2        | 1 05 |
| Colonial, Iodized, 24-2   | 1 00 |
| 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, 230 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        | 1    |
| Old Hickory, Smoked,      |      |
| 6-10 lb.                  | 4 50 |



|                              |      |
|------------------------------|------|
| <b>Free Run'g, 32 26 oz.</b> | 2 40 |
| Five case lots               | 2 30 |
| Iodized, 32, 26 oz.          | 2 40 |
| Five case lots               | 2 30 |

|                      |      |
|----------------------|------|
| <b>BORAX</b>         |      |
| Twenty Mule Team     |      |
| 24, 1 lb. packages   | 3 25 |
| 48, 10 oz. packages  | 4 40 |
| 96, 1/2 oz. packages | 4 00 |

|                  |  |
|------------------|--|
| <b>CLEANSERS</b> |  |
|------------------|--|



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

|                            |      |
|----------------------------|------|
| <b>Gold Dust, 12 Large</b> | 3 20 |
| Golden Rod, 24             | 4 25 |
| La France Laun., 4 dz.     | 3 60 |
| Old Dutch Clean, 4 dz.     | 3 40 |
| Octagon, 96s               | 3 90 |
| Rinso, 40s                 | 3 20 |
| Rinso, 24s                 | 5 25 |
| Rub No More, 100, 10       |      |
| oz.                        | 3 85 |
| Rub No More, 20 Lg.        | 4 00 |
| Spotless Cleanser, 48,     |      |
| 20 oz.                     | 3 85 |
| Sani Flush, 1 doz.         | 2 25 |
| Sapallo, 3 doz.            | 3 15 |
| Soapine, 100, 12 oz.       | 6 40 |
| Snowboy, 100, 10 oz.       | 4 00 |
| Speedee, 3 doz.            | 2 65 |
| Sunbrite, 50s              | 7 20 |
| 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 |
| Pels Nanthia, 100 box   | 5 50 |
| Flake White, 10 box     | 3 50 |
| Grdma White Na. 10s     | 3 75 |
| Jan Rose, 100 box       | 7 85 |
| Fairy, 100 box          | 4 00 |
| Palm Olive, 144 box     | 9 50 |
| Lava, 100 box           | 4 30 |
| Octagon, 120            | 5 00 |
| Pummo, 100 box          | 4 85 |
| Sweetheart, 100 box     | 5 70 |
| Grandpa Tar, 50 sm.     | 2 10 |
| Grandpa Tar, 50 lge.    | 3 50 |
| Trilly Soap, 100, 10c   | 7 25 |
| Williams Barber Bar, 9s | 50   |
| Williams Mug, per doz.  | 48   |



## ACROSS THE CONTINENT.

(Continued from page 17)

out with a pitchfork. This, I understand has been done.

Just as twilight descended, a view of snow-covered Mt. Hunter put the finishing touches on a glorious day of scenery which is unsurpassed by any on our entire trip.

At Field we ran into a snowstorm with about six inches of snow on the ground. The conductor said it would probably snow intermittently from now until May, then added, "You know we are pretty high up here." We did not stop at Banff or see Lake Louise, as we were getting crowded for time and the snow would not add anything to our enjoyment of the trip.

Next morning we awoke in the Saskatchewan country, with low foothills and prairie, the former gradually giving way to the latter. One can see in the far distance, folds and folds of clouds reaching down to the brown grass of the rolling prairie.

While it is not scenic in effect, it is more or less restful after the preceding day of magnificent and rugged scenery. This is a great farming country, but it looks pretty lonesome to one who has lived in a city. About noon we passed over the line at Portal, North Dakota. Shortly before this the customs officers gave us the questionnaire and the "once over" (baggage). In their search a quart of "refreshments" was uncovered, all alone, by itself. Nobody claimed it and none of the passengers knew what disposition was made of it.

Dakota is in general like the Saskatchewan, but with more land under cultivation, larger towns and more prosperous looking. There was quite a heavy fog until noon, which is unusual for Dakota. Then the sun shone.

