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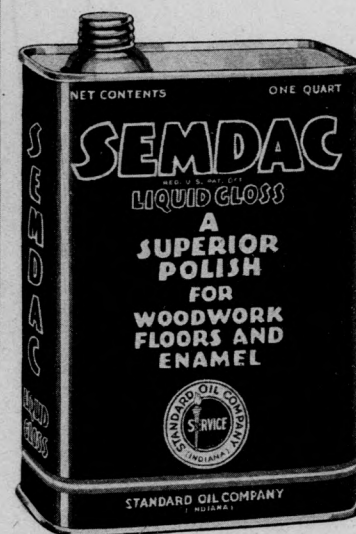
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MICHIGAN TRADESMAN

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 3, 1930

Number 2463

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

FOR A CLEAN CITY.

Citing the change which has taken place in several Italian cities which before the war had a reputation for dirty streets and uncollected refuse, Dr. George A. Soper draws the conclusion that here is an answer to an argument sometimes advanced with regard to American cities; namely, that the habits of the people make efficient cleansing impossible.

If we wish to have a clean city we shall have to do what European cities have done—enact proper laws and see that they are enforced. The co-operation of the public can be sought and to some extent, at least, obtained, but such co-operation will not be sufficient. We shall have to rely in no small measure upon legal action. In European cities, Dr. Soper notes, persons are not allowed to throw refuse in any considerable amount upon the pavement. The penalty for violating this regulation is, first, a warning or, in some cases, the imposition of a small fine on the spot. If objection is made to payment of the fine, the matter goes to court, whereupon, if the policeman is upheld, a substantial fine is levied.

An interesting point regarding the disposal of refuse is that at the latest and best disposal works, those of Glasgow, Cologne and Zurich, no attempt is made to recover salable materials. The reason for this apparently strange policy is the belief that it is impossible to make this recovery without the sacrifice of high sanitary standards. Dr. Soper suggests that, "if the uttermost farthing is to be obtained from a city's waste," the salable materials should be kept separate at the house and collected separately.

No argument is required on behalf of such statements as that true efficiency lies in the employment of methods and equipment best suited to a given situation rather than in the slavish adoption of a system, that personnel counts for as much as equipment and that in the task of directing the work of municipal cleansing technical and administrative ability and training are indispensable.

In the end improved methods of cleanliness mean economy as well as decency.

DESIGN PROTECTION URGED.

Supporters of the Vestal copyright design bill held a luncheon rally last week and expressed confidence that this legislation will be granted when the Senate meets. The movement to obtain design protection has been under way since 1924.

The many evils attendant upon design piracy have been quite adequately pointed out. There is little to protect the originator from cheap imitations which not only destroy his own market once the new design becomes successful but also create unfair competition for those who have purchased his product.

As one of the speakers at the luncheon pointed out, anyone who stole a bolt of goods would be sent to prison, while the theft of design ideas involving a much greater cost than a bolt of the finest silk is common and carries no penalty.

Almost coincident with the rally for the Vestal bill a very strong denunciation of the measure was voiced by the spokesman for the retail interests. He maintained that the retailers were in favor of protection for original designs, but deplored the endless controversy and litigation which might result. He declared that the measure was put forward by a "selfish group of manufacturers seeking to obtain monopolies of production and distribution."

As far as litigation is concerned, the retailers appear to be amply protected by the provision of the bill which relieve them of all responsibility for merchandise on hand until notice of copyright is received. On the score of monopoly it would be just as proper to argue that the stores should not sell books, music or other articles which are either copyrighted or patented.

The organized retailers have apparently aligned themselves on the side of cheap imitations and design piracy.

ENGLISH SCHEME EXPLAINED

The price-cutting evil in the drug trade has been attacked by Edward Plaut, of Lehn & Fink, who has returned from abroad with a description of how the problem is met in England through the Proprietary Articles Trade Association. This organization is composed of manufacturers, wholesalers and retailers and issues a "protected list." The retailer agrees to maintain prices on all articles so listed, and if he violates this agreement is shut off from all supplies of articles on the list.

The consumer is said to be quite satisfied with this arrangement because he never pays more than the fixed price and no substitution is practiced. The retailer, of course, enjoys his

profit and has no need to fear competition. The wholesaler does not get squeezed for extra discounts and also is assured his profit.

Mr. Plaut quotes an authority as saying that "the beginning of prosperous conditions in the retail drug trade and the ending of indiscriminate price-cutting were practically simultaneous." He points out that it is time that the business here yielded a fair profit and a prosperous future, adding: "Certainly, if England can lick the problem, we can."

No doubt the same plan adopted here might accomplish good, but it is a question whether the temperament of customers here is what it is abroad. The thought is offered that the desire for a bargain is much more highly developed in this country than in most others. Then, too, the competition which would immediately spring up against a fixed price list might offer manufacturers a highly vexing problem.

DRY GOODS CONDITIONS.

The sudden change to cold weather combined with apparel clearance sales last week to push up retail sales. Local stores reported brisk trade and offices representing out-of-town retailers noted a gain in orders, principally on heavier clothing and winter accessories. Christmas Club savings are now available and this will influence more liberal buying by consumers. Holiday shopping is now more noticeable and early reports mention a more definite trend than ever toward articles of utility and of careful canvassing to locate the best values.

Criticism has been leveled at the stores for not reflecting price reductions at wholesale to the fullest extent possible. There has also been complaint that stocks were meager. Both charges can scarcely be upheld with respect to the larger stores in the cities, though perhaps it is true that firms with limited competition in the smaller communities are offenders.

So far as stocks are concerned the latest report for the stores in this area put the dollar value of inventories at the end of October as 5 per cent. under the total for the same date last year in the case of department stores. The decrease for apparel stores was 14½ per cent. Off-hand this might seem to bear out the criticism made, but prices to-day average more than 20 per cent. lower, indicating that inventories in quantities or units were larger.

You cannot build a skyscraper on a weak foundation, neither can you become an expert merchandiser without thorough preparation.

When clerks act like school boys trying to outwit their teacher they raise a barrier between themselves and the merchant.

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Has Canned Food Sale Each Month.

Another grocer tells us that he distributes sales bulletins every week and once a month runs a canned foods special on them. All canned foods are shown in unit, dozen and case lot prices. For instance, corn may be listed at 22 cents a can, \$2.40 a dozen, and \$4.75 a case. Peaches may be shown at 28 cents a can, \$3.30 a dozen, and \$6.50 a case.

These bulletins always carry a line in heavy type: "Watch Our Show Windows For This Merchandise," and so during the week the bulletins are being distributed one window is given over entirely to the canned foods mentioned. Each assortment in the display has a printed price tag showing the unit, dozen and case lot prices. A few copies of the bulletin are pasted on the window pane as a reminder.

The savings offered customers on quantity purchases induce many to buy in dozen and case lots and this has increased. Mr. Koehler's canned foods' sales considerably.

DIPHTHERIA PREVENTION

Saved Far More Than Cost of Intensive Campaign.

Any pollution entering a water supply constitutes a serious menace to the public health of a community because the people, through a false sense of security, may place complete dependence on the purity of the supply. It is the unknown danger that is most serious, and sources of possible pollution must be sought and guarded against.

To assist in this work the State Board of Health has adopted the policy of inspecting municipal supplies regularly, as follows: (a) Surface and other supplies with sources of questionable character are inspected at least annually; (b) shallow well and questionable deep well supplies, every two years; (c) satisfactory deep well supplies every three years.

This procedure has been quite consistently followed, and it is believed that very good check on the quality of the supplies has been maintained especially in conjunction with the interim control afforded by the routine analyses of surface supplies monthly, shallow well supplies quarterly, and deep well supplies semiannually. Unfavorable analyses are followed up by communication with officials and by special investigations if believed necessary.

In short, the object is to anticipate trouble and co-operatively secure improvements to safeguard the water supplies before an epidemic of water-borne disease is experienced.

Drilled wells assume an important place in the water supplies of Wisconsin since of the 284 municipalities or communities having a waterworks, 252 secure their water supply from ground water sources, 212 of these supplies being obtained all or in part from drilled wells, the population so served being 787,804 as based on the 1930 census.

In the development of safe ground water supplies, three main factors must be considered: (1) Satisfactory location with respect to pollution sources; (2) proper well construction; (3) correct pump connections.

The first two of these factors are more or less interrelated, and though primarily constituting a part of the well driller's duties should also concern the waterworks official. The third pertains to the driller only in so far as making the completed well installation such that the pump connections may be made in the proper manner.

Because of the importance of drilled wells in furnishing water supplies for the citizens of Wisconsin, it is essential that the best possible workmanship be obtained in well construction. In order to better the status of well drilling in the State, the Wisconsin Association of Well Drillers will request the 1931 Legislature to enact a law authorizing examination and licensing of well drillers.

A common fault in the development of well water supplies has been their improper location with respect to surface drainage, flooding during times of high water and proximity to sources of surface or sewage pollution, such as

streams, sink holes or crevices, abandoned uncapped wells, sewers, privy vaults, cesspools, or other devices for sewage disposal by soil absorption.

Failure to heed the proximity of such pollution factors has resulted in a considerable number of typhoid fever and gastrointestinal epidemics.

In protecting wells against pollution, special attention should be paid not only to surface protection, as is now generally recognized, but also to the construction of that portion of the well below the ground, which may be within the zone of influence of these sources of pollution.

All wells should be cased to a point below the lowest probable ground water table and where a well extends into the rock, the casing should be thoroughly and permanently sealed into a hard, compact, uncreviced rock formation.

Again, special attention should be given to the casing in limestone formations, and generally all formations of this character, where possibility of ground water pollution exists, should be thoroughly cased and sealed off.

Of the 284 communities in Wisconsin with public water supplies, 32 secure their water from surface sources through 28 waterworks systems, serving a total population of about 963,832. Only two of the twenty-eight are without purification, thirteen utilize chlorination only, and thirteen have complete purification plants.

It is desirable to emphasize here that chlorination of surface supplies does not always constitute adequate protection against disease-producing impurities.

Waters having a fluctuating organic content or receiving varying amounts of wastes which have a chlorine-absorbing power, are always open to suspicion when chlorination alone is depended upon, since sufficient free or residual chlorine must be present in the water long enough to insure sterilization of the supply.

The responsibility of municipal and waterworks officials does not end when the water supply has been secured from a safe source or adequately purified, since protection of the supply is necessary from its source until it is delivered to the consumer.

Cross connection with polluted factory supplies installed for emergency purposes may cause pollution of a supply at any time. By a cross connection is meant a connection between the distribution system of a public or private potable water supply and a private or secondary nonpotable water supply.

Elimination of such connections is very desirable. Where such a procedure unduly increases the fire hazard, the minimum protection under the provisions of the State Code must be in the form of an approved type of double gate and check valve installations, and regular monthly inspection by waterworks officials.

During 1929 a typhoid fever outbreak occurred in a Wisconsin municipality which was definitely traceable to a cross connection between the city supply and a polluted river supply used for industrial purposes. The epidemic resulted in twenty-one cases of typhoid fever, six of which were fatal.

To further safeguard against epidemics of this nature, the State Board of Health, through the Bureau of Sanitary Engineering, inaugurated a statewide survey of cross connections.

Considerable progress has already been made in this survey to ascertain and bring about necessary changes or improvements to adequately protect the public health.

Dr. Howard A. Lampher.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 2—Now that the deer war is over and the army of mighty hunters have returned to their jobs again, we hear from Dave Williams, our bow and arrow artist. Well, Dave is back and brought back the bacon. Here is Dave's story, which we know is true. Armed with a bow and arrow he pushed into the Tahquamenon timberland in Indian fashion to bring down a buck. It was the first deer to be killed by an arrow in this area for many years. Dave wounded the deer with a well placed arrow and after a long push through the woods, trailing the wounded animal he shot the deer through the shoulder with a revolver. The arrow had entered the viscera of the deer, but did not draw enough blood to track. However, the blood from the bullet wound permitted the hunter to track the deer. The animal would have died from the arrow wound, but might not have been found except for the pistol shot. Going out Saturday morning Dave stationed himself in a thicket near a runway. After he had been there about an hour a big buck came along and stopped in front of him, not over fifty feet away. He let him have it through the body and he could see the arrow stuck in the deer as he jumped away. After trailing him but about half an hour he saw him three different times, but he was always circling for the swamp. He could not get close enough to shoot another arrow and did not want to see him get into the swamp and die, so finished him with his revolver. Dave also relates how he shot at two more deer, but missed both of them. The first arrow went about three feet above the neck, while the other struck a twig and was carried from its true course. Our local newspaper carried a photo of Mr. Williams, designating him as the hero of the day.

