

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 12, 1930

Number 2460

WONDERING WHY

They hired a nurse for their baby boy,
And the nurse was a good one as nurses go;
They busied themselves in pursuit of joy,
And the baby grew, as a child will grow.

They hired a tutor to teach the child,
And they thought it enough, as they went and came,
To know that he wasn't out running wild,
And bring discredit upon their name.

They sent him to college in later years,
And furnished the money he needed there;
Pursuing pleasure, they had no fears
For the boy who had lacked their parental care.

They followed him into the courts one day,
Their hearts were sad and their heads were low,
And, weeping and hopeless, they turned away,
Wondering why he had failed them so.

S. E. Kiser.

MICHIGAN BELL TELEPHONE CO.



A new idea in Christmas gifts ... and at a very low cost

Extension telephones offer a new idea in Christmas presents. Providing increased comfort and convenience, they make a most welcome gift.

In the living room . . . bedroom . . . den . . . kitchen . . . wherever convenience and ease are desirable, there extension telephones will prove doubly useful. Extension telephones eliminate running from one part of the house to another, enabling you to place or answer calls readily without interrupting your work or leisure.

Extension telephones cost less than 3 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.

Old Master COFFEE

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

SOLD ONLY BY
The Blodgett-Beckley Co.

Main Office Toledo
Detroit Office and Warehouse
517 East Larned Street

Our Exclusive Pan Toasting Process



—of milling assures your customer a sweet, flaky dish of oats, *entirely* free from the usual mush taste.

Purity Oats and Chest-O-Silver are the best buys on the market today for you—the independent grocer—because our rigid policy of selling no chain stores—no desk jobbers—and backing every package with a solid guarantee is your weapon against indiscriminate selling.

PURITY OATS COMPANY
KEOKUK, IOWA

Sets in about Half the usual time

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.

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

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

ROYAL Quick Setting GELATIN DESSERT

Distributed by STANDARD BRANDS INCORPORATED

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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

THE INDIVIDUAL RETAILER.

He Is Confronted With a Tremendously Difficult Task.

A noted business counselor recently said that he considered the job of the individual retail merchant the hardest of any task in the field of distribution. The small store, he said, is confronted with practically all of the problems which confront the largest distribution units, and is unable to employ skilled employees to manage all of the various phases of the business. The individual retailer must be his own accountant, credit manager, personnel executive, advertising manager, contact man, and in some cases, clerk and janitor.

There is no gainsaying the fact that the individual retailer is confronted with a tremendously difficult task. If he is unable to perform the functions of any one of his many jobs, his entire operations may reflect the condition in losses instead of profits.

The individual retail dealer does have one advantage, as compared with the managers of more elaborate merchandising units, which is sometimes overlooked. Since he is in fairly direct contact with his trade, he frequently is in a position to recognize or anticipate trends in his business quicker than his larger competitor. If he keeps closely in touch with the customers who patronize him, he should be in a position to meet their changing demands as they change.

Any business catering to the public is of necessity the servant of that public. Stores which set their own standards and adhere to them strictly without proper consideration to the customer soon find that the customer is in the habit of having his wishes adhered to. Up-to-the-minute retailers have long since found that it is easier to follow consumer preference and to attempt to anticipate it than it is to try to dictate it.

Inefficiency, because it is a word which can cover such a large number of merchandising faults, is so often given as the abstract reason for business failures that its meaning is fre-

quently obscured. What are the prime reasons why a retail store finds itself unable to meet its obligations, while across the street a chain store or another individual retailer flourishes? As we break down the meaning of the word "inefficiency" into its component parts, we soon find that the reasons fall within a very few main classes.

Lack of accurate knowledge of operating costs is possibly the worst enemy of the retailer of foods. Unless the dealer has an accounting system of some kind, he is in no position to know whether he is making or losing money on his sales. A simple accounting system which will show retailers what percentage they must make to take care of their overhead and leave a reasonable net profit would reduce substantially the number of stores which are forced to close each year.

Through the efforts of retail associations, with the co-operation of the Department of Commerce and other organizations, the opportunities have been given to the retailer during recent years to learn many good merchandising methods. The men who have failed to keep up with the times have seen their business slip to more progressive merchants. Many have heeded this trend in time to save their own business. There can be no doubt that the average individual store owner is a far better merchant to-day than his predecessor of twenty years ago.

The appearance of the retail food store is of greatest importance in attracting customers. However, appearance will not hold a customer. Having caught the customer's favorable attention, the physical characteristics of a food outlet yield in importance to the service which the dealer gives and the prices which he charges. If his clerks are courteous, if he lives up to the promises which he makes to his trade, and if he does not misrepresent his goods, he should be able to retain the patronage of a large proportion of the people which the attractiveness of his store may bring in.

Competition and a public which is rapidly growing more discriminating have written the words on the wall for the retailer who fails to follow modern trends of merchandising. The progressive merchant, obedient to consumer demand, as it is evidenced by the customers who purchase his goods, and continually watchful of the conduct of his business, should be able to look forward to years of profitable returns.

J. C. Duggan.

Practical Gifts Expected To Lead Christmas Buying.

The trend of Christmas buying this year probably will be in the direction of utilitarian gifts, the Chief of the Specialties Division of the Department of Commerce, Eric T. King, stated orally Nov. 4.

While this tendency is likely to appear in purchases of gifts for adults because of economic conditions, "the children are always considered in the matter of toys," and the American people customarily do not let adverse conditions interfere with the pleasure of the youngsters, he said.

In this connection, Mr. King pointed out that trade reports are that gift shop sales of toys this year have been about normal, in spite of slack business in many other lines. The sporting goods industry also held up better than most other lines, he said, and one large company has reported that it is having the biggest year in its history.

Confectionery sales by manufacturers already have taken the usual seasonal upward spurt, according to the Foodstuffs Division of the Department. Statistics for September, the latest month for which figures are available, show a gain of 47.2 per cent. over August in such sales, while the gain in September, 1929, over August was only 32.9 per cent.

The general retail trend in confectionery for the nine months, however, has been only about 6 per cent. below last year, according to the division. Customarily, it was stated orally in the division, the seasonal gain in sales continues through October and November and a decline begins in December.

September sales by the 435 companies which reported to the division were \$28,026,979, compared with \$32,634,173 in September of 1929.

Factory sales of toys to distributing companies have been in good volume this year, Mr. King said. This industry and the silverware trade usually do a much larger volume of business during the holiday season than at other times. Dealers in photographic equipment usually expect an upturn in trade near the end of the year as the holidays approach, according to Mr. King. The same thing applies in the case of dealers in smokers' supplies such as pipes and cigarette holders, cases and lighters.

The trend toward utilitarian gifts covers labor-saving devices, wearing apparel, and similar products, Mr. King believes.

The Department of Commerce has no figures on the trend of sales of labor-saving electric devices, the chief of the Electrical Division, M. T. Jones, stated orally, but it is logical to assume that a certain amount of these products enter into the Christmas trade, he said.

In the case of radio sets, Mr. Jones said, 38 to 40 per cent. of the year's sales are made in the last quarter of the year, when the holiday season is a factor.

Textile products, utilitarian and oth-

erwise, enter to a considerable extent into the Christmas gift trade, it was stated orally in the Textile Division of the Department.

It is probable that there may develop a considerable vogue this year for gifts such as tinted bedroom sets of sheets, pillow cases and bedspreads, bathroom "ensembles" consisting of towels, wash cloths and bath mats of the same design, and similar household equipment, according to W. M. Carman, of the Division.

The trade usually makes preparation for an expected gifts trade at the Christmas season, it was stated orally. There is a wide variety of textile products which make suitable gifts for both adults and children, according to the Division.

While it is too early for any estimates of the trend of business in department store this year, sales of these stores in past years have increased to a peak during the holiday season, it was stated orally in the Marketing Service Division of the Department.

Sales by department stores for the last quarter of the last five years have ranged from 117 to 192 per cent. of the average for 1923-25, according to Department statistics, compared with 71 to 110 per cent. for earlier months of the same years. In the last four years, such sales in December were from 182 to 192 per cent. of the basic average, compared to 124 to 126 per cent. in November, which is the next highest month.

Expect Early Tariff Decision.

Reports from Washington indicate that the new Tariff Commission will make its recommendation on straw hat duties to President Hoover within three weeks. The hearing on protests against these duties was held by the Commission Oct. 18. The information received is regarded as authentic and caused widespread comment in the trade. Under previous administrations, it is pointed out, reports on protests brought under the flexible provisions of the tariff law were frequently handed up more than two years after the protest was first lodged.

Mills Oversold on School Hose.

One of the bright spots of the hosiery trade at the present time is children's 300 needle full length hose, combed and mercerized, known as school hose. Most mills appear to be oversold on these goods with a steady demand appearing. In lightweight underwear, nainsooks are reported to be doing well, particularly in the South, where, despite adverse conditions at the present time, jobbers are placing orders for Spring goods. They believe, apparently, that prices have hit bottom on this type of underwear, and that the time is propitious to make Spring commitments.

MEN OF MARK.

Prokop Kyselka, Forty-six Years a Retail Grocer.

Prokop Kyselka was born June 28, 1844, in a small town called Ondrejov, Bohemia. His parents were Joseph and Barbara Kyselka and on Oct. 25, 1854, they decided to come to America. They came across the ocean on a boat called Herzogen Von Alderberg, from Germany, taking fifty-two days to make the trip. They came to Chicago, where they stayed for two years. The parents then decided to come to Michigan and locate on a farm, so on Nov. 15, 1856, they landed in Traverse City, which has been P. K.'s home ever since.

When Mr. Kyselka was 12 years old he worked in a rope factory, turning a big wheel while a man in front made the strands of rope. This was very hard work for such a young boy and he received 25c per day for it. When 16 years of age he picked up odd jobs, such as helping to load boats which came to Traverse City after lumber, averaging from one to three days per week. For this work the captain paid him \$1.50 and he had to pay his own board.

When the war broke out wages went up and they hired whom they could to work, so he got a job chopping and sawing logs, for which he received \$35 to \$40 per month. The next summer he started work in a sawmill, where he stayed for three summers. He learned the carpenter and cabinet makers' trade, for which he received his diploma April 1, 1868. He then rented Joseph Greilick's factory and began working for himself and while working on the Front Street Hotel, Perry Hannah came to him and said, "Proper (that is what he always called Prokop), Mr. Barnes and I have talked about you a great deal and want you to work for us. As long as you were working for Mr. Petertyl we did not say anything, but now you are working for yourself I wish you would go and see Mr. Barnes. Maybe you will make a bargain with him. Good day, Proper." One evening Prokop went to see Mr. Barnes and made a bargain with him to work at \$50 per month. His work was to fill four boxes full of wood each day, so as to keep four stoves going, then fill and trim thirty-two lamps and spend the remainder of his time in the grocery department. He worked at this three years and then was put in as clerk in the grocery department. He worked for this firm sixteen years and his wages were raised every year, so his last pay was \$100 per month.

His health giving out, he left for New Mexico the 21st day of Feb., 1881, and from there he went to Denver, Colorado, where he stayed until Aug. 12, when he returned, much improved in health, resuming his work with the Hannah & Lay Mercantile Co.

In 1884 he formed a partnership with Charles K. Buck in a business of their own, which partnership lasted until April 1, 1895, when he bought out Mr. Buck and has continued the business ever since. The firm name was known as Buck & Kyselka. They carried staple and fancy groceries, keeping a most complete assortment and dealing

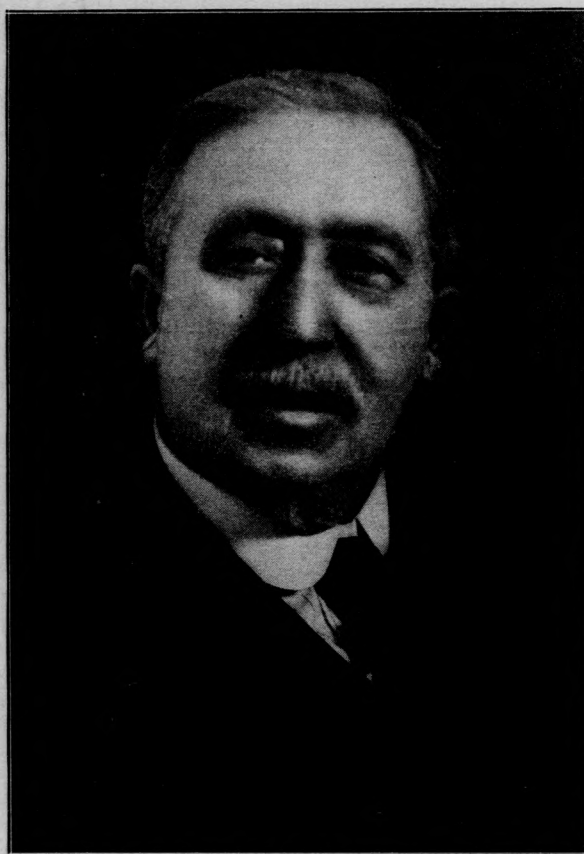
fairly and generously. The same may be said of the establishment after Mr. Buck retired and Mr. Kyselka continued the business in association with his sons, who now handle the buying and also relieve their father of the arduous portions of the management.

On Oct. 11, 1868, Prokop was married to Antonia Venclik by the Rev. Mr. Hatch, Congregational minister. Mrs. Kyselka is still living and Oct. 11 they celebrated their sixty-second wedding anniversary in a quiet way at their home. They have six children living. Mr. Kyselka belongs to the Masonic order and is the oldest Mason and only charter member of the Blue Lodge of Traverse City still living.

On July 26, 1911, with his wife and son, Frank, he took a trip to Europe

Kyselka in early manhood followed the blazed trail into the Northern woods of Michigan. Settling there amid crude environment he spent many long, industrious, patient, frugal years, the best of his rugged life, became an active force in his growing community and State, making loyal friends of all who knew him and accumulating by patient effort and temperate living a goodly competence. The latter, important in its place, is of comparatively little consequence. It is life and character which really count while we live and continue to exert beneficent influence and force in human life even after we have passed away.

To have known him is a privilege, to have his friendship is an honor. Tireless in his energy, fearless in his



Prokop Kyselka.

on the steamer President Lincoln. This trip was surely much different than the one he took when he came here as an emigrant boy in 1854.

One long and intimately acquainted with Mr. Kyselka may offer just and generous tribute to his life and character in sincerity and without reservation or fulsomeness. His life has been patient, kind and gentle, his character forceful, strong and brave. He is a characteristic type of early pioneer life of a day that is dead. Such men who lived and endured the hard, brave manhood-making lives of the early settler, who built communities and states, are too rapidly disappearing from our midst. They are entitled to our generous appreciation and regard so long as they live and to our grateful memory when they pass away. Mr.

denunciation of greed or graft, honest in his convictions and ready at all times to uphold his opinions, he receives the respect and admiration of all with whom he comes in contact. He is the embodiment of all the virtues which constitute an American gentleman.

Mr. Kyselka has written a sketch of his life covering seventy pages of typewritten manuscript. The Tradesman has been favored with a copy of this remarkable recital and contemplates presenting reproductions of same from time to time as circumstances permit.

Why does one man advance and another stand still? Because the first adds to his information, while the other is satisfied with his present mental equipment.

BUYING FOR THE TABLE.

Why Mrs. Horton Buys Over the Telephone.

Now, as never before, the independent grocer needs to know the financial and other circumstances, also the buying preferences, prejudices, and habits, of the people living within range of his store, for these are factors that govern in the placing of patronage. With this knowledge he can act more intelligently in his struggle to hold and increase his business in face of the encroachments of the chains.

How shall he gain this needed information? By a questionnaire? Hardly. That would be regarded as prying into private affairs, and might arouse resentment. Perhaps he cannot become personally acquainted with every family. But by quiet observation and a cultivated insight—on his part, perhaps also on the part of the more discerning among his helpers—he easily can learn in any given case why the lady buys where and as she does, why one store is favored and another—his own, possibly—is avoided.

For developing the powers of observation and insight, let him make a careful study of a few individuals, choosing such as are typical, as to their buying requirements, of large numbers of other persons.

So now we will give a fairly detailed description of the situation in life of one woman, tracing out just why the method of buying which she does has adopted best suits her needs and convenience.

We name her Mrs. Horton. She is a young matron, an expert stenographer. Graduating from business college at nineteen, she has ever since followed her profession. For eleven years now she has been with one wholesale firm. Speedy, efficient, and know-in all the ins and outs of the business, she has made herself almost indispensable to her employers. Notwithstanding the depression, they continue to pay her a liberal salary.

When married eight years ago, although Mr. Horton was making good money, and was well able to support her, she could not bear to give up her work. As they have had no children she has found it practical to continue holding her position. But both her husband and herself want a real home life, so, like many other women who are employed, she keeps house. They live quite well out in a pleasant residential district, where they own a good double dwelling. Of this they rent one side and occupy the other.

Although very industrious, Mrs. Horton would not be satisfied to spend every waking moment in toil, for she knows that by such a course she soon would degenerate into a mere drudge. She always manages to allow herself time for church, for a measure of social activity, recreation, and leisure hours for rest and reading. But maintaining the top notch of efficiency at the office and keeping house besides is a busy job, so she has learned to cut corners and economize time and energy.

The Hortons have a decided prefer-

ence for home-prepared meals. Now as to the important matter of obtaining supplies for their table.

For a good while they have bought of a service firm that caters to high-class trade, and whose complete and well-selected stock comprises not only groceries but a full line of fresh fruits and vegetables, an excellent assortment of baked goods, and some tasty delicatessen items. A clean and thoroughly well-managed meat department is a prominent and popular feature of the establishment. Putting it briefly, the layout of these dealers includes almost everything that any reasonable palate could ask for.

Mrs. Horton's method of buying is to make out a list of what she will want, phone in the order, and have the goods sent. With her it is a strong point in favor of the store just described, that she can get the various items she may desire all at the one place. It is a saving of her time to give a single fair-sized order instead of three or four small orders. Having everything come at once also makes far less bother for the lady living in the other side of the house, with whom Mrs. Horton has an arrangement to take in the goods when they arrive.

Another point where this store scores with her is careful handling. Fish and onions are not placed next to the butter, and comb honey does not come crushed and dripping.

An even stronger reason for her continued patronage of these food experts is that she can buy of them "sight unseen" and still get good results. This is true even of meats and fresh fruits, which require discriminating selection. They readily catch her meaning over the phone, and conscientiously carry out her wishes. She tells them the kind and size of steak or roast she wants, and they send just that, while the berries or grapes or oranges they supply are what she would choose herself. They never put off on her what is out of condition or undesirable. If, as sometimes must happen in the case of seasonable items, they do not have what she is wanting, they tell her so. Usually something that will answer as well can be arranged for.

It means a good deal to Mrs. Horton to be able to supply herself so satisfactorily just by spending a few minutes at the telephone. Her daily program always must allow for the long street car ride to and from her work. In the morning she has no time to go out and purchase, for she must start for the office in good season. When her labors for the day are over in the late afternoon, she does not delay to do any buying, because she is anxious to get home and prepare dinner. If that is late their evening is so short. Even on Saturday afternoon she seldom goes marketing. She has so many things to attend to that every moment is precious.

As to delegating any part of the purchasing of provisions to her husband, Mrs. Horton learned long ago the folly of attempting that. Mr. Horton is a busy man and despises shopping. When he has a little spare time he likes to work on his car, and doesn't

want to be running around for a loaf of bread and a half dozen lemons.

In regard to the cost of their food, Mrs. Horton knows there are cash-and-carry places, some home-owned, some chain, where the general level of prices is somewhat lower than she is paying. But delivery of the goods is very important to her. The other feature of full service, credit, is not so essential, for she never is short of money. But it comes handier to pay only once a month, when she is settling other current bills.

A further word as to prices. Some of Mrs. Horton's friends tell her that by watching for special sales and going from place to place, taking advantage of the best values offered, they make quite worth-while savings. But how would she find the two or three or four hours a week that would be required for this intensive bargain hunting?

The Hortons are not wealthy, but their earnings are enough that after all the expenditures of their very comfortable mode of living, they are laying up nearly half of their income. They do not need to pinch the pennies.

Mrs. Horton is here given as an example of the type of customer who likes to do her buying quickly and easily. In almost every town and city there are people who want and will pay for excellent and dependable full service. Some of these are rich and have large establishments. Others may be in straitened circumstances, too poor to own a car and too proud to carry packages of meat and groceries. With still others service is not a matter of choice but of necessity. Witness the case where credit is imperative, or that of the woman who is a cripple or a semi-invalid, or that of the busy housewife with three or four men-folks to cook for and no one to send to a store. All these belong to the class of buyers who save themselves time and trouble and do not place great emphasis on securing the very lowest prices obtainable. Ella M. Rogers.

Views On Grocery Premiums Vary.

The growing use of premiums as aids in bolstering sales volume in the grocery industry has given rise to considerable discussion of the premium plan in food circles during the last two weeks. Conflicting opinions regarding the value of offering a mixing spoon or similar article in connection with the sale of grocery items are voiced by both manufacturers and jobbers. The latter, according to a spokesman for the group, consider the extra work necessary in handling premiums as a serious drawback and express the belief that the added value does not induce retailers to place heavy orders. Manufacturers who are using the plan say it has kept up sales in a difficult year when other methods have failed.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Michigan Tire Co., Detroit. Michel Angelo Studios, Inc., Lansing. Jackson Mill Supply Co., Jackson. Bonjo Lunch Co., Detroit. Fred Taylor & Co., Sault Ste. Marie.

ECHO FROM ENGLAND.

Comment on Paul Findlay in Manchester Publication.

S. Gordon Hynes, editor of the Grocers Gazette, published at Manchester, Eng., sends us a copy of his paper dated Oct. 25, which contains editorial comment on Paul Findlay's recent contribution to the Tradesman on grocer conditions in Great Britain. The comment is as follows:

If we sailed across the Atlantic and traveled overland to a city on the Pacific Coast, it would be possible to shake hands with Mr. Paul Findlay in San Francisco. He is the only Fellow (No. 2637 on the Roll) of the Institute of Certified Grocers in the United States of America—a unique distinction which forges an intimate, if slender, link between the shopkeepers of two nations. Mr. Findlay makes a hobby of writing on grocery trade matters; over three years have elapsed since I gave our readers a message from him in Northern Jottings, but he has not forgotten us. The evidence arrived in a weekly journal published at Grand Rapids, Michigan, which, by the way, affirms its policy as: "Frank free and fearless for the good that we can do." A typically vivid statement, and one that is equally true of the Grocers' Gazette and the service it has rendered for nearly half a century. This copy of the Michigan Tradesman (its editor tells me) was sent at the request of Mr. Findlay because it includes an article from his pen: "Sinews of War in Hard Pressed England." The subject is covered from an unexpected angle. He begins with this original line of thought about English currency: "I have always regarded the complicated money-system of Britain as a great advantage to business men. One cannot operate such a system with any loose thinking or sloppy approximation of figures."

A bill of goods purchased from a grocer, in pounds and ounces, with the odd-figure prices in shillings and pence, are detailed for the enlightenment of a public used to dollars and cents. Mr. Findlay then says: "Consider the daily problem of computing margins on a percentage basis with such a system of currency, and we may be able to see that English grocers are educated both ways from the collar. Indeed, they could not turn around without an arithmetical equipment more complete than ours usually is." The psychological influence of our methods of reckoning are thus outlined with rare insight: "Such facts may help to explain why an Englishman is deliberate in his ways, and a bit slower to answer a question. He does not 'make it snappy' as we like to do with our exceedingly simple system. His habit is to think of a question, and get all its bearings, before he attempts an answer. By the same token, his answer is likely to be correct." Mr. Findlay has reached two further conclusions on this point: "Here, also, is an explanation why the British apprenticeship system of old, and its present-day successor—the Institute of Certificated Grocers—have always involved such an extended time for education; of how and why young men and women who enter on this course are apt

to have decided in advance that they are to be grocers for life."

The next extract from this informative article is in the nature of a long-distance appreciation for a British achievement. Mr. Findlay states that England is about the size of Florida, and holds forty-five million people. He quotes the willingness "sat for their merchants to 'contribute money for the continuance of their industry on a sound basis' as yet another element of stability, and therefore permanence, in British grocerdom. Statistics are mentioned to indicate the development in the work of the Grocers' Institute, such as: 2,000 candidates "sat for their examination last year," and the extraordinary growth in membership of all grades "from an initial 250 to some 3,250" at the present time. Mr. Findlay goes on to say: "The Institute is twenty-one years old, and has now purchased its own home—a three-story house at 50 Doughty street, London. An Englishman would be willing to smile if I made a pun on the appropriateness of 'Doughty' as descriptive of the Institute itself. But this house is next door to where Charles Dickens lived when he wrote some of his celebrated stories as Queen Victoria ascended the throne in 1837. Thus do tradition and progress constantly blend in Old England."

The financial support given to the headquarters' fund of the Grocers' Institute by manufacturers and wholesalers in the British Isles is a feature which elicits the approval of Mr. Findlay. He underlines that aspect by saying: "The minute a manufacturer contributes, directly or indirectly, to any of our state or national associations we suspect him of self-seeking. But if he should be found sharing his money with chain stores, well! Are we as broad-minded as the British? If not, why not?" He adds: "Let us note in passing that multiple shop organizations are members of the Grocers' Institute along with individual grocers, without prejudice either way." Mr. Findlay was leading his colleagues in the grocery trade up to a dramatic climax. That is revealed in a paragraph, with which I conclude these extracts: "We have a land somewhat over fifty-two times the size of Florida, with unlimited resources and 120,000,000 people. Yet our National Association, now in its thirty-eighth year, has only 14,000 members, and, despite its many apparent sources of revenue, does not own its own home." Like their American comrades the federated grocers of England and Wales have yet to scale one peak of achievement.

Small Giftware Items Active.

Buyers of popular-price novelty giftwares are active in the market. Orders of normal size are placed for articles in the retail ranges of \$1 to \$5 for Christmas sale. Bon-bon and relish dishes retailing at from \$1 to \$3.50 are in good demand, as are pewter smoking sets retailing up to \$5. Manufacturers are starting to shape their lines for Spring business, but are moving cautiously because of uncertainty over future business conditions. Many are planning to feature the best numbers in their current lines and introduce only a few new items.

MOVEMENTS OF MERCHANTS.

Utica—The Utica State Savings Bank has increased its capital stock from \$25,000 to \$50,000.

Lansing—The Neller Funeral Co., 1128 East Michigan avenue, has changed its name to the Neller-Smith Funeral Co.

Grand Rapids—It is reported that Montgomery Ward & Co. are negotiating for the rental of the Prange store, 218 Monroe avenue.

Lowell—E. T. White has sold his grocery stock to John Young, who owns the building. Mr. Young will continue the business.

Battle Creek—The Butterfield Drug Co., 7 Porter street, has been incorporated with a capitalization of \$2,000, all subscribed and paid in.

Decatur—The First State Bank and the Citizens Bank of this place have been merged under a charter as the First State Bank of Decatur.

Battle Creek—Ed Sampson, grocer at 441 Upton avenue, has sold his stock to A. E. Taylor, who has taken possession and will continue the business.

Detroit—The Great Western Fuel Co., 2161 Fenkel avenue, has been incorporated with a capital stock of \$5,000, \$2,000 being subscribed and paid in.

Detroit—United Radio Stores Corporation, 1514 Broadway, has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Michigan Coal Co. of Detroit, 3149 Central avenue, has been incorporated with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Detroit—The Midwest Coal Co. of Detroit, 10571 Grand River avenue, has been incorporated with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Lansing—Ben Sheets has sold his half interest in the Beeman & Co. grocery and meat stock, 1131 South Washington avenue, to the company, which now owns the entire stock.

Marquette—The D. & D. Clothes Shop, 300 South Front street, retail clothing and men's furnishings goods store, has been opened for business with R. Eichman as manager.

Detroit—Bernstein Bros. & Co., 3711 Third street, has been incorporated to deal in dry goods, clothing, notions and groceries, with a capital stock of \$13,000, all subscribed and paid in.