We are now getting into a territory where patches of woods show up here and there and now and then a lake is seen. Soon we are in Minnesota, which is more like Michigan.

At St. Paul, where we arrived the next morning, after having crossed the Mississippi river, we had time to take a short walk and get dinner.

Next morning we arrived at Chicago. We took the noon train for Grand Rapids and pulled into the Union station late in the day.

After all, home is a pretty good place. It always looks good to the traveler who has fared forth and returned.

And so ended the most glorious vacation we ever had. We are proud of our country; also of our sister country, Canada; proud of the fact that along a border of approximately 3,000 miles it is not necessary to have a fort bristling with arms.

It is great to go out and see the grandeur of our mountains, the beauty of our lakes and rivers, the vastness of our plains and the wonder of our cities. We lift our arms and thank God that we are privileged to live in such a place.

W. H. Barlow.

## Fresh Packaged Meat Emerges From Experimental Stage.

(Continued from page 21)

him to have expert meat cutters in his store. He does not have to depend upon so many human factors in his

shop to conduct his business at a profit. He becomes a merchant and need not be a mechanic. His fresh meats come to him already graded, packed, weighed and marked. The central meat cutting plant does all the work for him on an economical mass production basis. The consumer is better pleased in having meat purchases delivered in sanitary packages plainly marked as to contents, grade, weight and price. Each honestly prepared package finding its way into the home creates good will for the packer who prepares it.

At this point I want to say that the whole-hearted good will of the public is an asset which the packing industry has still to cultivate. The packing industry, in spite of the great service it renders, and of the small margin of profit on which it operates, has yet much to overcome in antagonistic public opinion, all of which is nothing but a remnant of conditions existing in a period which we have already outgrown.

I mentioned the Government in connection with our problems of supply of livestock. The Government is a factor of great importance in our selling and distributing problems. Laws have been set up to regulate and control our operations in a time when, perhaps, there was need for these restrictions. But the packing industry—as a matter of fact, American industry as a whole—has outgrown these laws. The Anti-Trust laws are out of date, do not fit in with the industrial structure as we find it to-day. Price agreements can and should be permitted under proper Government control and supervision. The country is alive to the situation. There is already a movement on foot to prevail upon Congress to act and the Institute of American Meat Packers should not only join in this movement, but take a leading part in it. The President of the United States, but a few days ago in an address to the American Federation of Labor, while on the subject of the competitive system in American industry, said: "If our regulatory laws be at fault, they should be revised."

Returning to the subject of Fresh Meat in Packages—this manner of selling the packer's chief item of production, fits in admirably with the large and small retail distributing units. Fresh cut meats can be sold in a manner similar to salt and sugar in cartons, or vinegar in bottles. It eliminates the necessity of depending too much upon the human factor in the meat department of the store to conduct the business of cutting and selling meat to yield a profit. Packaging pre-determines profits.

The package idea of selling fresh meats is here to-day to stay, because it is fundamentally sound and meets present-day requisites. When the majority of meat dealers were retail butchers, cutting their own meats with the assistance of their families, or possibly a hired meat cutter or two, the old method of selling meats was perfectly satisfactory. To-day, however, with the existence of many large centrally controlled retail units with unlimited facilities for retail distribution,

fresh cut meats in packages solves a perplexing problem—that of making the meat department yield a profit. Fresh cut meats in packages permits of complete control of a meat department, and as I have stated before, which is of paramount importance, it pre-determines profits. There is clear sailing for the dealer who sells fresh cut meat along the lines of the package idea.

I am proud to have been able to play some part in this departure from old methods. The new idea is progressive, and fully in accord with the trend of the age we are living in. My own experience in offering fresh meat in packages has been very gratifying. We are now servicing close to one hundred dealers in Metropolitan New York, and are spreading as fast as facilities will permit. The public's initial response to this innovation in fresh meat merchandising was most encouraging. In our appraisal of this response to the new idea, due allowance was made for the fact that our system was novel—something new which aroused curiosity. It has been our experience, however, that the novelty soon wears off, and our dealers tell us that those who come to purchase out of curiosity soon become steady customers. We have evidence of this in the ever-increasing demands upon our cutting plants to fill the orders.