L. Potvin, Jr., has opened a new gas station on the Roosevelt highway across from the Pine cemetery, six miles from the Soo. Mr. Potvin has comfortable living rooms in connection, also carries a small grocery and confectionery stock and expects to keep open during the winter.

Mrs. E. Nicholson, who has been conducting a small gas station on M 48, near Stalwart, has enlarged the store to accommodate dancing parties. She carries a small assortment of groceries as well as candies and tobaccos. This place will keep open the year round.

Don't worry if your dentist seems unhappy. It is his business to look down in the mouth.

It might be interesting to know how the Canadian Soo came to the front as quickly as it has, which shows what can be accomplished with the right man on the job. Back in 1894 the struggling little town of 2,000 people tried to put themselves on the map through building a water power in the rapids. The Sault spent about a quarter of a million. Nobody turned up to use it. The debt threatened to sink the place. Then by chance a couple of citizens met a man on the train and, full of woe, told him the story. The stranger happened to be Francis H. Clergue, an idealist with a turn for raising money. When he left the Sault in 1906, he had spent some \$70,000,000 in enlarging the water power, building a pulp mill, a steel plant, a

reduction works, a machine shop, a railway and he had opened up an iron mine and gold mine. These and other things. The dark days of 1903 passed away with a loan of \$2,000,000 from the Ontario government, which was quickly discharged. A steel tariff helped them and Dominion bounties. The Finance Minister, Mr. Fielding, was able in 1911 to show that the customs revenue caused through Algoma activities had equalled all the Dominion bounties paid at the Sault. In 1915 when the steel plant needed money to make munitions, a young Sault lawyer, John A. McPhail, stepped into the breach. While mayor he had to go out and sell debentures. This experience gave him confidence he could interest capital. He made a deal with Chicago men which enabled the Sault to step into its most prosperous years. The Chicago men grew to have a prodigious confidence in him. Result: The expenditure of millions in developing water powers in Algoma, beginning with the little power plant on the Michipicoten River which had given up the ghost years before. Mr. McPhail's work was the most helpful of all the Sault's efforts and the new expansion confidently looked for in the immediate future will result largely from his efforts. A paper mill came along, when H. E. Talbot, who happened to be a contractor on the Clergue expansion took hold of the old pulp mill. W. C. Franz carried the burden of the steel plant through quiet years. J. D. Jones, who built the biggest steel plant in the world—the Gary plant of the U. S. Steel Corporation—decided to come to the Sault in 1922 and his genius worked out the technique of the new expansion. Robert Turnbull, an electrochemical expert, brought James Kelleher and Fitzgerald Laboratories from Niagara Falls, N. Y., and Mr. Kelleher has begun his work of making alloys and solving Algoma ore problems. These men's opinions are respected everywhere. They had R. Home Smith, of Toronto, one of Canada's outstanding financial organizers, on the firing line. When they really needed the iron bounty Premier Ferguson was on hand to give it. His aggressive leadership meant everything to them. It was Algoma's luck he was premier. When the steel tariff was pushed into the front, they had a young man, Tom F. Rahilly, who was able to bring a lifetime study of the situation to help the tariff board, and the report of the board made it clear that he was the sheet anchor in the discussions at Ottawa. Thus it has been down the years. Fate never failed the Sault. Jim Lyons got them the roads they needed and converted the government to Algoma development. Then just at the right moment Tom Simpson, as a protectionist, was given the responsible position of conservative whip and a real say at Ottawa. They have lived up to their motto, "Nothing succeeds like success." A community is no greater than its leaders and once again Algoma is proving the old belief that everything depends on the man.

There seems to be very little unemployment among persons who make a business of relieving something.

Ham Hamilton, the well-known Pickford merchant, was a business caller here last week, taking back a load of Christmas supplies.

William G. Tapert.

None of us can live well by an occasional good resolution. Everything depends on storing up in ourselves, by a habit of well-doing, a great and ever-increasing fund of moral power which shall be available to brace us against sudden temptation, to help us to carry out better purposes and to hold us steady and true to the ideal.

o everyone engaged
in the marketing of foods

We extend
the sincere wish for a
Merry Christmas

GENERAL FOODS SALES COMPANY, INC.

and the GENERAL FOODS SALESMEN



MOVEMENTS OF MERCHANTS.

Allegan—Ed Styles, recently of Gables, has engaged in the meat business in the Mosier block on Hubbard street.

Detroit—The Enterprise Specialty Co., 1015 Dime Bank building, has been incorporated with a capital stock of \$12,500, \$1,260 being subscribed and paid in in cash.

Kalamazoo — Clifford Myers has severed his connection with the Smith Radio Shop and engaged in a similar business under his own name at 605 South Burdick street.

Detroit—Banner Detroit, 1341 Adelaide street, has been incorporated to manufacture and deal in toilet goods, hair oils, etc., with a capital stock of \$10,000 all subscribed and paid in.

Detroit—The Detroit Radio Stores, Inc., 6400 Woodward avenue, has been incorporated to deal in radios at retail, with a capital stock of \$10,000, \$1,000 being subscribed and paid in in cash.

Ludington—Camille Gaudet, former manager of the local J. J. Newberry store, has purchased a third interest in the men's furnishings and shoe stock of Newberg Bros., 107 South James street.

Lansing—Mattison's jewelry store, which has been closed during the extensive remodeling of the New Lansing Theatre building, in which the establishment is located, is now open for business.

Detroit—Francine Drugs, Inc., 1363 First National Bank building, has been incorporated to conduct a retail drug business with an authorized capital stock of \$10,000, \$2,300 being subscribed and paid in in cash.

Leland—August Brager, 60 years old, of Good Harbor, was burned to death in his country store six miles from here Friday when fire destroyed the building before neighbors could save him or summon help.

Wixom—The Wixom Co-operative Association, Inc., farm products, etc., has merged its business into a stock company under the style of the Wixom Co-operative Co. with a capital stock of \$50,000, \$17,200 being subscribed and paid in.

Lansing — The Detroit Cut Rate Fruit & Vegetable Market, 320 South Washington avenue, has been incorporated to deal in fruits, produce, vegetables and groceries with a capital stock of \$10,000, all subscribed and paid in.

Perry—Ora Hempsted has sold his stock of groceries and general merchandise to W. H. Kelly, who will consolidate it with his own stock of bazaar goods in the Hempsted store building. The grocery stock is being closed out at special sale.

Grand Rapids—The Morton Lacquer Sales Co., 328 Houseman building, has been incorporated to deal in wood, and metal and leather lacquers, with a capital stock of 10,000 shares at \$100 a share, 5,000 shares at \$50 a share, of which amount \$5,000 has been subscribed and paid in.

Port Huron — The First National Bank & Trust Company and the Federal Commercial & Savings Bank of Port Huron have merged under the style of the First National Trust & Savings Bank. This will give Port

Huron a bank with total resources of more than \$15,000,000.

Detroit—The Banner Products Co., 1100 South Cary street, has been incorporated to manufacture and deal at wholesale and retail in liquid malt extracts with an authorized capital stock of 10,000 shares at \$1 a share, \$5,000 of which has been subscribed and paid in.

Manufacturing Matters.

Rock—The local excelsior plant of the American Forest Products Co., of Chicago, has been closed for an indefinite time.

Detroit—The G. & G. Plating Works, Inc., 2319 Spruce street, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Chief Electric Water Heater Co., 13319 12th street, has been incorporated with a capital stock of 7,500 shares no par value, \$3,115 being subscribed and paid in.

Chelsea—The Chelsea Foundry & Manufacturing Co., Inc., has merged its business into a stock company under the same style with a capital stock of \$50,000, \$40,000 being subscribed and paid in.

Muskegon—Modern Devices, Inc., 1208 West Western avenue, automatic hammer, etc., has been incorporated with a capital stock of 2,400 shares at \$50 a share, \$120,000 being subscribed and paid in in property.

Detroit — The Fisher Combustion Devices Corporation, 2539 Woodward avenue, has been organized to manufacture and sell mechanical devices for fuel combustion with a capital stock of \$1,000, all subscribed and paid in.

Portland—The National Fire Extinguisher Service, Inc., has been organized to manufacture and sell fire extinguishers, chemicals, etc., to fire departments, with a capital stock of \$20,000, all subscribed and \$10,820 paid in.

Manistique—Fred Peterson and Ben Pollock have formed the Peterson-Pollock Co. and taken over the sauer kraut plant of the Manistique Lactic Food Co. which has been closed for some time and will open it at once.

Detroit—The Igloo Cooler Corporation, 3345 Kendall avenue, has been incorporated to manufacture and sell automatic electric coolers with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Lansing—The John Deere Plow Co. of Moline, East Michigan avenue, has merged its business into a stock company under the style of the John Deere Plow Co. of Lansing, with a capital stock of \$100,000, \$1,000 being subscribed and paid in.

Peanuts As An Economical Food.

The plentiful supply of peanuts this year should find a ready demand as a cheap food, J. H. Beattie, horticulturist of the Bureau of Plant Industry, states. Pointing out the high food value of peanuts, he states this year's supply aggregates about 7,000,000 pounds. The following additional information is furnished by Mr. Beattie:

Peanuts and soy beans are the only vegetable foods which can be thought of as supplying complete protein in the diet. Peanut butter has a much greater

food value than round steak. It contains only the roasted peanuts and from 1 to 2 per cent. salt. In Farmers' Bulletin 332, entitled "Nuts and Their Uses as Food," it is stated that peanut butter contains one and one-half times more protein, more than three times more fat, nearly five times more ash, and three times more fuel value than round steak. In addition to this, peanut butter contains 17.1 per cent. of carbohydrates, while steak contains none. Pound for pound, peanut butter has a much greater food value than round steak, though it sells at a lower price.

In the early days of manufacture peanut butter was sold largely as a food for invalids, but it soon outgrew this limited use. It is used primarily for sandwiches although there are many other palatable ways of serving it, as for instance, mixing it with chili sauce, or serving in cream soup with lemon.

Few crops have experienced such a rapid growth in acreage and production. A native of Brazil, the peanut was carried by early slave ships to Africa, whence it was brought to this country along with the slaves in colonial times. The Civil War gave the first important impulse to its culture. When the Union armies disbanded, the soldiers carried a knowledge and an appreciation of peanuts to all parts of the country. By 1868, 300,000 bushels were raised in Virginia, and 11 years later, in 1879, commercial estimates placed the yield for the country at 1,725,000 bushels.

Peanuts are always a safe crop for the farmer for if they cannot be marketed for food, they make excellent fodder for the livestock, or can be disposed of for the manufacture of oleomargarine, peanut oil, and peanut meal.

Late Business News From Indiana.

Evansville—Harry M. Punshon, 52, who for many years was associated with Edward Miller in a department store on the West Side here, died at his home. He is survived by his widow and one son. Burial was in a local cemetery.

Indianapolis — Alfred Lauter, 58, 3046 Washington boulevard, president, H. Lauter Co., furniture manufacturers, died Monday at St. Vincent's Hospital, following a month's illness. Funeral services were held Wednesday at the Flanner & Buchanan Mortuary, Dr. F. S. C. Wicks, pastor of All Souls Unitarian Church, officiating.

Vevay—Wallace L. Tilley, proprietor of Tilley Clothing Store, men's clothing and furnishings, is dead.

Danville—Judge Robert C. Baltzell, of the U. S. District Court at Indianapolis, has ordered Mamie S. Hamburger, shoe dealer, to appear in court on Dec. 16 to answer the petition recently filed by three creditors. John O. Lewis, appointed receiver, has filed a report stating that he, in company with Harry F. Pavay, trustee prior to bankruptcy, and Isadore Feibleman, receiver's counsel, have gone to Danville to take charge of stock of merchandise, fixtures and money belonging to the debtor, and that, after examining into sale made under the trust-

teeship and inspecting stock of merchandise, had reached the conclusion "that continuance of the business would be inadvisable because the sales had dwindled so and for further reason that additional sales might break up the stock to an extent such as to interfere with its subsequent sale in bulk." The report further states that it is the receiver's opinion that the merchandise and fixtures should be sold at the earliest time possible in order to terminate rent expense and in order that best prices may be obtained while the merchandise is still seasonable and salable. He also urged that inventory and appraisement be made immediately so that this will be available to show prospective purchasers, and so that there may be a sale as soon as possible. The court was petitioned to appoint three appraisers.

Veils Add Chic To Many Hats.

It doesn't take a particularly keen eye these days to spot the sprinkling of wee veils that are covering the noses of some of our smartest New Yorkers. Yet what is only a sprinkling in New York is practically a uniformity in Paris.

Every chic Parisienne, we hear, has at least one hat which she wears with a veil. And since it is an era in which individuality—if nothing else—is prosperous, one will find veils long, short and shorter.