Detroit—The Standard Materials Corporation, 815 Fisher building, lumber, etc., and other materials, has been incorporated with a capital stock of \$25,000, all subscribed and paid in.

Detroit—The Allen R. Goodman Co., 8960 Grand River avenue, department store, has been organized with an authorized capital stock of 2,500 shares at \$10 a share, \$10,000 being subscribed and paid in in cash.

Detroit—The Machinery & Grinding Service Co., 5191 Loraine avenue, has been incorporated to deal in machinery and industrial supplies with a capital stock of \$50,000, \$1,390 being subscribed and paid in.

Lansing—The E. G. Skinner Co., conducting a chain of meat markets in

this city, has leased the store building at 212 East Grand River avenue, and will occupy it with a modern meat market about Nov. 22.

Jackson—The Equipment Service Co., 807 Reynolds building, has been organized to deal in building supplies and equipment with a capital stock of \$10,000, \$5,000 being subscribed and \$1,000 paid in in cash.

Birmingham—Garipey & Andrews, 385 Willets street, has been incorporated to deal in brick, tile and all clay products with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Lincoln Furniture Co., 13743 Woodward avenue, has been incorporated to deal in furniture and household furnishings with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit—The International Extracts & Research Laboratory, 436 East Fort street, has been incorporated to manufacture and sell flavors, colors, essential oils, etc., with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Port Huron—The Port Huron Plumbing & Heating Supply Co., 304 U. S. Savings Bank building, has been incorporated to conduct a retail and jobbing business with a capital stock of \$50,000, all subscribed and \$20,000 paid in.

Lansing—The E. G. Shinner Co., conducting a chain of meat markets in several states, has added to its chain by opening its third market here, located at 212 East Grand River avenue. It is under the management of Lawrence Hempstead.

Fowlerville—O. V. Miner has sold his restaurant and cigar business to Ralph Ries, who has taken possession. Mr. Miner has leased the store adjoining the restaurant and will conduct a retail store selling radios, electric refrigerators, vacuum cleaners, wall paper, etc.

Pickford—John and George Gough have leased the building formerly occupied by a creamery and installed modern creamery machinery and opened the Gough Creamery. It is estimated that at the height of the season from \$600 to \$800 per day will be paid to the farmers of this district.

Jackson—Lee & Cady have purchased the wholesale grocery stock of Davis, Mason & England and will continue the business at the same location under the management of George O'Mores. The Jackson house was established in 1890 and has always enjoyed the confidence of the trade.

Howard City—The Art Designed Flooring Co. will become a unit of the National Wood Products Co. Herman C. Nielsen, head of the Art Designed Flooring Co. will become a director and department head. The capacity of the plant will be enlarged and the number of men employed will be increased.

Manufacturing Matters.

Pickford—William Beese, recently of Detroit, has engaged in the sausage manufacturing business here.

Detroit—The McCrosky Tool Cor-

poration, 2842 West Grand boulevard, has increased its capital stock from \$315,000 to \$765,000.

Houghton—Fire destroyed the plant of the Karger Sausage Co., Lessing Karger, proprietor and manager, entailing a loss of about \$10,000.

Detroit—The Zero Ice Corporation, 14460 Linwood avenue, has been organized to liquify carbon dioxide, make ice, etc., with a capital stock of \$100,000, \$10,000 being subscribed and paid in in cash.

Detroit—The Lisk Machine & Tool Works, 4129 West Jefferson avenue, has merged its business into a stock company under the same style with a capital stock of 500 shares at \$100 a share, \$5,000 being subscribed and paid in in cash.

Detroit—The Century Manufacturing Co., 6537 Hamilton avenue, plumbing supplies of all kinds, brass and metal goods, has been incorporated with a capital stock of 25,000 shares at \$1 a share, \$5,000 being subscribed and paid in in cash.

Houghton—The erection of the steel framework for the new Carroll foundry, located on the site of the old foundry, is well under way. The sides of the building will be of non-breakable glass and the roof will be corrugated steel, making a strictly fireproof building.

Looking Backward Nearly Fifty Years

San Diego, Cal., Nov. 10—One year ago to-day I arrived here and I do not regret that I followed my friend's advice to remain here and improve my health. Another year is gone by and I now have an opportunity to say that I have read your wonderful Michigan Tradesman for forty-six years and have enjoyed this business men's companion more than I can express. I have admired its development from year to year. In 1884 when first I came to Grand Rapids to take charge of my brother's yeast business, E. A. Stowe was the first man to greet me and give me a helping hand. I gladly acknowledge that I was as green as grass when I reached Michigan, but he took pity on me and gave me very helpful advice.

In those days we both got up early and went to work. The Tradesman had a small issue only, but the reading of it was very valuable to us. Friend Stowe gave his readers advice and I tried to profit thereby. I remember well when I got married and arrived in Grand Rapids with my bride. My yeast wagon waited for me at the depot and I peddled yeast from there and spent my honeymoon in that way and accepted friend Stowe's congratulations; but he was not lazy either, he issued his paper and after that he went to Muskegon every Thursday in search of business. We would walk up to the old D. & M. depot, eat a sandwich which would kill a cow, take the 5 o'clock train to Ferrysburg, stand on the platform until the P. M. train came along, arriving at Muskegon at 7 a. m. We got breakfast, dinner and supper at the Occidental, leaving Muskegon the same way we came. We left at 9 p. m., reaching home about midnight. Those were strenuous days, but an association, even under such hard circumstances, cemented a friendship which has never been broken. I was soliciting yeast customers and he was after advertisers and subscribers. He helped me to get other agencies, such as

Woolson Spice Co.
Paul Beechner vinegar.
Wm. H. Bunge's sauerkraut.
Heinz pickles.

In 1896 I was transferred to Chicago

and lost the various connections and devoted my time to traveling for the Fleischmann Yeast Co., which advertisement can be found under the heading of Standard Brands, Inc., in the Michigan Tradesman. The wonderful development of this business magazine speaks for itself and I hope to live with friend Stowe and his family long enough to see his wish come true—fiftieth anniversary. L. Winternitz.

Toy Orders Show Slight Gain.

Some improvement has developed in toy ordering, but not to the extent hoped for at this time. Order for September were 83 per cent. of those for the same month of last year, according to the Toy Manufacturers of the United States of America. For the nine months ended with September the orders ran 81 per cent. of those for the corresponding period of 1929. A number of manufacturers who were holding down production earlier in the year are now busy, while others who produced actively are now awaiting further orders. Practically all of the business to date emphasizes popular-price items.

Just a Sheet of Clean White Paper.

In passing the window of a large grocery store in New Hampshire we took special note of an unusual plan for attracting attention to an apparently superior quality of fruit. Scattered at various points in his display are small wooden trays, containing just one item. Lining the tray and underneath the fruit is a large clean sheet of white crepe paper. Perhaps it was a large bunch of luscious grapes, red, white or purple, a honeydew melon or a cantaloupe, we don't recall, but how it did augment the buying urge!

Rice—Continued good weather in Louisiana, Arkansas and Texas, the three leading rice producing states, is bringing new crop Blue Rose to the millers now in good quantity. Of course, there has been some rain damage, but this mainly affects the extra fancy Blue Rose, and not to as large a degree as was believed recently. Blue Rose rice is a pretty strong vegetable, much more so than long grain rices or prolifics, and holds up better under adverse weather conditions. For a week or more millers will be busy filling future contracts and short sales, but after that rice will begin to accumulate on them, and then will come the test of their capacity to store it and maintain present price levels. Buyers here are taking only enough rice to last them for immediate needs, as they wish to see quotations thoroughly tested before they come into the market in a big way.

Sauerkraut—Continued easiness in sauerkraut has brought quotations down to around \$9 per barrel of 45 gallons at the factory, with much cheaper prices for buyer's cooperage. Many packers report that they had to shut off supplies of late crop cabbage, and there is considerable pressure to sell at primary points upstate. Western sauerkraut is being offered here at very low prices, also, and sales are not very encouraging.

He who easily gets cross carries a cross.

We all are dependents.

Essential Features of the Grocery Staples.

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

Tea—The past week in the market has not been particularly notable. Low grade India teas, which have been easy, hardened up a little during the week, which was about the only price movement since the last report. Business has been rather dull this week with good grades of tea holding steady to firm.

Coffee—The past week has brought more declines to the market for Rio and Santos coffee, green and in a large way. Possibly the prices are not materially lower than they were a week ago, but they undoubtedly will be in a few days unless something happens to the market. And it is not easy to say how anything can happen to the market. The whole coffee situation is dull and weak with even more weakness ahead. Mild coffees are about the same as they were a week ago. The jobbing market on roasted coffee is gradually adjusting itself to the lower prices on green.

Canned Fruits—California canned fruits are wanted just now with the chance that peaches and pears, if the demand continues, will firm up shortly.

Canned Vegetables—There continues to be a certain amount of liquidation among Maine canners of Golden Bantam, who either do not want to or cannot store their goods until the spring. The stronger factors are pretty well out of the market as far as Bantam is concerned. Many of them feel they can afford to carry their merchandise, or a great part of it, over until a revival of contract buying early next year. By that time they anticipate stronger prices and feel certain that there will be no appreciable surplus. Tomatoes in the tri-States are remaining the same. Buying is negligible, and most of the canners are just putting their goods in storage. Wisconsin peas are in a dubious position at the present time, although they have been holding well in several varieties. Soft spots among weaker canners have occurred, however, to break opening quotations, but the stronger factors are holding well. Lack of adequate storage facilities or financing may cause price concessions there before the year ends.

Dried Fruits—With large quantities of imported figs, especially Greek string, held up by Department of Agriculture inspectors, there has been some shortage on the spot, but new shipments have arrived or are on the way and soon figs and dates should be available in good quantity here. Smyrnas have passed the strict Federal regulations in good percentages, owing to precautions taken as to quality at primary points. There has been considerable delay in getting the fruit through, however, after its arrival here. A large number of repeat orders is being received by importers from jobbers and distributors, which shows how light their stocks are, but these can now be filled with prompt shipment after Federal inspection. Dates, too, have come in and should be in good supply for holiday trade. The movement of domestic dried fruits from the Coast is satisfactory. California Adri-

atic and Calimyrna figs are coming in by rail regularly, and no time is lost in moving the fruit into the hands of distributors. Black Missions are not in much demand at the present time. Apricots, of course, have stiffened up, with holdings of fancy fruit scarce at primary points, and a firmer tendency in grades below fancy. Prunes in larger sizes are going rapidly, the demand now switching to 20s and 40s, as 30s have become almost impossible to get. Europe is in the market for small prunes, and any surplus which exists is centered in the medium sized varieties. Fancy peaches are practically off the market at the present time, while raisins are well maintained at their advanced prices.

Canned Fish—While there have been no price advances on the Coast, the salmon condition is now more comfortable from the packers' standpoint, it is reported here. With pinks selling on the \$1 basis, many buyers have taken the opportunity to procure their share at this unusual level, and there has been a more than seasonal volume of business done. It has been a strenuous year for the canners, especially as far as sockeyes and pinks are concerned.

Salt Fish—Reduced quotations in several varieties of Norway and Irish fat mackerel marked developments in the market during the past week. It was reported here that demand generally for salt fish is satisfactory, considering general conditions. The trade is coming into the market for goods and owing to comparatively light stocks this year, there is no pressure to sell at this time. World production is said to be considerably under that of last year. The revised quotations represent a drop of \$2 in many cases below last week's prices.

Cheese—Demand for cheese is rather slow, but as receipts are slow also, situation is fairly steady.

Nuts—Both domestic and imported nuts are moving in good volume, but the latter are running very scarce on the spot in some varieties, and the possibility of replenishment at primary points grows more doubtful from day to day. While both the almond and walnut markets in California are reported as going well, interests abroad are confronting a peculiar situation this year. Walnut crops in France have been generally low and late and holders abroad have shown less interest in the American market. Shipments from France are arriving late, exporters reporting that recurrent rains have affected the movement of shelled nuts there. A firmer tendency is indicated for the future. Spanish almond shellers are holding firmly to present quotations while the peseta is advancing, causing an actual increase in quotations to American importers. Turkish filbert shellers report that two-thirds of the new crop have been sold, either in the shell or shelled. Italian walnut holders are maintaining firm quotations for nuts in the shell. Rumanian and Manchurian nuts likewise are reported as held for higher prices. On the spot shortages in many varieties exist and if buying was stimulated to any great extent it is likely that second hands would be cleaned up on several items in a few weeks.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade\$2.25
Spies, Commercial1.50
Baldwins, A Grade2.00
Baldwins, Commercial1.25
McIntosh, A Grade2.25
McIntosh, Commercial1.50
Snows, A Grade2.25
Snows, Commercial1.25
Wagners, A Grade1.50
Wagners, Commercial1.00
Wealthy, A Grade1.50
Wealthy, Commercial1.10
Maiden Blush, A Grade1.25
Maiden Blush, C Grade75
Banana, A Grade1.75
Banana, C Grade1.25
Delicious, A Grade2.50
Delicious, C Grade1.75
N. W. Greenings, A Grade1.50
N. W. Greenings, C Grade1.00
R. I. Greenings, A Grade2.50
R. I. Greenings, C Grade1.50
Grimes Golden, A Grade2.00
Grimes Golden, C Grade1.00
Hubbardstons, A Grade2.00
Hubbardstons, Commercial1.25
Jonathans, A Grade2.25
Jonathans, Commercial1.25
Kings, A Grade2.25
Shiawassee, A Grade2.00
Shiawassee, C Grade1.25
Talman Sweets, A Grade2.00
Talman Eweets, C Grade1.25
Wolf Rivers, 3 in. up, Bakers	..1.75
Pippins, 20-oz. 3½ in. min.2.00
Cooking Apples, all varieties50

Butter—The market is 2c lower than a week ago. Jobbers hold 1 lb. plain wrapped prints at 36c and 65 lb. tubs at 35c for extras and 34c for firsts.

Cabbage—75c per bu.

Carrots—85c per bu.

Cauliflower—\$2 per crate of 12 to 16 home grown.

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

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

Cocoanuts—80c per doz. or \$6 per bag.

Cranberries—Late Howes, \$4 per ¼ bbl.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$5.75
Light Red Kidney7.25
Dark Red Kidney7.25

Eggs—The market is higher than a week ago. Local jobbers pay 37c for choice, 35c for general run and 28c for pullet eggs. Cold storage operators offer their supplies on the following basis:

XX candled in cartons27c
XX candled26c
X candled22c

Checks.....20c

Grapefruit—Extra fancy sells as follows:

54\$4.25
644.25
704.25
804.25
963.25

Choice is held as follows:

543.75
643.50

703.50
803.25
962.75

Grapes—\$1.85 for Calif. Emperors in 30 lb. lugs.

Green Onions—60c 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....4.25

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 Navels are now in market. The first car to reach this market was so inferior in quality that it was rejected. Later receipts were fully up to standard. They are held as follows:

126.....\$7.00

150.....7.25

176.....7.50

200.....8.00

216.....8.00

252.....8.00

288.....8.00

Floridas extra fancy are held as follows:

126.....\$5.75

150.....5.75

176.....5.75

200.....5.75

216.....5.50

252.....5.50

288.....5.25

Choice are 25c per box less.

Onions—Spanish from Spain, \$2.75 per crate; home grown yellow in 100 lb. sacks, 90c.

Parsley—50c per doz. bunches.

Pears—Kiefers, 75c@1.25.

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

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

Potatoes—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.50 per 100 lb. sack; 90c per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls.....17c

Light fowls.....13c

Ducks.....14c

Geese.....12c

Turkeys.....18c

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—Indiana, \$3 per bu.

Tomatoes—90c for 6 lb. container, hot house.

Turnips—\$1.25 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy.....14c

Good.....12c

Medium.....10c

Poor.....10c

◆◆◆◆◆

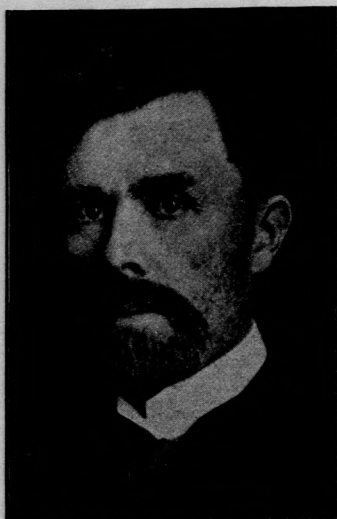
The man worth while is the man who can smile when—everything goes as it is going now.

THE PRIME PURPOSE

Of the Collection of Our Motor Vehicle Taxes.

Michigan has an area of 57,980 square miles with an assessed valuation of \$8,126,361,900 a population of about 4,500,000. Prior to the repeal of the auto sales tax we were one of the six largest Federal tax-paying states. We have an advanced form of centralized state government. We have a state trunk line road system of 7,770 miles administered by a State Highway Commissioner elected by the people. We have 83 counties in the State with 16,000 miles of county road and 1,376 townships with 58,600 miles of township road. We have 1,400,000 Michigan owned motor vehicles using these highways. This is a brief summary of our highway situation.

Our population has been drifting to the cities during the past twenty-five years, until we have almost eighty per cent. living in cities and twenty per cent. on farms. Ninety per cent. of the marketable products of the State comes from mills and mines and only about 10 per cent. from the farms. We



John I. Gibson.

have seen lumbering gradually give way to farming and farming become second to manufacturing. During this period of transition the summer resort business and tourist travel have increased greatly. We have witnessed the almost total extinction of the electric interurban railroad and the consequent loss of millions of dollars to investors in these transportation undertakings. The growing use of the motor vehicle has played a major part in bringing about these changes. The motor vehicle has created the necessity for an adequate and costly system of highways. In the days of animal-drawn vehicles, the cost of road improvement was met by funds derived from property tax. Most of the traffic on the highways in those days was from farm to market. To-day ninety per cent. of the traffic is from city to city. Total funds derived for all highway purposes in the State in 1929 amounted to approximately \$57,000,000 of which \$43,000,000 was motor vehicle weight and gasoline taxes. Property, through township and county levies is

still bearing 24½ per cent. of the burden. This leaves the door open for considerable speculation as to whether or not the motor vehicle is paying enough. Certainly it does not argue for any reduction in weight tax which is regularly proposed at each session of the legislature.

We have four systems of highways to consider. The State trunk line roads or primary roads, the county or secondary roads, the township or tributary roads and the streets of the incorporated villages and cities. Funds for township or tributary roads are derived wholly from property tax. In most counties the motor vehicle weight tax allotted to the county is supplemented by a substantial property tax either through general county tax levy or local assessment under the Covert Act or both. Cities and villages have various methods of financing the cost of street construction and maintenance, usually by a general property tax for intersections and special tax on abutting property for the remainder. The State trunk lines are financed wholly by motor vehicle weight and gas tax.

The bill providing for the division of the gasoline and weight taxes which was introduced at the 1929 session of the Legislature was killed in committee so failed of passage. At the estimated income for 1931, when this law was to go into effect, it would have yielded the cities and townships about \$10,000,000 per year. As only fifteen per cent. of Michigan's population is rural it is therefore fair to assume that the same ratio would hold good in motor vehicle ownership, which would indicate that at least 85 per cent. or \$8,500,000 would go to the cities. This figure is conservative because the heavy trucks and busses are largely of city origin. The proposed law did not specifically require the expenditure of this money on through streets such as State trunk lines or extensions of county roads into cities, so that it would permit the use of these funds on any street or alley that the city government saw fit to spend them on and which might mean the neglect of the trunk line streets. This plan would return a very small sum to many townships, there being 1,376 townships in the State and many of them do not have more than 100 motor vehicles which would mean a return to them of only \$500 annually to each township. Naturally the State Association of Supervisors at their annual meeting in Lansing last February put their stamp of disapproval on this proposal to divide the funds in three ways—State, County and City. At the present time the townships receive no funds from the State for their roads while the law allows the cities \$2,000 per mile for trunk line maintenance within their city limits.

During the past six years the State has expended \$125,000,000 on construction and maintenance of trunk line roads, \$24,000,000 of this money was spent in cities and villages.

It is evident from the foregoing facts that the Dykstra bill does not provide a more equitable division of the motor vehicle funds or a more efficient means of administration of expenditures and should be accordingly opposed. It is our opinion that we should encourage

a more liberal participation on the part of the counties, where county roads enter into or extend through cities, and that we should favor a law providing for an allotment of State funds to counties for township relief, based on the amount of Federal Aid received by the State and credited to townships in proportion to their so-called rural post road mileage.

There has been much talk recently about the lack of discrimination in the distribution of funds raised by our motor vehicle taxation. It is being freely claimed that the cities, villages and the townships as well are not receiving just recognition in the distribution of funds now largely divided between State and county. This form of reasoning completely ignores the fact that State and county are nothing but administrative units composed of a collection of cities, villages and townships. It is perfectly obvious then that it is impossible for all of our cities, villages and townships to suffer from the present scheme of financing, unless it be charged that the present plan of co-ordinated construction of State and county highways running between these cities and villages and through these townships is wrong.

If the question were solely one of tax distribution, then obviously the return of the tax to the man who paid it is the only strictly equitable way. Following this line of reasoning a little further, if we admit that the money is raised for spending for a particular purpose, then the next most equitable distribution would be a complete return to the local unit of government of all the funds raised in that unit for it to spend as it saw fit. This would mean that all the money raised in the city should be spent in and by the city and all that is raised in the country should be spent by the township authorities.

Unfortunately the complexity of modern civilization requires a highway transportation system for the commerce of its cities which extends far beyond their boundaries. It could hardly be expected that the townships would be willing to provide this system for the use of city traffic, and therefore in order to permit of city funds being used on roads in the townships between these cities, we must resort to the creation of the higher county unit for this purpose. In the same way, the transportation needs of the individual county extend far beyond its borders and a State system is necessary to permit of the construction of a co-ordinated plan of trunk highways connecting all of the counties.

The only way in which this trunk highway system can be built to carry modern traffic is by a concentration of funds taken from all of the individual taxpayers and applying them to a comparatively limited mileage. About \$45,000,000 this year (1930) will be raised by motor vehicle taxes. There are about 81,000 miles of highway in the State and if every mile were treated equally it would be possible to spend \$555 annually upon each mile. When it is considered that the very cheapest kind of gravel road costs about \$2,500 per mile and that it would cost about \$100 per mile per year to maintain such a road, even this, the lowest form of

road construction, would require a concentration of funds on only about 20 per cent. of the mileage annually in order to accomplish its meager purpose.

As the traffic needs increase this concentration also must increase and when we get to the \$40,000 per mile pavement, which is needed now to carry trunk line traffic, we must deprive 72 miles of other road of a pro rata share of \$555. Of the \$45,000,000 to be collected in Michigan this year only about half goes to the State Highway Department for construction of its 7770 mile system. Even on this limited mileage, funds must be so concentrated that it will be possible to construct only about 400 miles of pavement and about 200 miles of other types of road.

The prime purpose of the collection of our motor vehicle taxes is to provide roadways on which these vehicles are to run. The only equitable way in which this money can be spent is to provide adequate transportation facilities for the State as a whole as fast as funds will permit. These roads link up the city and village and pass through the township. The equitable way in which these local units should share in the cost of the highways within their limits is according to the use which the population of each one makes of them. John I. Gibson.

Traverse City Travelers Have the Deer Fever.

Traverse City, Nov. 10.—One of our executive committee is just leaving to make his home in Muskegon, at 1722 Terrace avenue.

Brother Rudolph Kucera has been a very active member and we will miss him and his smile, as well as his family, who seldom missed being at our potluck suppers. When there was anything to do they were Johnnie on the spot to help put it over.

Our Senior Councilor, Earl Grove, and three other officers of the Council are on their way this coming week to get their share of venison, but Brother Grove says he does not know what the remainder of them would do for meat to eat if it were not for him, but, confidentially, the other boys told me they had to lead the buck up to him. However, he got the deer as well as the fever. I understand he has been exposed to the measles this year and it will be up to someone else to get the meat.

Yours truly will also put on his red hat a week from to-day and go out looking for a set of horns up near Seney. Because of the general exodus of salesmen from Traverse City to the North woods there will be no meeting on the fourth Saturday of this month.

We would like to take this opportunity to invite any of the other salesmen of the State (U. C. T.s) to visit us at our hall in the Masonic Temple at 8 p. m., every fourth Saturday night after this month.

Perhaps I will be able to give you more interesting news than this from time to time, and I hope you will excuse this nonsense, but when a fellow has his gun to grease and a few more little things to do before leaving it is difficult to get serious.

We very much appreciate your interest in our order and hope to be able to send news that you will like to have.

John S. Ames,
Secretary Traverse City Council.

Two men observe. The wise man applies what he sees, the unwise man simply observes and forgets.

Donald Hapworth's Answer To His Dad's Business Letter.

Dear Dad: Your letter stating you and mother had regrets that I left law school to come down here to Dallas to go into business with Joe Nugent received, and honestly, dad, it did me a lot of good. Don't you ever get it in your head I don't appreciate your preaching—why, when you hand out advice on business, there's not a lawyer in America who can give an opinion, worth half as much.

We have had our opening. I am enclosing the full page we had in the newspapers and the extra handbills we distributed. You will notice we gave out free souvenirs and ten grand gifts to customers. That was my idea and did we have a crowd? Did we make a profit? I wish you had been here the first morning, it was on Saturday, we opened at 8:30 and there were two policemen to keep the line in order. One of our candy display cases got broken just after the doors opened.

We gave one grand prize each hour, starting at 9:30. Everyone who bought a quarter's worth or more got a ticket from 8:30 to 9:30, then at 9:30 we put the stubs in a big fancy painted fiber box and little Mazie Nugent, Joe's niece, eight years old, dolled up like a fairy, drew out nine numbers and the ninth got the big gift, but the person had to be in the store.

We gave a \$10 mantle clock at 9:30 and that got the folks excited. They would stick around buying things, keeping up the interest and at 10:30 another drawing, and so on during the day. We gave candy suckers and balloons to the kids, free cigars to the men and a box of candy and a carnation to the women.

Nugent, I don't think I told you this, is keeping right on selling on the road, as he has a rich territory for Torreyson, Merch & Hulberd, one of the biggest drug houses in the Southwest. He'll be at the store all day on Saturdays, having arranged that. The members of his firm were all here at the opening. They seemed as delighted as Nugent at his success. They furnished the cigars and candy for souvenirs at almost nothing. Pretty decent of 'em I'll say.

It's great to have friends. Especially in business, and it pays to keep one's friends. We can't tell what will come up, no matter how much success we may have. Friends, I think, are priceless.

We find a lot of petty grafting in advertising here, charity and near charity. Nugent had an ad-man help us on the page copy and the circular. It don't pay to spend money for expensive ad-space and then put in stuff that won't pull.

Nugent asked the ad-man, a bright young chap who is full of sensible ideas, if he would act as our agent right along. Not that we were going to pay him a salary, but we will give him more work. Then Nugent explained to me that whenever an advertising solicitor comes along, to tell them that our invariable rule is to have young Grayson handle all of our advertising

budget, and to refer everyone to him.

Now when a woman comes along with a church program, we don't offend her by a cold turn-down. She goes to Grayson, who knows that if a solicitor does come, we don't want to take on their scheme, so he pulls a long face and says he's awful sorry, "but the budget won't stand for it"—which is true. It won't. Of course, there are some close neighborhood affairs I do give a little charity to—they think it's advertising. But it's just little plans like that of Nugent's which cuts down petty losses.

We'll have to trim corners, dad, for the chain competition here is fierce. Here Nugent is building a nice bungalow, going to marry and live in this town. We both are helping the church, paying taxes and doing a lot for the Boosters Club, while these Chicago and Cincinnati pikers squeeze out folks' dough and leave them holding the bag. But I think many of the folks are wise to the facts. At any rate we are not foolish enough to sell things at a loss.