We are beyond the experimental stage in this work. We are operating on a sound basis, and I look forward to the time when practically the entire output of fresh meats of the packers will be sold to the consuming public in packages, graded, weighed, and branded.

Samuel Slatkin.

## Sales Tax Proposed By Kalamazoo Booster.

Kalamazoo, Nov. 1—Proposed State legislation that would place their share of community responsibilities on the shoulders of the chain stores was outlined by Lawrence Bear, President of the Boosters Club, at their banquet on Oct. 28.

Mr. Bear, in bringing up the matter said: "It has long been my conviction that there was a simple legislative remedy which would, to a considerable extent, place chain store crowd, responsibilities on the shoulders of the chain store crowd. Responsibilities that they are now almost wholly escaping.

"Laws have been enacted in several states looking towards this end, but such laws as have had public attention are either subject to flaws which will permit the chain crowd to escape, or else they do not carry sufficient penalty to make them really effective in their results. As an instance of this latter class I cite the North Carolina law which places a flat tax of \$50 per year on each chain store. This is not enough to have any important effect.

"I propose an act to be enacted by the State Legislature imposing a sales tax of one-half of one per

cent. annually on all retail sales of every nature in the State. This tax to be subject to certain deductions as follows: All amounts given to charity by the store, or its owner, in the county in which it is located during the year. Also all other taxes paid on real estate or personal property by the store or its owner, in the county in which it is located during the year.

"This would work out something like this: John Smith, owning a store in his own name, does a retail business of \$50,000 per year. His sales tax is therefore \$250. From this he deducts all amounts given to charity, probably \$100. He then deducts all taxes which he pays on his store, his stock of goods and his home, and this amounts to nearly all, or perhaps all, of the balance. Therefore his tax is little if anything. Across the street the A. & P. have a store doing \$50,000 per year. Their tax too is \$250. They deduct for charity—well perhaps they don't have any deductions at all for this purpose—and possibly they have \$5 to deduct. They own no real estate and pay taxes only on their stock of goods, which may be \$30 or \$40. Therefore, they have a deduction of only possibly \$45 and must pay the sales tax of \$205 each year.

"This would catch the chains, of every kind, whether grocers, meat markets, drug stores, gas stations, etc., right where they are now escaping.

"A tax of this nature would cost the chains of Kalamazoo about \$15,000 or \$20,000 per year and would cost the chains throughout the State of Michigan \$500,000 to \$750,000 per year.

"It would not be unjust, it would not discriminate, and it would be sufficiently large to serve as a partial check to the chain institutions.

"I would like to have this proposal given consideration by those engaged in combatting the chain evils in Michigan and elsewhere and would welcome expressions of opinion and correspondence from others on this matter.

## Home Wares Sales About Normal.

The volume of home furnishings and housewares merchandise purchased in the New York wholesale market during the month just ended was close to the levels for October, 1929. The value of the goods ordered, however, will show a considerable decline due to price reductions affecting most products. In many small items, including electrical goods, kitchen wares, occasional furniture and similar articles, volume of sales was greater than it was last year. Floor coverings were inactive except during the period when "drop" patterns were being marketed.

O. B. Garlinger, of the Garlinger Market, meats and groceries at Lake Odessa renews his subscription to the Tradesman, and writes: "I think you have the best paper in the State."



## Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 10)

and a final meeting of creditors was held Oct. 15. The bankrupts were not present in person, but represented by attorney Charles S. Beebe. The trustee was present in person and represented by attorney Fred G. Stanley. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of the balance of expenses of administration, for the payment of a first and final dividend of 100 per cent. to the personal creditors of Walter W. Porter, and for the payment of a supplemental first dividend of 10 per cent. and a final dividend of 9.33 per cent. on claims against the estate of the partnership. No objections were made to the meeting then adjourned without date, and discharge of the bankrupts. The final case will be closed and returned to the district court, in due course.