The long veil's length is a matter of reaching one's chin. It is drawn back with the ends either tied or tucked away or fastened by a pin and left loose to give a perky touch to the back of one's hat. The shortest veil covers just that piece of forehead left bare by the hat that is cut back more over one eye. And the short veil is nose length, and is considered a bit more formal than the others.

While, as we have said, there is no reason other than individual taste for the various lengths of veils, there is a very good reason for their existence. And that is, they keep smooth and neatly arranged all the hair left without the confines of present-day hats.

To be smart these days a veil must be a plain, fairly open mesh and of very fine thread, so that really it almost looks like a hair net. Any dots or embroidered patterns go over the hat, not the face.

Needless to say, the veil is always black, except with a dark brown hat. And, of course, a brimmed hat must dispense with this latest fashion innovation.

Religious Holiday Cards Wanted.

An unexpected demand for holiday cards which emphasize the religious note is reported in the greeting card trade. The development was unlooked for, because cards of this type have been losing ground in the last few years. Reorder business on the Christmas cards has developed in a strong way during the last week and business on both domestic and imported cards has been active. The heavy demand at this time is believed to reflect a consumer tendency to earlier shopping for cards this season. Volume business is confined to cards retailing around 10-cents.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.30 and beet granulated at 5.10c.

Canned Vegetables—The low offerings on tomatoes appear to be confined to No. 2 tins, standard, as other sizes are holding up at quotations listed. Corn is still fairly well maintained in some markets, but Golden Bantam continues to be a soft spot. There are occasional offerings of Crosby to be picked up, but most packers say they have withdrawn on it. When offered it is quoted sometimes considerably below the opening quotations. Fancy Crosby rules around \$1.15 when it can be had. Peas are still in a fairly good position, but occasional offerings can be picked up at bargain prices. Cheaper grades continue to move fast, and fifty-nine of the largest Wisconsin canners have reported that they have already contracted for 65 per cent. of their packs and that 42 per cent. of this amount has already been shipped. Pressure to sell, however, has often found prevailing prices shaded by good margins.

Dried Fruits—Apricots continue generally firmer, with the higher grades pretty well cleaned up on the Coast. Due to this shortage a greater demand has developed for the lower grade fruits. The same situation holds true for peaches and pears to a large degree. Raisins continue firm on the Coast and present quotations are well maintained. Muscats were not affected by the recent increase in primary prices. The growers' pool has not as yet announced its new prices, but may do so, it is reported, this week, and as the pool now controls practically all raisin stocks, it is expected that these prices will be on a basis above present packed quotations. The seasonal movement of figs has been quite satisfactory and the shortage of Smyrna bulk varieties was felt acutely in this as well as other distributing centers. California figs went into many new channels of consumption and the trade is still absorbing shipments as fast as they arrive. An increased movement of black figs on the spot has rounded out the demand. More dates from abroad are due to arrive during the first part of December. Owing to the low prices this year, some foreign countries, particularly Germany, have shifted their demand from the smaller to the larger sizes of prunes, as they can get them at about the same quotations.

Canned Fish—The situation in pink salmon has improved appreciably at primary markets. With pinks offered at \$1, Coast, they were an item that the trade took to in a speculative manner. The result is that large stocks have been taken off the packers' hands, but they are still to be disposed of by the trade, and the present is not the season for moving salmon into consuming channels. However, pinks are in a position for a firmer trend later.

Salt Fish — The market continues strong with further increases in quotations probable in the near future. In fact, prices would probably be much higher than they are at present, were it not for present business conditions generally. The production for the next

year was short and buyers face not so much a condition of rising prices as of short supplies, it is reported. Factors expect to clean out stocks at an unusually early date this year.

Nuts—Domestic almonds have gone over very well this year. Buyers have found them sufficiently improved in quality to substitute them for imported varieties when the latter were short and high. As a result many new channels were opened to them and growers and packers stand a very good chance of broadening out their market permanently. California walnuts also moved in satisfactory volume. Business on the spot was particularly good and shipments were made by rail to expedite deliveries. The trade found its stocks very bare and stressed immediate delivery with about all orders for fear of losing business. As to imported nuts interest among importers and jobbers seems now to center in the first arrivals of exotic walnuts which are due here later this month. They are priced lower than French walnuts and may find a good market for Christmas trade.

Pickles—With a pronounced shortage of genuine large sized dills at primary markets, a stronger trend should be evident, but disinterest of the trade has acted to keep prices at a standstill. There seems to be no demand to speak of for other than varieties which have graded out in very light volume this year, namely, dills from 800 to 1,800 count. Holiday business may stimulate demand in consuming channels somewhat.

Rice—There is little change in the market. The trade is still restricting its buying to small lots and millers in the South are curtailing their operations in an effort to avoid piling up of stocks. The growers are beginning to store their rice, awaiting a more favorable opportunity of selling it. The present price is the lowest in some few years, and millers are trying with every resource to prevent a further break. Long grain rice is short and firm on the spot and at primary markets.

Sauerkraut—A continued easy situation exists in sauerkraut, with some Western competition still in evidence on the spot. State packers have acted to curtail their output, but demand at the present time is comparatively slight for the present season of the year.

Vinegar—Except for replacement demand to fill out stocks the trade is not taking on any great supply of vinegar at the present time. Business has been so far disappointing, as cooler weather was awaited as a stimulant to trading. Stocks generally are light.

Man owes his growth, his energy, chiefly to that striving of the will that conflicts with difficulty, which we call effort. Easy, pleasant work does not make robust minds, does not give men a consciousness of their powers, does not train them to endurance, to perseverance, to steady force of will, that force without which all other acquisitions avail nothing.—William Ellery Channing.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade	\$2.25
Spies, Commercial	1.50
Baldwins, A Grade	2.00
Baldwins, Commercial	1.25
McIntosh, A Grade	2.25
McIntosh, Commercial	1.50
Snows, A Grade	2.25
Snows, Commercial	1.25
Wagners, A Grade	1.50
Wagners, Commercial	1.00
Wealthys, A Grade	1.50
Wealthys, Commercial	1.10
Maiden Blush, A Grade	1.25
Maiden Blush, Commercial	.75
Banana, A Grade	1.75
Banana, C Grade	1.25
Delicious, A Grade	2.50
Delicious, C Grade	1.75
N. W. Greenings, A Grade	1.50
N. W. Greenings, C Grade	1.00
R. I. Greenings, A Grade	2.50
R. I. Greenings, C Grade	1.50
Grimes Golden, A Grade	2.00
Grimes Golden, C Grade	1.00
Hubbardstons, A Grade	2.00
Hubbardstons, C Grade	1.25
Jonathans, A Grade	2.25
Jonathans, C Grade	1.25
Kings, A Grade	2.25
Shiawassee, A Grade	2.00
Shiawassee, C Grade	1.25
Talman Sweets, A Grade	2.00
Talman Sweets, C Grade	1.25
Wolf Rivers, 3 in. up., Bakers	1.50
Wolf Rivers, C Grade	1.00
Pippins, 20-oz., 3½ in. min.	1.75
Pippins, Commercial Grade	1.25
Cooking Apples, all varieties	.50

Bananas—6@6½c per lb.

Butter—At the present writing there are liberal receipts and only a fair demand. Jobbers hold 1 lb. plain wrapped prints at 34c and 65 lb. tubs at 33c for extras and 32c for firsts.

Cabbage—85c per bu.

Carrots—85c per bu.

Cauliflower—\$2.50 per crate of 12 to 16 home grown.

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

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

Cranberries—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	\$5.00
Light Red Kidney	7.25
Dark Red Kidney	7.35

Eggs—Local jobbers pay 38c for choice, 35c for general run and 30c for pullet eggs. Cold storage operators offer their supplies on the following basis:

XX candled in cartons	29c
XX candled	26c
X candled	22c
Checks	20c

Grapefruit—Extra fancy sells as follows:

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

Choice is held as follows:

54	\$3.50
64	3.50

70	3.75
80	3.75
96	3.00

Grapes—\$1.75 for Calif. Emperors in 30 lb. lugs.

Green Onions—60c for Shalots. Lettuce — In good demand on the following basis:

Imperial Valley, 4s, per crate	\$5.00
Imperial Valley, 5s, per crate	5.00
Hot house leaf, in 10 lb. baskets	60c

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

360 Sunkist	\$6.75
300 Sunkist	6.75
360 Red Ball	5.75
300 Red Ball	5.75

Limes—\$1.75 per box.

Nuts — Michigan Black Walnuts, \$1.50 per bu.; Hickory, \$2 per bu.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126	\$7.50
150	7.50
176	7.50
200	7.00
216	6.50
252	5.25
288	5.00
344	4.25

Floridas extra fancy are held as follows:

126	\$4.00
150	4.00
176	4.00
200	4.00
216	4.00
252	3.75
288	3.50
324	3.25

Choice are 25c per box less.

Onions—Spanish from Spain, \$2.25 per crate; home grown yellow in 100 lb. sacks, 90c.

Parsley—50c per doz. bunches.

Pears—Kieffers, 75c@1.25.

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

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	18c
Light fowls	14c
Ducks	14c
Geese	12c
Turkeys	20c

Spinach—\$1.25 per bu.

Squash—Hubbard, \$3.50 per 100 lbs.

Sweet Potatoes—Indiana, \$2.75 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	13c
Good	11c
Medium	9c
Poor	8c

I don't think there can be too much legislation along humanitarian lines. Surely no man who has been successful can be happy when he realizes the condition of the workers. We must see that the worker not only gets sufficient wages, but also that he gets some of the comforts and the luxuries of life. I have always felt that way. I believe in the democratization of industry.—Daniel Guggenheim.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

East Saugatuck, Nov. 25—This morning we received from the Kutt-nauer Apron Specialties, 318-324 W. Jefferson avenue, Detroit, three dozen ties as per enclosed invoice. These ties were not ordered by us nor do we know this Mr. Kendall they speak of in their letter. I am only sending you this information as it seems they like unsolicited business similar to the plan of the Apple Hat Co., of St. Louis. I am holding these ties until they send postage for the return of the ties.

John Lubbers & Co., Inc.

No one who has reported this violation of the law to the Realm has ever seen a man in this connection by the name of Kendall which naturally leads to the conclusion that such a man is a myth. On receipt of the first complaint of this character the Detroit house was sent the following letter:

Grand Rapids, Nov. 28—I am this day in receipt of a letter from John Lubbers & Co., of East Saugatuck, stating that you shipped them without any authority three dozen neckties.

I am sorry that you did this because the act was unethical and dishonest and very unbusinesslike. It is condemned by the Government, forbidden by the Federal Trade Bureau and denounced by the postoffice department in a ruling I obtained two years ago—facsimile of which I enclose herewith.

These people say they never knew a man by the name of Kendall and never gave any order for the goods. I am therefore writing them that they should write you that you can have the goods back on payment of the postage they have to affix to the package and also 25c a week rent.

Personally I am obliged to ask you to send me a personal letter stating that this vicious and utterly dishonest practice will be immediately discontinued by you. If you do not do this I will have to play you up in the Realm of Rascality department of the Michigan Tradesman. I am surprised that a concern rated as well as you are should resort to such methods.

E. A. Stowe.

Effect of Supervised Play On Delinquency.

The public, for the past year, as the result of several prison riots, has been unusually stirred up over the question of crime. An unusual agitation in the matter of criminals and prisons has led many to advance all manner and means of theories as to what should be done not only in the matter of providing more and stronger prisons, but, in checking the ever-increasing inflow of criminals into them.

Criminology, like medicine, must not only take care of the illness, in this instance social, which immediately confronts us, but, as well, must look for preventive measures.

Experience, studies and statistics have shown us criminal tendencies in the individual are not of sudden onset but are rather the product of years of incubation. While the defective heredity may play some part in the development of criminal trends, there is, nevertheless, every indication in the life histories of chronic offenders that unfavorable early environment has been largely provocative of their criminal tendencies.

We are conservative when we say

that over 50 per cent. of our criminals come from broken homes where moral ethics are sadly lacking. Our schools are pre-occupied with the business of formal academic education. Where then are those youngsters of to-day who are criminals of to-morrow, to learn the fundamentals of social ethics?

The answer is obvious and criminologists are hopeful that supervised and organized recreation will ultimately reach every nook and corner, particularly of our congested urban areas, where too often crime is bred.

A recent survey made in one of the largest cities in the United States showed that the majority of children appearing in children's court in that particular community came from those areas which were not served by playground and recreation facilities.

Dr. Leo J. Palmer.

Despot or Legal Arbitrer?