I was able to get a flood light erected on the roof of the building across the street and at night our store stands out like a light house, with that effulgence of light flooding all over the front. It is difficult to see where it comes from and has made a great hit.

I'm rambling about all over the place, I guess, but, dad, I'm not worrying, not regretting for a moment breaking away from law to go into business. Nugent and I can't figure profits, as such, on a deal until we have some of the accounts settled and the opening expense deducted from the income; but we cut right down to what we could figure that we did the opening day, and on Monday and Tuesday and I made \$23.40 a day net—and I'd have my shingle hanging out a long time up there in the Rapids before I'd gather in that amount, and that's only a starter.

You say you and mother will be coming down one of the days. Well, our store does not look like your old general store. It is called the Thrift Emporium and is not just like anything I've ever seen.

One window we had fixed with an endless belt. That is, there is a heavy canvas belt seven feet wide working over big rollers at each end or sides of the window. This is run by a motor in the basement. On this canvas belt we placed a thin coating of glue and sprinkled sand on it. Part of it we painted and on part we used colored soft cloth. The idea was a ground of different kinds and on the belt we attached by glue and with small nails or clips a wide variety of toys and games, bright, attractive items, and then set the belt in motion. These objects traveling in a stream across that window is one of the slickest things I've seen to keep a crowd interested. We have a painted back drop like a country scene and at the ends or side of the window conceal the rollers and belt mechanism with foliage. We can change the items and use the same belt idea for some time to come.

Our store is painted a brilliant white,

with bright green bars. We have cleared away everything inside, away from the front doors, giving wide space in a semi-circle fashion for the side counters, sort of an enlarged crescent, but all cases are out away from the side walls to permit free access to stock in the wall shelves. If you don't congest things and folks can feel free to move around and handle and inspect merchandise, they buy more freely. We have the clerks well trained to keep a watchful eye on folks; not all of them, but two or three with that in mind, because when a clerk's busy he can't watch for sneak thieves. This is a problem, dad. But so far we haven't missed much. Just a few minor items.

Oh, yes, we sold eggs at a "dime a dozen," in stiff cartons bearing our advertisement, on opening day, just for the first three hours—we had the other window, the one without the endless moving belt—filled with sand, and had a turkey, guinea hen, a brown Leghorn and a white Wyandotte with a black Minorca in there, we had a big rooster, but he and the Turks got in a free for all and nearly ruined the whole works. A wire screen held a stack of eggs against the window pane, the birds back of this screen.

You see, dad, I'm talking shop; window trimming, advertising, lights, store arrangement; as you said, it must be in the blood, but I don't know of any adventure like opening a wonderful new store and planning every day something new, something novel to attract folks. To build up the business and, of course, to keep the cash register busy. You have two registers, haven't you? We have two large ones and three small ones, and I hope to double the number by this time next year. Nugent told me when I wrote to send you his very best regards, and to

mother to. He's on the level, kind of nervous and quick tempered, but he smothers that in a hurry.

You have cautioned me so very often, dad, about being careful about plunging or going into debt. Well, we have sunk everything we have in this thing. My \$5,000 is all in and Nugent had about \$6,000, and we had to make out some notes at that, endorsed by his firm. They amount to something like \$4,450 and we have about \$900 owing on stock and fixtures. We have been offered any amount of credit and urged to put in many added lines and larger stocks, but even with things looking as rosy as they do, that better than \$5,000 debt does not make a hit with me. I'm going to go mighty slow and get that wiped out before I'll be really satisfied.

The sun is sinking and it does seem a bit lonesome, away down here in Texas tonight; but enough of that. Write as soon as you can again, dad, give my love to mother and God bless you both.

Hugh King Harris.

High Price Giftwares Neglected.

Manufacturers specializing in better grade giftware items are facing a serious loss of Christmas business. The emphasis placed by buyers on low-end and medium price goods, has left no place for the producer of high price goods only. One sales agent estimates that the average retail store has cut its normal purchases of expensive holiday gifts from 15 per cent. in some cases to more than 50 per cent. in others. The high price smoking stands, book ends, bronze statuary and similar items, which found a good market last year, have been neglected since the Christmas buying started.

Changing "slow but sure" to "fast and sure" marks the expert mechanic.

STOKELY'S Honey Pod Peas

Distributed by

Western Michigan Grocery Company
GRAND RAPIDS, MICHIGAN



Heyboer's 5c WAFFLES

A New Creation Entirely.

A wholesome, delicious piece
that serves the purpose—

As a Lunch
As a Candy Bar

A very attractive item for both
Wholesale and Retail Dealers.

**HOLLAND AMERICAN
WAFFER CO.**
Grand Rapids, Mich.

LEGISLATIVE PROSPECTS.

Two views are entertained concerning the outlook for National legislation as a result of the changes in Congress made last week Tuesday. One of these holds that a practical deadlock of the two parties means that little will eventuate in the way of new laws and that business interests will enjoy an opportunity to work out their own salvation. The other theory is that the dominant position of the liberal elements may mean a program of measures which are usually fought by conservative business interests.

Actually, of course, unless there is an extra session, which few believe the President will call after his disastrous experiment last year, the new Congress will not meet for action until December, 1931. The Congress starting its sessions next month will comprise so many "lame ducks" that it will probably not accomplish much beyond what is desired by the administration, it is felt.

In the several times of the past when the parties were so evenly divided in representation there is a spotty record of the influence on business. The House has not been deadlocked since before the civil war. The Senate has been equally divided in three former sessions. The first, in the period 1881-83, saw business rise high in 1881. A decline started, and at the end of 1883 business dropped below the normal line. The year of 1884 was one of depression.

The Senate from 1895 to 1897 was deadlocked, and in the first year business was rising from a depression to a peak reached late in that period. There was the depression of 1896 and recovery toward the end of that year. The Wilson Senate of 1919-20 is recent history.

What must enter into any calculations of what the future holds in the way of political influences on business is that last week's elections rather definitely indicated the growth of antagonism toward "big business" which was lulled for so long under prosperity, real or imagined.

NEW DESIGNS NEEDED.

In the steps under way to relieve the business depression, it is more than likely that efforts made to develop new products and values will finally result in turning the scale toward recovery. This was the experience in 1921, when, despite the large accumulations of merchandise on all sides, fresh designs and styles were introduced to attract the fancy of distributors and public. Order on new goods and new values started up industry, and gradually the surplus stocks were worked off in one way or another.

At present the complaint in many markets is that so much emphasis is placed on price that there is a marked shortage of new ideas in merchandise. Retailers report this condition, but manufacturers counter with the statement that price is often the only selling point that the store representatives will consider.

What seems to be needed, according to all indications, is a greater effort on the part of manufacturers to provide

new designs and on the part of retailers to locate them and feature them. There are still not a few buyers who have the prosperity complex and are not to be "bothered" by salesmen and manufacturers with whom they have not been accustomed to deal. Unless they have particularly good reasons for this attitude, a heavy toll will be taken of them in the present slump.

The same losses will be suffered in the ranks of manufacturers who became too accustomed to keeping fairly busy for about two months a year and then devoting the rest of their time to a casual interest in their market.

DRY GOODS CONDITIONS.

Quickened by the price reductions which make their appearance about election day, trade activity turned up during the past week and satisfactory totals were reported. In this area sales were especially good on the holiday. The cooler weather toward the week-end pushed the demand for seasonal apparel and accessories. Reports from out-of-town stores also described improved sales except where circumstances have depressed entire communities.

Early figures on retail results last month indicate that a better comparison was made with a year ago than in September. This was so in the case of a large mail order house. A compilation for twenty-eight chain systems showed that sales last month were only about 6 per cent. under the volume for October, 1929. Lower prices would more than account for this loss in dollar volume though, of course, there is an offsetting factor in the new units opened up.

The "Buy Now" movement has spread more widely with the appeal based on much lower prices and the aid which will be given to unemployment and toward speeding business recovery. The correct emphasis is placed on the foolishness of holding back necessary or desirable purchases by those who can buy, when such hesitation means prolonging the depression and adding to their own losses.

It seems likely that Christmas shopping promotion will be advanced this year in order to reduce buying resistance and add to the holiday volume.

TEXTILE RESEARCH STARTS.

Although organization of the United States Institute for Textile Research was completed last week with indications that its program may be jeopardized in several ways, the mere fact that such a group is definitely under way should be a source of great gratification to the industry. As one speaker declared, the new institute finally marks the time when "the finger of scorn" can no longer be pointed at the textile business by other progressive industries."

It will take, of course, more than a name and a duly organized group to carry out a program of study whereby the industry may lift itself to a scientific plane befitting its importance in the country. Some of the difficulties were cited at the organization meeting. The question of funds for the work is paramount and the sum to be asked of

the Textile Foundation is indeed small for the scope of the enterprise. This might prove a starter but certainly the many organizations in the textile industry might agree on some plan to provide additional backing.

The handicap of the many projects which were placed before the institute for consideration in its research investigations is one that will prove severe if it is inadequately financed. Results will be looked for and disappointment will follow the failure to obtain such results or to cover the field as many would like to see it covered. Of course the most promising lines of enquiry are indicated and this is the direction in which the institute is now headed.

CAUGHT RED HANDED.

It is a source of some satisfaction to the Tradesman that it has been able to secure an admission of guilt from Sears, Roebuck & Co. on a charge of fraudulent advertising. Oct. 8 the company advertised in the Grand Rapids Press that it would sell eighteen bars of Palmolive soap for \$1 the day following. Instead of making good on the offer, the company undertook to force the people who called for Palmolive soap to accept Palm soap instead. As a matter of fact, the company had no Palmolive soap on hand and had none in the store until this week. As soon as this circumstance was brought to the attention of the Tradesman, proper complaints were made to the manufacturers of Palmolive soap and to the head of the Sears house in Chicago. The former treated the complaint with great indifference and it required a second or third letter before Sears, Roebuck & Co. condescended to make any reply to the accusation. The full text of the reply finally received is published verbatim elsewhere in this paper.

The local manager of Sears, Roebuck & Co. is very positive in stating that fraudulent advertising will not be permitted at the Grand Rapids branch from now on, but the abuse has been practiced so long and so strenuously by the headquarters house at Chicago that it will be well to keep a weather eye out for violations of the law. Any lapse brought to the attention of the Tradesman will be promptly investigated by us and the outcome duly chronicled.

THE WAR AGAINST CANCER.

Cancer Week owes its origin to the conviction among authorities on the subject that one of the chief weapons in the war against the dread disease is the spread of knowledge concerning it. A very important item in that knowledge is the fact that in many cases, if it is discovered early and treated promptly, cancer is curable.

But how is to be discovered in time? It is not, as a rule, painful in its first stages but develops painlessly and slowly. Most often it occurs in a small sore or lump in tissues which have been damaged by long-continued irritation. Any lump, therefore, particularly one in the breast, ought to send one to a physician. It may turn out not to be a signal of cancer, in which

event the person has the satisfaction of being free from doubt and anxiety on the matter. If, on the other hand, it turns out to be a warning of a cancerous condition, then there is the chance that by prompt treatment the condition can be cured.

Cancer is not inherited, although there may be an inherited tendency to develop it after the age of thirty-five, nor is it a germ disease nor is it contagious. Yet it is one of the main causes of death in this country. Nearly 8,000 deaths from it were reported in New York last year. Many of those deaths could have been avoided if timely steps had been taken. The lesson for the living is plain.

AN INGENIOUS PROTECTION.

Most persons would say offhand that disagreeable odors ought to be destroyed, and in general they would be right. What excuse can there be, then, for going to the trouble of creating a disagreeable odor? The best excuse in the world—protection of human life. Such an odor, shot through ventilation lines, is to be used to warn miners of fire in all metal mines which comply with the provisions of the American standard code. Other warnings are to be given; for instance, in mines equipped with electric lights the engineers are to flash all such lights nine times in three series of three flashes each. But since something may go wrong in the electrical system, the odor signal is considered the more reliable warning. But why not use a pleasant odor? It is interesting to note that pleasant odors have been experimented with, but their effect is less than that of the other kind. When a disagreeable odor reaches a miner, he instinctively seeks pure air. The odors of rancid butter and of banana oil are among those used. They ought to be effective immediately.

WORLD'S COMMON NUISANCE.

Research into the causes of the common cold has been going on since 1928 at Johns Hopkins under the \$195,000 fund established by the Chemical Foundation. Its specialists now announce that a cold is transmitted by a disease-producing virus too small to be seen even through the most powerful microscope. It is extremely disappointing to, so to speak, discover something that cannot be discovered. It reminds us somehow of Mark Twain's theory on Shakespeare-Bacon controversy that the works of Shakespeare were not by Shakespeare but by another man of the same name. Yet we presume that the establishment even of a virus that we cannot see is a step forward. It will probably lead some one in some other laboratory to invent a new microscope through which the virus can be seen. Heaven speed the day! The common cold is the world's common nuisance.

The question for each man to settle is not what he would do if he had means, time, influence and educational advantages, but what he will do with the things he has.—Hamilton Wright Mabie.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

No matter how unpleasant some other days of the week may have been recently four successive Saturdays have been marked by bright sunshine, blue sky and bracing air.

In passing through Spring Lake I was pleased to see how completely Mulder Brothers & Sons have rejuvenated their store building since it was visited by fire Aug. 30. They have added a modern front to the building and made the interior thoroughly up to date. They plan to have an opening in the restored premises on Saturday of this week.

The massive piles of gravel at Ferrysburg brought down Grand River on scows from Bass river exceed in size and appearance anything of the kind I have ever seen before. It is well worth a trip to Ferrysburg to see how gravel can be handled on a gigantic scale for transport to over-the-lake ports.

In passing along Peck street in Muskegon Heights, I just naturally tarried for a moment at the so-called public market. I had previously inspected the fruit and vegetable displays in front of the stores on Broadway and Peck streets. There was no comparison between the type of displays. The farmer and huckster exhibits were invariably inferior in quality and higher in price than the goods offered by regular merchants. Some of the goods on display in the market were so manifestly near the stage of decay that their sale should have been suppressed by the health authorities.

Harry Steigenga, formerly engaged in the grocery business on Getty street, has moved his residence on the corner to the rear of his lot and erected an oil station on the front end of the lot, which he expects to open for business in a few days. Having devoted practically all of his time during the fall to the nomination and election of Governor Brucker he rather expects when the food inspectors are selected next year he will be included in the list of fortunate ones. He has a pleasing personality and has long made a study of the subject of foods and their proper handling, which makes him well adapted to discharge the duties of such an official position.

Edward Hesse, grocer and meat dealer of 1997 Lake Shore drive, will soon begin the manufacture of his potato sausage. This is a winter product on which he has built up a city wide reputation. It strikes me that it is an excellent idea for every meat dealer to create and cultivate some specialty in his line, which tends to give his establishment a distinctiveness all its own. A meat dealer in Grand Rapids turns out what he calls "lemon sausage" during the winter season. It has become so well known in certain cir-

cles that orders are received from people in other states who have had their attention called to the product. Jacob Kuite, the Holland meat dealer, has created and maintained a peculiar reputation for his pork shoulder sausage which he makes only in the presence of the purchaser. No meat dealer should visit Holland without calling on Mr. Kuite and noting how he handles his remarkable product in an equally remarkable manner along psychological lines.

Speaking of potatoes reminds me of the growing demand for Idaho potatoes in this State. The disparity in price—\$3 per 100 pounds for Idaho stock as compared with \$1.20 per bushel for Michigan grown—does not appear to retard the sale of the mountain product to any considerable extent. If I were a Michigan potato grower I would produce only certified potatoes, sort them with scrupulous care and put them up so attractively in approved containers that they would not be held down in price, as is the way with the average run of home grown spuds.

I understand Joseph Brewer has met with very satisfactory results in undertaking to grow potatoes from Idaho seed on his remarkable farm at Plainfield village and that he hopes in time to develop a very satisfactory brand of superior potatoes which will thrive under Michigan conditions. Michigan farmers owe much to the experimental work Mr. Brewer has conducted on his farm with great care and thoroughness. A visit to his farm furnishes inspiration to any grower who seeks to better his condition. A pleasant feature of the situation is that visitors who come for information are heartily received and welcomed by Mr. Brewer's superintendent and seldom leave the farm without acquiring valuable information. The same is true of the Robert Graham experimental farm on West Bridge street — Lake Michigan boulevard — where every farmer who needs assistance is heartily welcomed and given the latest scientific knowledge on any subject which concerns him.

I am afraid Michigan is lagging in the matter of apple production also. In being shown through a cold storage recently, the manager pointed out his stock of apples, with the remark: "I have 166 bushels of Michigan apples and over 5,000 bushels of apples from other states. Michigan fruit growers are getting so careless and shiftless that it is only a question of time when I will be compelled to discontinue the sale of Michigan apples altogether."

As a native of Lenawee county, which was once the banner apple county of the United States, I was very sorry to hear such a wholesale condemnation of the apple products of Michigan. In making his campaign for Governor, many years ago, Cyrus G. Luce, of Coldwater, insisted that Lenawee county was then the strongest purely agricultural county in the

United States and that her apple crop capped the climax of production and quality. Of course, nearly two generations have come and gone since this claim was made for a Michigan county, but I am afraid we have not kept up with some of our sister states in producing and marketing apples of dependable grade and high standard.

When Grand Rapids dumped the aldermanic form of government a few years ago and substituted the commission form therefor, we amended the charter to conform to the new management, utterly abandoning the old ward lines and electing the commissioners at large. Then we sat back complacently, folded our hands on our breasts and intimated by our contentment and complacency over the situation that we had completely solved the problem of the universe. The first Commission elected under the new arrangement was ideal in composition, alignment, experience and good intentions. All but one of the new officials had an eye solely to the good of the city. The exception was a labor unionist who had but one ambition — to eliminate Ab. Carroll from the head of the police department. This person never got anywhere with his nefarious intention, based on malice and bitter prejudice, and never cut any figure on the Commission, because he was regarded as a one idea man running on a single track to vent his spleen and vindictiveness on an honored official and faithful public servant who never had any use for anarchists or trade unionists who resort to the torch and the bludgeon to accomplish their ends. The type of men we have since been placing on the Commission has gradually deteriorated until we now find that a majority of the seven members are actual nonentities, incapable of passing on any question with knowledge or fairness, because they are not only mentally inadequate to the situation but because they are actuated by narrow minded prejudices and vicious enmities which preclude their functioning with any degree of common decency.

Two causes are responsible for this condition. The first was the unfortunate action precipitated by the enemies of the commission form of government in amending our charter and restoring the old ward system of political division. The other was our lack of wisdom in permitting the Citizens League to lapse. So long as that organization continued to function it exerted a wholesome influence over the men who offered to serve the public in any capacity. When it was permitted to die the door of political preferment was opened wider to the great army of nobodies who regard an empty head and an itching palm as the proper passports to public recognition and political office. There never was a time when a Citizens League under some name or form was so badly needed in Grand Rapids as at present. The city has been in the throes of despair on several occasions—notably the at-

tempted water steal precipitated by Deacon Ellis, McGarry, McKnight and others of the same ilk—but no more disheartening spectacle was ever presented than the present condition of things due to the impotence and boyishness of a majority of our City Commission.

I think it must have been thirty years ago when I was talking with Daniel McCoy, President of the State Bank of Michigan, also President of the Edison Light Co. A joint committee of the bricklayers union and the stonemasons union approached Mr. McCoy with an enquiry as to the truth of the report that he proposed to erect a cement factory building on the corner of Fulton street and Ellsworth avenue. He replied that such was his intention, when the spokesman of the joint committee stated that such a building would not be permitted by the unions he represented, and that any plans not in conformity with the rules of the unions must be abandoned. I saw Mr. McCoy when he was indignant on several occasions, but I never saw him speak so sharply as he did to the cohorts of union labor who evidently thought they could block the progress of the city by a personal interview which involved the element of intimidation.

I talked this week with one of the oldest and strongest contractors of this city and asked him what had become of the stone masons which were so much in evidence when cement came into general use for buildings and foundations.

"I do not think there is a stone mason left in the city," he replied. "The last workman of that kind I now recall was a colored man who was an excellent artisan. He died a few years ago. Bricklayers now receive \$12 per day for eight hours work. Because of the restricting rules of the union, they do much less work than they did when we paid them \$3.50 per day. I do not wonder people hesitate about building brick houses and blocks and factories when they realize that they must pay so dearly for poor workmanship and restricted accomplishment."

I have no idea that the auditorium will ever be constructed on the West side, because of the many objections which have been raised to the location decided on by the mediocre members of the Commission, which involves the payment of three times as much for the land it is proposed to use as it is actually worth. Two ways are open to those who wish to see the \$1,500,000 voted by the people expended in such a manner as to keep faith with the voters—an injunction setting aside the action of the Commission and the calling of a special election to rescind the action of the people in authorizing the bond issue. I understand that either or both expedients are likely to be put into effect in the near future, with a view to causing the majority members of the Commission to right about face and get in line with the minority mem-

bers who insist on keeping faith with the people who are responsible for the bond issue.

The outcome of the election is exactly what I expected, owing to the existence of three conditions which are equally disastrous to the party which happens to be in power—unemployment, wet and dry controversy and lack of color in our great President, who is not properly appreciated because he does not wield the big stick. The people take more kindly to a vigorous personality like Theodore Roosevelt than a placid character like Taft and Hoover. In other words, even the most simple minded man applauds the strong man who thinks intensely, talks loudly and acts with great effectiveness.

Much of the clamor against our present tariff from foreign nations has been due to propaganda spread by Democratic leaders who have worked most insidiously to destroy public confidence in our recent tariff enactment. In thus becoming a cat's paw for unscrupulous leaders of a great party our foreign friends apparently overlook the fact that our tourists spend a billion dollars every year in Europe in looking at pictures and statuary and gazing at historic buildings. Our next door neighbor, Canada, with a high tariff wall between us, bought \$450,000,000 worth of goods of us during 1929 and received \$271,000,000 from the American tourists who crossed the border. They do not complain, but the European nations which want to flood this country with their wines, which they produce in excess of home requirements, look to the wet element of the Democratic party to amend the Volstead law and also to bring about a reduction in our tariff on wines to help them find a lucrative market for the product of their vineyards in this country.

In handing out \$20,000 to four alleged charitable organizations from the estate of George and Mary Metz, the Grand Rapids Foundation certainly raised a question in the minds of many good persons by ignoring the City Mission and recognizing the Salvation Army, whose handling of alleged charity is certainly susceptible of deeply grounded suspicion. I regard the Salvation Army as fundamentally dishonest in some of its methods, including the criminal manner in which it undertakes to raise funds for new buildings and other purported philanthropic purposes. I hope well-meaning people who wish to see their gifts to charity devoted to charity carefully investigate the methods of this organization before taking action hereafter. The City Mission has been the close and faithful friend of the poor and unfortunate for many years and should receive full recognition in all distributions such as the Metz estate contemplates.

I am in receipt of the following letter from Louis P. Haight, the Muskegon

Poo Bah, concerning the museum he proposes to establish on the flats between Muskegon and North Muskegon:

After ten hard years life is growing brighter for me and I am again at work on the much-despised museum, you mention, but, perhaps, in a different form. The City Commission and the Chamber of Commerce are working with me and some day you may see the results. I am to divide the land, where forty feet of the top soil was removed to fill in the causeway, into plots and seed them to the same seeds, after the land has been fed with the elements found in the human body, to see the results of feeding the soil. Then the fruits and vegetables will be fed to those suffering with goitre, arthritis and enlarged tonsils, to see if by eating foods rich in iodine, iron, sulphur and other elements, these troubles can be corrected. Mayor Dratz has invited all of the county agents in Western Michigan to act as an observation committee to study my work and report to the Commission, so there can be no question of the results and some day you might look at the experimental gardens.

I understand Mr. Haight acquired this large track of land—swamp perhaps would be nearer the truth—by adverse possession and tax title deeds. If the oil development should be of short duration, it would seem to me as though he could make himself very rich by selling the muck on his swamp to the owners of sand farms in the vicinity of Muskegon. A thick layer of humus ought to increase the productivity of that region very greatly.

E. A. Stowe.

Random Thoughts Which Originated While Traveling.

Why do we now call those who herd sheep sheepherders? Is not shepherd still good English?

San Francisco calls a certain thoroughfare Broadway Street. Car conductors, not always precisely articulate, seem to emphasize the "street." There are Broadways everywhere, the name almost as hackneyed as Main or Washington. Many are not specially broad—that in San Francisco for example. But elsewhere Broadway is left to tell its own story—the Way that is Broad. Only San Francisco is redundant in explaining that it is a Street.

Everywhere in America one gets a steel knife with red meats. But try to cut with it. On your life, you cannot. Ask the head waiter why it is furnished. Explain to him your struggles. Tell him what a slander such a tool is on perfectly tender flesh. He is helpless, of course, but some day somewhere somebody will furnish his guests with sharp steel knives—and his patrons will arise and bless him and his fame will go abroad in the land.

In the story of his boyhood, W. D. Howells tells how his father, building a house in Ohio in the '40s of the last century, made the frame of oak and sheathed and shingled it with black walnut, "because that was much cheaper than pine" and left unfinished it would become beautiful when weathered.

Did the elder Howells think of our walnut as inexhaustible? Or was that word coined by Gifford Pinchot, yesterday's apostle of conservation? No, that word and the thought behind it has misled countless generations of

men, all of whom have repented when either too late or when repentance exacted heavy penances.

Two thousand years ago the Romans found Kentishmen evaporating sea water for its salt, their fuel the "inexhaustible forests of Kent." Kent is the Southeast corner of England—all England is the size of Florida. Today English forests are famous for age and beauty, but the trees date back only four hundred to five hundred years. Each was a seedling after Kent was denuded of primeval growth.

Within my own easy memory the forests of Wisconsin and Michigan were so vast that wise men averred we could never overtake the voluntary replacement. But cutting grew geometrically and those forests were so completely obliterated that cities of respectable size, originally founded on the lumber industry, have disappeared or been reborn on a new basis. Witness Muskegon. Our Midwest "inexhaustible" forests have gone, except a remnant in far North Minnesota "good for" perhaps another five years; and in both Minnesota and Georgia we now make boards of eight inch trees—glad to get them.

Reforestation has come to us in spots, but we cut our trees now four times as fast as nature can replace them. Results are lack of wood, devastating floods, loss of surface fertility. Yet all this is not economic sin especially characteristic of our people. It is a phase of development in all peoples so far—the Gauls and Germans like the English; but it might help some if we could learn this historical lesson slightly in advance of dire necessity, unless we are content to rest on Henry Ford's theory that history is bunk.

"What's the outlook?" Chicago asked me. But that query has been my welcome in every state and all of Canada during the last dozen years—years the most abundantly prosperous that men anywhere ever have known. So I don't take it much to heart. I recall Puck's philosophy: "One trouble with having a run for your money is that it is such a long walk back."

Harrisburg is developing a fine civic center around the Capitol. I have not been in that building for some years. Around its rotunda is a row of niches designed to hold statues of Pennsylvania's men of mark. When I was there only one niche was occupied—by a likeness, somewhat larger than life, of Matt Quay. Matt was a politician of the last generation, one of those strange and elusive mixtures of good and evil our politics seems to produce. A man of physical and mental power, a dominating character, one who in his lifetime was regarded as a boddler, a loyal Pennsylvanian, cynically unscrupulous, kindly and helpful, whose handling of men charged with disbursement of public funds all but paralleled that of New York's Boss Tweed, but who stopped short of the dead line which Tweed crossed—the idea of setting up his statue in the state Capitol would have amazed his contemporaries. Yet there he stands—bold, assured, complacent. Is it to laugh or is this another instance of "Say nought but good of the dead?"

How will Pennsylvania in 1980 reward him?

York, Pennsylvania, is the home of one of America's brightest, most successful women. She is the still young daughter of Pietro Tassia, native Italian, naturalized American, wholesale fruit and vegetable merchant. You have never heard of her, but if this writer lives a year longer you will.