Oct. 30. We have to-day received the schedules, reference and adjudication in the matter of Charles A. Halbert, doing business as Halbert Confectionery, Bankrupt No. 4288. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedule shows assets of \$1,310 of which \$1,850 is claimed as exempt, with liabilities of \$2,182.88. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

|                                     |          |
|-------------------------------------|----------|
| City of Grand Rapids                | \$ 45.87 |
| Commonwealth Loan Co., G. R.        | 58.80    |
| A. E. Brooks & Co., Grand Rapids    | 68.26    |
| Bayuk Cigar Co., Grand Rapids       | 13.63    |
| Ciase & Sanborn, Chicago            | 7.00     |
| Folger's Soft Drink Co., Grand R.   | 5.00     |
| Ferris Coffee & Nut Co., G. R.      | 1.25     |
| Michigan Coffee Co., Grand Rap.     | 2.00     |
| Hekman Biscuit Co., Grand Rapids    | 74.98    |
| Hazeltine & Perkins Drug Co., G. R. | 84.33    |
| Holland Cigar Co., Grand Rapids     | 15.30    |
| H. Leonard & Son, Grand Rapids      | 11.69    |
| Michigan Candy Co., Grand Rapids    | 216.00   |
| C. W. Mills & Co., Grand Rapids     | 41.08    |
| W. F. McLaughlin, Coffee Co., Chi.  | 7.56     |
| Rademaker & Dooze, Grand R.         | 102.80   |
| Abe Schefman & Co., Grand Rap.      | 23.25    |
| Smith Flavoring Extract Co., G. R.  | .63      |
| Vanden Berge Cigar Co., G. R.       | 80.83    |
| Consolidated Cigar Co., Grand R.    | 3.68     |
| Woodhouse Co., Grand Rapids         | 3.78     |
| Williams & Marcroft, Inc., G. R.    | 9.94     |
| I. Van Westenbrugge, Grand Rap.     | 8.25     |
| Holsum Bread Co., Grand Rapids      | 7.61     |
| D. A. Ruth Dairy, Grand Rapids      | 25.76    |
| Wexford Cigar Co., Grand R.         | 160.75   |
| Nehi Bottling Co., Grand Rapids     | 7.50     |
| Consumers Ice Co., Grand Rapids     | 4.42     |
| American Laundry Co., Grand Rap.    | 9.00     |
| Arthur F. Shaw, Grand Rapids        | 175.00   |
| G. R. News Co., Grand Rapids        | 3.00     |
| Shaw News Co., Grand Rapids         | 4.00     |
| Adrian De Young, Grand Rapids       | 3.60     |
| Harry Myers, Grand Rapids           | 2.43     |
| Nora E. Halbert, Grand Rapids       | \$95.00  |

Oct. 30. We have to-day received the schedules, reference and adjudication in the matter of Edward W. Shimp, Bankrupt No. 4289. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Sturgis, and his occupation is that of a merchant. The schedule shows assets of \$900 of which \$400 is claimed as exempt, with liabilities of \$1,800. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Sturgis National Bank, Sturgis \$1,800.00

Oct. 30. We have to-day received the schedules, reference and adjudication in the matter of Wrenn E. Chadderton, Bankrupt No. 4291. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Richland, and his occupation is that of a school teacher. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$2,175. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 29. We have to-day received the schedules, reference and adjudication in the matter of Lucy Otis, doing business as the Club Cigar Store, Bankrupt No. 4287. The bankrupt is a resident of Hastings. The schedule shows assets of \$5,000 of which \$2,350 is claimed as exempt, with liabilities of \$2,456.21. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