The right of the Federal Trade Commission to censor advertising as false and misleading is to be passed upon by the United States Supreme Court. This is good news for all concerned. Those who approve suppression of fraudulent advertising should welcome the test; as long as the powers of the Commission in this respect are open to question its guardianship of the public is of doubtful value. Those who dislike official censorship of any sort should be glad to know that the highest court in the land may find legal reason for putting to an end the existing advertising censorship. The general public interest is served by clearing up the fog now surrounding the situation. The question goes before the court on a judgment of the Circuit Court of Appeals, Sixth Circuit, which invalidated a cease and desist order against a concern that puts out a medical preparation recommended for

removal of excess fat. The appellate court denied the commission the power to take such action except in cases involving unfair competition in business. The allegation that the public is deceived was found to be outside the purview of the statute, competition with physicians was dismissed as absurd, and by the same token the court refused to consider possible rights of manufacturers of "obesity remedies" found in drug stores in recent years. The issue is thus made as narrow and purely legalistic as possible. It does not in any way touch the merits of a censorship which can properly bar out advertising claims lacking legitimate basis in fact. It is confined to the simple question whether the Federal Trade Commission is a despot or a legal arbitrer in a matter of vital importance.

Keeping Lettuce Fresh.

A Pittsfield marketman has developed an exceptional reputation for maintaining an especially attractive produce department. When questioned about the popularity of this department he remarked that keeping the fruit and vegetables looking absolutely fresh is the real secret. A fresh appearing head of lettuce, for instance, is much more appetizing than a wilted one.

"While speaking of lettuce I will say that each head has an ordinary rubber band snapped about it when it is put out on the vegetable rack. The rubber band is large enough so that it doesn't fit too snugly or cut into the lettuce. The band holds the head together. As the head is sold the rubber is removed to be used again.

"The bin used for lettuce is lined with burlap. The burlap is dampened and as the lettuce is sprayed from time to time through the day, it remains damp, holding moisture well.

"The heads are turned down against

this damp burlap and kept fresh much longer than when turned up. The display looks neat, too, with its regular rows of firm looking lettuce heads.

"After all a fruit or vegetable is only as fresh as it looks so why not make it look very fresh? One can sell more than three times as much."

Shortcake the Year Round.

It was the conviction of a Kalamazoo grocer that by pushing shortcake the year around he could increase the prestige of his bakery department and sell more associated articles.

Bleak November days saw the birth of "A shortcake the year round" idea. Inexpensive but colorful inserts accompanied every order of goods that entered the housewife's kitchen thereafter. Below is the original insert:

Presto! Dessert Is Ready!

Everybody loves shortcake. Why not have it the year round?

Split a tender sponge cake in half lengthwise. Place between the two layers a fruit filling—bananas, canned peaches or pineapple. Put another filling on top and then crown it all with well beaten whipped cream, flavored and sweetened. Try it to-day!

Notice the suggestive selling of canned fruit, ripe fruit, sugar, cream and flavoring.

Every two weeks the grocer changed his insert copy to fit a different group of commodities. He now capitalizes on the extensive advertising campaigns in the leading women's magazines.

This idea has brought hundreds of dollars to his cash register that might otherwise have been spent elsewhere.

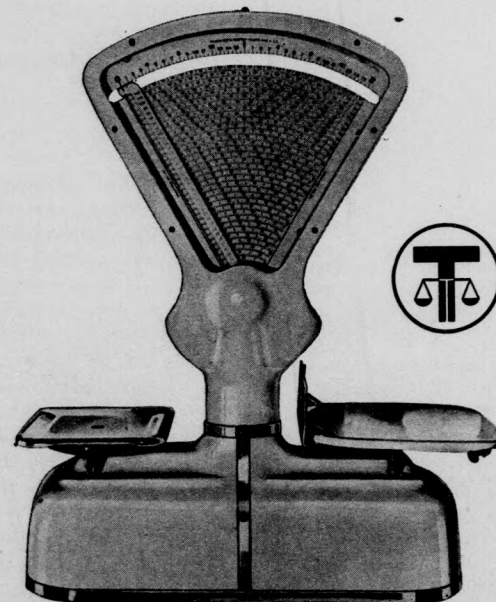
Some of the greatest thinkers say they do their best work during those weeks when their wife isn't speaking to them.

Young children and some employees seem to construe kindness as a sign of weakness.

See This NEW Computagram TODAY

THOUSANDS of retail grocers have bought this NEW Toledo Computagram because they found in it all the features which today's retailing conditions demanded in a computing scale—easier reading, extreme sensitivity, modern price ranges, new beauty and ample weighing capacity.

Retail profits today need the utmost in protection—that is why the Toledo Scale Company has incorporated in the New Computagram all the old and many new exclusive Toledo features for your protection. You, too, should see the Toledo Computagram today. Just call the nearest Toledo Scale Office for the most interesting scale demonstration you have ever seen. There is no obligation, of course. Toledo Scale Company, Toledo, Ohio. Canadian Toledo Scale Company, Ltd., Windsor, Ontario. Sales and Service Offices in 181 principal cities in the United States and Canada.



TOLEDO SCALES

NO SPRINGS • HONEST WEIGHT

Death of Pioneer Merchant of Ludington.

Frank Washatka, joint proprietor with Floyd A. Vogel of Central Shoe Store and one of the pioneers in the mercantile development of this city, passed away at Paulina Stearns hospital Thursday evening after an illness of eight weeks.

Mr. Washatka came to Ludington as a shoemaker in 1886 and during his residence in this city won a reputation for his high sense of honor, sincerity and fair dealing.

His integrity and ideals made him a faithful friend, valued associate and devoted husband and father. He was a director of Ludington State bank.

Mr. Washatka was a native of the Badger State. He was born Dec. 18, 1864, near Beloit, Wis. When 22 years of age he came to this city as a shoemaker. He was associated with G. Groening for three years and became a partner in the business enterprise known as Groening and Washatka, which continued from 1889 to 1913. Seventeen years ago Mr. Washatka entered into partnership with James A. Rye to operate the Busy Big Store, one of the city's pioneer business institutions. The partnership was dissolved in 1928, Mr. Rye becoming owner of the building, which later was occupied by Montgomery Ward & Co. department store.

Mr. Washatka, having become a veteran in the shoe trade, continued in business, forming a partnership with Floyd A. Vogel, a clerk with the Busy Big store. James Schick, a former res-

ident of Ludington and a veteran shoe salesman, has substituted for Mr. Washatka during his illness.

Mr. Washatka spent a week at Blodgett Memorial hospital in Grand Rapids, then was returned to Ludington. For the past four weeks he has been at Paulina Stearns hospital.

Decedent was married to Mary Louise Cadaret in Ludington in 1890 and leaves his widow, a son and daughter. Herbert F. Washatka is affiliated with Alphonse Meny in the insurance firm of Meny & Washatka agency. He formerly served with his father under the partnership of Rye & Washatka. The daughter, Mrs. Malcolm Gingrich, is a resident of Cadillac.

A daughter, Mrs. Chester Nyquist, passed away two years ago. The following grandchildren survive: Paul Edward Washatka, Patricia Nyquist and Mary Catherine Gingrich. Decedent is survived by two sisters, Mrs. David Gibbs and Mrs. Nels Johnson, of this city.

Mr. Washatka was a charter member of Pere Marquette council, 1492, Knights of Columbus, and a member of Ludington lodge, No. 736, Benevolent Protective Order of Elks. He served as treasurer almost since organization of Knight of Columbus in this city twenty-two years ago. The late W. J. Gleason held the office two years and was succeeded by Mr. Washatka, who retired at the election June 19 of this year, receiving a vote of thanks from the members.—Ludington Daily News.

Concluding Article of This Series.

Greenville, Dec. 2.—The cause of this one of the worst panics ever experienced by this country, still seems to be a mystery. Why not compare it with many others which have been experienced by other countries as well as ours? It has been well proven by experience, as well as history, that they all originated through the contraction of money. Why didn't we have a panic after the war of 61-5 for the simple reason that at that time we had a President who had the welfare of the people and country at heart and who had the stamina to resist the domination of the bankers and bond coaches who would sacrifice the whole country for their own selfish interests. Lincoln took the situation in his own hands and he and his cabinet devised the greenback, the first issue of which was made full legal tender for all debts, public and private, and it proved to be the most popular money ever created by this Government and never depreciated 1/100 part of a cent. At one time it was at a premium over gold. It put all the factories in motion, then after the war produced the greatest prosperity ever experienced by this country. All that is necessary to produce the opposite, which is a panic, is to reverse the action which produces the same result, as with the differential of a car. This reverse was made when the twenty-five billion dollars of bonds were issued during the kaiser's war. This was the foundation of the present panic, as well as the one after the kaiser's war. As the security of the bonds is identically the same as that of the greenback or treasury note, the difference is in the disadvantages which are all attached to the bonds in two ways. First the bonds contract the money in circulation which is the major cause of all panics, while the treasury notes increase the amount of money in circulation, which under good business prin-

ciples is necessary when the volume of business is radically increased. Second, what is the difference in expense between the cost of the bonds and the treasury notes? Now the work of printing and cost of paper would be about equal in both, but the four per cent. interest for sixteen years on the twenty-five billion dollars of bonds would be sixteen billion dollars, which would nearly pay the balance of our war debt to-day. So you see the actual difference in this case is if we had issued treasury notes, instead of bonds, we would now have our war debt paid but through the error of issuing bonds we must pay the sixteen billion over again, besides the interest. The latter is not the only loss attached to the bond issue, but this sixteen billion dollars of bonds is exempt from taxes sixteen years. In whose favor is the latter, the laborer or the capitalist? Does he need help from the public? Then he gets this favoritism through increasing the tax paid by the common people. Bonds create an investment which is exempt from taxes. There was a discount on war bonds when in the hands of patriots, but see what they cost you now. E. Reynolds.

Pewter Demand Reviving Here.

A general improvement in the demand for pewterware developed this week and heavy orders for gift items which can be retailed from \$1 to \$3.50 have been received. The lull in business noted in the last two weeks has ended and retailers are again ready to take merchandise. There has been little business in the local market on merchandise for future delivery, but scores of jobbers are reported busy in Connecticut cities examining factory stocks with the intention of purchasing attractive items for January and February sales purposes.

Attention Retail Grocers!

Pep up your winter Sales with two live new numbers

Postma's Rusk

—and—

Holland Spiced Cookies



Masterpieces of the bakers art.

Made since 1882 from the original formulas.

Be the distributors in your territory with items that are different, and that repeat without much effort.



Postma Biscuit Co.

1135 Broadway

Grand Rapids, Mich.

PAST, PRESENT AND FUTURE.

The Tradesman completed its forty-seventh publication year July 23, but the unusually warm weather prevailing at that time precluded the proper celebration of the event until later. Although we are now four months along on our forty-eighth publication year, the edition of this week presents a fairly accurate index of the progress of the past year and also affords a vision of hope for the future.

A year ago the country was well started on the down grade, which many predicted would continue for two or three years. Instead of the prediction proving true, there are many indications that we have already reached and passed the turning point and that from now on the recovery will be gradual until the old-time activity is resumed.

The greatest stumbling block in the pathway to industrial peace and business revival is the failure of the Republican party to repeal the infamous Adamson law, which was enacted at the behest of McAdoo and Wilson under the coercion of Gompers. The Tradesman has always maintained that the enactment of this law constituted the darkest page in American history and that no substantial reduction in railway transportation rates can be accomplished until this obstacle to good government and faithful service is removed. The non-action of the dominant party in the premises is due to cowardice almost as reprehensible as the betrayal of trust by the Democratic party in enacting a measure under the coercion of the union labor leaders who prolonged the war a year by their strikes and slack-erism and made the war cost us three times what it would have cost if it had not been for their unpatriotic and despotic conduct.

With the first issue in January the Tradesman predicted that 1930 would be notable in the number of fakes, cheats, frauds and swindles which would be presented to the merchant to ensnare and annoy him. This prediction has, unfortunately, proven true, due to the ease with which merchants who are not extra alert can be inveigled into listening to the siren voice of strangers and enter into relations which necessarily result in chagrin and loss. The Tradesman again repeats the advice it has uttered so many hundred times during the past forty-seven years—never sign anything for a stranger and be extra careful about signing what purports to be an order presented by anyone, no matter how well the merchant may be acquainted with the person soliciting the signature.

The Tradesman took the initiative in the adoption of the standard fire insurance policy form about forty years ago. It initiated the legislation which created an Insurance Policy Commission, saw to it that a civilian was made the third member of the Commission by Governor Luce and subsequently raised the fund which enabled the insuring public to be properly represented before the Commission by the late N. A. Fletcher.