Arriving again in Washington after six months I found the carfare enhanced to ten cents, four tokens for thirty cents. Just like that—and you can take it or leave it for all the conductors care. Makes me feel as I did in the Hetch Hetchy Valley last summer that we sure want to give our politicians a few more of our public services to play with. They have such fun with them. They breed such fat payrolls for their good friends. They take such good care of "the boys." And the public, which is maybe you and me, what? We have no comeback, so why should men who have never faced a legitimate payroll on their own not play gleefully with our money?

I have forgotten to speak of the new union station in Omaha, only partly finished and occupied. It is a revelation of architectural charm and beauty. Its interior arrangements, design and decorations are the last word in completeness and good taste. In one respect it pays striking tribute to our advance as a people along the route of refinement. This is in the general waiting room wherein is an "island" as large as one will find in a metropolitan hotel, which is carpeted with heavy brussels and furnished with upholstered lounges and chairs. We have advanced far and rapidly from the time when our railway stations were browned with tobacco juice and littered with rubbish, else this feature of the Omaha edifice could not have been imagined. To-day not the most refined lady need hesitate to spend her waiting time in this magnificent public room.

Nevertheless, I do always wonder why builders of our newest stations continue to install stairways instead of ramps. For every ramp I know—in New York, in Buffalo, in one portion of the new Richmond terminal—is a grateful relief to every traveler; and it seems to me its added safety must save the railroad its extra cost many times during its life.

Paul Findlay.

Plain Color Pongees Selling.

An important printer of cottons who also has one of the biggest dyeing equipments in the country, reports a steadily increasing demand for plain colors. While this seller, specifically, has sold millions of yards of printed cotton pongees, he has also done a very fair business in the solid shades of the same material. Commenting on the drift to plain colors, another seller, a well-known converter, voiced the hope that this tendency would not get very far. "The competition in prints is bad enough," he said, "but it would be far worse in dyes. It would go very hard with the converter, whose mainstay in the scheme of things has been his styling ingenuity."

Only a lazy man uses a mushroomed tool.

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FINANCIAL

Situation Is Not as Bad as Rumors.

Some of us are seeing "ghosts" in business that do not exist, in the opinion of one of Wall Street's conservative commentators, Benjamin M. Anderson, economist for the Chase National Bank, and the sooner we eliminate the psychological elements of this "overdone" depression the sooner we will release fundamental influences now ready to work a recovery.

That this depression in industry must run another year or two before it generates a revival and that we must give up hopes of a strong recovery in business within the near future are not the views shared by this authority. With the general volume of business down to a level 20 per cent. below normal, the depression has come "measurably close to the low of 1921," but the "fundamentals do not justify that."

Our memories are short and we should be indebted to Dr. Anderson for reminding us that the year 1895 following the panic of 1893, which with the succeeding free silver campaign marked one of the blackest periods in our economic history, "was a year of very strong revival."

Similarly after the panic of 1907 and the severe business depression in 1908, "the revival of 1909 was exceedingly strong." Even in 1922 and early 1923, following the severe depression of 1921, there was a very strong revival "that approached boom intensity in the early part of 1923."

Now history shows that where the depression itself does not fully correct the fundamentals business after its first upswing following a depression sometimes runs into a horizontal movement awaiting the final necessary adjustments. The secondary reactions that we witnessed in 1910 and in the latter part of 1923 and early 1924 nevertheless left American business well above the levels of 1908 and 1921 respectively.

Dr. Anderson says: "The present frame of mind of the American business community is far more wholesome than was its frame of mind in the summer of 1929. We were in far greater danger in the summer of 1929 than we are to-day. We are facing facts to-day, and we were dreaming dreams then. But some of us are also seeing ghosts to-day, and the situation is not as bad as rumors have made it or as hysteria in certain places has made it. By and large the business community is not hysterical. Some of the speculators have been. But the business community is needlessly depressed and the volume of business has gone needlessly low. Improvement from these low levels can come at any time and can be very strong improvement."

Unfortunately the financial district sometimes allows its view of the situation to become distorted through too close an observation of ticker movements, but those who can divorce themselves from the gloom expressed at its extreme in the stock quotations

recognize in the current situations the makings of a revival.

Paul Willard Garrett.
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Believes Next Important Move Will Be Upward.

Market quotations have drifted downward in the last month but scattered signs of improvement make the National City Bank of New York more confident that "the depression in this country is scraping bottom" than it was around Labor Day.

That the business situation in the last month has shown no clear indication of a decisive turn, the bank says frankly in its November bulletin today, but it finds some of these signs of improvement "quite encouraging," even if not definitely assuring "that the turn has taken place."

Quarreling over fractions is always the privilege of a statistician and if the bank were statistically minded to that extent it might wonder whether rock bottom in this depression is here, but it makes a much more practical approach to the question in its significant summary of the situation:

"Considering the months of reaction now behind us, as well as the depths to which the decline has gone, there can be little doubt but that the depression in this country is scraping bottom. Whether the precise mathematical low point has been reached may be open to question, but we do not believe business is likely to go much lower; and we think the next important movement will be upward."

"How soon that will take place cannot, of course, be foretold with certainty, as that depends in large part on the degree of help or hindrance accorded the economic forces working to restore the balance. Usually, however, our industrial depressions of a severity comparable to this one have taken the form of a U-shaped curve—that is, business after passing through the declining phase has generally moved sideways for a few months before commencing the climb back to normal."

That the coming months are not the months calendarwise that usually bring decisive upward movements we all know, but the bank rightly calls attention to some evidence of improvement that the pessimists seem to be overlooking these days. (1) Commodity prices at last are demonstrating an ability, particularly the staples, such as cotton and grain, to move independently of the stock market. (2) Consumption of raw cotton and raw silk is increasing. (3) Raw cotton exports last month were the largest for that period since 1913. (4) Wheat exports for the season exceed a year ago. (5) Pronounced improvement is seen in the textile industry where sentiment "is more optimistic than in years." (6) Lumber curtailment is beginning to show results. (7) Sugar is up 45 per cent. on indications which cover an understanding of fundamentals. (8) Rubber has improved. (9) Prospects of copper curtailment are better. (10) Building shows signs of improvement and (11) Motor production "has shown signs of moving against the customary seasonal down trend."

Paul Willard Garrett.
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Bargain Day For Good Bonds.

For the discriminating investor to-day is bargain day and for the banker it is a day of temptation, Benjamin M. Anderson, Jr., economist of the Chase National Bank, told the Nebraska Bankers' Association in session in Omaha to-day.

Yields on good listed bonds are unusually high in comparison with short-time money rates, with the line between money and capital more sharply drawn "than we have seen it for a long time," said Dr. Anderson. "There are not a few obligations of strong borrowers with maturity coming in two or three years which we would ordinarily look upon as very suitable purchases for the man who has temporarily idle money, which are selling at yields that put them in the long-term investment class."

Rates on mortgage money for prime mortgages have moderated, but many good mortgages must pay unusually high rates.

"With returns on acceptances, commercial paper and highly liquid impersonal loans at the Stock Exchange very low," continued Dr. Anderson, "the temptation is great for the banker to put an undue proportion of his funds into bonds and mortgages."

"The veteran banker has seen this happen many times. He knows that bonds bought merely because the banker has excess funds must be sold again when the banker needs funds for his customers, and he knows that mortgages bought at such times cannot be sold again, but represent a more or less permanent lockup of capital. He

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knows that the banker should not put more into mortgages than he can safely leave in mortgages, and he knows that the banker is exposed to the risk of losses on his bonds if he buys them in large quantities in times of very cheap money in order to get a high return on his secondary reserve.

"Individual bankers must solve their problems with reference to their particular situations. Sweeping general rules are to be avoided. Certainly the banker in a distressed agricultural community will do all that he can to see that renewals are made of good farm mortgages."

Though urging bankers not to forget their duties to their customers and communities, Dr. Anderson indicated he considered prices for bonds and mortgages favorable for individual buyers.

He considered the yield on good foreign bonds exceedingly high and said he felt many unlisted bonds of undoubted goodness were selling on a basis "that can only reflect the investor's reluctance to tie up his money because of vague and unreasonable fears."

William Russell White.

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How Shorts Sell To Make Profit.

So much has been said about short-selling in the stock market in the last few weeks interest has been aroused in the procedure to be allowed by a trader who wishes to sell stocks in anticipation of repurchasing them at lower prices for a profit.

Stock sold must be delivered to the buyer, so to fulfill this step a trader who sells short must borrow stock to make delivery. The cash proceeds received from the sale of the security are used to deposit as security for the stock borrowed, so that the lender receives a 100 per cent. loan rather than 80 per cent. of the market value that he would receive if he borrowed from a bank on his stock as collateral.

The trader who sold short may terminate the arrangement with the owner of the shares borrowed at any time. That is, he may repurchase the stock in the market and deliver it to the lender of the stock, who returns the cash first advanced as security.

If the stock is repurchased in the open market at a lower figure than it had been sold for by the trader who went short, there is a profit for the speculator, but if the price in the meantime advanced and the short seller decided a repurchase at a higher figure a loss is suffered.

Loans of stock are usually arranged at the close of trading on the floor of the Stock Exchange at a central point known as the loan desk, where the needs of various member firms are adjusted.

Interest to be paid on funds involved in short sales often puzzles the inexperienced. Ordinarily the lender of the stock pays the day-to-day call renewal rate on money received by him as security for stock loaned, but at times when the supply of a certain stock is scarce the lender not only receives the use of the cash security free but in addition obtains a premium from the borrower of the stock.

When a stock lends "flat" the lender need not pay the borrower any interest on the cash deposited as collateral.

William Russell White.

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Commercial Enterprise Needed in Labrador.

The September bulletin of the Michigan Health Department contains an account of a nutritional survey carried on by Dr. Helen S. Michel, of Battle Creek college, among the fisher folk of Labrador and Northern Newfoundland during the summer of 1929, which was done at the request of Dr. Wilfred Grenfell.

Dr. Michell learned that fish, game and a minimum of vegetables was all the home produced food of some sections. All other food supplies were obtained of traders, the usual custom being to trade the season's catch of fish each fall for a year's supply of food-stuffs, which consisted of flour, salt pork, salt beef, butterine or oleo, tea, molasses, a few beans and peas.

In some settlements there are few, if any, gardens, no cattle, goats, sheep or hens. The most prosperous or thrifty people may buy or raise potatoes, turnips and cabbage, but only enough for a small fraction of the winter. As a result of this unbalanced diet, Dr. Michell found a prevalence of night-blindness, berberi, rickets, mild scurvy, bone and teeth defects and general under-nutrition, although fat, carbohydrates and protein supplied an abundance of heat and energy. Fish and flour furnished phosphorus in adequate amounts; meat and molasses gave iron, but lime and vitamins were largely lacking; hence bones and teeth were undernourished.

The casual reader will naturally enquire why the great potato crops of Maine are not available; why the nearest of our states cannot supply milk, butter, vegetables and fruits. Could we supply Labrador with these most necessary food-stuffs, it would help the potato markets of the Central States and reduce, in a measure, the surplus of fruits from Florida and California. Mercantile missionaries seem greatly needed in this case.

Arastook county potatoes are being sold in Ann Arbor. E. E. Whitney.

Dollar Sales Called An Abomination.

Buyers continue to look for the cheap blankets for the dollar sales—and find deliveries on these several weeks off. The country seems to have been flooded with dollar-sales—on all kinds of merchandise. Some people call it on abomination, that such trading-down should be generally encouraged. Yet, this is what one hears most—buyers looking for comforts, for blankets, and for other kindred goods, for dollar sales.

Popularity of Pewter Continues.

Pewter manufacturers are enjoying a better holiday business than they did last year in spite of predictions that the popularity of pewter would wane. Orders for all types of pewter have been so heavy that some factories are sold up on their entire production to the end of the year, and others are asking from three weeks to a month on deliveries. Better grade items are getting a normal share of the business.

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RUTHLESS PIRATES.

How Penney Employee Regards His Former Boss.

I do not regret the two years of hell that I put in in Hannibal working for Penney. I learned more about merchandising in those two years than I could have learned in ten years in the average independent store. But they put grey hairs in my wife's head that there was no need for.

The Penney chain lies to the buying public through their advertisements, saying, "We don't sell seconds. It never pays to take chances with quality," when I know better. I have a label which reads, "Industrial Rayon Corporation, Second Quality," on Parsons & Baker Company of Phoenixville, Penn., invoice of 12-31-29. Penney store No. 269 received a shipment of twenty dozen ladies' vests. These vests were packed one dozen to the box, and one of these labels was found in each box. These vests were sold over the counter of the lingerie department as first quality.

The 250 million dollars that the Penney outfit expects to get in volume this year is not enough to pay me to sell seconds as firsts. Before I joined the ranks of this powerful chain, I sold seconds for the O. J. C. Clothing Co., of Atchison, Kansas, but they were sold as second, and not first quality. We placed a display card over our merchandise, telling our customers that such merchandise was second quality.

Perhaps that is the reason my former employer has only one store today. He and Mr. Penney started in business at about the same time, but he has been too honest to be a huge success. He has more natural ability than Penney, for he is a past potentate of his Shrine temple and a former member of the state legislature, and has had no chain to shove him into these offices of trust.

The fact that the independents are poor merchants and spend almost all of their gross profit in the operation of their stores, is the very fact that proves that they are an asset to their communities, so long as they keep their heads an inch above water. If all of their gross profit is spent for rent, heat, salaries, local advertising, etc., where does this money go? It doesn't go. It stays right close to the place where it started from. But we should not want our independent to spend all of his gross profit for these things. He is entitled to a good net profit, and if he will get into an organization, do as he is advised to do, and stick with it, he will get the net he deserves.

The independent is trying to compete with blank ammunition. Penney may not pay the men and women in the stores enough to keep them from going hungry, but I'll bet he pays his New York bunch of experts a neat sum and I'll place a little bet that they don't put in more than an average of eight hours a day. The men in the stores work nights, days and Sundays to keep the overhead down.

Last week this Penney outfit announced "new low prices" on Pay-Day overalls. That bunch of underselling pirates are going from bad to worse. Something in the silk department is going up! They pay 13.50 a dozen for

regular size Pay-Days, and ten per cent. for extra sizes. That is the first time I have ever known them to sell an article below the actual cost. Yes, I know cotton has come down, and I'll tell you in a minute who paid the price for it, but this "James gang" is buy on contracts, and no new price list is out yet.

In 1928 the average full-time weekly earnings of 38,000 cotton mill workers was only \$15.66. Now who pays the price for Pay-Day overalls at \$1.10 a pair retail?

While I was assistant manager of Penney Store No. 269, in Hannibal, we sold all silk 12 M. M. pongee at 33 cents a yard, and that pongee cost us 32 cents a yard at the warehouse, and the warehouse paid, or said they did, 32 cents a yard at San Francisco. That pongee is wonderful bait, too. The independents couldn't even come close to us with it. We brought the ladies into our store with that and a few other pieces of bait and then put the hooks to them. We sold her a nice staple cap for her husband for \$1.49. We paid from \$7.20 a dozen to \$7.80 a dozen for these caps and put a wider margin of profit on them than we should have on novelty jewelry. We made the jack though. What did we care about the lady's husband?

Mr. Lyons, secretary of the National Chain Store Association, says that chain store wages, hours and morale compare favorably with those of independents. How does he know about that? I have seen the personnel of a chain store in such a frame of mind that I believe they would have jabbed a knife in the back of their Simon Legree manager if they thought they could have gotten away with it. Men who can give customers prompt, courteous service under such conditions, are wonderful actors, but all good actors are not in Hollywood.

In our store the men worked from 7:30 a. m. until 6 p. m. every day with about forty-five minutes for lunch. On Monday, Wednesday, Friday and Saturday nights we worked from 7:30 until 11, 11:30, and a great many times until 12 o'clock. On Sunday morning we worked from 9:30 until 12:30 and 1. When I reported to this store for duty May 16, 1928, I weighed 195 pounds, and I wasn't fat either. Today I weight 167. I owe grocery bills to independent grocers to the tune of about \$150 which I have been unable to pay with my salary. (Working almost every night and Sunday, you know I didn't have the pep to night owl around and spend my money foolishly either.) So you also know from my bills that I have not been on a diet. The other men of that store lost weight, too. I'm not the only one who "hit the ball" there.

Form 9029 is a traffic light for a Penney store. It shows at all times just how you stand in every department. You can tell at a glance if you are heavy or light on merchandise in any part of the store. But with all my other duties that thing was a pain to me. One week I would be told that we were missing sales on shoes because we were too light. Two weeks later we were not going to get the proper turn because the stock was too heavy. So it went. Hot water always in re-

gard to stock, turns, or selling expense.

The inventory instructions are a masterpiece. When carried out a perfect inventory and stock is the result. Last year one of the girls and I worked on that thing for days—hour after hour. At night one of the boys helped me—a bright light shining on indelible and white glazed paper nearly ruined my eyes. This year the New York office requested that the sheets be sent in within only a few days. I asked for more help, and was told that if we had "hit the ball" last year we could have gotten through much sooner.

Although I was accustomed to being on my feet all day, I was so worn out that I would only eat a light lunch at noon, then go to my room and lie down for a half hour or more. That didn't last long enough, though. I was soon told that the men of the Penney company only took fifteen or twenty minutes for lunch unless it was absolutely necessary. It was easy to tell I was fresh from the cow country, even if I didn't have it on my shoes; and I proved it by doing as I was told.

My wife wrote that she had received a letter from a cousin in Denver. Said she had known two young men who had gone with this outfit. One had lost his mind and the other had committed suicide. Of course I laughed at that then, but have since wondered if it were not true.

I had not been in the store long until one of the girls told me that she had been there several years, and when this baby-faced rattlesnake had taken charge she went home at night so tired and her nerves so shattered that she would lie on the bed and cry. He had driven the personnel to task from early morning until late at night, rushing around the store with a speed that would flatter a tornado. The nerves of the girls and the health of the men doesn't interest a chain gang. It's the dough they're after.

Although the store had shown a ten per cent. profit on almost a half million dollar volume in two years, they didn't have enough fixtures to trim one window without tearing down a good interior display. Of course, this took twice as long, but time means nothing to a chain, when overtime costs nothing. Who said "Time is money—Welcome is that visitor who appreciates the value of another's time?"

My wife arrived in Hannibal late on Sunday about a month after I had reported. I called by phone early the following morning to see if I might remain home that morning to help her unpack and put the house in order. I was told that business came first and that I might have two hours off. When I reported to the store one of the other men told me that the personnel there had been told of my request, and that the manager had said that he was going to break me in right. "Putting me to the test," you know. Well, these articles are a result of that "test," and I hope that bunch of jackasses enjoy them. I get a great kick out of writing them, and telling the whole world of my experience, so no other young man will be as foolish as I was.—Jay M. Williams in Merchants Journal.

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MUTUAL FIRE INSURANCE

Stock Companies Must Reduce Acquisition Costs.

The National Convention of Insurance Commissioners, at their recent meeting at Hartford, Connecticut, gave much attention to a consideration of the report of the Committee on Acquisition Costs appointed last year. The committee's report considered the conditions that caused its appointment and detailed the various steps in the investigation including the public hearing held by the committee at Chicago in July and a synopsis of the answers to a questionnaire submitted to the stock companies and various underwriting organizations.

The report of the Committee in part says: "As a result of its investigation this committee is convinced that the trend of expense ratios in the fire insurance business, largely attributable in its opinion to unhealthy competition in the acquisition field, presents a condition which may well be viewed with alarm by company officials and insurance commissioners."

"While it is true that favorable loss ratios in general have within the past few years protected companies against underwriting loss, it must be recognized that, to the extent that the increased expense ratios represent unnecessary cost, whether in connection with unprincipled competition or otherwise, companies are prevented from affording the public the full benefit of rate reductions that would otherwise be available without in any way impairing surplus and reserve accumulations necessary to fortify companies against conflagrations or other catastrophes.

"It is the opinion of this committee that much of the increased cost results from the appointment of unnecessary and unqualified agents, and the payment of commissions to many agents beyond the fair value of the services performed by them. This condition has the effect of imposing upon the companies burdens which should be borne by their agents, and impels the qualified responsible and service-giving agent to demand and seek greater compensation to offset the inroads made in business that would otherwise have normally been placed through him to seek such increases.

"A further cause for the increased cost in connection with the acquisition of business has been the great increase in the number of companies and their capitalization within recent years. In the case of the older companies with increased capitalization, it was natural that an attempt be made to maintain at least the same relative proportion between premium income and capitalization as had previously existed. In the case of the new companies it was apparently felt that some inducement should be offered in the form of commissions and allowances to influence business to flow into their offices.

"It would appear that if present events are permitted to continue their natural course, the public will be required to pay for the indemnity furnished, a cost greater than the value thereof, or in the event that the authorities invested with the power to regulate rates refuse to recognize ex-

pense loadings predicted upon what are apparently unsound business methods, it is apparent that many insurance companies will face financial loss unless conditions are corrected.

"The following are recommendations which the committee urges the convention to adopt as an expression of its views, with particular reference to the fire insurance business:

"1. That the insurance companies be urged to correlate the activities of the various underwriting associations under a single National association.

"2. That the companies continue to endeavor, with the counsel and support of this convention, to secure greater standardization of commission scales and the affiliation with the underwriters' association of all important companies.

"3. That commission scales country wide, both for so-called ordinary and excepted areas, be reviewed by the underwriters' associations with the advice and counsel of the various agents' and brokers' associations and the various insurance commissioners, with a view of attacking the source of existing abuses, and securing greater standardization on the basis of a commission program not only fair to the public, the agents and brokers and the companies, but which also is more enforceable.

"4. The attention of the companies and the members of this convention is directed to the fact that the root of the excess commission evil, both for lines of business and particular territories, is frequently found in the existence of an improper rate level.

"The companies and the members of this convention may find upon occasion that it is necessary and desirable to attack the root of the excess commission evil by advocating reasonable and proper adjustments of rates. The recognition by insurance commissioners vested with authority in the matter of fire insurance rates of the principle that commissions represent a vital element in the rate structure and that where excessive commissions are being paid the expense ratios are seriously affected, should result in the commission problem being approached from the standpoint of rate adequacy insofar as such companies are concerned.

"5. This committee urges the companies and the insurance commissioners insofar as it is within their power, to take steps towards the elimination of unnecessary and unqualified agents and brokers.

"6. Companies are urged to establish a reasonable differential of commissions between policy-writing and non-policy-writing agents."

A Business Man's Philosophy.

A newspaper editor asks me to answer this question: If you had your choice would you live in the present, a hundred years ago, or a hundred years hence?

I am ready to express an opinion: I prefer to live in the present.

I have been on this planet well over a third of a century and that period has been long enough to teach me that it is a waste of time and a vexation of spirit to indulge in idle day-dreams of

opportunities to come, or in morbid memories of opportunities missed.

We all owe reverence to the past and we have a duty toward the future. But we are of the present, and it is "now" that counts with us.

Happiness lies in ourselves. We can talk across the continent now; men couldn't do this a hundred years ago. But did they enjoy life any the less? A hundred years from now our descendants may be talking to Mars. Will the men of that day be any the happier?

Don't let us fool ourselves.

The opportunities to enjoy life, to express ourselves, to amount to something, are as plentiful now as they have ever been, or ever will be.

William Feather.

Work is activity intelligently directed.

Bedspreads in Good Demand.

Demand for rayon and cotton bedspreads spurted considerably in the past few days and mills are having difficulty in making prompt shipments. Hospital spreads have been very heavily bought and prices have firmed on them, in some instances advancing 2½¢@5¢. Cottons have been more active than rayons, due perhaps to one or two large users anticipating their Spring requirements. Some houses have completed a few numbers of their Spring lines and little change in styling is reported. Selling agents look for an excellent business in cottons for Spring.

The world is blest most by men who do things, and not by those who merely talk about them.—James Oliver.

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In years past we have all paid considerable money for fire insurance; have we not? Some of us, however, have gotten out of it much cheaper than the rest because we have had our insurance placed with THE FINNISH MUTUAL FIRE INSURANCE COMPANY of Calumet, Michigan.

This old and strong company shares its profits with the policy-holders by paying dividends of 40 per cent every 3 years. You can get in on this too, if you want to. Rates are no higher than anywhere else, and no extra charges. It will pay you handsomely to look into this.

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Grand Rapids, Mich.

ACROSS THE CONTINENT.

Some Notable Things Seen By Seasoned Traveler.

Somewhere on the South Atlantic, the fifth day from New York. We are among the Azores as this is written, October 15, 1930.

To mix work and play is difficult. There is nothing so demoralizing as a modern ship. Surrounded with endless space, in complete comfort, with the finest food in such abundance that nobody could eat through all the meals, cut off from any sense of obligation to work, it is always hard for me to do aught but rest through the quiet hours.

I start with brave plans. I allot books and articles to digest. I am going to catch up on many letters. Yet always the voyage ends and I have little to show for good resolutions.

But this time on our long preliminary journey from Marysville, California, to New York, we excogitated a plan which we feel might easily have a practical and mighty useful application. For as we rode through our wondrous Western scenery, we thought how easy it might be for Europeans to share more of it. The plan is this:

Let foreign visitors travel by water directly to San Francisco and make their return journey by rail across the continent.

As things stand, those folks who live in tiny countries land in New York. Often they get no farther. They return with the most distorted impressions. The more venturesome run inland to Buffalo or Pittsburg, some as far as Chicago. After what to them seems a terrific distance, they find themselves less than a third across our country; and they give up just when they are beginning to glimpse America.

Let them take it the other way round and what would they see? We may follow them in skeleton outline thus:

Let us take the Western Pacific, for its road bed—perhaps the most perfect of all—plus scenery equal to any. The cost of the extreme grade of 1½ per cent. put this line into receivership before it was finished, but travelers now benefit therefrom through ease by day and solid sleep by night. Over its entire length to Salt Lake the train is hauled by a single locomotive—up grade, down grade, on the level—at even, rhythmic speed. And, of course, this makes for economy of operation, so the road does very well thank you.

The start is at 10:20 a. m. from the San Francisco ferry. From Oakland the way lies first South, then gradually swings Eastward and around to the North, bearing Easterly. We run through the old placer gold workings—still operated on a manufacturing basis after eighty-one years of mining—and the Feather River Canyon, than which there is no than whither in the way of charming scenery. We dine in gathering twilight beyond Oroville. We have not yet left the great State of California: "and the evening and the morning is the first day."

We awaken in the Humboldt Valley, Nevada. If our imaginations are in fair working order, we may feel the spirits of the pioneer trains which toiled through these vastnesses. For a hundred miles or so their trail fol-

lowed the sweet waters of the Humboldt river and thirst came not to man or beast. But now the waters were diminishing and became hourly more brackish and soon they lost themselves, the river simply disappearing in the insatiable desert. How, by what dogged persistence and heroic effort, they dragged through the remaining hundreds of weary miles is a tale to stir our souls. Because of them and others like them, we now go that way in luxury.

The Valley to-day is primeval desert save as here and there it is dotted with ranch houses and outbuildings, surrounded with green pastures and yellow stubble, secure in the possession of wells which tap the underflow of snow waters from the mountain ranges which fringe it and give promise of abundance yet to come. For Nevada contains 110,000 square miles of area. It is more than twice as big as New York, Wisconsin or Illinois, and it holds but 100,000 inhabitants. With two Senators, incalculable resources still untouched, her future lies all ahead—and George W. Norris will keep us from overlooking her.

For some 200 miles the Western and Southern Pacifics run parallel, a few miles apart. Here the tracks are used jointly, one for Eastbound, the other for Westbound traffic. At Shafter the lines meet and then diverge. We wait for "The Desert Rat," a "train" of two cars hauled by a standard locomotive capable of hauling a dozen cars or more. This is a connector from Ely on the Nevada Northern, a road some hundred miles long all told. The baggage car is of standard design, but the passenger coach most ingeniously comprises every variety of travel comfort and convenience: day coach, smoker, sleeper, diner and observation compartment, the diner being even embellished with bay windows.