|                                       |          |
|---------------------------------------|----------|
| Nial Castelein, Hastings              | \$ 66.50 |
| H. O. Harmon, Hastings                | 250.50   |
| Lee & Cady, Grand Rapids              | 467.94   |
| Bayuk Cigar Co., Grand Rapids         | 4.00     |
| Bankable Sales Corp., Frankfort, Ind. | 5.78     |
| Mich. Briar Pipe Co., Grand Rap.      | 10.25    |
| General Cigar Co., Chicago            | 5.00     |
| Superior Importing Co., New York      | 49.17    |
| Howard & Solon, Jackson               | 220.88   |
| National Grocer Co., Grand Rapids     | 155.00   |
| Wm. Bradleys Sons, Greenville         | 101.44   |
| Hastings Co-op Elevator Co., Hastings | 50.98    |
| Consolidated Cigar Co., Grand R.      | 5.68     |
| Woodhouse Co., Grand Rapids           | 33.00    |
| Hastings Bottling Works, Hastings     | 77.45    |
| Bertsch Market, Grand Rapids          | 51.80    |
| Nehi Bottling Works, Grand Rapids     | 21.80    |
| Spoonables, Hastings                  | 200.00   |
| W. H. Otis, Hastings                  | 75.00    |
| Val. Blatz, Grand Rapids              | 5.00     |
| Michigan Bell Tel. Co., Hastings      | 8.15     |
| Consumers Power Co., Hastings         | 43.76    |

|                                   |        |
|-----------------------------------|--------|
| Mrs. D. E. Fuller, Hastings       | 45.00  |
| Hastings Lumber & Coal Co., Hast. | 38.29  |
| Dr. C. P. Lathrop, Hastings       | 15.00  |
| Dr. Sheffield, Hastings           | 15.00  |
| Alburt Wieringa, Middleville      | 151.00 |
| Henry Jahnke, Caledonia           | 45.00  |
| Hastings Monument Works, Hast.    | 112.50 |
| M. & C. Electric, Hastings        | 55.00  |
| Hastings City Water Works, Hast.  | 2.25   |

Oct. 31. On this day was held the first meeting of creditors in the matter of Orlo F. Scoville, Bankrupt No. 4158. The bankrupt was present in person and represented by attorney P. A. Hartesvelt. 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 Ralph Nisi, Bankrupt No. 4255. The bankrupt was present in person and represented by attorneys Turne, Engle & Cochran. 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 of creditors 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 Alexander Ketchel, Bankrupt No. 4254. The bankrupt was present in person and represented by attorneys Carroll, Kerwin & Hollway. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Harry L. Grummet, Bankrupt No. 4244. The funds have been received and the first meeting of creditors has been called for Nov. 18.

In the matter of Kerstein Radio Equipment, Inc., Bankrupt No. 4248. The first meeting of creditors has been called for Nov. 18.

In the matter of Walter Krause, Bankrupt No. 4271. The funds have been received and the first meeting of creditors has been called for Nov. 17.

In the matter of Peter Hockstad, Bankrupt No. 4284. The funds have been received and the first meeting of creditors has been called for Nov. 17.

In the matter of Lucy Otis, doing business as the Club Cigar Store, Bankrupt No. 4287. The first meeting of creditors has been called for Nov. 17.

In the matter of Naes A. Konstant, Bankrupt No. 4285. The funds have been received and the first meeting of creditors has been called for Nov. 17.

In the matter of Imperial Candy Co., Bankrupt No. 4286. The first meeting of creditors has been called for Nov. 17.

Oct. 31. We have to-day received the schedules, reference and adjudication in the matter of Edward H. Griner, Bankrupt No. 4292. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph and his occupation is that of an engineer. The schedule shows assets of \$210 of which the full amount is claimed as exempt, with liabilities of \$5,690. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 3. We have to-day received the schedules, reference and adjudication in the matter of William S. Kunkle, Bankrupt No. 4293. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$612.02. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 3. We have to-day received the schedules, reference and adjudication in the matter of Charles W. Parks, Bankrupt No. 4294. 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 trucking contractor. The schedule shows assets of \$1,250 of which \$550 is claimed as exempt, with liabilities of \$3,636.22. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