The Tradesman took a strong stand against the surcharge arbitrarily exacted by the stock fire insurance companies during the war. There was no

excuse for such extortion and no legal authority for such a high handed hold-up. The action of the stock companies was due wholly to a spirit of greed which frequently finds lodgment in the minds of men who hold themselves above the law and defy the acts of the legislatures and the decisions of the courts, as the stock insurance managers did in this instance. The Tradesman could not secure immediate relief for its readers from this piece of extortion except by inducing them to patronize mutual companies which did not resort to such thievery. For the ill gotten gains the stock companies filched from the insuring public, they never returned a quarter of the stealings they should have refunded to their victims.

There are many other reforms to be brought about before the present management of the Tradesman retires from the field, but the work is attractive to a man with a stout heart and a resolute purpose and all forms of injustice must ultimately go down before the power of public opinion, properly directed and concentrated on the object sought to be accomplished.

The Tradesman believes that, with the steadfast assistance and continued co-operation of its readers, it can bring order out of chaos in the iniquitous rating system of Michigan and ultimately place this abuse of authority on a foundation of fairness and equity, having due regard for the rights of the people and the duties and responsibilities of the companies. Because it has an abiding faith in the power of public opinion it will never cease its efforts along this line until it arouses the people to a realizing sense of the unjust burden placed on them by this incubus and lead them to act in such a way as to strike a death blow to arrogance, ignorance and monopoly.

The writer has led its friends of the mercantile fraternity into many a hard fought battle, which has always resulted in the victory of the merchant, because he always had equity on his side and invariably tempered his demands with fairness and due consideration for the rights of all concerned. By its espousal of the cause of mutual insurance, the Tradesman has enabled the merchants of Michigan to save at least \$600,000 per year, which has come back to them in the form of returned premiums. This saving will be greatly augmented within the next few years, as the advantages of mutual insurance and its superiority over stock insurance come to be better understood and recognized. There are some companies masquerading under the name of "mutual" which are wolves in sheep's clothing and are utterly unworthy of consideration or patronage, but as such companies are not permitted to use the advertising columns of the Tradesman, merchants meet with no difficulty in determining which are worthy and which are unworthy of their patronage.

It is the hit bird which flutters. Alarmed over the growth of mutual fire insurance and the rapid inroads it is making on stock insurance, the local agents of the stock companies in thirteen Middle West states have notified the adjustment bureaus that they cannot receive any business from the

stock companies after Jan. 1 if they continue to make adjustments for the mutual companies. This monopolistic action was expected to create consternation in the ranks of the mutual insurance companies, but instead of being accepted as a body blow it is welcomed as one of the best things which could happen under the circumstances, because it will enable the mutual companies to create their own bureau or bureaus which will be able to deal more fairly with the people who have incurred losses than the bureaus owned and operated by the stock companies can possibly do. The Federation of Mutual Fire Insurance Companies is preparing to put into operation an independent Nation-wide adjusting service of its own. A committee has been named to organize a mutual adjustment service.

There is much speculation as to whether the mutual bureau will be a well established and co-ordinated organization under the control of mutuals or whether it will be something of a federation of independent adjusters.

The Western Adjustment, the Underwriters Adjusting and the mutuals are all desirous of avoiding competition in adjustments under the new arrangement.

There was a time not so very long ago that these bureaus were conducted along dishonest lines to such an extent that they operated at a big profit to the companies patronizing them and the company officials who owned them. That condition, so far as Michigan is concerned, was revolutionized by the Tradesman by a careful investigation of the methods used to swindle the insuring public. The Western Adjustment Co. proved to be corrupt and dishonest to the nth degree. The adjusters fawned on rich and influential insurers and gave them more than they asked in making adjustments, but the poor man who had no influential friends was treated very dishonestly under the guise of rulings which were devoid of fairness or decency. Relation of the details of a single case are sufficient to disclose the iniquity with which losses of this character were adjusted by the Western Adjustment Co. The Grand Rapids representative was a man named Shaw. He was requested to settle the loss of a merchant at Grattan who carried a stock of merchandise which inventoried \$6,000 and was insured for \$5,500. His loss was total. Shaw trumped up the excuse that he had violated the iron safe clause—which was false—and forced him to agree to accept \$2,500 in full settlement. He came to the Tradesman and we not only forced the companies involved in the swindle to reopen the case and pay the insured \$5,500, but we also forced the then manager of the Western Adjustment Co. to take Shaw out of Michigan. He transferred him to the Cleveland field, where he was again challenged for dishonest practices and died before he received a transfer to another field. The Western Adjustment Co. has since maintained fair minded men in the Grand Rapids office.

The past year has brought about a great change in the mental attitude of the rank and file of independent merchants, who have reached the conclu-

sion that their position in the world of trade is assured if they keep in step with the trend of the times. This assurance involves the modernization of their stores and store business, the furnishing of service in all that the term implies, the discounting of every invoice, courteous treatment of all, scrupulous cleanliness in and around the store, and goods so attractively displayed that they almost sell themselves. Any merchant who will so shape his business as to conduct it along these lines need have no misgivings as to his ability to meet and face any problem which may confront him. Every man in business, if he is a real executive, can make his store radiate with personality and individuality. Therein lies his success as a merchant and a man.

The buying public is now convinced that the chain stores are conducted along dishonest lines and that both managers and clerks are forced to resort to dishonest practices in order to make a decent living, due to the low wages they are paid and the frequency with which they are penalized for lapses for which they are in no way to blame. A clerkship in a chain store is practically a school in crime, cleverly devised to place a premium on dishonesty and chicanery of the most obnoxious character.

I do not think we have ever issued an anniversary edition which is so replete with general information as is to be found in this issue. Some old time but always new topics are discussed from new angles, but many of the special articles, prepared by authorities in their respective lines, cover subjects which have never been considered with such thoroughness and with such expert knowledge. Our thanks and the thanks of our readers are certainly due our contributing friends who have made this condition possible.

A MATTER OF FUNNELS.

Age-old superstition and knowledge of primitive peoples prompt the fears of British administrators for the psychological effect of replacing the Lapon, a two-funnelled patrol ship, with the single-funnelled Folkestone in the Persian Gulf. The single-funnelled ship, in the eyes of the natives, means a come-down, and the prestige of Great Britain is expected to suffer. To meet this problem it has been suggested that future British patrol boats, if they are designed with only one funnel, be equipped with another, a dummy funnel, just for appearances' sake. The problem and its suggested solution are now no new matter. Certain old Viking chieftains, short-handed, set dummies in their prowling boats to awe their foes. And when eighteenth century Yankee traders haunted the Northwest coast in quest of furs they made their tiny, ill-armed vessels into awe-inspiring craft fairly bristling with dummy cannon. And there are modern ocean liners that carry dummy funnels to add an air of swank for those passengers who feel they just can't travel in a ship with less than three towering flues.

Unless you honestly think the world is getting better you can't get very far in business.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday was so disagreeable under foot that an extended Out Around was out of the question. Finding the gravel roads more navigable than the cement, I improved the opportunity to call on H. Mulder, who formerly conducted a grocery store in Grand Rapids, but now conducts a well-tilled farm on M 114, about eight miles Southeast of the city. Mr. Mulder was born in the Netherlands less than a month after the Tradesman was established in 1883 and came to this country when 17 years of age. He has achieved a good measure of success in the land of his adoption and is above the average man of his type in intelligence and philosophic reasoning. He has a happy family and occupies a modern home equipped with all the creature comforts. He refused to purchase a Fordson tractor when he learned it was manufactured in Ireland and acquired an American made tractor instead. He believes that every farmer should refuse to purchase goods produced by foreign labor in foreign countries. He thinks the Government has been altogether too liberal in admitting aliens from Southern and Southeastern Europe, including the Mediterranean countries in Asia and Africa, and looks for trouble from this class of immigrants who settle in the congested districts of the big cities and seldom become good American citizens.

I think it would be an excellent idea for every farmer to take the same stand Mr. Mulder does in relation to the purchase of farm machinery built in foreign countries. Unless he does so I think we will see much of the production now conducted in this country transferred to foreign shores in the near future.

A former employe of the Tradesman who has been in the employ of Henry Ford for several years tells me that the great Ford automobile factories in Detroit will soon be converted into airplane factories and that all Ford automobile parts will be manufactured in Europe under the lower labor conditions prevailing there; that the parts will be shipped to this country and assembled here. When this arrangement goes into effect automobile buyers will have an opportunity to test their Americanism by refusing to buy or ride in a foreign made car.

I have never regarded Mr. Ford as a good American since he uttered the treasonable statements and engaged in the treasonable acts he did during the Kaiser's war. This is why I show my contempt for the man by refusing to spell his name with a capital letter. He may be the richest man in the world, but he has not money enough to buy the good opinion of the Tradesman. I have brought the matter to his attention many times and given him an opportunity to show that he repents his wicked utterances and is willing to make proper atonement

therefor, but he has never seen fit to act on my invitation.

While supervising this anniversary edition of the Tradesman my mind has naturally gone back over the events of the long period during which time the Tradesman has been published without change of ownership, editorship or business management. I do not think there is a banker, manufacturer or wholesaler still living who was engaged in business in Grand Rapids in 1883, when the Tradesman was established. I can recall but two men who were engaged in retail trade at that time who are still living—B. S. Harris and J. George Lehman. I hope there are others, but I cannot recall any others at this writing.

The type on which the Tradesman was printed at the beginning was purchased from the defunct Daily Sun, an ephemeral newspaper which was established in Grand Rapids early in 1883. Old printers shook their heads and predicted the Tradesman would not last a month because it used type the Daily Sun "died on". The only relic we have of those early days is a little walnut desk which would probably bring 25 cents if offered to a second-hand dealer. That little desk is in use every day by the proof reader and could not be pried loose from the Tradesman office by an offer of \$1,000. It witnessed too many instances of hardship, deprivation and struggle to justify us in ever parting company with it. If I continue along this line I am afraid I will encroach on the comprehensive history of the early days of the Tradesman which I hope to play up in our fiftieth anniversary edition, three years hence.

The attempt to fatten turkeys for the Thanksgiving trade this year has been a valuable object lesson for many farmers. Having no corn but plenty of wheat they have attempted to fatten their fowls by feeding them wheat instead of corn. They have found that wheat produces flesh, but corn has to be used to some extent to make fat turkeys which command the top price in the holiday market. The market price of turkeys depends largely on their size, plumpness and appearance, which can only be produced by King Corn.

Just now I am deluged with contracts made by merchants with pattern companies, many of which are so complicated and contradictory that it would require the assistance of a very adroit lawyer to interpret them. My experience with the pattern companies leads me to believe that they are all fundamentally dishonest and that a merchant who is not a lawyer or who has not a lawyer on his staff cannot touch them at any angle without getting stung.

The location of the proposed memorial to Capt. Charles E. Belknap appears to be about as muddled as the location of the proposed auditorium. The genial Captain always expressed a desire to be "played up" on Lookout

Park, if such a thing was undertaken after his death. He loved that location and visited it frequently because it enabled him to visualize the city he helped to create over a period of about sixty years. In view of this condition the least the good people of Grand Rapids could do would be to change the name of the park to Captain Belknap park. That would be all the recognition he would ask if the matter had been left to his decision before he passed away. I understand there are sufficient funds in the memorial contribution to insure the creation of a modest bronze statue which will be symbolic of the trend of his life in this community. It is a matter of common knowledge that the memorial Captain Belknap most coveted was a big boulder with bronze tablet setting forth the events of his long and useful life in this community. Although the Captain loved a horse, I happen to know that an equestrian statue was furthest from his thought.

I am glad to learn that the prosecuting attorney of Ionia county is planning to secure the introduction of a bill in the next Legislature providing for the establishment of the whipping post in the case of certain classes of offenses. I presume it will include hold-ups who intimidate their victims with fire arms and accomplish their nefarious purposes by the display of guns. I cannot conceive a more cowardly procedure than this and I am very sure if the miserable creatures who resort to this expedient are made to feel the lash once a week or once a month during the term of their confinement in prison there will be an immediate reduction in this class of crimes.

One of the most ridiculous spectacles I have noted for some years was the attempt of the little man Green, who rattles around in the big chair of the American federation of labor to coerce President Hoover into appointing one of his henchmen to the position of Secretary of Labor in the President's Cabinet. Of course Wilson—who was dominated body and soul by the infamous Gompers—bowed to the behest of the arch traitor, but Hoover is a man of different type and declined to be led around by the nose by the little man Green, whose action in the premises is preposterous. By the largest possible stretch of imagination, Green represents only 3 per cent. of the population of the United States, yet he had the temerity to insist on the continued recognition of his little gang of torch users and bludgeon bearers to the exclusion of 97 per cent. of the people who make America what it is. It is greatly to Mr. Hoover's credit that he relegated the little man Green to the darkness and obscurity which is in keeping with the dastardly and criminal acts for which his organization is responsible.