The day glides by amid mountain, valleys, desert patches, by pleasant farmsides and purling streams. It is a panorama of grandeur and beauty. Shortly past midday we come to the rim of the vast depression in which lies the Great Salt Lake of Utah and get a view that can be paralleled nowhere else. Then comes the rapid descent of the hairpin turns to the floor of Salt Lake Valley and the run of some three hours through the real bad lands of Utah to Salt Lake City.

We pass around the Southern end of Salt Lake during three or four hours and the stranger seeking to know something of what lies before him will find interest in the fact that all of Delaware, or most of either Scotland or South Carolina, could be put into that great Lake; on such a titanic scale is our land laid out.

So we reach Salt Lake City, and because we set our watches forward to 4:20 and depart on the D. & R. G. at 7, mountain time, this is the evening and the morning of our second day.

The intervening two hours and forty minutes should be utilized by every stranger to see a bit of Salt Lake, one of the noblest cities ever planned by man. Every feature of it, likewise its site, was determined by one of the greatest administrators of history, a master leader of men—Brigham Young. Turning from the Westward

trail at a point now marked by an imposing monument, Young pointed over the terrible desert and said: "This is the place," and because his followers had learned to trust him implicitly, they left the way at his bidding. Hardly had they ungirthed their weary cattle when Sam Brannan, for whom a busy San Francisco street is named, returned overland from San Francisco and its incomparable Bay and urged Young to continue to the Coast. But Young shook his head.

"We settled in the East," he said. "By steady industry we made the land to fructify. Then men jealous of our possessions drove us out. We built a flourishing community around a thriving city where there had been emptiness in Illinois. We were driven thence with rapine and murder because men wanted what we had wrought and neither state nor National laws availed for our protection. If we go to San Francisco, men will soon want what we build. Here we have what nobody will want. Hence here we stay."

Busses meet the trains and take visitors about the city on a worthwhile tour at a cost of a dollar each. But every stranger should, if possible, stay over a day or more. He should see Salt Lake City. He should run up into the Cache Valley to Logan where, among other worthy things, he will see a temple set on a hill in such wise that it seems to hang in the clouds. No picture from the Arabian Nights could be more ethereal or fairylike. No building I know of presents itself in such sheer beauty of setting. The stranger should use another day to visit Provo in the South. There among plenty of other interesting and instructive things he will find a pretty set of structures wedged in among the foothills which bear the sweet name of Mental Hospital. This seems much happier than insane asylum, even as the French hospital in San Francisco is called Maison de Sante—House of Health.

On every hand the observant traveler will find evidences of industry no less intelligent and enterprising because characterized by extreme persistence and tireless patience. He will be in a community in which every member works, where the dignity of labor is the most precious heritage, where there is no social demarkation, where the opportunity of all is the equal portion of each—verily a sturdy, self-reliant, altogether splendid people whose living example might well be emulated by others everywhere. To one who seeks essentials with an open mind, these factors will stand out with irresistible appeal and his impressions will not likely be clouded by any hang-over about polygamy.

Again we dine in gathering dusk as we pull out on the Denver & Rio Grande Western, too late to glimpse the thither end of the stark desert trail over which the Mormons had reached their land of scant promise, but of incredible performance; but I have seen it during long hours and my wonder grew with each mile that any human beings could have traveled that weary way and survived. Yet not only did they survive, but the pioneer train plowed the prairie of what is now Nebraska and sowed wheat which

those who followed the next Spring garnered for their sustenance.

We awakened next morning just East of Grand Junction, "up" in Colorado, in a smiling valley of gorgeousness which baffles any descriptive powers of mine. At breakfast time we were climbing the backbone of the continent, running along the Colorado river toward its source. It is here a smiling stream which gives no hint of the turgid torrent it becomes below the Grand Canyon. Here the lower mountains were clothed in rich Autumn colors and in the passes one glimpsed the lofty snow clad peaks of that overwhelming range which extends some 200 miles North and South and which the Spaniards named Sangre de Cristo for the crimson glow on its summits at sunset.

At eleven thirty we reach Tennessee Pass, the continental divide, at 10,240 feet above sea level, forty feet above Leadville, the highest crossing in the country. Soon after, we pick up the Arkansas as a murmuring creek and follow it as it swells into a stream promising to become a river through the Royal Gorge and on near to Pueblo. The D. & R. G. W. makes much of its hanging bridge in the Gorge and the highest suspension bridge in the world, directly above the tracks. Both features are worthy, particularly the suspension bridge, but they are preceded by hours of scenery much more impressive, charming and inspiring than either.

Uniquely beautiful Colorado Springs is passed after dark and Denver, where we are passed on the "Q" we gain at 8:30, so "the evening and the morning make the third day." Yet we have not reached the geographic middle of the continent.

Immediately East of Denver we pass from Rocky Mountain land to the regions of our great plains. But more than that, we leave behind the crystal clear cerulean skies and enter the climate—and the atmosphere—of the Mississippi Valley and Eastward to the Atlantic.

West of Denver distance is so foreshortened in the limpid air that even those of long local experience are deceived. They are uncertain whether a given object is forty or eighty or 120 miles away. From Cripple Creek the Sangre de Cristo range lies before us to the Southwestward, the nearest peaks 90 miles away, the farthest 200 miles; but there they all lie, the saw-tooth summits of eternal white cut sharp against the sky.

Eastward—

Where I, reluctant, go, no skies like these will strive so potently to please. Henceforth we must be content with five to ten miles vision—when the atmosphere is "clear." Ordinarily, if we see two or three miles we do well. The days are rare indeed when one can see across the Sound from New Haven to Long Island, a mere twenty miles away.

This is a striking manifestation of the infinite variety of our far flung country. It will forcefully impress the stranger. But it is a feature that is altogether missed by those who do not see our great West.

Leaving Denver at 11:30 that night, we are well into Nebraska by morning. Now we boom along, the heavy

train in tow of one huge locomotive by which it is easily handled on the regular down grade which slopes to the Eastward. It is always good to see this familiar black soil and the herds of pure bred Holstein cattle. The state could easily feed an empire, but then the same would be true of many others among the forty-eight commonwealths of our united land.

It pleases me, for example, to know that, aside from her intriguing Arthur Capper, Nebraska has 77,000 square miles of area; that she is 5,000 square miles smaller than Kansas because a corner is chopped out of her by rectangular Colorado, said corner being slightly larger than the whole of Connecticut. I like to picture her gentle slope Eastward, down from her bad land Northwestern point around Scott's Bluff where lies the portion of the valley of the Platt along which ran the historic Oregon Trail and holds the natural monument of Chimney Rock, through her apparently level fertility to her Eastward boundary at the Big Muddy. What's a li'l matter of 5,000 miles out of such immensity and richness?

So we reach Lincoln, virtually the halfway station between the Pacific and Atlantic; then Omaha where we touch great packing and other manufacturing activities and, shortly thereafter, "the evening and the morning are the fourth day."

The fifth day is spent in Chicago. Of that city, as of San Francisco, I say nothing specific. The visiting stranger will not pass without some inspection of either, and each can tell her own splendid story. So we find ourselves on the Pennsylvania Limited at 6 p. m., speeding on the last lap through the fifth and into the sixth day. We breakfast as we pass Altoona, then ride through scenery of great beauty but widely different character from what lies West of Nebraska, and reach New York via Baltimore and Washington well into the sixth day, having come some 3,900 miles.

Assume, then, that our European has traveled on such a schedule, arriving in our modern Babylons after he has seen something of America, could he fail more justly to evaluate the land he has come to see than if he had gone the usual route? Let Europeans do this and they will understand us better—and we them—and incidentally, they will realize somewhat that the showing of natural scenery is perhaps a bit of American specialty, not altogether a European monopoly. It is not that we want to talk smart to them, but that perhaps they may not be quite so ready to talk smart to—and about us.

The means already is partly, and quite acceptably, at hand. For there are fine ships that run directly from English, French and Italian ports through the Panama Canal to San Francisco. These are freighters of strictly modern design, so large that only a few years ago they would have been called leviathans. They range from 10,000 to 14,000 tons—a few larger. They carry only twenty-five to thirty passengers, one-class cabins. All accommodations, passenger decks, dining saloons, lounges, state rooms, shelters are located amidships on the upper levels. Passengers and officers

are one family. The voyage takes from twenty-eight days out of England to forty days from Genoa. Food is excellent, various and abundant, cabins roomy, perfectly ventilated, heated and cooled. No more restful or delightful trip could be imagined. The cost is actually less than many modest livers spend to stay at home—\$275 to \$300 per person.

But with the background I have outlined above, which regular line of modern passenger ships will institute a service from European ports to San Francisco? Let the idea be worked out logically and exploited by suitable advertising, in co-operation with the San Francisco Chamber of Commerce and Californians Incorporated—and watch the tide flow Westward and back toward the East.

Paul Findlay.

Free Samples Pull More Trade To Sale.

A Springfield grocer tells us that he has had marked success in getting people into his store on his big sale days by advertising a free gift of a bag of samples with every \$1 purchase. The bag usually contains four or five samples.

It has been the policy of this grocer to maintain his regular prices on these big sales days. The free samples are used for the drawing card. As old as the idea of something free may be it still seems to be an incentive to bring people into the store.

The samples cost the merchant nothing. This grocer found that manufacturers were glad to co-operate with him in supplying samples when the plan was explained to them.

With him it is a semi-annual advertising event. He begins collecting the samples a month or so before each sale starts.

Fair Buying of Men's Spring Wear.

Buyers who are in the New York market for the purpose of looking over the Spring line of men's clothing and furnishings are purchasing a fair volume of goods, but are proceeding cautiously in their commitments. Their initial purchases will be confined to outstanding merchandise, newly designed fabrics in men's clothing which might be difficult to obtain later in the season and attractive novelties in furnishings that might also become scarcer. Some contemplate another trip early in December. More popular-priced goods are being bought than in the medium and higher price ranges, it was observed. Retail representatives admit that the bulk of consumer demand is for cheaper merchandise.

Chain Store Personnel.

It has gradually become an open secret that one of the chain store concerns hasn't been doing well with many of its newer stores, and the explanation is that it cannot obtain the right kind of personnel as rapidly as needed.

One successful chain store man states that the best practice in starting new stores is to add only one at a time, and open it with personnel already tried.

The special difficulty in obtaining suitable personnel for chain stores is that the hours are long, with extra

hours evenings which are not paid for, and that every clerk is impressed with the idea that he must be dishonest in order to hold his job.

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.—Lloyd Jones.

Fresh and Good

Naturally your customers like to buy every item of "Uneeda Bakers" products clean and fresh. And you can always supply them if you are well-stocked.

The frequent calls of our salesmen and trucks enable you to sell "Uneeda Bakers" products oven-fresh all the time.



NATIONAL
BISCUIT COMPANY
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"Delicate Eating"
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"Delicatessen Wax Paper" -- the name, itself, speaks of cleanliness, health and goodness in the foods you sell!

To carry out this appetizing appeal you should use the snowy clean white sheet, KVP Delicatessen Paper. An all-around useful paper -- proof against air and moisture, odorless and grease-resistant.

Comes in handy rolls, wall cartons or boxes as preferred. Write your paper merchant today and receive a liberal supply of samples.

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VEGETABLE PARCHMENT CO.
KALAMAZOO -- MICHIGAN

MANUFACTURING WORLD-FAMOUS FOOD-PROTECTION PAPERS

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RED STAR YEAST

RED STAR Compressed Yeast is the result of over 47 years of research and manufacturing experience. It is Rich in Vitamins and being a cereal product its Purity and Uniformity is unquestioned. The freshness of RED STAR YEAST is assured by regular deliveries to you in sanitary foil wrappers.

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** STRICTLY INDEPENDENT—SINCE 1882**

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.

Sleeves Long, Short, Cuffed and Puffed.

A future, or even a present, chronicler of this year of fashion could not find any lack of variety to complain about. Less stereotyped attire has seldom if ever been vouchsafed women. Should there be any doubt about it a slight delving into the 1930-31 sleeve situation will uncover sufficient variety to fill a tome.

It seems that sleeves are long, short, middle-sized; are wide, narrow, simple, elaborate, solemn and exotic all in the same season. Take, for instance, that portion of the sleeve known as the cuff. One could once have been fairly certain of finding it around the wrist. Now it vacillates from wrist to shoulder—Jane Regny, for one, decorates a daytime dress with an attenuated cuff that runs up over the elbow and flares out above. Sometimes a cuff flares outward and upward from the wrist, at others it starts below the elbow and flares outward and downward.

Frequently the formality and individuality of a dress rest in its sleeves. Lanvin is responsible for one such style, a sleeve plain to the elbow, whence it flares out in an exaggerated bell that is in itself a bit of elegance. This may be of lace or of the material of the dress, beaded, embroidered or otherwise embellished, or of a contrasting color or material. In any version it imparts a sort of tea party formality to the dress to which it is attached.

Amusing puffs and billows in sleeves have a lot to do with keeping monotony out of the present scheme of fashions. In the wake of the diminutive puff sleeves that Irene Dana presented on a demure debutante sort of evening frock of one Winter ago, a whole procession of puffings and ballooning has appeared. There are puffs at the shoulders from below which long narrow sleeves extend to the wrists. There are puffs at the elbow—Patou ends several of his sleeves thus—that narrow into tight sleeves below. There are others that appear in the vicinity of wrists, some confined to the back of the arm, flaring out from a tight wrist—Vionnet presents several smart versions of this one—some an all-around-the-arm fullness reminiscent of the bishop sleeve of past fame.

The double, or oversleeve, effect has its followers. Narrow, bell-shaped sleeves that stop at the elbow or below are finished out with tight undersleeves, often of contrasting color and material. There are simple and elaborate versions of this sleeve.—N. Y. Times.

Hawaii Inspires New Accessory.

A New York specialty shop has introduced something brand new in the way of an evening flower ornament. It is a long garland, almost wrist-thick, of closely massed blossoms strung together like a Hawaiian lei.

One wears it carelessly in whatever fashion one chooses—hanging down a

little way in front and still further in back, perhaps—or close to the throat in front and waist length in back. If it slides about or slips off the shoulders, a graceful woman may find it quite as conducive to pretty gestures as a fan.

Many kinds of flower forms are used—white lilacs, violets, lilies of the valley, delphinium and forget-me-nots, to mention a few—and you may order special color combinations to complete a particular costume if you desire. No doubt there will be some difference of opinion on so striking an innovation. As for us, we think it is charming—on the right person.

Its sponsors, by the way, also advocate the lei for wear with the formal hostess gown.

Another amusing use for flowers has been found—also in the evening, but only in one's boudoir. This consists of a wide satin ribbon sash, trimmed with a colorful cluster of field flowers. You wear it around your best nightgown, tied very high, and you take it off before you go to bed. Anyhow, that's what Paris says.

Cheap Silks Likely To Help Fine Cottons.

Distinctive cottons, priced somewhat above the new average of wash goods, are likely to get a better run next season than some of the most ardent cotton-dress propagandists anticipate. This is the opinion of several retail piece goods buyers. Their view is based on grounds somewhat different than most of those who have been boosting cottons for the past two years. Silks have been so thoroughly cheapened by the new low levels of raw material, these buyers reason, that many discriminating women will turn to fine cottons out of pride for their own appearance. The buyers who speak this way are not predicting any great volume business, but they do think the time is ripe now than ever before for increasing the yardage in a pretty fair way.

Straw Hat Reports Vary.

Conflicting reports on the sales of men's straw hats for next year are heard in the trade. One buyer declared he was urging his clients to make their commitments early, as American manufacturers would not have to meet the competition of foreign imports so much this year and would consequently receive more orders, thereby possibly making deliveries difficult. On the other hand, a manufacturer stated that some retailers were very wary in making purchases, as they had been hit very hard the past Summer season and were not eager for a repetition of the situation. Of the present sales, about 65 per cent. are reported to be body hats, of which about 40 per cent. are Panamas.

Silk Lamp Shade Demand Grows.

Popularity of the silk lamp shade this Fall has been greater than was expected. The widespread demand for the silk types, producers complain, however, has led to price trading and to the introduction of imitation products. One manufacturer is reputed to be booking a substantial volume of business on self-trimmed shades made of a high-grade fiber material to retail

at \$3.98. Gold, rose, green and rust are the colors in chief demand. The decline of print decorations for parchment shades is reported more noticeable as the season progresses. Although parchment styles are still the biggest sellers, they are wanted mainly with applied decorations.

Fair Call For Spring Suits.

Several of the well-known branded clothing houses which have opened their Spring lines within the last ten days report that a fair amount of business has been taken. This is regarded as satisfactory considering present operating policies of retailers. Very few innovations have been introduced in the new styles with the possible exception of a slightly narrower lapel. The notch lapel model is expected to be more popular than the peaked lapel. Neat figured designs and conservative stripes will probably lead in demand, it was said. Tweeds will be well favored, it was thought, with glenurquhardt plaids declining somewhat in popularity.

Much Coat Business To Be Done.

Responses made by retail merchandise managers to the recent telegraphic enquiry made by the Botany Worsted Mills indicate that to date scarcely 50 per cent. of the probable volume of retail coat business for Fall and Winter has been done. In New York the average of the coat volume already done was only 35 per cent., showing that the bulk of activity is yet to develop. The consensus of the views was that the coat demand should continue until February. Botany executives stressed the point that retailers, cutters-up and mills "should merchandise their respective activities with a view of capitalizing the demand for Winter coats that will undoubtedly ensue."

Window Glass Orders Gain.

The demand for window glass continues to show improvement as the month advances, with both sales and shipments in some larger volume this week. Orders at the present time, as for some weeks past, have been running in excess of output. Stocks in manufacturers' warehouses, as a consequence, are the lowest of the year. Conditions in the plate glass branch, while more favorable than a month ago, have shown practically no improvement during the past week. Operations at the plate glass factories are understood to be around 50 per cent. of production capacity.

See Trend To Topaz Glassware.

The wane of holiday orders for glassware in the wholesale market turns attention of manufacturers to new lines for the coming year. According to several volume producers, the demand for colored glassware is expected to continue strong throughout next year, but will be concentrated more on topaz than on any other tone. The crystal and black and the pink styles, which were so popular this season, will be produced on a smaller scale next year. No attempt to price the new lines will be made until they are completed, but the low levels now obtaining are expected to continue.

Holiday Orders Showing Gain.

Late orders for holiday merchandise have shown a gain during the past week, and in many instances have brought orders for units of merchandise equal to last year at this time. The recent business has centered largely on handbags, handkerchiefs, gloves, silk and rayon underwear, novelty jewelry and, to some extent, toys. The handbag orders, it was said, have been particularly good, and give indication that the season as a whole will compare well with last year. Turnover of novelty types of underwear is expected to be good, but in lower price ranges than a year ago.

Colored Goods Lead Sheet Demand.

Colored hem and solid colored sheets continue to be the outstanding sellers. Attractive packaging and boxing is held to be the chief reason for the strong popularity of the fancy colored goods for holiday display, it was said. Some widths of bleached sheets have been over-sold, but business has been spotty on white goods, and a few other constructions have been moving slowly. It was suggested yesterday that December might see a possible advance in prices, if the present strong trend is maintained, but some agents were doubtful about any revision until next year.

Roots and Ends.

"I cannot conceive," says President Hoover, "of a wholesome social order or a sound economic system that does not have its roots in religious faith. No blind materialism can for long engage the loyalties of mankind. Economic aspiration, though it strongly marks the American system, is not an end in itself, but is only one of many instruments to accomplish the profound purposes of the American people, which are largely religious in origin. This country is supremely dedicated, not to pursuit of material riches, but to pursuit of a richer life for the individual."

Holiday Chinaware Season Closed.

Fall and holiday buying of chinaware in the New York market has been completed and business during the balance of this year will be chiefly for January and February sales events. A gradual tapering off in sales volume has been noted for the past week and only a few buyers still remain in the market to finish up their purchasing. Summarizing the season's activity, selling agents reported that the volume of business done was equal to that of last Fall, but, because of the emphasis on sale merchandise, profits were from 20 to 33 per cent. less.

White Ahead For Resort Wear.

White and pastel shades have already begun to register their importance in the first orders for resort lines, according to the color index issued by Cheney Brothers. These colors check with those worn at Biarritz, Antibes, Deauville and the Lido. In the pastels blues and pinks are ranked as of almost equal importance. A definite comeback of yellow is indicated. The purple blues, such as blue bonnet, are much favored, both for accents in resort wear and for early Spring. Evening colors closely parallel the Southern resort sports colors.

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.

Unit Plan Makes Good Display.

Industry and the public are becoming more and more unit minded. They plan and visualize things in units. Thus when merchandise of a given type, to fill a given requirement, is grouped in unit displays the individual pieces in these displays win more attention than they would if scattered indiscriminately through a window.

If there are several sport shoes in the same window with other types of shoes, the sport shoes should be grouped together. In other words, they should have a unit display or possibly more than one.

If there are several shoes of one color to be featured, they should have a unit display. If there are several that have the same type heel, or an arch feature, or anything that places them in one classification and distinguishes them from other shoes in the window, they should be grouped in unit displays.

The "hashed" window, that merely shows shoes in a conglomerate mass, is a relic of the dark ages of merchandising. It did have its appeal in the past, but in some respects human nature has changed. The speed of the present time gets into the blood. The leisurely attitude of window shoppers of former days is disappearing. There are so many more uses for time. Shoppers look on the purchase of a pair of shoes as something to be done quickly, so they "snap into it."

Mrs. Public to-day decides that she must soon buy some shoes. She usually has made up her mind as to whether they should be straps, ties or pumps, what the heel height should be, whether they should have arch supports or not and has an idea of what she wants in the way of base leather and trim. She passes a shoe store. If a unit trim of that kind of shoe catches her eye she stops, looks, considers and probably buys at once. If those same shoes are just shuffled into nondescript pack, they don't catch her eye and she goes right on about her business. And Mr. Public is similarly constituted, only more so.

So the unit trim is more than a fad. It is a modern necessity. It is becoming increasingly so. That being the case, too strong emphasis cannot be placed on the value of employing the most pleasing and practical equipment for making unit displays stand out.

The proprietor of bootery on Main street, of course, has display problems of his own and would not be well advised to follow too closely the Marshall Field type of store. Main street cannot devote as much space to as few pairs of shoes, and must place restrictions on the cost of window fixtures and decorations. But one common trouble is that said cost is restricted to the point of restricting the results. Being too economical is really more costly than being a bit too lavish.

Unit display fixtures produce much more effective results than can usually be obtained by building up the unit

displays with individual shoe stands of varying heights.

Plateaus and window display tables of graded sizes can be used to advantage for unit displays, and can be re-used indefinitely in various combinations.—Boot and Shoe Recorder.

Armistice Day—What It Means.

Grandville, Nov. 4—After twelve years of peace we come again to the celebrating of Armistice Day, the date the 11th of November when an unscrupulous German kaiser so far humbled his pride as to accept terms of peace from the victorious Allies.

That was a great day, an ominous hour in the history of the world. There had been great wars before this one, but none where the whole civilized world was involved. It was a war that overshadowed all others gone before, and left the United States among the victors.

The stake of that mighty struggle was too great to be sneezed aside with a wave of the hand. The world wondered at the leniency of the victors. The usual results have been far different, and it is possible that the conquerors of the world war may sometime regret their leniency at the settlement hour.

It is plain that Germany was not fully subjugated as witness her present sullen and vindictive flashes of petty malice. Can the United States afford to disregard what is at the present time going on in Germany and proceed with wide-open eyes to deplete her navy and army to the vanishing point?

Wisdom is learned by experience and sometimes that experience costs a nation as well as an individual dear. Throughout the world there will be bonfires lighted in celebration of the Armistice.

It is to the nations of the world what the Fourth of July has come to be to the United States. While we are rejoicing that peace reigns let us not forget that eternal vigilance is the price of liberty and see to it that we are amply prepared for any emergency that may arrive.

At the outbreak of the Great Rebellion we were unprepared and that lack of preparation cost our country many human lives. It will be so again unless America sees her duty to her own people and permits no loopholes to exist through which a wily foe may crawl into our country when the next cloudburst of war rings through the land.

Scarcely a dozen years have passed since the close of the greatest war in history and already the hydra-headed monster War is again rising on every side.

The two most disturbing nations of Europe to-day are Germany and Italy, and they are secretly conniving at an excuse to ere long let loose the dogs of war once again. France sits uneasily watching the plotting against her national welfare.

Armistice day should be observed as a National holiday. Schools and shops should close on that day and general rejoicing fill the land.

It was thought by many that the Allies should have been more drastic in their deal with the beaten foe. However, the deed of settlement was done and it is now of the past. When the time came after the surrender of Lee for a settlement with the South there were many in the North who thought the settlement should have meant the erection of a gallows and the summary execution of the principal leaders of the Rebellion.

Our Government was exceedingly lenient which no doubt worked out for the best in after years since there was no stain of dishonor attached to the men who went into the Rebellion from a sense of duty to their respective states.

Wirz, the keeper of Andersonville, was hanged, but as a common murderer and not as a traitor. Lee, one of

the greatest commanders of the South, went into the war for that section firmly believing it was his Christian duty to go out of the Union with his state. General Grant recognized this when he accepted the Rebel leader's surrender, his terms being most magnanimous.

The South to-day is as loyal to the Union as is any other section of the Nation as was demonstrated in the world war. Should a world in arms threaten to invade this country how swiftly the whole American Nation would fly to arms to defy the foreign foe.

America has nothing to fear if we stand prepared on sea and land to defend our shores. If we neglect this precaution we may some day bitterly rue the careless disregard of our duty, and find ourselves involved in relentless war.

America unarmed would be as a child in the hands of a military world, armed purposely for our subjugation. We shall not permit this if we are up and watchful of our duties in the premises.

Forewarned is forewarned. We can see with half an eye how the host is about to jump. All history shows that the nation fully prepared is the one to keep its sovereignty to the end. Unarmed nations fall an easy prey to the claws of vindictive enemies.

Armistice Day will be recalled as a day for great rejoicing, and while we

celebrate let us not forget the full meaning of the day we celebrate, since if we do we may fail to profit by the real fact that the day means for us to stand by and help to keep the peace of the world.

As long as America fully appreciates her freedom she will not be in danger of giving an opening by disarmament to the envious foreign foes that swarm across the water. Old Timer.

Glove Activity Well Maintained.

Activity in women's gloves has been well maintained and difficulty with delayed deliveries upon the onset of continued cold weather and the advance of the season is predicted. Kid merchandise is in request, with a good volume of business also noted in fabric types. The demand is concentrated on slip-on styles in both long and short gloves, with the feeling being that later in the season the novelty cuff glove will meet with considerable attention. Wholesalers say that many out-of-town stores have been placing fairly liberal orders for better grade gloves, but a considerable part of the demand from smaller local stores centers on popular-price items.

Don't mistake a prejudice for an opinion.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$425,396.21

for
Information write to

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

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

California State Convention at Beautiful Del Monte.

It is late to comment on the California convention, which occurred September 22-24; but this is written in Naples, Italy. That is my explanation. Then, too, an intelligent review is never too late.

The custom is to say nice things about conventions, whether they are true or not. I do not lean much to that sort of thing, but I am bound to say that this convention was remarkably high in quality. My comments shall be frank, however. They can well be, because the outstanding reason why California had a good gathering and did good things there is that California grocers, whether individuals or chains, grade high. Such men want solid facts—not applesauce.

Good fortune came the first day. When the chairman, affectionately called Dusty Rhodes, asked: "Is the mayor of Monterey in the room?" there was no response. Thus was valuable time, probably about an hour of it, saved; and those familiar with politicians' addresses breathed easy with genuine relief.

All was not so fortunate in the program. Speakers known to have something worth an hour or more of any convention's time were limited to twenty minutes. And it is one characteristic of worthy speakers that they respect time limits. Others, with nothing to say—or worse—were permitted to run on without limit, and it is equally a characteristic of empty talkers that they do not respect any limits, definitely set or implied.