## Items From the Cloverland of Michigan.

Sault Ste. Marie—Nov. 4—Another week without much snow at the Soo, but some awful weather in different parts of Cloverland. Mr. and Mrs. J. H. Phelps, operating two general stores one at Whitefish and the other at Paradise, were Soo callers on Friday. They related their experience of Saturday of last week. When they left the Soo the weather was fine and continued until they left Eckerman, when they encountered a severe blizzard with a heavy fall of snow. They passed their store at Paradise, expecting to get through to Whitefish, but about six miles out of Paradise their truck got

stuck in the heart of the swamp region, where they were compelled to spend the night. Mr. Phelps finally decided to wade through the snow to some of the camps which were several miles away, but as the time went on and no word came from Mr. Phelps, Mrs. Phelps almost perished from the cold and the thought of her husband being lost in the snow was a terrible experience. Had it not been for the Coast Guards breaking the trail and finding Mr. Phelps, it would have been a sad ending. It was hours after before they were able to get the car out and get the party back to Whitefish. The Phelpses were laid up almost a week. They did not come here to take back any more supplies, but to arrange business so they may close the stores for the winter, as they have decided that life is too short to put in another winter, as they had done for years. It will be remembered that the hunters had a fierce experience last year during the season and a number of hunting parties had narrow escapes from being lost. Automobiles were left where they were parked until the next spring and in many cases only parts of the auto could be found, but after all of these experiences most of the hunting parties are getting camp ready for the season again.

Charles Haas, the well-known traveling man, representing the National Biscuit Co., had a close call at Blaney Park last week, where he put up for the night, when he was seized with internal hemorrhage. His wife was sent for immediately, but she was advised to get Mr. Haas to the hospital immediately. An airplane was hurried to Blaney and Mr. and Mrs. Haas were taken to the Soo hospital, where medical aid was to be had. We are pleased to report that the patient is getting along nicely, with a good prospect of getting back on the job again in the near future.

The Kiwanis Club are to be congratulated on their first attempt to make hallowe'en frolic a safe affair. They arranged for a large parade in which several thousand school children participated. A big bonfire in Osborn park was one of the attractions which took place after the parade, after which the children were admitted free to all of the movies, which lasted until near midnight so there was not time for mischief. The police department report only five calls, instead of many hundreds, as in previous years. This surely was a move in the right direction.

John Fehner, the well-known merchant of Raber, was a business caller this week. John wore a broad smile, while passing out a good Havana. "It's another girl," he said. All girls so far, but he is still an optimist.

One way to end the depression, some economists say, is for the public to get over its fear of buying. In other words, it must change its mind about minding its change.

The Clarke-Martin millinery store, which has been in business for the past twenty-seven years, has been sold to the Misses Emma and Gertrude Coulter sisters. The change will take place Nov. 10. Mrs. Clarke Martin expects to travel during the winter and spend a large part of the time in Los Angeles. The new owners are well known here, having been employed at the Clarke-Martin store for a number of years. They have a host of friends who wish for them every success in their new venture.

The Les Cheneaux Islands are now connected by phone, using the Strowger dial equipment, which is the second of the kind installed in the Upper Peninsula. It will be added to the Pickford Telephone Co.'s list of properties in Michigan. The other dial system is at DeTour. Two trunk lines for toll calls are provided and calls alternate from one trunk line to the other, which makes it impossible to cut off service unless both lines are out of order. William G. Tapert.

## The Ten Commandments of Success in Retailing.

Personality: Be cheerful, and wear a smile.

Honesty: Be square with your customers, fair with your firm and true to yourself.

Knowledge: Know your goods.

Courtesy: Be courteous to your customers. Good manners are always in order.

Logic: Be sure that you know what you are talking about and that all ideas are presented coherently.

Sincerity: Mean what you say and be sure that what you say can be justified.

Tact: Be careful what you say and how you say it.

Tolerance: Be polite and avoid any arguments with your customers. Be sure to say good morning or good afternoon to your customers and a "Thank you."

Judgment: Do not order more goods than you can sell. Some stores are invariably short on some items that we have in the warehouse. This drives customers away from your store.

Perseverance: Be steady, and patient, yet determined to win.