I note that much of the money which is being contributed to charity these days is sadly misapplied because its disbursement in too many cases is placed in the hands of men and women

who are inexperienced in handling such matters. In the old days of independent giving and distribution many unworthy persons were recognized and many applicants for assistance received help greatly in excess of their requirements, while others equally worthy were overlooked. On the other hand, when the charities are grouped under one head organization the salaries paid to the officers and their assistants frequently eat a big hole in the sum total. One method of distribution appears to be about as wretchedly bad as the other. The real key to the situation has evidently not yet been discovered.

For years the Schust Baking Co. has been the stalwart friend of the independent merchant. It has not only refused to sell its products to the chain stores, but has assisted the independents to meet the competition of the chain stores which have always been given special prices and unfair consideration by the National Biscuit Co. and the Loose-Wiles Biscuit Co. Now that the Schust Co. has joined hands with the Loose-Wiles Co. by an exchange of stock, I naturally am wondering how the preferential prices given the chain stores by the Loose-Wiles Co. will work out. The Loose-Wiles Co. accords the independent dealers from 5 to 15 per cent. discount on their purchases, depending on the amount of goods purchased each month. They give the chain stores 17½ per cent. to my certain knowledge and besides accord them one case free with each twenty case order S.P.A., which means sales promotion allowance. This twenty case offer is also given independent merchants, but not one independent in 100 is able to buy in such quantities without the goods becoming stale on their hands, so the extra case allowance amounts to a preferential price to the chains, as it is really intended.

The Loose-Wiles Co. is gradually supplanting the display racks of the Schust Co. with their own racks which hold only cans smaller than those used by other baking companies, so none but Loose-Wiles cans can be displayed in the racks. This, of course, is done so as to force the products of other baking companies—including the Schust Co.—into the background and thus destroy their sale to a considerable extent.

The independent merchants have few enough friends among the food manufacturers as it is. The alliance of the Schust Co. with a chain store devotee like the Loose-Wiles Co. is disappointing, to say the least. I am very sorry the Schust Co. should consent to make such an unfortunate alliance, which cannot fail to array the organization against the independent, instead of continuing as his firm friend and sturdy champion, which has been its policy in the past.

Representative Watson, of Pennsylvania, has undertaken for several years to secure the enactment of a law by Congress, making it a misdemeanor to

ship goods to any one unless they are ordered. He has been very persistent in the matter and is entitled to a great deal of credit for the effort he has made to put an end to this unfair, unbusinesslike and dishonest practice. Not knowing whether Mr. Watson was re-elected at the November election I recently wrote Hon. Carl Mapes, our vigilant Representative in Congress from this district, to tell me about the situation. His reply was as follows:

Since getting back to Washington and receiving your letter I have talked with Mr. Watson about his bill to prevent the sending of merchandise unsolicited through the mail and expressed my desire to co-operate with him in any way possible to get the bill passed.

He seems a little discouraged over the prospects because of the opposition of some of his colleagues in former Congresses. I showed him the copy in the Tradesman of the letter which you received from the Department and told him that I should be glad to go before the Committee on Post Office and Post Roads with him at any time to urge a favorable report on his bill.

I have had occasion to appeal to Mr. Mapes many times during the long period he has served this district in Congress and he has never failed to get the right angle on my enquiry at the earliest possible moment. He is now regarded as one of the five most influential men in the House of Representatives and is headed for the position of Speaker of the House in the near future. His position is due altogether to fidelity to his constituents and their best interests.

E. A. Stowe.

Foods May Be Colored If Defects Are Not Hidden.

Harmless coal-tar dyes may be legally used in the coloring of foods, but added color must not be used to conceal damage or inferiority, and the use of the dye must be made known on the label, according to a Department of Agriculture statement.

The judgment of the housewife in the grocery or delicatessen is still influenced by what she sees, and the foods she chooses are those which look best. Food manufacturers have recognized this fact and have felt it advisable to use added color to replace the delicate natural shades which manufacturing processes have altered or obliterated.

When the coal-tar dyes, with their wide range of shade and diversity of color, were discovered, attempts were made to use them for this purpose. "If this had been done with discrimination," says H. T. Herrick of the color certification laboratory, "no harm could have resulted, for coal-tar colors as a class are no more harmful than vegetable colors and are far more satisfactory for tinctorial purposes. A pure, non-toxic coal-tar dye is no more dangerous than so much common table salt."

Tackle Anything.

Hungry Farmer (in city restaurant). Got any steak on the menu?

Waiter: Yes, sir. It's 'loin steak a la carte.

Hungry Farmer: All right, wheel it in; I'm hungry enough to eat cart and all.

Orangize the Independent Merchant.

He must attend his meetings. The independent retailer owes a debt of gratitude to all those sturdy men and women who have taken up his cause against the chain store menace. Looking back to the time when chain stores began their program of expansion, reminds us of the days of the pioneer. It recalls to our minds men who stood alone as the lone pioneer, warning the public against the approaching chain store menace.

Cold, heat, hunger, loss of business, ridicule, mockery, censure by friend and foe, meant nothing. They continued their campaign, crying out louder and louder until they were heard, because they knew they were right. They did not allow themselves to be turned away from their course, by money, promise of influential positions. Everything good that has been accomplished by any body, any agency, on the anti-chain fight, rests on the labor of these sturdy, self-sacrificing, unselfish men, just as a building rests on its foundation. These men had vision; they built wisely.

They laid a foundation upon which we must build, if America shall continue to be the land of opportunities, if the initiative of our young men and women shall be encouraged. To them the name chain stores meant nothing else than trust, monopoly, centralization of power. Unless checked, would make America a land of slaves and dependents. That if America should continue to lead in the march of progress the initiative of the individual must be given encouragement. What are we doing? We have a duty to perform, as good citizens of our country, as parents of our children. That is, to give future generations an equal chance. The proud father, the fond mother, caresses the baby. In their love they plan for its future. They are willing to face a life of sacrifice and denial to feed, clothe and educate it, so some day it may be an outstanding citizen. They are ready to do their duty in preventing the encroachment of chain store systems upon its rights, but the individual merchant must lead the way.

Chain stores systems—and that includes all mergers—could not exist if we had done our duty. We are not fair. We demanded better living conditions. We complained of inferior merchants. We criticized our lawmakers when, as a matter of fact, it was our own neglect, our refusal to think, that is responsible for present conditions. We refused to build up the old home town. We felt no interest, no responsibility in its progress. Chain stores would not be sucking the life blood out of our country, the unemployment, crime and vice would be less, if

we had done our duty. The wealth of our country would be spread among more people and over a greater area. Our laws would be respected, our homes happier. We would be enjoying prosperity in its fullest measure, if we had. What is the difference between racketeering and chain stores, mail order houses, commissaries, etc.? Both live on the labor of their fellowmen. They produce nothing. They reap where they did not sow. They move in time of depression or dull business. And that ain't all.

Unless chain stores are wiped out, the next step will be commissaries. Instead of selecting your goods as you choose, we will go to the commissaries and take what the master mind considers best for our health. Look back a few years at the conditions in the coal fields. There the chain store system was in control. The schools, the teachers, the church, the minister, the stores, policemen, judges, everything was in their control. The father, the son, miners, mothers, daughters, miners' wives. No opportunities for advancement. If conditions were unbearable they could not move. Food, clothing, in fact everything, was purchased at the company's commissaries. No chance of getting out of debt. Now, if it is done there, what will prevent the same condition being forced on the entire population in the United States, if chain stores once gain control? One of the main causes of the prohibition curse was the chain store saloons. All bad, undesirable conditions were found there. An independent saloon keeper stood as well in his community as any merchant. But he had to stand the prejudice against his business because chain store saloons were in the majority and had no voice in their own business.

The chain store is nothing new. China had chain stores hundred of years ago and still has them. The mandarin control them. Look at conditions there. It pictures to you what can be expected under a chain store system control.

Chain stores is a stock selling proposition. The merchandising feature, merely giving them a background. They have never made any money selling merchandise. Their dividends have been paid out of earnings in stock speculation. But in these schemes of chain stores operation and stock gambling the independent retailer is ground out. Kroger stock has fallen from 160 to less than \$24 per share. That is the actual value represented by physical assets. If their surplus is exhausted, they fail to pay dividends. The poor public is the loser, and the promoters have the money and the business, ready to start over, whenever the opportune time arrives. Is it any wonder we have want and distress? And

all because you and I are dumb, deaf and blind, and have neglected to build up the old home town.

Now the remedy: First, let's orangize. Second, educate and encourage and instill enthusiasm and love for the community. Lead movements that encourage a buy-at-home spirit in the hearts of our children. Third, the program must be reversed. Chain store systems must be shown in their hideousness, their dishonesty and unbusinesslike methods exposed. Just as an independent retailer is held responsible for the character of his place, so should the men who install the chain store systems be held responsible for every unit. If they refuse, they admit the failure of the system.

L. F. Padburg.

Selling Large Size Oranges.

There is practically no variation in the juice content of a box of oranges, irrespective of size, yet, in buying large size oranges, almost twice as much edible portion of the orange and juice is obtained as when small oranges are purchased. So in reality, while she pays more, the consumer is really getting a much better buy in the large oranges. Several grocers are capitalizing on this fact, as close observation of the large markets showed. The dealer pays less per box for the large sizes and realizes a better return from his investment and can, if properly merchandised to the housewife, enjoy a far more rapid turnover.

The majority of these markets use the bulk display coupled with the odd cent feature, as against the pyramid form of display, with much better success.

A Worcester marketman puts more reliance in the sales appeal of his window displays than any other phase of his merchandising system. He incorporates the theme of the "Unusual" in all of his displays and so gets the passers-by to acquire the habit of stopping to see the contents.

A vegetable window of unusual appeal brought a large volume of business during an entire week. Nine white enameled trays, each with one kind of vegetable, were arranged in step-fashion. Each tray was balanced on a glass vase and carried a price tag. A border of alternately placed apples and oranges lent a pleasing effect to the entire display.

Another marketman, this time in Holyoke, has made a point of picking men for his sales force who are well versed in the appropriate delicacies for each cut and variety of meat. The extra sales brought in by the suggestions of these men, when selling meat, represent a volume that warrants many times over the higher wages paid. Each man eventually builds up a clientele of his own that actually becomes subject to his suggestions. The plan has made a lot of money for this marketman. He says, "By inspiring in the customer the factors of confidence, interest, satisfaction and desire to be given personal attention, a merchant is building his business upon a rock." Judging from his store, we heartily agree with him.

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FINANCIAL

Banker Sees Yields Attractive.

For the first time in several months definite buying recommendations in common stocks have been made by some investment counselors and brokers. This development may be assumed to mean that restoration of market stability is considered at hand.

With many leading common stocks affording yields of 5 per cent. or more, this class of security has attracted conservative investment buying for the first time in several years. An experienced banker recently suggested several junior issues that returned a cash income of more than 4½ per cent.

Of the stocks he considered the best only three yield less than 4½ per cent., General Electric, Allied Chemical and Standard of New Jersey. Allied Chemical pays 5 per cent. in stock, however, in addition to \$6 in cash.

Among the stocks affording a return of better than 6 per cent. five rail shares were chosen; New York Central, Pennsylvania, Chesapeake & Ohio, Norfolk & Western and Southern Pacific, as well as two oils, Standard of New York and Vacuum, which is traded in on the Curb Exchange. A proposed merger of these two companies is being contested by the Government.

Such leading concerns as United States Steel, Westinghouse Electric, Otis Elevator, Sears, Roebuck & Co., Eastman Kodak, Atchison and Union Pacific afford a return of from 5 to 6 per cent. on the common, according to the banker's list. The extra dividend paid by Eastman is taken into consideration.

In the lower group, yielding from 4½ to 5 per cent., are American Telephone and Telegraph, Consolidated Gas, United Gas Improvement, Air Reduction, American Can, Borden, International Harvester, Union Carbide, Du Pont and Standard Oil of California.

Among good common stocks yielding from 8 to 10 per cent. the banker selected a list that in his opinion stood a good chance of coming through the depression without a cut in the dividend rate, although he admitted prices in some cases tended to discount a reduction. He named the following:

General Motors, Allis Chalmers, Electric Storage Battery, Gold Dust, American Ice, Kennecott, Paramount Publix, Atlantic Coast Line, Baltimore & Ohio, Rock Island, Chicago & North Western, Hudson & Manhattan and Northern Pacific.

William Russell White.
[Copyrighted, 1930.]

Shares of N. Y. Banks Cheaper Than in 1924.