This well-known weakness of grocer convention programs was less evident at Del Monte than is usual, but when the platform is occupied by a man who drools along and plainly evinces that he has nothing to say, keeps saying it and does not know how to stop, grocers who know their business and are so successful that their time counts for something leave the room. "My, I got so nervous listening to Blank that I got out. I couldn't stand any more of it," was a characteristic comment.

Perhaps some of this weakness must persist for a time longer, but as grocer conventions become more important, convention speakers will be more carefully hand selected, regardless of any official or collateral position. That time is at hand, too. It is right around the corner, because the business of the grocer is entering a new era. The day of real knowledge, efficiency and of fully developed business character is just ahead.

Let's cut out the bunk. Let's discard the applesauce. Let's make our conventions as—well, say as business-like and snappy as those of the chain grocer organization.

I have finished the adverse comment,

As a whole, the convention was fine and valuable. Bettelheim, grocery manager of Levy's in Burlingame, read a paper covering his experience with co-operative buying which was a model of concentrated information, clearly expressed. Bettelheim is a business man all through. As such, he has no time of his own to waste and instinctively does not waste the time of others. His talk was one of the most perfectly rounded and balanced I have ever heard.

Bernhardt, of San Jose, told the story of his experience building a grocery business from sales of \$35 on a Saturday to sales of \$3,000 on a Saturday in the short space of ten years through consistent advertising. I have never listened to a better talk, though I have mixed with the country's most prominent advertising men for twenty years. Because grocers generally are below kindergarten in advertising knowledge, Bernhardt's paper was way over the heads of most men, even in that audience of California's select grocers. For that reason it would be worth more than the total cost of the convention, in time and money, to any man who listened to get a transcript of that paper and read and reread it until he knew it almost by heart. With such a foundation he might become ready to get a true slant on the real nature of retail advertising. The basis and reason for it are absurdly simple, yet its spirit gets through to mighty few. Bernhardt is a standing demonstration of the value of such clear understanding.

Talking over that paper next morning in an informal gathering of grocers—and enthusing over it as I certainly did—I met up with this objection:

"But suppose," said my interrogator, "that eight or nine other grocers in San Jose had advertised at the same time and to the same extent as Bernhardt, wouldn't they all have simply spent their money with no benefit to any?"

Of all the stone age objections to advertising, that is the oldest and the one advanced by those who know virtually nothing about advertising. It is always advanced—as it was this time—with narrowed eyes and an attitude of keen shrewdness, and the answer is as simple as two plus two.

First, let's not borrow trouble about what the other fellow will do. Had Bernhardt hesitated on such a basis, he would not have advertised and probably long ago would have disappeared from the business. But he went ahead and what happened? Did the other fellows all awaken and do likewise? They did not. They contented themselves with laughing at Bernhardt and his efforts to attract trade to a side street location, forgetting that it is he who laughs last who has the real hilarity. Hence, Bernhardt had the field to himself—until one day he built the biggest store in the town on a corner which thereafter became a new business center. Then he had the laughing all to himself.

Second, we do not have to speculate on what happens when a lot of merchants take to advertising. Experience shows that it is a prime error to imagine—as all amateurs do imagine—

that "there is just so much trade. If you get more, I get less. If I get more, you get less," for in truth there is no such limit, nor any other known limit.

Take Eureka, California. It was a sleepy enough town which existed to

its then importance—which was little enough—by reason of its harbor and geographic location. The merchants were set in their ways. Prices were on an old-time basis of wide liberality—to the sellers. Came news that
(Continued on page 31)

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
We deliver within a radius of 100 miles.
Spring Lake, Michigan

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.

In More Homes Everyday
HOLSUM
America's Finest Bread

SANCTUM BAKORIUM NEWS

HOLSUM has so consistently improved in quality that the housewife has no incentive to bake at home.

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.

Unemployment and the Meat Dealer.

People unemployed are negative consumers. But when they are receiving wages their salary is distributed in a thousand different directions to purchase commodities necessary to sustain the family's needs, thereby creating a commercial cycle that keeps the wheels of commerce moving, that creates a demand for the products of industries, farms, utilities, railroads, wholesale and retail stores. Without employment and with no wages coming in, the consumer's demand is slowed up. This has its effect on all lines of business.

I believe there has been too much business economy, especially in the discharging of employes in many of our industries. I appeal to these employers. If they cannot afford to give their help full time give them a few days a week. There are too many honest working men and women walking the streets seeking employment and their families are suffering. Full employment is 95 per cent. of prosperity of any nation.

United effort of all should be our slogan to bring back prosperity and employment in the United States. The standards of living must not be lowered. We don't want any dole system in this country. As American citizens we believe it creates idleness, takes away the initiative for making a living and increases taxes and poverty.

We have been living in an inflated era of values, brought upon us to a great extent by speculation. Some corporations have issued stock into the millions by issuing preferred stock A, B and C, and common X, Y and Z, first mortgage bonds, debentures, notes and what not. The business man was induced by letters, telegrams, telephone calls and high powered salesmen to buy while he was on the ground floor and receive enormous profits, and when the crash came (and it is still coming) the sucker was badly bent or lost his all. It also had the effect of lowering the market price of high grade stocks where investments were made in good faith by the parties involved.

I mention this to show that the utmost caution and investigation should be made before investing your money. Be just as careful in making investments as you would be when you are buying a carcass of beef that will yield a reasonable profit and give satisfaction to your trade as to price and quality. You know that if you make a mistake in selecting meats for your market, there will be complaints and a loss of trade.

I have spoken at your conventions before on the subject of the new competition. I don't believe it should cause any great alarm, but I certainly would advise keeping on the alert for any inroads into your business. The retailer must know his business.

He must know how to buy.

He must know grades and quality.

He must know tenderness and palatability.

He must know waste and conformation.

He must know how to cut and trim. He must know how to figure cutting tests.

He must know how to figure overhead expenses.

He must know how to hold and increase trade.

He must know his customers' desires.

Don't overbuy and by all means keep books.

The retail meat business must be operated on a scientific and up-to-date commercial basis. It's the man that does not adopt the new ideals that will fall first.

The information has been received from Washington, and I believe it is correct, to the effect that decreased feeder shipments point to reduced cattle supplies in the near future.

I believe we can look for higher prices for good beef by the first of January, probably sooner. The only reason for a decline in price will be a continuation of the depression in business and the unemployment of the consumers. We have a duty to perform, not only the members of the Wisconsin Association but every retail meat dealer in the United States to do their utmost to turn the tide of depression into a wave of prosperity.

John T. Russell.

Physician's Part in Public Health Activities.

The physician is the keystone that supports the whole structure of public health. Many other professions have definite and important places in the structure, but without the physician no adequate structure may be built up.

The physician, alone, would be helpless without the chemist, the engineer, the dentist, the nurse, and all those other important professions that supply scientific material that goes to build up our wonderful preventive health measures for the conservation of life.

Scientific discovery has given us abundance of health conservation material and the part played by the physician both in the discovery and in the practical working out of the same on the patients is reason enough why the physician should be placed in the highest position of public health.

All physicians may not, in fact, do not always recognize public health as their most important work. Yet the reason is not difficult to find. The doctor's work is with the sick patient for the most part, and that this is so is not always the physician's wish, but seems necessary because of the public's fallacious idea that he wishes only to be consulted at such times.

Already this situation is changing due to a better understanding by the public that the physician by training may render advice and service that will keep us well and also by an awakening on the part of the physician that preventive medicine is a field that should and can be covered by the general practitioner. Dr. Charles Duncan.

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

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

HARDWARE

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

Suggestions in Regard To Hardware Advertising.

Hardware dealers some years ago were keenly agitated at the inroads of the mail order houses. The fact that some of the big city firms in those days were sending their goods by mail, express and freight into the remotest corners of America had a disquieting effect on retail trade, particularly in the smaller towns.

I remember one dealer in a frontier town in those days who, asked how he was meeting mail order competition said, bitterly:

"I'm not meeting it, and the hardware dealer who thinks he is, simply deceives himself. They are selling goods at inferior values right over our heads and getting cash with every order."

How did they do it? The local dealer had one conspicuous advantage at the very outset. He knew his customers and his customers knew him. He was right on the ground. Yet the outsider could take his business right away from him. The man who could have bought at his store would send cash to a distant mail order house, wait for his goods, run the risk of damage in transit, and the practical certainty of an inferior article—why?

Simply because the customer thought he was getting as good a value as he could get locally for less money. He knew he could get an attractive-looking article for a certain price from a city hundreds of miles away. He didn't know he could get a better article for practically the same price close to home. The mail order firm advertised and let the public know what it had. The local hardware dealer, in those days, rarely if ever advertised.

The mail order firm couldn't exist without advertising. Its business was founded on advertising, and it depended on advertising for every day's business. Its greatest and most potent influence was the hypnotic power of the printed word.

Immediately local merchants awoke to this fact and met the mail order houses with their own weapons, the local dealers regained a great deal of the ground they had lost. Hardware dealers discovered that if they put as much thought and study upon their advertising as they did upon the buying, financing and other departments of their business, they had nothing to fear from outside competition.

Yet advertising is not understood as it should be by many dealers. They think that all a merchant has to do is to fill a prescribed space every day with words helped out by illustrations. There is a great deal more to advertising than that.

The knack of successful hardware advertising comes from a knowledge of the goods you have to sell; from an understanding of the people who buy, and their likes and dislikes; and from a critical study of advertising as it is done by experts in the daily newspaper and magazines and on the billboards.

The hardware dealer who knows his goods, and knows the people to whom

he is catering, is equipped with two essentials of the successful advertiser. If he also acquaints himself with the methods of the most successful of the National advertisers by a study of current periodicals and billboards he is fairly well equipped for his work. All that remains is to adapt the methods of the experts to his own conditions and clientele.

While advertisement writers sometimes prepare excellent copy for articles with which they are not very familiar, the man who thoroughly knows his goods has a great advantage to begin with. In the average hardware store, where the advertisements are written by the proprietor or one of his more experienced salespeople, there is the best of opportunity to know the goods that are to be advertised. There they are, on the shelves or in the storeroom. They can be actually handled and minutely studied; and they should be. The advertising writer should look them over just as critically as if he were about to buy them. Then none of their strong points can escape him—the quality of the material, the care with which the article is put together and finished, the attractive appearance, the ease of operation.

In addition to examining the goods themselves, it is desirable to familiarize yourself with the catalogues and booklets issued by the manufacturers. They contain a great deal of information which can be used to interest prospective buyers. Knowing the goods will enable the advertising writer to create a strong desire for possession in the minds of his readers—and that is the object of advertising.

A word of warning here, however. Don't be satisfied to merely transcribe words and phrases from the manufacturer's printed matter. Get the ideas into your own head, and then translate them into the terms which will be comprehensible to your local audience. National advertising is skillfully written to appeal to the widest possible audience; but often the local advertiser can inject into his advertising talk a phrase that will carry the idea much more effectively to the people to whom he is appealing. It is not sufficient, in advertising, or, for that matter, in selling, to repeat the manufacturer's phrases with uncomprehending glibness; your job is to get his ideas and make them intelligible to your customer or prospect.

To this end you must know, not merely the goods you are selling, but the people with whom you have to deal. Different localities are inhabited by different classes of people. The hardware dealer always bears this in mind in selecting his stock; and he should consider it also when preparing his advertising.

A line of talk suited to New York, with its elevated, its subways, its skyscrapers and its commuters, would fail utterly if used in appealing to a rough lumbering community. The local hardware dealer's advertising must be governed by the views of the people whose trade he seeks.

Local prejudices must also be understood and considered. The arguments which appeal strongly in one factory town may fall flat in the next

one. The situation resolves itself into this: that each dealer must study the whims of his own public and must gauge as nearly as he can the workings of their minds, in order to produce the kind of advertising that will bring them into his store.

In picking up a popular magazine, the man who is making a study of advertising turns almost unconsciously to the back pages and begins looking over the advertisements. His eye is critical and he is quick to pounce upon ideas in illustration or wording which are a little out of the ordinary. He weighs them carefully, to judge whether or not they are likely to help bring business. If he decides an idea is good, he jots it down, for adaptation to his own work. If he decides it is weak, it is discarded forthwith, or remembered as an example of "How not to advertise."

Billboards and the advertising of National enterprises in newspapers also afford suggestions to the local advertising writer who is anxious to improve his work. Trade papers contain numerous suggestions. In this age of widespread advertising there is no

dearth of material for the student of advertising.

Advertising, however, consists of something more than striking phrases culled from the other fellow's work. In fact, striking phrases, used for the sake of the phrase alone, are apt to be misused or too much used. Nor is it safe to work on the theory that all National advertising is effective advertising.

In the preparation of your advertising copy, you should give some thought to your layout. Most local advertising writers know little or nothing of the technicalities of newspaper make-up. They conceive typographical effects which can be achieved only by the use of special drawings and engravings. The newspaper has certain sizes and styles of type available, certain rules and lines, certain possibilities of spacing; and beyond this its equipment will not permit it to go. But the advertiser who understands what the newspaper has and what it can do may yet achieve some striking and creditable results in the way of lay-out.

Most local advertising writers leave the lay-out to the compositor or make-

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

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery-Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

**Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE**

up man. The latter inevitably follows certain usages to which he is accustomed; with the result that all the advertising in the paper has a certain sameness about it. It will pay the local advertising writer to study type faces, rules and spacing possibilities and design his own lay-outs. In this way he can make sure that the items he wants featured will be featured; and he can, if he is original, design lay-outs so distinctive that they will hit the reader square between the eyes and ensure the advertisement being read.

System is important in preparing advertising copy. Have a file for the systematic arrangement of notes, sketches of suggested lay-outs, advertising phrases, and the like. Plan your advertising in advance, and write your copy well in advance. Never turn in your stuff at the last minute. Get it in 24 hours before the paper goes to press; give the make-up man ample opportunity to do the work right, and then see to it that it is done right. You can get the best results by working with the make-up man rather than against him. Some advertisers take the attitude: "We are paying the money that insures this fellow a job. It is up to him to do the impossible if we ask it." There are that kind of advertisers. The make-up man who is harassed by them appreciates the considerate advertiser who turns in legible copy in plenty of time to have it properly set up.

What should an advertisement be? After all, it is a simple enough thing. There is no great mystery about it. You have heard a magnificent spell-binder get on the platform, pour forth a flood of resounding eloquence, use all the long words in the dictionary, and at the end of it all people would say "Magnificent! But what was it he said?" While some less impressive chap with a few homely phrases at his command would get across a message that the audience would remember, and folks would say, "That fellow wasn't a speaker. Why, it was just as if he was talking to me privately in my own home."

Well, the nearer your advertisement approximates to a friendly chat with your individual customer, the nearer it comes to the ideal. Talk to the other fellow in terms he can understand; listen to his objections and answer them. You can't use as many words as in an ordinary friendly chat; but inject into your advertising the same spirit. Your knowledge of your goods, of the other fellow, of how the other fellow talks in his advertising, will all help; but above all, be yourself.

Victor Lauriston.

An Off Year For the Republicans.

Grandville, Nov. 11—The elections are over and peace reigns in Warsaw.

The great landslide that was promised the party in power did not take place to an appreciable extent. The Republicans did remarkably well considering the unrest that filled the land. Hoover will have less party support from now on, but this will not, perhaps, prove unacceptable to the country.

The most distinctive feature of the election was the overwhelming defeat of Mrs. Ruth McCormick in Illinois. To say the least the men were not very gallant in casting their ballots for a mere man. Or was it the women themselves who proved the undoing of

Mark Hanna's daughter? In any event it shows that the voter is no respecter of persons.

A strong current of opposition to the Republicans set in soon after business shut down and bad working conditions afflicted the land. The party in power usually suffers any slackness in business when it comes to a test at the polls and the party in power has been no exception to the rule.

That the times may take a turn for the better may be believed, although had the Democrats won Congress and set about reforming our tariff there is no knowing where it would end. Conservative men are needed in power at such an hour as the present and we may well believe that the President will not sign any free trade tariff bill should one come up for his signature.

Free trade and sailors' rights was a cry once heard in this country, but such nonsense long since passed out and a reasonable tariff has always been necessary to keep our factories and farms from collapse.

If the world aside from America were prosperous we might imagine the cause for hard times lay with us. However the rest of the world is even worse off in a business way than America and that leaves the solving of our problems among ourselves.

Brucker's run in Michigan was rather phenomenal considering the popularity of his opponent. It goes to show that the Republicans of the Wolverine State are as firmly imbedded in their Republicanism as they were in the days of Zach Chandler. People do not change in a minute and to win out new issues must come which have virtue enough in them to appeal to the common man more visibly than anything modern politicians have been able to produce.

Doubtless the downfall of Mark Hanna's daughter will prove a stinging blow to aspiring women politicians which in itself is sad since the gentler sex have come to the ballot hoping to win a certain share of political preference.

Although there is a noticeable increase in wet officials that need not alarm the prohibitionists, nor any other temperance inclined good citizens of the land. That question was not an issue. When it does come to a battle for the mastery there can be no doubt but the women voters will flock to the polls in defense of their homes.

The present election has settled many questions which have been on the air and, now that this is true, we may expect to have some legislation which will help in bringing back prosperous times. If not, then we may as well lay aside our political slates and go back to primary school again.

Politics has its humorous side, as well as more serious aspect, as when many years ago Ben Butler, rugged old Ben of Massachusetts, the pacifier of New Orleans at the close of the civil war, sailed to Nova Scotia on the yacht America on a friendly visit to Canadian friends.

When Ben set about making his best speech a voice yelled from that Canuck crowd: "How about those spoons you stole, old duffer?" Rather a flippant insult. History does not record Ben's reply, but on another occasion, while making a speech in the States, someone in the gallery let down a spoon at the end of a string in front of the speaker. Butler thrust his hand in his pocket, drew out his knife and deliberately cut the spoon free and thrust it in his pocket at the same time remarking, "There is one I forgot."

This is an off year in politics and it cannot be expected that the party in power will be able to hold its great majorities even should it prove that in the late election no great breach was made in the protection wall.

The success of Pinchot in Pennsylvania was rather a surprise. Nominally a Republican he cannot be con-

sidered a very strong administration man. The independents usually work more mischief than all the solid opposition put together.

Sometimes a man is elected from the opposite party because of his winning personality, as was the case with the late Senator Ferris. It is never, however, good policy to vote for the man and not the party, as I have heard so many voters declare.

In voting for the man and not the party you aid in electing one who may be diametrically opposed to what you consider right and proper in legislation.

The oft repeated saying, "The man and not the party" is one of the most objectionable acts of a voter. Parties enact laws to govern our countries not individuals.

A man may be every way pleasant as a personal friend, yet vote with a party that will do its best to enact laws not in keeping with the best interests of the country. Old Timer.

Michigan Repeals Levy on Sale of Cigarettes.

According to the Secretary of State of Michigan, John S. Haggerty, the Michigan cigarette tax law has been repealed by the referendum vote of Nov. 4.

The law which was entitled P. A. 1929, Act 119, provided for a tax of 1 cent on the sale of each 10 cigarettes or fraction thereof; collection to be made through the use of stamps obtained from the Secretary of State.

Fine Goods Production.

Mills affiliated through the General Cotton Corp., said to involve about 4,000,000 spindles are planning to carry curtailment schedules forward into next year. At present, these mills are said to be curtailing about 37 per cent., whereas for the first three months of next year, they may curtail about 32 per cent.

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OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip Concerning Hotels and Hotel Men.

Los Angeles, Oct. 8.—Someone of my acquaintances was decrying the use of canned vegetables, the other day, and reverting to the day when grandmother used to practice the dehydrating stunt on green corn and a few other products, to the tune of house flies, roaches and ants. A half a century ago I probably consumed my first commercially canned vegetables. They were excellent and so far as my observation goes they have been improving ever since. Of course the cost of the prepared article would be somewhat greater than that taken from the garden, but so far as quality is concerned the latter could hardly be more palatable than the commercially canned article. When it comes to spinach, the latter is much to be preferred.

Very frequently I listen in or read of discussions over the so-called roadside inn, with suggestions for its regulation, but like a great many other hotel problems, this is an exceedingly hard nut to crack.

Here are a few of the suggestions that have been under consideration by the California, and, I believe, the Ohio hotel associations:

Every hotel and restaurant should be subjected to a tax of \$500.

Rigid inspection of all places selling food and rooms, and more sanitary provisions.

A graduated license fee from \$25 per year for one room to a \$500 maximum fee, for the largest hotels.

A board of experienced hotel men to administer the present laws, retaining the fire marshal in an executive capacity.

Every establishment, regardless of its size, whether or not it is located in cities or villages, or outside of cities and villages, should be entitled to the same regulation, benefits and privileges and also subject to the same penalties for failure to conform to the statutes.

On the other hand many broad minded and experienced hotel men give reasons why hotel associations should keep their fingers out of the mixture, and these are some of them:

Legislatures are dominated by rural members. It is quite unlikely that such members would be in favor of a license fee high enough to force rural homes out of the hotel business.

Also, why dignify this type of competition with a state license and inspection? If they should be regulated by the state, they would then be in a position to build up public confidence by advertising the fact that the state authorities had placed the stamp of approval upon them.

Then again, if the hotel industry asks for special legislation against rural competitors, there is also the possibility of amendments or "jokers" in the way of retaliation which might prove embarrassing to the regular institutions.

All these suggestions have been tried out in various states. Michigan has, for a long time, had a sort of perfunctory inspection of hotels as well as wayside inns, but these inspections have availed little. What is meat for one inspector is fish for another. Some people want to sleep in flannel blankets the year round while others require linens of the finest texture. Of course both should be clean and sanitary, but all patrons do not regard these requirements from the same angle. It is the same with food. Some finicky individuals will not eat outside of their own surroundings, for fear of contamination, while others make an eating contest out of a lunch counter, the supplies on which have been pawed over by everyone.

There is a point of demarcation between sanitary and unsanitary food, but who is going to discover it. It may be essential to protect the trav-

eler against his own carelessness in selection, but who is going to undertake to differentiate? I think the eating and sleeping public will settle that for themselves. When in doubt they will play safe, as a rule.

A short time ago the daily press had much to say about wholesale destruction of hotel furnishings during the annual convention of the American Legion, in Boston, by delegates attending same. Now the hotel men are giving wide publicity to the statement that, beyond ordinary wear, to be expected on such occasions, the damage was not worth speaking about. They housed 50,000 delegates with an apparent "erosion" of less than \$300.

The census bureau has finally figured out that there are 144 hotels to every 100,000 of population. Now if they could have only offered us information as to the number which were getting anywhere, or could show even a 40 per cent. occupancy, there might be some value included in the statistics offered.

For many purposes it would be interesting to know just about what the tourist business amounted to in Michigan this last season. Of course we read the hokey about how much cash was spent by a given number of travelers during a given period, in a given locality. Much of this is "more or less" reliable, but mostly uncertain. Some of my old colleagues advise me their business was good, fair and "rotten" but I have no lexicon giving the exact definition of these offerings.

One hotel has been sued because a guest picked up a needle with his bare foot, which proves that one operating a hotel must exercise the greatest precautions, not only against the fool who peddles needles in this way and the other variety who waddles around his apartment in his bare feet and makes a collection of this commodity.

At the annual convention of the Great Lakes Tours Association, held at Detroit, W. L. McManus, owner of the Cushman House, Petoskey, was elected president for the ensuing year. Myron R. Gilbert, manager of the Prince Edward Hotel, Windsor, Canada, was elected secretary-treasurer to succeed Ernest H. Piper, whose death was announced last week.

Down in a little community center in Indiana some persons wishing to express themselves on Halloween, smashed monuments, tombstones and markers in a cemetery, doing several thousand dollars' worth of damage and wound up by burning up the tool shed, just to show the world that youth must be served and intended to have a good time. In every school and college there might well be a course of "consideration for the rights of the living."

Hotel Review: "Charles Renner, already owner of a number of Michigan hotels, has taken over the Rumely and Annex, LaPorte, Indiana, and is in charge, in fair proof of ambition and progress. But Mr. Renner's greatest pride is in the fact that he wore a U. S. uniform in 1898 as a Rough Rider in the Spanish war, which reunion he never willingly misses."

Dr. J. H. Kellogg, head of the Battle Creek Sanitarium, has been given free use of a hotel at Miami, Florida, and is going down there in November to take active charge of same. The property is known as the Hotel Country Club and was formerly the property of Glenn H. Curtis, the aviator.

Thomas G. Longstaff, the well-known Mt. Clemens hotel landlord, has been appointed commissioner of streets and parks in that city, so

henceforth we shall expect to hear of "sunshine and roses" in that particular locality.

William Hinds, of Saginaw, has pur-



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nection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

chased Hotel Stevens, Fennville, conducted for many years or ever since its construction in 1910, by Frank L. Stevens. Mr. Hinds has already taken possession of the property.

It comes as a distinct surprise to me to learn that E. L. Leland, who has so successfully operated Warm Friend Tavern, at Holland, for the past half dozen years, has severed his connection therewith, for reasons unknown. When Mr. Leland took hold of the Tavern, they sorely needed a capable executive, and so far as his contact with the public was concerned, he certainly made good. I shall hope to hear of him in another, and, if possible, better similar position, for I am sure he is bound to make a record in hotel affairs.

John Schuch, owner and operator of Hotel Schuch, Saginaw, is going to utilize his older dining room as an exhibition place for his numerous relics which I spoke of, several weeks ago, and will convert his coffee shop into a formal dining room.

It seems that the statement made a few weeks ago to the effect that the Federal Farm Relief Board had granted permission to California grape growers to manufacture wine, is an accepted fact. The fermentation will occur in the home of the purchaser, but the producer will supply the necessary "concentrates" to help it along. According to this ruling the manufacturer will be secure from the operations of the Volstead act, and the householder, so long as he does not sell any of it, will also have nothing to fear. The law being what it is I do not understand how this can be done, especially as beverages of any character, containing alcohol, have been outlawed, and a good grade of grape wine, to appeal to the taste of the epicure must contain at least 15 per cent. of alcoholic content, and several Federal judges have so decided, but it seems that the farm board has been clothed with authority which we have never heard of heretofore.

The grape growers cannot be blamed for taking advantage of the loopholes in the law, neither can the householders. But the Federal Government, all but guaranteeing the enterprise financially, can be rightfully criticized for its part in the scheme. The Federal farm board is not so blind that it did not see that it was financing an enterprise the ultimate purpose of which was to furnish a beverage of unlawful potency to private consumers. As a Federal agency, it had no business making possible extensive, if unpunishable, violations of the Volstead act. This should be obvious to all, wet or dry, for wetness and dryness are not here involved. What is involved is the act of one arm of the Government in indefinitely increasing the one type of law violation against which another arm—engaged in enforcing the prohibition law—is by statutory limitation helpless. Some of us may not be in favor of some enactments, but most people believe that laws which have been regularly enacted should be deleted by the same methods.

John Bailey, who has been concerned in the operation of Topinabee Hotel, at Indian River, for many years, was found dead in the office of the hotel, last week, a supposed suicide, brought about by financial worries. Only recently he rebuilt the hotel after suffering a total fire loss, and this fact and the further one that business has not been satisfactory this year, brought about mental aberration.

Two amendments to the California constitution, submitted at the election just held—daylight saving and Sunday closing—were defeated by a vote of three to one. The manner in which they were buried shows pretty conclu-

sively that the rank and file do not propose to have a few nit-wits set their clocks and adjust their consciences. This savors too much of Prussianism, but if we have to be ordered around we might just as well have the job bossed by someone who knows how, rather than by a lot of irresponsibles.

Robert and Max McKnight, who took over the Augusta Hotel, at Augusta, last year, have recently completed a program of rehabilitation begun shortly after they took charge of the property. Steam heat has been installed, together with a number of combination tub and shower bath rooms, with tiled effect. The dining room was also improved wonderfully and a fountain lunch was installed.