## 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—Established ready-to-wear business in Battle Creek, Michigan, now owned and operated by Gilmore Brothers Department Store of Kalamazoo, Michigan. Rent \$300 per month, includes heat, use of complete fixture installation, carpet, and office equipment. Possession at once. GILMORE BROTHERS, Inc. 353

For Sale—Variety store in busy town. Reasonably priced, for cash. Address No. 349, c/o Michigan Tradesman, 349

For Sale—A good going grocery and meat business in Kalamazoo's best neighborhood community. For further information, address No. 350, c/o Michigan Tradesman, 350

Druggist—If you want to sell your stock, write P. O. Box 331, Clarkston, Mich. 351

For Rent—Store building suitable for furniture. Good location for independent or branch. Can give possession at once. Address No. 352, c/o Michigan Tradesman, 352

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

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

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich. Phone Federal 1944.

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

L. LEVINSOHN  
Saginaw, Mich.

Telephone Riv 2263W  
Established 1909



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

An order dismissing cause on stipulation of attorneys and for refund of deposit for referee and trustee has been handed down by the U. S. Court here in involuntary bankruptcy proceedings against American Home Outfitting Co., retail furniture, 6469 Chene avenue.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Northeast Furniture Co., 2458 East Danson street, by Lawhead & Kenney, attorneys, representing New York Bed Springs Co., \$60; Shuler Carpet Co., \$98; Reliable Mattress Co., \$415.

Involuntary bankruptcy proceedings have been in the U. S. District Court here against Selig R. Reznik, men's clothing, by Finkleston, Lovejoy & Kaplan, attorneys, representing Eagle Clothes and Comet Clothes, \$2,400; Hyman Tiplitz, \$1,117; H. C. Cohn & Co., \$480.

In the case of Charles R. Cornfield, retail men's wear, 11500 Mack avenue, sale of merchandise in parcels has been made at \$624 and fixtures at \$212, while debtor's exemptions have been sold at \$380. The Union Guardian Trust Co. is trustee. Assets are given as \$4,996 and liabilities, \$8,680 in schedules filed. Creditors with unsecured claims of \$500 or more are: E. M. Bayne, Detroit, \$1,175; R. Cornfield, Detroit, \$950; Peoples Wayne County Bank, Detroit, \$650.

Field forces are getting their final intensive training and last instructions in the automotive industry's decisive sales offensive for 1931. Dealers and distributors from all parts of the country, representing all lines of cars, are being massed here for previews of models not yet publicly shown, and the industry's executive personnel is being shifted on an almost unprecedented scale. Each carefully calculated move is designed to give its maker new strength in production or sales departments.

Executive personnel shifts in the units comprising the General Motors Corporation have been numerous. They have been marked by the transfer of I. J. Reuter, president of Oldsmobile, to Oakland-Pontiac as general manager and A. R. Glancy, who formerly held the latter position, to the headquarters staff of the corporation.

J. C. Chick, assistant sales manager of Chevrolet, has gone to Cadillac as general sales manager, assuming the post recently relinquished by H. M. Stephens. Mr. Stephens, after a few weeks on the general staff of General Motors, has been sent to the Pacific Coast as Western sales manager for Oakland. W. E. Holler has been elevated to the position lately held by Mr. Chick in the Chevrolet organization.

Two changes of note have occurred within the Hudson organization. After a year in which he has concerned himself only with the duties involved in the presidency of the company W. J. McAneny has gone back to the dual role of general manager as well. The second change in the Hudson organ-

ization is the appointment of W. R. Tracy as manager in charge of domestic sales. Mr. Tracy comes to Hudson from Oakland-Pontiac, where he was vice president and sales manager.

Indicating the aggressiveness with which the industry is approaching 1931 is the program which Chevrolet is inaugurating this week. The procedure is not unlike that followed in the past, but instead of waiting until after the first of the year to send its "flying squadrons" across the country the company is starting them two months early. The saving of valuable time in launching the next year's sales offensive is ascribed as the reason. Four sales squadrons, composed of high executives of the company, will be sent into as many sections of the country. The tours, lasting five weeks, will enable members of the executive staff to meet with 20,000 dealers and their associated bankers.