The rapid growth of New York City banks in recent years, although checked slightly by the financial and business depression, has by no means reached its peak, and a \$5,000,000,000 financial institution looms as a probability within the next few years.

Pointing out that there was no "billion-dollar" bank in this country in 1924 and that there are three in New York now, John F. Barry & Co., in a comprehensive analysis of leading banks, says: "American bank-

ing has kept pace with the growth of our giant industries and will continue to do so. A five-billion-dollar bank in 1934 will seem as commonplace as the billion-dollar or two-billion-dollar units appear to-day.

"There are now two banks—Chase and City—which have combined capital funds of \$605,011,000," the firm continues, "as compared with combined capital and surplus of \$628,853,000 for all the 160 banks in New York in 1909. There were 126 banks in New York in January, 1930, with resources of \$14,949,391,000, as compared with 124 banks in 1920 with resources of \$8,785,873,000 and 160 banks in 1909 with combined resources of \$3,576,843,000. These figures tell the story of the romance of American industry and its extraordinary growth during two decades.

"One thing is certain—we have not yet seen the peak of our economic and financial expansion. It will be many years before we do. Industry will continue to expand into still larger units of operation and New York banking institutions will keep pace with such expansion. The future holds as much promise for banks and bank shares as has the recent past.

"The capital stock of fourteen leading banks and trust companies increased since 1924 from \$194,500,000 to \$579,725,000—approximately 200 per cent.—and during the same period the surplus and undivided profits of these same banks grew from \$242,800,000 to \$1,056,605,000, an increase of 335 per cent. Deposits advanced from \$3,745,800,000 to \$7,639,400,000."

Figures comparing prices, yields and book values with 1924 have been compiled to show that stocks of leading institutions are relatively cheaper than six years ago. The firm says:

"Investors who bought bank stocks in 1924 made fortunes if they held them until 1928. They have substantial profits at even the low levels of to-day. Bank stocks are now selling relatively lower than in 1924. Some of the fortunes of 1935 will be based on bank stock purchases made in 1930 and 1931." • William Russell White.

[Copyrighted, 1930.]

Should Keep Attention on Essentials of Recovery.

Economic tests of the depth of cream in the bottle will be disappointing in the next two months unless we keep in mind that the supporting milk beneath which is its foundation has not been disturbed.

Gloom in the current depression is not generated from any disturbances over the conditions underlying the world of business. It comes from a concentration of attention on its immediate sweets. Our whole science of economic prophecy to-day is gauged to measure the extreme ends of prosperity. When these lose in richness it denotes nothing more than a microscopic change in the intensity of business profits. Is that any reason to disregard the vast irreducible minimum of industrial activity that flows on in good times and bad?

We are now entering a season of year when we will need particularly to remember that the flow of financial news must of necessity be concentrat-

ed on the evaporation in part or in whole of these extreme sweets. Financial markets must steel themselves to the expectation of exceedingly poor earning statements for the fourth quarter of this year and to the prospect

for low earnings in the initial 1931 quarter. Wall Street will gain nothing in blinding its eyes to this inevitable prospect. It will go just as far wrong in getting the truth if it interprets these fourth quarter reports as an in-

MONEY

SLAVE OR MASTER?

We all work for money, but does money work for us? If invested unwisely, spent without forethought, or tied up in unprofitable enterprises, money stops working and yields little or no income. And unproductive money becomes a hard, fickle master whose dictates we are forced to obey.

To make money a diligent, profitable servant, it should be intelligently invested in large, stable industries with high earning Power.

Universal Trust Shares, a modern Fixed Investment Trust, presents, in a single investment, an interest in the earning power of thirty of America's leading corporations, engaged in essential, widely diversified industries.

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We Stock and sell Motors and Appliances of Standard Makes. We Buy, Rent, Repair and Sell Used Motors and do Electrical Construction Work. Our Prices are right on everything Electrical. We sell Westinghouse Radios, Appliances, Ranges and Refrigeration.

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dication that American corporations have lost their earning power.

With the flow of business off sharply anyhow it is reasonable to suppose that many executives will seize the opportunity in the current quarter to write down their losses to the bone as a basis for starting 1931 right. Then, too, in the months immediately ahead the market must steel itself to the prospect of heavy unemployment, wage-cut and dividend reductions. It must anticipate that the news from Washington with Congress in session will not all inspire business confidence.

None of these unfavorable developments in immediate prospect need disturb our faith in 1931 so long as we remember that they are the normal pains of a depression in its last stages and that the essentials are still here for eventual recovery.

Paul Willard Garrett.
[Copyrighted, 1930.]

Motor Issues Begin Recovery.

Responding to signs of an improvement in sentiment in the motor car industry, shares of producers have rallied slightly from the low levels reached in the severe depression.

Opinions on the likelihood of a recovery among manufacturers to the levels prevailing in the era of prosperity differ, but most observers agree that the industry as an entity will experience a better year in 1931. Common stocks of the leaders, it is argued, must therefore regain a part of their losses.

A study of several of the better-known independents prepared by Frazier Jelke & Co. calls attention to the severity of the deflation.

Most of the independents—excluding General Motors and Ford—have been selling lately at prices giving little recognition to good will, plants and going concern values, it is pointed out.

Market appraisals for Hupp, Mack Trucks, White Motor, Marmon and Brockway, for instance, totaled less than net working capital, while for other companies, such as Auburn, Graham-Paige, Reo and Willys-Overland, appraisals for plants, etc., were relatively small. Market appraisals for larger companies, such as General Motors, Chrysler, Packard and Studebaker, were appreciably larger than total net quick assets.

"While we do not expect the price of automobile stocks to recover to the 1925-1929 highs," says the firm, "we think it is interesting to compare current prices with former peaks to show the extent of deflation in values which has taken place."

In presenting a table showing the times-earnings ratios for a group of representative stocks in the industry, in which ratios range chiefly between two and four times, with General Motors and Packard the highest at 7.7 times, the firm says:

"Automobile stocks should not be judged entirely on a statistical basis; in order to make an intelligent commitment the investor must combine records of past performance, current operations and financial position with trade and general information."

William Russell White.
[Copyrighted, 1930.]

Educating Aliens For American Citizenship.

Within recent years the importance has been realized of advising aliens of the rights and duties of American citizenship.

The typical immigrant enters America with just a vague idea of its type of government. He needs instructions as to its functions. He needs to appreciate the significance of his oath of allegiance.

The leading public questions must be stimulated. The right of franchise must be explained to him as being an instrumentality of government—not a means of mercenary gain.

Indeed, all the sacred virtues of American citizenship are but for the alien classes to absorb in a natural way, with, as far as possible, as much of the background of native Americans as may be assimilated by the newcomers.

In other words, as the alien becomes quickened by the elements of citizenship, his habits, ideals, and even his language must change to harmonize with those of his newly adopted country. In the evolution, we, too, have a moral duty to perform in overcoming the ancient hatreds of race prejudices, suspicions, and fears.

Race prejudice must be dropped and our conduct toward the foreign born must be exemplary of a true democracy where civic and political equality must endure as to all worthy people.

The processes of Americanization are reciprocal as between the alien classes and those here who are charged with their welfare.

Harry E. Hull.

Corporations Wound Up.

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

W. H. Kindy, Inc., Detroit.
Holton Creamery Co., Holton.
Penn Scrap Materials, Inc., Grand Rapids.
Savin Oil Sales Corp., Detroit.
J. L. Mott Iron Works, Detroit.
Air Regulator Sales Co., Detroit.
Photographers, Inc., Detroit.
Hull-Longnecker Co., Traverse City.
Furniture Products, Inc., Grand Rapids.
Artists, Inc., Detroit.
Floor Service Co., Detroit.
Baltimore, Inc., Detroit.
Benzie Packing Co., Traverse City.
Continental Loan Co., Jackson.
Jerome B. Rice Seed Co., Detroit.
D. G. & M. Co., Detroit.
Pantlind Men's Shop, Grand Rapids.
Parkmore Drug Co., Flint.
Ford Reserve Realty Co., Detroit.
H-R-H Land Co., Detroit.
Ernest Clarke, Limited, Detroit.
Greilick Manufacturing Co., Traverse City.
Backus, Fordan & Co., Detroit.
Franklyn Parts Corp., Detroit.
Opalume Electric Sign Co., Battle Creek.
Heliker Land Co., Detroit.
Standard Materials Corp., Detroit.
Otten-Nicolai, Inc., Detroit.
Grand-Livernois Co., Detroit.
Hargreaves, Inc., Detroit.
Service Foundry Co., Detroit.
Motive Lubricant Co., Detroit.
Wayne Development Co., Homer.

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

Tardy recognition of good work is sometimes worse than none at all.

The Measure of a Bank

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

TWELVE CHARTER MEMBERS.

Merchants Who Started With First Issue of Tradesman.

The Tradesman possesses a most distinguished roll of honor, of which it is exceedingly proud. It comprises the names of business men who have been on the subscription list of the Michigan Tradesman ever since the first issue, forty-seven years ago. The Tradesman very much doubts whether any other trade publication in the world can present such a collection of faithful followers as the following:

Amberg & Murphy, Battle Creek
 Frederick C. Beard, Grand Rapids
 F. H. Bitely, Lawton
 E. S. Botsford, Grand Rapids
 William J. Clarke, Harbor Springs
 O. P. DeWitt, St. Johns
 J. L. Norris & Son, Casnovia
 Charles G. Phelps, Alma
 Thompson & Co., Newaygo
 M. V. Wilson, Sand Lake
 O. A. Wolbrink & Sons, Ganges
 L. M. Wolf, Hudsonville.

Six years ago there were twenty on this list. In the meantime four have died, as follows:

Chas. H. Coy, Alden
 Richard D. McNaughton, Fruitport
 Chas. E. Belknap, Grand Rapids
 H. P. Nevins, Six Lakes

Four have retired from business, as follows:

Walsh Drug Co., Holland
 Wisler & Co., Mancelona
 Milo Bolender, Sparta
 D. Gale, Grand Haven.

Are Our Seasons Changing?

Grandville, Dec. 2.—Great changes have taken place in our world within the past dozen years. The automobile industry has grown to mammoth proportions, threatening the steam road industry with ruin.

Society in the same time has plunged into the wildest debauchery and the country in general is far from what it was in the days of Dobbin and the horse carriage. The mere fact that speed was of such importance that many lives must be sacrificed in order to make it was far and away from the human mind.

I am not attempting to discuss present day morals, but simply to note the fact that the natural world has gone on a strike. Our climate has undergone and is still undergoing a change that may or may not be of serious import to the inhabitants of earth.

We no longer have the change of seasons as once we had. Our summers are more deceptive, and the farmer can no longer depend on the god of nature standing by him in his work of tilling the soil.

It seems that winter and summer are nearer blended in this age than ever before. We have touches of winter in summer and like touches of summer in winter. Why is it? The question is a proper one to ask, the answer not being wholly obtainable.

Something has gone wrong in the upper regions of our atmosphere. What is it? Answer ye who can. Storms are not of the old time order. Short and spasmodic, with a sudden roll of thunder, brisk fall of rain, afterward sunshine and smiling skies.

There is certainly a reason for this change in the aspect of nature. No prophet is wise enough to-day to tell what will come next. All old time weather predictions go for naught. There is one element which no doubt has much to do with our untoward change in seasons. I refer to the radio. Right here is the starting point for investigation.

The radio was unknown until within a few years. Since its advent among men, men have been puzzled over its workings. The upper air is spattered throughout with electric magnetism which the radio has revealed in stupendous quantities. Has this stirring of our upper air affected the weather to a degree bordering on dangerous conditions? We trust not, yet some force in nature has set in to disarrange the natural currents of the upper air until changes in weather have come about which promise to work an entire revolution in our weather schedules.

The how and wherefore of radio transmission puzzles the wisest students. It has brought a new condition into the world and whether for good or evil remains to be seen. That our seasons are changing cannot be doubted. It would seem that earthquakes and tornadoes are more frequent. Winter in unexpected quarters, summer farther to the North than usual. Can it be said that these changes in our seasons are for the better? Hardly.

Although this gradual change in climate has been going on for some time very few have seen fit to comment upon it since whatever happens needs to be taken as a matter of course.

There can be no doubt, however, that our climate is undergoing a change which is not a matter for wonder. The fact that the human voice may be projected through space thousands of miles in the wink of an eye is as mysterious as is the fact that life and death exist side by side upon this earth and have so existed since the foundations of the world.

The wisest men of the land are completely puzzled over the working of the radio. One of our orthodox clergymen once expressed to the writer his belief that some time angels of

the upper air would talk over this instrument to mortal man below.

The rising generation certainly has great problems to work out in the near future. The fact that our climate is changing being once established it is for us to learn the cause and if possible apply the remedy providing there is one.