The back-seat driver may continue to be the butt of the humorist, but just now he has the strong arm of the law to back him up. According to a recent decision of the Supreme Court of the United States, the occupant of a rear seat who sustains injuries may collect damages in the event that he warns the driver-in-chief of impending danger. In other words, the back-seat driver has all the privileges and none of the responsibilities of the regular driver. He may continue to function, as in the past, without fear of getting a ticket or a bawling out by the traffic cop. The front seat operator can do nothing about the situation unless, of course, the person in the rear seat is his lawful wedded wife, when he still may, when he gets home, mind you, if he has the requisite amount of nerve, tell her just what he thinks about it.

George A. Southerton, proprietor of Hotel LaVerne, Battle Creek, who, for versatility, has the old world beaten to a frazzle, has taken over the operation of the Mills cafe, adjoining his hotel, and will now proceed to inject the necessary amount of "pep" into its affairs which it has needed for some time. Originally Mr. Southerton was joint owner with Mr. Mills, and the affair looked like a gold mine, but the Southertons discovered that they had plenty on their hands and minds in running the LaVerne, without the additional strain of palate-tickling, and sold out. But the location is one of the best, and George, being somewhat of an epicure, wanted his guests to have the best, and there you are. Well, he will make the grade all right.

The Premier and Vincent Hotels, at Benton Harbor, have very sensibly pooled their issues on the laundry proposition and hereafter will only run one institution to do the work of both. The laundry is located in the Premier, Mr. Michaelson having sold an equal interest to his colleague.

It looks as though the citizenry of Ishpeming would be successful in their campaign for funds to build a municipally owned hotel to replace the old Nelson House, which, at one time—a half century ago—was one of the spiffiest hotels in the Middle West. When the good people of Ishpeming have completed their hotel, which I have no doubt they will do speedily, if they will pick out a good operator and not overburden him with "overhead" they will have made one big move in the right direction, and next year when I return to Michigan for what I am determined will be an annual affair, I will make a special pilgrimage up there to "tell 'em so."

Frank Rossman's hotel, at Leland, famous as a resort, had a severe fire loss recently. That is, one of his largest cottages was destroyed, but he will, no doubt, replace it in time for next year's business.

Vernon W. McCoy, who assumed the management of the Madison-Lenox

Hotels, Detroit, on the death of Ernest Piper, began his hotel career as a clerk at the Statler, in that city, in 1916. He was, however, for a long time, an assistant manager for Mr. Piper, and, as a consequence, is well qualified to administer the affairs of these properties.

Another change brought about by the death of Mr. Piper concerns Hotel Lincoln, which was one of the chain of five conducted by him. The lease on this property has been sold to P. J. Galvin, a real estate operator, but a former Detroit hotel man. The Lincoln is a good property consisting of 125 rooms. Edgar E. Pitts, well-known Detroit, has had the management of same for some time.

Every year, at the end of his resort season, H. D. Smith, proprietor of Fisherman's Paradise, Bellaire, gives a big "feed," and invites in all of his friends who have been guests at his hotel at some time in the past. This year he had 300 of them and is said to have enjoyed it with his guests. He calls this affair his "Pre-Thanksgiving Dinner," and features turkey, fish and plum pudding.

George Snow, who for a long time conducted the Hotel Belding, at Belding, but who later on took charge of Governor Green's hotel, the Reed, at Ionia, takes a moment off occasionally and this year motored down to Poughkeepsie, New York, to visit a son, and if he didn't have the time of his life, it certainly was not for the reason that he didn't deserve it. His Reed is a gem of excellence and I like to tell him so once in a while.

Frank S. Verbeck.

Marquette, Nov. 10—Hotel Marquette, one of the oldest hostleries in the Upper Peninsula, was destroyed by fire Sunday morning. Twenty-eight guests escaped without injury, firemen removing several through bedroom windows and carrying them down ladders. John Lewis, proprietor, an invalid, was carried down a ladder and taken to a hospital. The cause of the fire, which started in the basement, has not been determined. The hotel property was valued at \$125,000. The building had been remodeled last spring.

Detroit, Nov. 11—Management of the Hotel La Salle has been taken over by the Knott Hotel Corporation, New York City, by H. L. Pierson, president of the Adelaide Realty Co., owners of the property. The contract was negotiated by E. K. Gordon, of the Knott Corp., and was signed in New York City on Nov. 3 and becomes effective immediately.

William J. Knott, president of the Knott Corp., with a staff of supervisors, will arrive in Detroit to-morrow to reorganize the operating staff of the La Salle.

The La Salle, with its 707 guest rooms, is one of the largest hotels in Michigan, and in size ranks among the leading hotels of America. It becomes the thirty-sixth hotel in the Knott chain, which now numbers more than 13,000 rooms.

Twenty-eight of the Knott hotels are in metropolitan New York and include such hotels as the New Weston, the Wellington, the Paramount, the Ogden, the Holley, the Earle, the Albert, Le Marquis and the Allerton group. Other Knott hotels are the Pittsburgher, Pittsburgh, Pa.; the Allerton, Cleveland; the DeWitt Clinton, Albany, N. Y.; the Olean House, Olean, N. Y.; the Carlton, Binghamton, N. Y.; the Woodruff, Watertown, N. Y., and the Andrew Johnson, Knoxville, Tenn.

The chain embraces every type of hotel, ranging from the residential American plan hotel to the larger tran-

sient-hotel, and includes several apartment hotels. In number of units under central operation, the Knott chain is rated as the largest in the world.

Former Sheriff David H. Knott, of New York county is chairman of the board of directors of the Knott Corporation, which is the holding corporation of the Knott interests, and Alfred E. Smith is a member of the board of directors. William J. Knott is president of the corporation, and James E. Knott is vice-president and general manager. The chain was started thirty-eight years ago.

Thirty-seven New Readers of the Tradesman.

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

A. E. Taylor, Battle Creek.
C. M. Steedman, Battle Creek.
T. B. Johnson, Battle Creek.
Zuber's Grocery, Sturgis.
Harold Adams, Kalamazoo.
Herley Emig, Moorepark.
C. A. Hicks & Son, Alma.
Independent Linen Service, Grand Rapids.
Hatch & Baker, Muir.
J. C. VanDyke, Grand Rapids.
Kyer-Whitker Co., Ann Arbor.
Park Place Hotel, Traverse City.
Dr. Vernon H. Eman, Grand Rapids.
Louis P. Haight, Muskegon.
C. Den Adel, Kalamazoo.
Mrs. W. R. Fink, Battle Creek.
H. W. Noviss, Springport.
John Finlay, Battle Creek.
Cora Bell, Sturgis.
H. W. Wolbers, Portage.
Ed. O'Connor, Battle Creek.
A. J. Pooley, Battle Creek.
Lozo & Northrup, Vermontville.
Warren Shaul, Charlotte.
Wm. Barrett, Marshall.
M. J. Baldwin, Onondaga.
Albert Gerardo, Sturgis.
Schmidts & Kern, Sturgis.
A. E. Bartlett, Brookfield.
Roy Janousek, Olivet.
Cratie Jewell, Springport.
F. W. Kahler, Marshall.
Roy E. Stevens, Bellevue.
E. C. Kraft, Nashville.
E. L. Bishop, Bellevue.
F. A. Fickel & Co., White Pigeon.
John W. Sturgis & Son, Sturgis.

New Transparent Paper

A new transparent paper has recently been introduced on the American market that has created an unusual interest on the part of those who merchandise their product by means of the individual package. This new paper is known as Transcello. It has a varied appeal to the meat retailer and packer because it is transparent, lustrous, grease proof, moisture proof, dust proof, sanitary, inexpensive and especially well adapted to the individual packaging. This paper is manufactured by the Transcello Paper Company, 654-668 West Virginia street, Milwaukee, Wis.

CHARLES RENNER HOTELS

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

DRUGS

Michigan Board of Pharmacy.

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

Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.
First Vice-President—Alexander Reid, Detroit.

Second Vice-President — F. H. Taft, Lansing.

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

To Keep Sales Growing in Drug Store.

They say that in married life the first two years are the hardest and that those who clear this hurdle successfully are likely to find fairly smooth sailing beyond. But in business, particularly the retail business, the danger zone appears to be that period just beyond the years of most rapid growth—when further sales progress comes slowly if at all.

It has been asserted that the total sales volume of a new retail business will show a greater percentage of increase the first two years than at any later period.

This is natural. A new business starting at scratch has only one way to go—up. It is practically a certainty that it will do more business the second week than the first week, more business the second six months than the first six months, assuming always that the business is well managed, properly situated, soundly financed.

But soon or late comes a time in the life of every business when it finds itself practically at a standstill, so far as sales growth is concerned. I am speaking, of course, of the average, independent retail drug store, confectionery or soda fountain. When this point is reached it generally means that the business under consideration is doing its normal share or percentage of the business in the territory it serves, whether that territory be a business section, a residential neighborhood or a town.

If that operating territory, whatever it may happen to be, increases materially in population, the chances are that such increased activity will attract one or more additional establishments, so that it is not logical to suppose that the number of customers of our first establishment would keep on the increase indefinitely.

Let us build a hypothetical case around an imaginary soda fountain proprietor named John Smith. His fountain is on a good corner in the midst of a well settled suburban community. His nearest competitor is several blocks away, and he is able to depend with confidence on his immediate surrounding territory for a good volume of business to which can be safely added a certain amount of transient business passing through from day to day.

As stated, the neighborhood is fairly well settled. There are few, if any,

vacant lots; the apartment houses are well rented and the houses are more than 95 per cent. occupied. There is, therefore, little reason to look forward to any marked increase in the population of that territory for a good many years.

When Smith first opened up it naturally required several months for him to develop a steady patronage sufficient to carry the load of overhead expenses, payments on equipment and his own living expenses. Then he began to make a small profit, which increased slowly but steadily month after month until he found himself doing a satisfactory, thriving business.

Month after month a slight increase was recorded. Then the law of diminishing returns began to operate in Smith's case and he found his monthly percentage of sales increase sliding off a bit. True, his sales were still going up slightly, but the percentage of increase became less and less pronounced until finally he reached the point where—although he was still making money and doing a satisfactory volume—he was not going ahead.

Now what can a man do in a case like that? Smith had obviously reached that point in his business development where he was doing business with as large a percentage in his operating territory as he had any reason to hope for. What could he do to satisfy his ambition for steady sales progress?

This picture is an every-day picture throughout retail America. There are thousands of John Smiths located in the cities and towns of this country. Some of them are complacently sitting back with a "let well enough alone" attitude. Others are sensible enough to realize that when you are doing business with as large a percentage of your logical market as you have any right to hope for, there is still a way to keep sales forging ahead, namely, try to increase your average sale per customer.

There are usually two ways to bring this about. First, by increasing the number of items carried in stock; second, by exerting more and better sales effort in dealing with customers that come into the store instead of being satisfied to sell them merely what they came in to buy.

It does not take a Philadelphia lawyer to figure out what it means to a retailer if he can increase his average sale per customer even so little as 5 or 10 cents a day.

Suppose, for example, that an average of 159 persons a day come into John Smith's store and he operates 365 days in the year. If he can increase his average sale per person per day 10 cents, it will add \$5,475 to his gross year's business. If he is doing business with 1000 people a day in a busy down-town store and can bring about an increase of merely 10 cents per customer per day, it will add \$36,500 a year to his gross volume of business.

In some lines of business an increase of 10 cents per sale is a relatively small increase. It naturally sounds much larger in the soda fountain, confectionery or drug store business where the

items usually sold run into much smaller figures, of course. But it is by no means out of reason to set this as a goal and to confidently believe that the goal can be reached.

The first thing to do is to look over your stock of merchandise. Are you carrying in stock for the convenience of your customers all of the items they naturally expect to find in such a place? Are you offering a good assortment of mixed drinks and fountain specialties? Have you a good display of boxed candies? If you are in doubt as to what items constitute a good stock, take a day off and visit some successful establishment elsewhere in your city or in a neighboring town and you will no doubt pick up some valuable ideas.

Are you and your clerks salesmen or order takers? Are they in the habit of suggesting to customers that in addition to the articles asked for you have so-and-so for sale? Is your establishment so arranged as to invite business? Do your windows reflect the different lines of merchandise you handle? Is the rear of your store as attractively arranged and brilliantly lighted as your fountain? There are many ways of checking up on yourself to determine whether or not you are exerting enough sales effort on your customers to sell them all that it is possible for you to sell them. If you are not, then here is one sure way to increase the average purchase of your customers.

Every business in the world sooner or later reaches the point where new customers become harder and harder to find. Then they must either make up their minds that they are going to stand still, which means to go backward, or they are going to find new ways to sell those same people more goods.

If you have reached this crucial point in the development of your business you should be able to profit by the above suggestions which are culled from the experiences of some of the country's most successful establishments.

Pontiac Druggists Organize a Club.

Pontiac, Nov. 7.—I am enclosing a clipping from our local newspaper, which I would like to have you include in your most valued paper. Thanks.

I would like to say that I have really enjoyed every issue we have received. Although a new subscriber I have read the Tradesman in grocery stores when I was only fifteen or sixteen years of age.

It gives me great pleasure to see the way you are fighting Sears, Roebuck & Co. I came very near writing to them after reading your article on their advertising.

Please don't forget here is one druggist who is with you.

Ivan G. Moore.

Druggists of Pontiac met Friday night at 386 North Saginaw street, to organize the Pontiac Drug Club, a co-operative union. More than twenty were present for the first meeting. James E. Mahar was elected president; John C. Peebles, vice-president; Ivan G. Moore, secretary, and O. C. Blink, treasurer. Meetings will be held the first Friday of every month, according to present plans.

No one is more cocksure than an ignorant man.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 11.—It looks as if the Soo is going to have better radio service in the near future, as our Radio Club has been co-operating with the City Commission. It was first suggested that the Club members were to stand one-half of the cost, while the city should pay the other half for an expert to clear up the interference. It was finally suggested that the city should stand the entire cost, as it was a public service, but the commissioners are waiting to hear from several of our heaviest taxpayers before giving it the final O. K.

Pickford, one of our enterprising villages, has two new factories—one a creamery and the other a sausage factory. John and George Gough, of Pickford and the Sault, are operating the creamery, which is located in the heart of an extensive farming and dairy district. They have leased the building formerly occupied as a creamery in the village, and have installed much new equipment. The building has been used as a milk and cream buying station for the past five years and the dairy products formerly shipped away in large quantities will be used at home. It is estimated that at the height of the season from \$600 to \$800 has been paid to farmers around Pickford for milk and cream. William Beese, formerly of Detroit, has opened the sausage factory and will offer a good market for local supplies for beef and pork. A complete line of sausages is to be manufactured.

The Belvidere Hotel has opened the dining room again, which has been closed during the touring season. Mine host Charles Paquin is giving the dining service his personal attention and the best of food, cooked like mother used to make it, will be assured.

If a man wants to marry he should make a little money first, afterwards he'll have to make a little money last.

The many friends of Charles Haas, the well-known salesman for the National Biscuit Co., will be pleased to hear that he is back on the job again, looking better than ever after his severe sickness a few weeks ago.

W. J. Miller, one of our old time merchants, who retired from business a few years ago, has gone back into the harness again, this time associating himself with the Consumers Coal Co. He will assume active management of its affairs. The Consumers Coal Co. is one of our largest coal companies here, having been organized about four years ago.

Ham Hamilton, of the Pickford Grocery Co., was a business visitor here last week, bringing in a load of farm products and taking back a load of supplies.

The combination of Newberry, Les Cheneaux Island and the two Soos for the purpose of promoting tourist business for this section of the Upper Peninsula produced satisfactory results and will be continued for next year. An invitation has been extended to St. Ignace to join the combination. The organization during the past season had \$2,450 in its treasury at the start. The Soo appropriation was \$1,300, Les Cheneaux Chamber of Commerce, \$400, Newberry, \$400 and Munising, \$300. The organization distributed 70,000 booklets and advertising in about forty newspapers. They will start out next season with about 35,000 booklets. One man from each city will make up the board of directors and will formulate the programme of activities for approval by the individual organizations. Optimism was expressed at the meeting, which was attended by about fifteen men. It is believed that the next year's tourist season will be more like that of 1929.

The many friends of C. P. Calder, one of our esteemed citizens, were shocked to hear of his sudden death, which occurred at Dwight, Illinois, last Friday. Immediate cause of his death was pneumonia. He was a mem-

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

Michigan and Wisconsin Cheese

DECLINED

Beef
Lamb
Pork
Almonds

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 35

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c. doz.	9 55
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

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

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

BLEACHER CLEANSER

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

BLUING

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

Perfumed Bluing

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

BEANS AND PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White 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

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

BREAKFAST FOODS

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

Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	6 15
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	2 00

Post Brands

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Pearless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
No. 10	5 75

Apples

No. 2	3 75
Pride of Michigan	3 25

Blackberries

No. 10	8 00
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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	3 25

Red Raspberries

No. 2	3 35
No. 1	3 75
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Shrimp, 1 wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 4 Oil, Key	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. 1/4	35 25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4, Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

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

Baked Beans

Campbells	1 05
Quaker, 16 oz.	85
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	95
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 60
Choice Whole, No. 1	1 80
Cut, No. 10	10 50
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 50
Marcellus, No. 10	8 25

Wax Beans

Little Dot, No. 2	2 75
Little Dot, No. 1	2 00
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 90
Choice Whole, No. 10.12	50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

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

Beets

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

Carrots

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

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 00
Golden Ban., No. 10.10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen., No. 2	2 05
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

Little Dot, No. 2	2 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	1 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10.10	00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 90
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 90
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. Ju., No. 10	7 50
Templar E. Ju., No. 2	1 32 1/2
Templar E. Ju., No. 10	7 00

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 55
Little Quaker	2 40
Pride of Michigan	2 15

Tomatoes

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

CATSUP.

Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lilly of Valley, 14 oz.	2 25
Lilly of Valley, 1/2 pint	1 65

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

Pearl Barley
0000 7 00
Barley Grits 5 00
Chester 3 76

Sage
East India 10

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

Jiffy Punch
3 doz. Carton 2 25
Assorted flavors.

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

Lee & Cady Brands
American Eagle
Home Baker

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

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

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

SURESET PRODUCTS
Made in Grand Rapids



Sureset Gelatin Des-
sert, 4 doz. 3 20

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

JELLY GLASSES
8 oz., per doz. 36

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo
Certified 24
Nut 18
Special Roll 19

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

Safety Matches
Quaker, 5 gro. case 4 25

NUTS—Whole
Almonds, Tarragona 19
Brazil, Large 23
Fancy Mixed 22
Filberts, Sicily 20
Peanuts, Vir. Roasted 11
Peanuts, Jumbo, std. 13

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

Salted Peanuts
Fancy, No. 1 14

Shelled
Almonds Salted 95
Peanuts, Spanish
125 lb. bags 12
Filberts 32
Pecans Salted 87
Walnut Burdo 67

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

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

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

PEANUT BUTTER



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

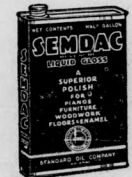
PETROLEUM PRODUCTS
From Tank Wagon
Red Crown Gasoline 19 7
Red Crown Ethyl 22 7
Solite Gasoline 22 7

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

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

Polarine

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



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

PICKLES
Medium Sour
5 gallon, 400 count 4 75

Sweet Small
16 Gallon, 2250 27 00
5 Gallon, 750 9 75

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

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

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

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

POTASH
Babbitt's, 2 doz. 2 75

FRESH MEATS
Beef
Top Steers & Heif. 20
Good Steers & Heif. 15 1/2 @ 18
Med. Steers & Heif. 14
Com. Steers & Heif. 12

Veal
Top 19
Good 15
Medium 12

Lamb
Spring Lamb 18
Good 16
Medium 13
Poor 11

Mutton
Good 12
Medium 11
Poor 10

Pork
Loin, med. 19
Butts 18
Shoulders 15
Spareribs 14
Neck bones 06
Trimminings 13

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

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

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

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

Smoked Meats
Hams, Cer. 14-16 lb. @ 26
Hams, Cert., Skinned
16-18 lb. @ 25
Ham, dried beef
Knuckles @ 38
California Hams @ 17 1/2
Picnic Boiled
Hams 20 @ 25
Boiled Hams @ 39
Minced Hams @ 18
Bacon 4/6 Cert. 24 @ 31

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

Liver
Beef 17
Calf 55
Pork 10

RICE
Fancy Blue Rose 5 65
Fancy Head 07

RUSKS
Dutch Tea Rusk Co.
Brand.

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

SALERATUS
Arm and Hammer 3 75

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

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

HERRING
Holland Herring
Mixed, Kegs 1 15
Mixed, half bbls. 11 35
Mixed, bbls. 22 00
Milkers, Kegs 1 25
Milkers, half bbls. 12 50
Milkers, bbls. 24 50

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

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

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. 18 50
K K K K Norway 19 50
8 lb. pails 1 40
Cut Lunch 1 50
Boned, 10 lb. boxes 16

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

STOVE POLISH
Black, 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

SALT
Colonial, 24, 2 lb. 80
Colonial, 30-1 1/2 1 05
Colonial, Iodized, 24-2 1 50
Med. No. 1 Bbls. 2 85
Med. No. 1, 100 lb. bk. 95
Farmer Spec., 70 lb. 95
Packers' Meat, 50 lb. 95
Crushed Rock for ice
cream, 100 lb. each 85
Butter Salt, 280 lb. bbl. 24
Block, 50 lb. 40
Baker Salt, 280 lb. bbl. 40
14, 10 lb., per bale 2 45
50, 3 lb., per bale 2 60
28 lb. bags, Table 42
Old Hickory, Smoked,
6-10 lb. 4 50



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

BORAX
Twenty Mule Team
24, 1 lb. packages 3 35
48, 10 oz. packages 4 40
96, 1/2 oz. packages 4 00

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s 1 62 1/2
Brillo 85
Climaline, 4 doz. 4 20
Grandma, 100, 5c 3 50
Grandma, 24 Large 3 50
Gold Dust, 100s 4 00

Gold Dust, 12 Large 3 20
Golden Rod, 24 4 25
La France Laun., 4 dz. 3 60
Old Dutch Clean, 4 dz. 3 40
Octagon, 96s 3 98
Rinso, 40s 3 20
Rinso, 24s 5 25
Rub No More, 100, 10
oz. 3 85
Rub No More, 20, 1g
Spotless Cleanser, 48,
20 oz. 3 85

Sani Flush, 1 doz. 2 25
Sapolio, 3 doz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 12 Large 2 65
Speedee, 3 doz. 7 20
Sunbrite, 50s 2 10
Wyandote, 48 4 75
Wyandot Deterg's, 24s 2 75

SOAP
Am. Family, 100 box 6 18
Crystal White, 100 3 85
Big Jack, 60s 4 75
Fels Nanth, 100 box 5 50
Flake White, 10 box 3 50
Grama 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 00
Octagon, 120 5 00
Pumpo, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lre. 3 50
Tribby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

SPICES
Whole Spices
Allspice, Jamaica @ 40
Cloves, Zanzibar @ 50
Cassia, Canton @ 25
Cassia, 5c pkg., doz. @ 40
Ginger, Africa @ 19
Ginger, Cochin @ 19
Mace, Penang @ 39
Mixed, No. 1 @ 32
Mixed, 5c nks, doz. @ 45
Nutmegs, 70 @ 90 @ 59
Nutmegs, 105-1 10 @ 59
Pepper, Black 41

Pure Ground in Bulk
Allspice, Jamaica @ 40
Cloves, Zanzibar @ 53
Cassia, Canton @ 25
Ginger, Corkin @ 33
Mustard @ 32
Mace, Penang 1 39
Pepper, Black @ 30
Nutmegs @ 43
Pepper, White @ 57
Pepper, Cayenne @ 40
Paprika, Spanish @ 45

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

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

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 62
Argo, 8 1/2 lb. pkgs. 2 97
Silver Gloss, 18, 1s 11 1/2
Elastic, 64 pkgs. 5 35
Tiger, 48-1 3 30
Tiger, 50 lbs. 06

SYRUP
Corn
Blue Karo, No. 1 1/2 2 84
Blue Karo, No. 5, 1 dz. 4 03
Blue Karo, No. 10 3 83
Red Karo, No. 1 1/2 3 05
Red Karo, No. 5, 1 dz. 4 29
Red Karo, No. 10 4 09

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

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

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

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

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

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

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

Gunpowder
Choice 40
Fancy 47

Ceylon
Pekoe, medium 57

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

Oolong
Medium 39
Choice 45
Fancy 50

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

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

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

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

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

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

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

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

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

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

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

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

YEAST-COMPRESSED
Fleischmann, per doz. 30

PLEAD GUILTY TO CHARGE.

Sears, Roebuck & Co. Admit Fraudulent Advertising.

After persistent importunity a reply has been received from Sears, Roebuck & Co. to the charge of false and fraudulent advertising the Tradesman laid at their door. The reply is as follows:

the winter, starting next Monday, for 48 cents. This price is so much below cost that the manager says the company will sustain a loss of \$3,000 on this item alone. He says this is the penalty the company must pay because the Tradesman exposed the fraudulent practice and spread the word broadcast that Sears, Roebuck & Co. re-

Sears, Roebuck and Co.

Territorial Office

Chicago, Ill.
November 7, 1930

Mr. E. A. Stowe,
Michigan Tradesman,
Ionia Ave. and Louis St.
Grand Rapids, Michigan

Dear Mr. Stowe:

The intance that you have referred to in your letter in regard to Palmolive Soap had already been brought to our attention and we can only say that it is the rankest kind of an error on the part of the Store Manager there.

The matter is being taken up with him immediately to avoid repetition.

I will be more than glad to have you call to my attention any other cases that you state have happened in Grand Rapids.

Sincerely yours,

CBR:MW

C. B. Roberts

The Tradesman is naturally very much pleased over this acknowledgment of guilt on the part of the Chicago mail order house and thinks that the reprimand it accorded its Grand Rapids manager will be sufficiently strong to cause him to refrain from criminal practices hereafter.

On receipt of the above letter the Tradesman called on Charles Drew, local manager for Sears, Roebuck & Co., who is a very pleasant gentleman. He expressed himself as very sorry over the falsehood published in the local paper and also the falsehood told by the saleswoman when she insisted that Palmolive and Palm soap were the same. The girl clerk has been discharged, but the manager and advertising man who were responsible for untrue advertising both remain in the employ of the company. Because this exposure of the false advertising has given the company a bad name in this community it has been decided to advertise and offer 10 bars of Palmolive every Monday morning during

sorted to unfair, unethical and criminal advertising.

Mr. Drew says he has been a resident of Grand Rapids four months; that he came here from Peoria, where he clerked in an independent store; that his wife has joined the Westminster Presbyterian church; that he proposes to become identified with boy scout work; that he gave \$500 to a local charity the other day and has firm instructions from his house to make liberal contributions to any good cause which appeals to him. He says no further attempt will be made to swindle the people by false and fraudulent advertising. The Tradesman takes this statement with a grain of salt, because it is fully conversant with the many cases of fraudulent offers the house makes in its catalogues and the special offers made from time to time.

The fellow who spends his time creating dissatisfaction always demands big pay for creating trouble.

Made a Million By Judicious Stock Investments.