Chrysler, Graham, Oakland-Pontiac and Hupmobile are other organizations that have been intensively developing their attacks. The first named has departed from its traditional policy of summoning its dealers here district by district. Instead, last week it was host to 150 from Missouri, Kansas, Nebraska, Iowa, Texas and South Dakota. On its part Hupmobile brought 250 dealers, distributors and patrons to Detroit in its annual "sky parade," which, this time, was made National in scope. Graham and Oakland-Pontiac are continuing their policies of bringing field representatives to Detroit in smaller groups to receive instructions and become acquainted with plans for 1931.

Daimler's "fluid flywheel," one of the outstanding innovations of the Olympic automobile show in London, is on its way to this country for experimental study. One of Detroit's fine car makers was among the first buyers of the new car, according to word received here. Several other companies are reported to have ordered cars to add to their experimental fleets. Representing an application of automatic gear shifting, the "fluid flywheel" has been of interest to American engineers since it was first reported under development in England. Interest in Daimler development is regarded as a sign that the much agitated transmission situation is far from composed despite numerous recent changes in motor car gear sets. It gives emphasis to the recent statement of a prominent engineer that American car designers might well busy themselves with the problem of eliminating conventional gear shifting altogether.

## Mussolini and Germany.

Mussolini's speech on the future of Fascism has stirred up the interests which usually attends his outbursts. Its tone has not been judged to be so belligerent as that of his saber-rattling last spring, but his words have hardly served to advance the cause of European harmony. Especially significant is the reaction which his vigorous espousal of the cause of treaty revision has had in Germany.

As might be expected, that section

of the German press which supports the Hitlerites is only too greatly pleased to read his prophecy of a Fascist Europe by 1950 and welcomes joyfully his assistance in revising the treaty of Versailles. The moderate press, however, and especially the Socialist organs, look askance at Mussolini's policy. They suffer from no illusion that the Duce is in any way considering Germany's interests, even those of a Fascist Germany, in talking of treaty revision. Rather they interpret his speech as an attempt to encourage German Fascism in order to worry France still more and to make her more eager for an agreement with Italy. Once these two nations are reconciled, the German liberals give warning, Mussolini's friendship for Germany will quickly lose its ardor.

German liberal opinion might go even further and question whether under any circumstances Mussolini's ideas on treaty revision would necessarily coincide with those of the Reich and those of Austria and Hungary. The Duce is looking toward expansion in the East which might disturb existing boundaries, but it is Italian expansion and not German.

## Paper From Pines.

The announcement of Dr. Charles H. Herty, former president of the American Chemical Society, that white newsprint and book paper can be made from Southern "slash" pine may have an important economic result for the South. Dr. Herty this week exhibited in Atlanta specimens of paper made from "slash" pine which are said to

compare favorably with spruce paper, and declared that experiments show that it can be made with existing processes and at about the same price as spruce paper.

Heretofore "slash" pine has been considered too resinous for use as pulp wood for making white paper, although it has been used for making some varieties of yellow paper. Dr. Herty seems to have shown that the high resin content does not appear until the trees are about twenty-five years old.

If "slash" pine can successfully be turned into pulp for making newsprint or other white papers, one of the big problems of reforestation in the South will be solved. Dr. Herty says that something like 150,000,000 acres of cut-over lands and abandoned farms can be profitably reforested by turning the "trim" or thinned-out trees into pulp. This item alone would bring a large income, for, while 200 mature trees are being produced on a reforested acre, about 800 young trees suitable for the new pine-pulp process must be removed in the regular thinning-out process.

## Tests His Meat Scales Daily.

"Watch your meat scales," suggests a Pennsylvania grocer. "The scale is an important fixture of the meat department because all meat cuts must be weighed, and housewives watch scale readings closely."

"The grocer handling meats should therefore test his meat scale daily. Short weight in the meat department, even though innocently given, is dangerous to patronage."

## The Modernized Store Succeeds

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

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

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



— LET US HELP YOU MODERNIZE YOUR STORE —

**TERRELL'S EQUIPMENT  
COMPANY**

GRAND RAPIDS, MICHIGAN