Dr. S. Porter Tuttle, who practiced medicine in Grand Rapids, for about thirty years, died about two months ago, leaving an estate which schedules more than \$1,200,000. He never married and lived in private apartments adjacent to his office. He had no expensive habits or extravagant ideas of living, but apparently never deprived himself of any article which would contribute to his comfort. He left his estate to relatives, most of it to his brother at Grant. The appraisal of his estate by James H. Sheppard and Walter F. Perschbacher discloses the following possessions:

Real Estate.	
Lot 12, Ball Park plat	\$ 950.00
Lot 16, Oakdale Park addition	800.00
Lot 17, Oakdale Park addition	500.00
Lot 18, Oakdale Park addition	500.00
Lot 20, Oakdale Park addition	200.00
Lot 4 Stewart's addition	500.00
Lot 10 Heights addition	850.00
Lot 28 Burlingame	300.00
Lot 44 Burlingame	300.00
Lot 45 Burlingame	300.00
Lot 46 Burlingame	300.00
Lot 52 Burlingame	250.00
Lot 61 Burlingame	250.00
Lot 69 Burlingame	200.00
Lot 70 Burlingame	200.00
Lot 71 Burlingame	175.00
Lot at Pickeral Lake	950.00
Lot at Diamond Lake	1,775.00
Real Estate in Oregon	1.00
Real Estate in Texas	1.00
Land contracts	3,830.90

Bonds.	
Amalgamated Phosphate Co.	1,990.00
Am. Tel. & Tel. Co.	1,085.00
Argentine Republic	950.00
Auto Spec. Mfg. Co.	1,010.00
U. S. of Brazil	717.00
38th St. Corp.	980.00
City of Buenos Aires	992.00
Province of Buenos Aires	2,000.00
Chile	2,925.00
Chile	907.50
Chesapeake Corp.	1,795.00
Cities Service	1,007.50
Cities Service	1,650.00
Cities Service	790.00
Cities Service	128,543.75
Cities Service	890.00
Mediterranean Ry. Co.	3,120.00
Consolidated Coal Co.	465.00
Continental Oil Co.	972.00
Province of Cordoba	960.00
Kingdom of Denmark	1,057.50
Federated Utilities	830.00
Republic of Finland	927.00
Republic of Finland	2,995.00
Chas. B. Kelsey and wife	3,000.00
Brazil	1,400.00
No. Ohio P. & L. Co.	2,040.00
Republic of Peru	1,300.00
Piedmont Ry. Co.	930.00
Pillsbury Flour Co.	1,035.00
Portland Light Co.	1,000.00
Rio Grande	1,310.00
San Paulo	900.00
Savoy-Plaza Corp.	870.00
Des Moines Shrine	600.00
Sinclair Oil Co.	1,045.00
Sinclair Crude Oil Co.	1,020.00
Sinclair Pipe Line Co.	1,020.00
Finland	815.00
United Masonic Temple	907.50
Utilities P. & L. Corp.	2,490.00

Stocks.	
American Bankers Ins. Co.	10.00
American L. & T. Co.	35,760.00
American Locomotive Co.	8,450.00
American Superpower Co.	6,247.50
Anaconda Copper Co.	5,824.00
Ark. Nat. Gas	3,325.00
Asso. Gas & Elec.	8,438.00
Asso. Tel. & Tel. Co.	3,350.00
John Thomas Batts	1,200.00
Borden Co.	1,343.00
Central Copper Co.	20.00
Chapin Store	500.00
Cities Service	48,918.02
Columbia Gas	15,154.00
Columbia Oil Corp.	329.00
Commonwealth & Southern	38,168.00
Cuba Co.	1,400.00
Curtiss-Wright	1,325.00
DeForest Radio	906.25
Drug Inc.	1,257.50
Elec. Bond & Share	2,045.00
Fargo Motors	150.00
Fed. Dis. Corp.	330.00
Globe Knitting Works	9,490.00
Ground Gripper Co.	287.00
Holland Furnace Co.	1,650.00
Inland Utilities	2,162.50
Insull Utilities	3,779.02
Ins. Investment Corp.	87.50
Ins. Securities	504.00
Int. Comb. Engineering	1,100.00
Int. Nickel Co.	4,272.00
Kelvinator Corp.	430.00
Kennecott Copper Co.	1,340.00
Kreuger & Toll Co.	4,332.75
Mass Utilities	675.00
Mich. Sugar Co.	180.00
Midland United	6,232.50
Midland Nat. Gas	1,596.50

Muskegon Piston Ring	962.00
National City Bank, N. Y.	8,805.00
Pacific Gas Co.	33,982.25
Packard Motor Co.	7,875.00
Pierce Oil Co.	59.85
Pierce Pet. Co.	123.50
Pure Oil Co.	2,740.00
Reo Motor Co.	2,350.00
Royal Dutch Co.	7,150.00
Standard Gas	12,334.25
Standard Power	2,273.00
Studebaker Corp.	7,937.00
Submarine Boat	65.00
Twin States Nat. Gas	1,950.00
United Corp.	1,598.00
United Gas & Elec.	5,500.00
United Light & Power	657,716.00
U. S. Steel Corp.	13,700.00
Utilities Power	7,956.00
Wesson Oil	2,850.00
Willis-Overland	3,038.00

A summary of the complete estate is as follows:

Real Estate	\$ 9,302.00
Land Contracts	3,407.44
Mortgages	423.46
Bonds	182,053.75
Interest on bonds	2,322.96
Stocks	997,971.99
Bills rec.	230.60
Accounts rec.	3,015.86
Automobile	400.00
Jewelry	235.00
Personal property	817.75
Cash Items	3,594.68
Total	\$1,204,375.39

The United States Postoffice Department and Unemployment.

Two or three times since the establishment of rural free mail delivery the carriers' routes have been lengthened. From about twenty-five miles at the outset they have been extended to around forty miles. When the auto had completely superseded the horse it was possible on the shorter routes for carriers to complete their work before noon, and many worked all afternoon at other gainful occupations.

At present carriers are paid according to mileage, as it is impossible for all routes to be of equal length. And their compensation is generous, being about four times as much for a carrier as it was in the infancy of the system thirty years ago.

From the point of economy we can see that it was a wise move to lengthen the routes and lessen both their number and the number of carriers. Each carrier has his desk or table in the postoffice, there are now less employees to supervise, less names on the payroll and all that and their pay is sufficient so that they need not seek other employment when off postal duty.

But many rural mail patrons must wait until afternoon for their most convenient time to look it over. That, of course, is a small matter in comparison to the unemployment problem which all are looking to the Government to help solve. Is the Postoffice Department doing all it can along this line? Here is a case in point:

Dexter, Washtenaw county, Mich., has had three rural carriers for years. Recently one of the carriers, by reason of age or length of service, was retired. Was there a job for an unemployed man? No, the district was divided between the other two carriers, increasing their work and pay. It is safe to say that neither wanted more work, nor did either need more pay. Why reduce the number of jobs? We can account for this only by guessing that a measure inaugurated some years ago to cut down expenses is still in force and must be followed until the proper authority sees fit to amend it.

E. E. Whitney.

Racing your engine tears the motor to pieces. Letting your ability go to waste tears your future prospects to pieces.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 4.—We have to-day received the schedules, reference and adjudication in the matter of Frank E. Lawrence, doing business as Lawrence's Service Station, Bankrupt No. 4295. 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 \$1,580 of which \$285 is claimed as exempt, with liabilities of \$1,437.03. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 4. We have to-day received the schedules, reference and adjudication in the matter of Walter Bergman, Bankrupt No. 4296. 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 carpenter. The schedule shows assets of \$1,315 of which \$665 is claimed as exempt, with liabilities of \$2,211.71. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 31. (Delayed). On this day was held the first meeting of creditors in the matter of Lorel R. Van Scoy, Bankrupt No. 4262. The bankrupt was present in person and by attorney R. G. Goebel. 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 Ernest R. Wimmermark, doing business as Marmon-Roosevelt Sales Co., Bankrupt No. 4261. The bankrupt was present in person and represented by attorney Joseph T. Riley. No creditors were present or represented. No trustee was appointed. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Oct. 31. On this day was held the first meeting of creditors in the matter of John Beluzsar, doing business as the Avenue Market, Bankrupt No. 4251. The bankrupt was present in person and represented by attorneys Balgoven and Cook. Creditors were represented by attorneys Smedley, Galpin & Dunn. Claims were filed only. The bankrupt was sworn and examined without a reporter. The creditors failing to elect, the referee appointed Russell L. Straley, of Muskegon, as trustee, and placed his bond at \$500. The first meeting then adjourned without date.

In the matter of Lucy Otis, doing business as the Club Cigar Store, Bankrupt No. 4287. The sale of assets has been called for Nov. 18, at the premises of the bankrupt, 117 S. Jefferson street, Hastings. The stock in trade consisting of cigars, tobaccos, etc., appraised at \$30.85. Together with all fixtures used in a cigar store, lunch room and pool room, appraised at \$1,292.30. All interested in such sale should be present at the date and time above stated.

In the matter of Kersten Radio Equipment, Inc., Bankrupt No. 4248. The sale of assets has been called for Nov. 19, at the premises formerly occupied by the Bankrupt, 1415 Fullford street, Kalamazoo. All the stock in trade and fixtures, consisting of machinery, office furniture and fixtures, finished goods and work in process and miscellaneous items, all used in a retail radio equipment store, appraised at \$2,027.25.

In the matter of Imperial Candy Co., Bankrupt No. 4286. The sale of assets has been called for Nov. 18, at the premises of the bankrupt, 22 Division avenue, N. Grand Rapids, all the stock in trade, consisting of wrapping paper, mixed pickles and mustard, appraised at \$14.50, together with fixtures to be offered subject to or free and clear of liens, as bidders may desire at time of sale, all fixtures appraised at \$3,105.93. The bankrupt company operated a restaurant and confectionery store.

Nov. 6. We have to-day received the schedules, reference and adjudication in the matter of Oris L. Chance, Bankrupt No. 4298. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a druggist. The schedule shows assets of \$550 of which the full amount is claimed as exempt, with liabilities of \$6,748.96. The first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

County of Muskegon, Michigan	\$260.00
Peoples State Bank for Savings, Muskegon	400.00
Personal Finance Co., Muskegon	105.00
Professional Underwriters Corp., Grand Rapids	15.00
Independent Elec. Co., Muskegon	16.91
Monroe Chemical Co., Quincy, Ill.	10.80
Wm. Peterman, New York	20.40
Webers, Milwaukee	19.90
Harriett Hubbard Ayers, Inc., N. Y.	37.97
DeFree Co., Holland	56.39

E. C. DeWitt & Co., Chicago	14.40
John Gilbert Chocolate Co., Jackson	28.20
W. A. Sheaffer Pen Co., Ft. Madison, Iowa	147.44
Richard Hudson, New York	70.02
G. R. Calendar Co., Grand Rapids	17.14
Coca Cola Bottling Co., Muskegon	28.20
Bauer-Black, Chicago	2.26
G. R. News Co., Grand Rapids	29.48
Colgate Palmolive Peet Co., Chicago	49.05
Heyboer Co., Grand Rapids	534.80
Hazeltine & Perkins Drug Co., Grand Rapids	409.24
Colton News Agency, Muskegon	71.73
Muskegon Candy Corp., Muskegon	198.88
Standard Service, Inc., Chicago	42.50
Vanden Berge Cigar Co., Grand R.	22.00
W. W. Richards Candy Co., Musk.	303.98
Steindler Paper Co., Muskegon	20.22
Freeman Dairy Co., Muskegon	881.94
Francis Jiroch Co., Muskegon	1,100.00
Vallier Bell, Muskegon	50.00
PolFrrest E. Haines, Muskegon	37.60
Chamber of Commerce, Muskegon	50.00
Community Chest, Muskegon	20.00
Peoples State Bank, Muskegon	400.00
First National Bank, Boyne City	800.00
W. A. Stevenson, Muskegon	250.00
Hardy & Co., Muskegon	12.00
Grossman's Dry Goods Co., Musk.	19.50
Friend, The Taylor, Muskegon	25.00
Bushop Furniture Co., Muskegon	20.00
Dr. Geo. Lefevre, Muskegon	23.00
Karum's Meat Market, Muskegon	29.00
White Sewing Mach. Co., Muskegon	97.00

Nov. 6. We have to-day received the schedules, reference and adjudication in the matter of Alvin L. Jackson, Bankrupt No. 4299. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon. The schedule shows assets of none with liabilities of \$46,450.44. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 6. In the matter of B. S. Chapin, Inc., Bankrupt No. 4223, the referee's certificate on composition before the adjudication, with attendant schedules, has been made and filed with the district court.

Nov. 7. We have to-day received the schedules, reference and adjudication in the matter of Dick Vlastos, Bankrupt No. 4301. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$1,700 with liabilities of \$2,358.76. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 7. We have to-day received the schedules, reference and adjudication in the matter of Bernice M. Whipple, Bankrupt No. 4300. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and her occupation is that of a police matron. The schedule shows assets of \$1,000 of which \$500 is claimed as exempt, with liabilities of \$1,037.78. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 5. We have to-day received the schedules, reference and adjudication in the matter of Barney B. Mann, Bankrupt No. 4297. The bankrupt is a resident of New Buffalo, and his occupation is that of a grocer and meat man. The schedule shows assets of \$2,485.49 of which \$850 is claimed as exempt, with liabilities of \$6,186.57. 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:

McGray Refrig. Co., Kendallville, Ind.	\$212.03
P. J. Mann, Hammond, Ind.	1,000.00
Carrie C. Mann, New Buffalo	1,400.00
L. H. Knight, New Buffalo	63.70
Walter Thanning, Buchanan	28.00
New Buffalo State Bank, New Buf.	540.00
Kramer & Sons, Michigan City, Ind.	700.00
Carrie C. Mann, New Buffalo	300.00
N. B. Lumber Co., New Buffalo	25.09
Van Buren Co., Canning Co., Hartford	7.21
Madam Elaine, Stevensville	8.00
Henry Perrin, Benton Harbor	4.73
Ferry Seed Co., Detroit	18.53
Ind. & Mich. Elec. Co., Ben. Har.	5.78
Mich. Bell Tele. Co., Niles	5.80
Arctic Dairy Products Co., Ben. H.	25.50
Merkle Broom Co., Paris, Ill.	25.00
Brown Seed Co., Grand Rapids	28.43
Kramer & Sons, Michigan City	35.75
Blodgett Buckley, Toledo	2.70
Clark Chemical Co., Bay City	3.15
General Cigar Co., Chicago	3.85
H. A. Hacker & Son, Chicago	20.00
Hills Bros., Chicago	14.76
H. J. Heinze, Chicago	19.75
Lockway-Stouck Paper Co., Ben. H.	89.24
Myers Candy Co., Michigan City	16.99
J. J. McIntosh, Tipton, Ind.	9.00
Morrison Co., Chicago	20.36
Oscar Mayer & Co., Chicago	67.84
Nat'l Biscuit Co., South Bend	40.00
New Troy Mills, New Troy	162.77
Schlosser Bros., Plymouth, Ind.	110.10
Nat'l Cash Register Co., Dayton	.86
H. Van Eenenaam & Bros., Zeeland	26.25
John A. Tolman, Chicago	11.00
Hostess aCke Co., Chicago	12.81
Yalowitz Fruit Co., Gary, Ind.	155.79
L. C. Mann, Valparaiso, Ind.	50.00
Wm. Mess, New Buffalo	450.00
Carrie C. Mann, New Buffalo	90.41
A. F. Berkholz, New Buffalo	5.37
C. M. Walker, Benton Harbor	4.95

Anton Ginzer, New Buffalo ----- 15.33
Nov. 7. We have to-day received the schedules, reference and adjudication in the matter of Calvin Parcher, Bankrupt No. 43020. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$661.98. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 6. We have to-day received the schedules, reference and adjudication in the matter of Morgan Motors, Inc., Bankrupt No. 4283. The bankrupt concern is located at Niles. The schedule shows assets of \$6,316.34 with liabilities of \$32,929.29. The first meeting of creditors will be called and note of same made herein.

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, and a final meeting of creditors was held Sept. 15. The trustee was present in person and by attorney Fred G. Stanley. The bankrupts were represented by Clair S. Beebe, attorney. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of a first and final dividend on individual claims in the estate of Walter W. Porter, of 100 per cent. A supplemental first dividend of 10 per cent, and a final dividend of 9.83 per cent, was ordered paid on all partnership claims. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Oct. 31. (Delayed). On this day was held the first meeting of creditors in the matter of Leroy Mohnke, Bankrupt No. 4249. The bankrupt was present in person and represented by attorney Dorr Kuizema. 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.

Poor Buying Sure Route To Disaster.

There has never been any doubt that railroad companies are in the habit of buying supplies from concerns which are good shippers on their lines. It is not surprising, therefore, that evidence concerning this practice which has been taken recently by the Interstate Commerce Commission should confirm the general belief. Railroad officials have been telling the Commission that "reciprocal buying," as it is called, is the rule. Some of them have sought to invest it with sinister qualities, as in the case of the Chicago & North Western, which was said to have been subjected to a boycott by a lumber company that failed to obtain orders for its products and proceeded to give to the rule a reverse application. In the main, however, railroad men seemed to think it only natural that favors should be swapped. F. W. Sargent, president of the North Western, went so far as to declare that he saw nothing unethical in such course of action, provided of course that price and quality were not injuriously affected by the relationship. What view the Commission will take remains to be seen. Its powers are far-reaching. It may prescribe rules which will compel strictly competitive buying, regardless of mutual interest. But there is little reason to believe that any law, however construed, will change natural habit. In all relations of life, commercial or

purely personal, men are likely to give the benefit of any doubt to those who help them or are in a position to do so. Public carriers have a particular obligation to conduct their business in such a way as to avoid suspicion of favoritism which may affect costs of operation. They cannot with impunity do anything that may disturb the rate structure. The best hope of checking reciprocal buying is through the inevitable consequences of any buying that departs from sound business principles. Poor buying, whatever its motive, is one of the sure routes to disaster.

California State Convention at Beautiful Del Monte.

(Continued from page 20)

Woolworth had leased a store. Many old timers faded away from sheer fright before they were hit. Others prepared to "stand it as long as they could."

Woolworth opened. Papers of pins which had been 10c at once were made 5c all over. Similar readjustments were horizontally made. What result? Why, everybody in town did so much more business with the new people whom new methods attracted that to-day all Eureka regards the coming of keen competition as the remaking of the town. So we know from plenty of instances that there is no such thing as a saturation point.

We also know that advertisers win. And when men ask, as I was asked at Del Monte, "How long must we keep it up?" the answer is "as long as you stay in business." Advertising is trade building. Is there a minute in any merchant's life when he can cease to build trade? Paul Findlay.

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.

WANTED—PARTNER. Well-established, PAYING GROCERY and MARKET in Southern Michigan. Address No. 354, c/o Michigan Tradesman. 354

For Sale—A complete grocery stock, store and fixtures in excellent neighborhood community, showing fine annual volume of business. Address No. 355, c/o Michigan Tradesman. 355

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

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

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

ABE DEMBINSKY
Auctioneer and Liquidator
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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.

George C. Don has opened the Iodo Drug Co. in a new location at 7142 Seven Mile road west.

Clarence Schneider, after the complete remodeling and installation of new fixtures, has opened the Schneider Drug Co. at 8006 Grand River avenue.

Stanley Janiszewski has moved his meat market from 7715 Vernor Highway west to 9418 Joseph Campau avenue.

The S. & D. Hardware has moved from 9240 Joseph Campau avenue to a new location at 9237 Joseph Campau avenue.

Alexander Goldstein has opened a new drug store known as Goldstein's pharmacy at 100 Seven Mile road East. Mr. Goldstein was formerly located at 8901 Oakland avenue.

A. U. Axelson, formerly located at 11501 Linwood avenue, has opened the Baylis Pharmacy at 2339 Six Mile road West.

C. H. Keegan has acquired the Seville Drug Co. store at 3160 Second boulevard and will operate it under the name, Boulevard drug store.

F. H. Wilker has opened the Wilkers Pharmacy at 12710 Fenkell avenue, the location formerly occupied by L. R. Keillor.

J. W. Bradshaw has taken over the Buchanan & Dean drug store, located at 941 North Main street, Royal Oak, and will operate it as the Bradshaw pharmacy. Mr. Bradshaw also operates a drug store at 11901 Gratiot avenue.

The estate of J. C. Strausbaugh has succeeded Harold Knudson in the drug business at 6835 Jefferson avenue east.

Robert A. Wolf has moved his drug business from 12901 Kercheval avenue to a new location at 12847 Kercheval avenue.

Edmund Bolio has opened the Bolio pharmacy at 4100 Joy road in the location formerly occupied by the Seigel pharmacy.

Gus Alexander, formerly located at Seven Mile road East and Van Dyke avenue, has acquired the drug business of Stanley Temrowski at 16036 Harper avenue.

The Wayne Market Co., formerly located at Hamilton avenue and Seward avenue, has moved to larger quarters at 7744 Woodward avenue.

John Eskra has opened a grocery and meat market at 13570 Charest street, the location formerly occupied by F. Sladowski.

S. Robins has opened a new drug store at 16703 Warren avenue East to be known as Robins Drugs.

A. L. Turner has recently opened the Regal Drug Co. at 8800 Charlevoix street. Mr. Turner has previously been located at 3210 Mack avenue.

Clarnee Fisher and Edward Wehner have taken over the Fisher and Moran drug store located at 16656 Harper avenue and will operate as the Fisher and Wehner Drug Co.

Russell W. Swhier, formerly located at Nine Mile road East and Mack avenue, has taken over the drug store previously operated by F. W. Leonard

at 17201 Mack avenue. The store is now known as the Swhier Pharmacy.

Stanley D. Hunt has moved from 16914 Log Cabin avenue to a new location at 17242 John R street.

Max Millman and Harold Ellias have opened the Monarch Drug Co. at 5550 Warren avenue West, the location formerly occupied by the Janssen and Farrell Drug Co. Mr. Millman was previously located at 4846 Liver-
nois avenue.

Fred J. Des Autels, hardware dealer at 5852 Fort street West, opened a second hardware store at 4136 Oakwood in Melvindale, Nov. 1.

Carl F. Koeppen has recently opened a meat market at 12708 Elmdale avenue.

A. Ustin is now operating the grocery and meat market at 13445 Glenfield avenue.

James Courtney has succeeded D. Vandevle in the grocery store at 11731 Chalmers avenue.

S. J. Tichenor has taken over the drug business of M. J. Crandall at 11731 Chalmers avenue.

C. A. Ross is now operating the grocery store and meat market at 14523 Linnhurst avenue, which was formerly owned by A. J. Hall.

Joseph R. Kobetis has opened a meat market at 14704 Seven Mile road East, under the name Acme Provision Co.

A. Ghekiere has recently added a line of groceries to his meat market at 14479 Gratiot avenue.

M. Joseph has succeeded J. Thomas in the grocery and meat business at 5401 Hastings street.

A grocery store and meat market has recently been opened at 4241 Pennsylvania avenue by M. Toohey.

Mrs. L. Mankle has moved her grocery store from 1703 Concord avenue to larger quarters at 9100 Forest avenue East.

A. B. Whale recently opened a drug store at 8215 Beaubien street.

A new grocery store has been opened at 7503 Brush street by M. Phillips.

Mrs. Jennie Vivian has taken over the Dixie confectionery at 15038 Houston avenue, and has added a line of shelf groceries.

A joint meeting of the Michigan State Jewelers' Association and the Greater Detroit Retail Jewelers' Association was recently held at the Book-Cadillac Hotel, according to Wm. P. Fenske, publicity director of the local association. The purpose of the meeting was to formulate plans for the 1931 convention of the National Retail Jewelers' Association which will be held in Detroit the week of Sept. 13, 1931. The Book-Cadillac Hotel has been chosen headquarters for the gathering. Mr. Fenske, who was elected local chairman of the 1931 convention committee, reports that this convention will bring more than 1,000 jewelers from all parts of the country to Detroit next year.

Hardware merchants of Detroit and vicinity gathered at the Detroit Leland hotel on Monday evening, to attend the tenth annual district group meeting of the Michigan Retail Hardware Association, according to Frederick A. Harms, president of the Detroit Asso-

ciation. The meeting was preceded by a dinner served at 7 o'clock. The principal speaker of the evening was Robert C. Beatty, of Clinton, Illinois, a past president of the National Retail Hardware Association. L. S. Swinehart, of Marine City, the Michigan State field secretary, also addressed the gathering.

Nash's new policy of advertising delivered instead of list prices on its products is attracting interest among Detroit motor car executives. In inaugurating the new system Nash took a step, the wisdom of which has been debated in every sector of the industry. After debating it the industry adhered to the policy of advertising list prices until the Kenosha manufacturer decided to follow the new pathway. The list price policy preference has been based upon the fact that advertising delivered prices involved too much detail work in the preparation of National advertising copy. So far no one has decided to follow the Nash example. Executives here are waiting for evidence of the public's reaction to the change.

Here in Detroit the Chicago Automobile Salon is being looked upon as the first broadside in the 1931 selling campaign. While the salon is primarily a style show involving luxury cars that appeal to a limited class, it will reflect the interest of this class in 1931 motor cars. To that extent it will be a barometer of what the industry can expect when the National automobile show ushers in the best sellers on a mass scale.

That two of the fastest-selling lines of cars in the United States will make their appearance in 1931 guise this month, instead of in January, is regarded as almost certain here. In the case of one, the lowest-priced six, the stage is believed to be all set for an earlier introduction this year than ever before. Not the slightest hint is heard, however, as to what the changes in this model will be.

The other new series anticipated this month is the six and eight cylinder lines of a pioneer Detroit independent. The company's last financial statement pointed out that the plant is now being retooled for the production of a new line of cars.

Figures indicating the effect of new models as sales stimulants are watched with especial interest in Detroit these days. Those of Reo are the latest to get general attention. That new lines do have a stimulating effect is the interpretation placed upon the figures. The introduction of the Reo Royale and new Flying Clouds was followed by 2,365 retail sales during the latter half of October. This represented a gain of 112 per cent. over October, 1929, and an increase of 237 per cent. over September of this year.

Look Out For This Swindler.

The Tradesman is in receipt of a letter from Douglas Anderson of the Detroit office of the Pillsbury Flour Mills Co., of Minneapolis, warning the merchants of Michigan to be on the watch for a young man who represents himself as an employee of the Pillsbury Co., and is hiring salesmen

for the company and demanding bond money of from \$5 to \$15 from each man so hired. After he obtains money from a few men in a town he leaves. The man, Mr. Anderson says, is not an employee of the Pillsbury Co. and is an imposter.

The letter adds that the "salesman" in some cases has obtained the names of young men looking for work from pastors of local churches and in other cases has obtained prospects from employment bureaus at universities. He is described as being 6 feet 2 inches tall, with light complexion, slightly curly hair, blue eyes, and a thin light mustache. He is said to have given the names of Kelly, Kellar, and Murray.

His operations to date have been confined to Michigan, Wisconsin, Indiana and Illinois.

"This man is an imposter and does not represent our company," Mr. Anderson states in his letter.

Second Generation of Tradesman Admirers.

Mt. Pleasant, Nov. 6—Your welcome letter received and I certainly am sorry that I was out at the time you called at the store. We are glad that you like the store, as you should be a good judge of what a good store should be. My brother, H. G. Gover, and I are co-partners in this and the other store which is near the Teachers' College here.

Father used to be in business at Palo, a small town near Ionia. If not one of your original subscribers, he was nearly so. I believe Lee Hutchins was in Ionia at that time and father knew him there. Father was an Englishman, coming from London to this country when he was 21 years old. He always took the Tradesman and I have heard him praise it many times.

Mother was raised in Clinton county, her father being Dr. Hollister, of Maple Rapids, who was one of the pioneer doctors that are now gone.

I have read the Tradesman all my life and used to read the fiction stories that were usually written with a moral along business lines. I have often wondered if a short story in each issue would be advisable.

The oil business is dull here because of the poor market and over production. N. D. Gover.

Won Unanimous Decision Against Chains.

Yale, Nov. 8—I am making application for the debate handbook you have compiled on the chain store question and are distributing to schools through subscribers of your paper. Taylor & Beadle, of Yale, take your paper and have loaned copies of it to us. Therefore, I hope we are eligible to receive one of the handbooks.

It may interest you to know that in a debate held here last evening our team, upholding the independents against the chains, won a unanimous decision from the judges.

Miss Edith Nystrom,
Debate Coach.

Beans and Peas—The same story is to be told of dried beans. This merchandise is neglected and prices are tending downward with a very poor demand. Dried peas are in the same condition.

Syrup and Molasses—The week has brought no changes in sugar syrup. Prices are maintained and demand is fair. Compound syrup is still dull in spite of the cooler weather and the present comparatively low prices are expected to increase the demand very shortly. Molasses shows no change for the week. Fair demand.