Government aid to farmers will certainly prove futile unless we first find the cause and apply the remedy. If it is the radio, will children of men consent to abolish the instrument of weather troubles once and for all. Not likely, and we are destined to go on facing disaster as we have been doing in recent months.

Old time winters are no longer with us. Old time summers are a thing of the past. Cold, frosty weather in June and July, warm melting winds in January seem gradually on the increase. The question is can we succeed in feeding the Nation should this sort of seasons continue through all the future?

"Ain't Nature grand!" exclaimed the boy who sat under the summer shade of a tree and watched the butterflies wing. True enough nature is all that and much more, but it might be well for man to go slow in seeking to improve on nature.

The god of Nature will take care of this world if man does not insist in attempts to improve upon nature in an unnatural manner. Our young people may well make a study of nature and try to fathom some of its secrets. These secrets are as interesting to-day as they were in the days far back when Sander's Fifth Reader gravely stated that
 Lo, the poor Indian whose untutored mind
 Sees God in clouds and hears Him in the wind.

Old Timer.

By studying the past we can get a pretty accurate idea of the future.

Charles Burgess, operator of a grain elevator at Stanton, renews his subscription and writes: "I read lots of good things out of the Tradesman, and they are very helpful to me."

The
ripe safety and
helpful service of
the Old Kent are
available 24 hours
a day -- to those
who bank by mail.
A telephone call --
4355 -- will start
the machinery of
opening an ac-
count. Thereafter,
it's easy. Try it!

OLD KENT BANK

Grand Rapids' Oldest
 and Largest Bank



Come to FERRIS INSTITUTE!

And prepare yourself for the better times that are coming by improving your education. Your age or previous education need not prevent your entering this school. You will like the school spirit and the friendly-helpful attitude of the faculty.

COURSES:
 Business Administration,
 Secretarial,
 Junior College,
 Accounting,

College Preparatory,
 Stenographic,
 Normal,
 Salesmanship,
 Banking.

Winter Term Opens Dec. 29

Ask for a School Bulletin.

WELLS D. WHITE, Pres.

BIG RAPIDS,

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.

Fenton Davis & Boyle

Investment Bankers

Detroit
 Grand Rapids
 Chicago

Why Buy Bonds?

Your five hundred dollars, or more, is "loaned" for a definite number of years to an industry, utility or realty organization, to conduct or expand legitimate business—and they pay you 5½ or 6% in the meantime.

May We Serve You?



MUTUAL FIRE INSURANCE

Insurance as an Aid To the Community.

The basic principle of insurance has not changed since its inception. Society long since decreed that the masses shall help bear the burdens of the few, this being accomplished by a systematic form of contribution into a common fund to be distributed as losses occur. To be sure, we have evolved many refinements in the form of coverage in keeping with the newer hazards developed, a process which will always continue, but the underlying principle is the same as it was centuries ago.

There are still those who view insurance as an item of expense rather than one of protection or investment, yet it is very vital to their well-being and in the case of life insurance is frequently the only means of creating an estate, and in fire and casualty, the only means of indemnification for loss. It cannot be gainsaid that the carrying of insurance has a wholesome effect upon the entire community.

Except for the stabilizing effect of insurance in the form of establishing credit, this country would be in a state of chaos commercially by reason of the lack of confidence and security so necessary to the successful conduct of any business. Insurance in some form or other is so interwoven into our economic and business life that it is comparable to the circulatory system of the human body and may well be said to be the life-giving substance to our successful existence and growth.

Being so vital, it naturally looms up everywhere with prominence, and being prominent makes it an outstanding object for criticism and attack. Most of the adverse criticism emanates from the minds of those actuated purely by selfish motives or because of a lack of knowledge of a highly technical business. An attack always calls for a defense and a defense can be developed only by men of long experience who are likewise endowed with a sense of responsibility to the insuring public.

M. A. Freedy,

Insurance Commissioner of Wisconsin.

Cannot Upset Balance Between Supply and Demand.

In a recent address to the Academy of Political Science in New York Thomas W. Lamont, the well-known banker, listed over-production as the first of the causes of our business troubles. He added: "There can be no question that our present somewhat antiquated anti-trust laws have been in part responsible for encouraging excessive construction of plant and equipment in the industrial field. The present law constitutes almost a mandate to every wide-awake manufacturer to duplicate the facilities of his rival, and the result is bound to be a great economic waste. I am not assuming to suggest the sort of remedial legislation that should be had in order to avoid this obvious wastage, brought about through unbridled competition. But we can at least remember that the present anti-trust laws date from 1890. Would it not be advisable for our National legislature at least once in a

forty-year period to review the workings of a statute like the Sherman anti-trust act which bears so vitally upon the problems of labor and capital?" There is no conflict between this sober statement and Calvin Coolidge's reminder that the Sherman act embodies common-law principles which are the fruit of centuries of experience with the evils of monopoly, and that its repeal or modification would be a dangerous proceeding. The objection to the Sherman law as it stands is not that it protects us against monopoly but that it prevents us from safeguarding ourselves against the evils of enforced competition. We scarcely needed the bitter lessons of 1930 to convince us that we cannot upset the balance between supply and demand without disastrous consequences. Yet although most intelligent people know that the conditions which the Sherman law was enacted to meet are totally different from the conditions that bred the causes of the existing relapse and that this radical change should make imperative a re-examination of the old

law that promotes production regardless of consumption, few voices are raised in behalf of the wise action recommended by Mr. Lamont. What is needed now is a dispassionate study of the situation uninfluenced by prejudices which are no longer pertinent. The old fear was of trusts. The danger now confronting us is lack of teamwork in dealing with disturbing elements.

May Offer Cheaper Fancy Hose.

The leading producers of branded hosiery are watching the rayon market with keen interest, as a price reduction will mean a downward revision in men's fancy hose, according to comment in the trade yesterday. In the event of a rayon price cut, several of the well-known makers, whose

lowest retail price range in fancies is now 50 cents, probably will introduce a new line to sell at 35 cents, it was said. It was also thought that those National brands which start at 35 cents in fancy half hose will make a corresponding reduction.

It is no good making a fortune if you do not know how to enjoy it. Higher material standards are no good if you do not know how to use them for a better life. Economic ideals must include the ideal of beauty as well as the ideal of plenty. We want new capital, far more capital than is being created to-day, but we want it not only to advance material well-being but because we want a better and more beautiful life for the citizens.—Sir Basil Blackett.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

FIFTEEN YEARS OF SUCCESS

50,000 Policyholders

The Citizens' Mutual Automobile Insurance Company of Howell, Michigan, has finished fifteen years of successful business. It has a state-wide agency force to give service to its policyholders and has paid out in round numbers, \$8,000,000, in claims. The company has written its business on a "Cost plus Safety" basis and has established a fine surplus and full reserves.

It is known as Michigan's pioneer mutual automobile insurance company and has among its policyholders members of the Supreme Court, Circuit Judges, lawyers, bankers, business men and farmers in all parts of the state. It has on its Board of Directors leading business men, bankers and lawyers, who have become experienced automobile insurance men. It has organized a claim department and with its experienced men, serious claims are adjusted with but little difficulty. With its reputation for fairness, most claims are settled without litigation, contests being made only on those claims which are excessive or unreasonable.

Its fair dealing and satisfied policyholders have secured a large volume of business. If not insured, it will pay you to see the local agent or write to the secretary.

WM. E. ROBB,
Howell, Michigan

THRIFTY PEOPLE

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

WHY?

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

THE FINNISH MUTUAL FIRE INSURANCE COMPANY
444 Pine Street Phone 358

CALUMET, MICHIGAN

Affiliated with

The Michigan Retail Dry Goods Association

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

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

THE SMALL TOWN

As a Market For Nationally Advertised Brands.

In spite of the much-heralded growth of private brands, small town retailers still show a marked preference for Nationally advertised food products.

This is the most interesting conclusion of Walter Mann & Staff in a current survey of small town buying habits.

Twenty-five grocery jobbers were asked to name in the order of their importance the three principal brands of each of fifteen major grocery lines sold to dealers in towns of less than 10,000 population. The results were tabulated according to the number of times each brand was mentioned. A scoring system was also used whereby three points were scored for a first mention, two for a second, and one for a third. The result, measured by either number of mentions or by points scored, was overwhelmingly in favor of the National brands. The number of mentions for National brands was 438 in the grocery group as a whole, compared with 290 for private and sectional brands. The number of points scored was 1,064½ for National and 568½ for private.

Considering the fifteen grocery lines separately, it was found that private brands were more popular in only five—flour, syrup, crackers, canned vegetables and canned fruits. In the case of canned vegetables private brands were mentioned 27 times, and scored 63 points, compared with 5 times and 13 points for National brands. In the case of canned fruits and flour the lead of private brands was also considerable. The ten lines in which National brands led were breakfast foods, coffee, kitchen cleansers, baking powder, mustard, cheese, laundry soap, soap flakes, salt and soft drinks.

The jobbers were also asked what proportion of their total volume went to retailers in cities under 10,000 population, what was the average amount purchased by the small town dealer per year, whether this amount compared favorably or unfavorably with the amount purchased by the city dealer, whether the small town was a better or worse merchant than the city merchant, and whether their sale of advertised merchandise was increasing or decreasing.

Analysis of the answers of 18 jobbers, with an approximate combined annual volume of \$61,753,000, who furnished complete information, indicates, according to Walter Mann & Staff, that 50.6 per cent. of their total sales are to dealers in towns under 10,000.

Of twenty-five jobbers answering the other questions, twenty-four said the small town was at least as good a merchant as the city retailer, and twenty-one said that his volume compared favorably with that of the city retailer.

Twelve said their sales of advertised items in small towns were increasing, five that they were remaining about the same, and eight that they were decreasing. The evidence here is not, apparently, as encouraging for the National advertiser as in the case of pres-

ent preferences. It would be interesting to know what the jobbers who said sales were increasing would reply to the question of whether sales of these items were increasing more or less rapidly than they have in the past.

It seems clear, at least as far as this survey is concerned, that National brands are still in the lead. There is doubt, however, whether they are losing or gaining. How does the combined sales volume of the twelve jobbers who noted an increase compare with that of the eight who noted a decrease? Since the volumes of the individual jobbers varied from \$500,000 to at least \$13,250,000 a year, the volume of the eight may easily be greater than that of the twelve. And, as noted above, the relative rapidity of the increase or decrease is important.

All this leaves out of consideration the question of whether or not the jobbers interviewed are sufficiently representative to furnish an accurate picture of the small town market. They were selected, it is pointed out, as outstanding wholesalers in their respective cities, and the cities selected were chiefly medium sized—Springfield, Syracuse, Harrisburg, Baltimore, Richmond, Atlanta, Miami, Toledo, Columbus, Kalamazoo, Grand Rapids, Indianapolis, South Bend, Peoria, Boston, Davenport, Minneapolis, Des Moines, Sioux City, Omaha, Kansas City, Oklahoma City, Fort Worth, New Orleans and San Francisco. The idea in selecting jobbers in these medium-sized cities was that they were more likely to give an accurate picture than those in the large cities, who were likely to specialize in the city trade, or those in the small towns, who were likely to confine themselves more exclusively to the small town trade. Twenty-six were interviewed. Twenty-five answered some of the questions. Eighteen gave complete information.

The purpose of the investigation, which was financed by the Household Magazine of Topeka, Kan., was to evaluate the small town as a market for Nationally advertised products. The idea of the publication named in financing it, apparently, was that National advertisers might be convinced by it that it would be profitable to devote more attention to reaching the small town consumer in their advertising. It is explained in the introduction that space buyers have been accustomed to underestimate the importance of this market and to assume that they were reaching it through general and city media, when as a matter of fact they may have been neglecting an important opportunity for increased sales.

A similar survey was made of the small town drug, hardware and dry goods markets, with substantially the same results.

A Sad Case.

"Very sad case, sir," said the doctor, "But I believe your wife's mind is completely gone."

"It's no more than I expected," returned the husband, "For the past fifteen years she has been giving me a piece of it nearly every day. It couldn't last forever."

Small Stocks Small Investments

- You never have to buy large stocks of Chase & Sanborn's Dated Coffee. Twice a week Standard Brands delivery service brings you "Dated" coffee fresh from the roaster. You purchase just enough to take care of the demand for a few days only. You never need tie up any large amount of your working capital. Your stock investment is reduced to a minimum. And you realize profits much quicker.

A tremendous advertising campaign is making your customers "Fresh Coffee Conscious". Capitalize on this fact. Recommend Chase & Sanborn's Dated Coffee to all your customers.

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 turnovers and quick profits.
- 4—A reputation of freshness with every product.
- 5—Nation-wide advertising.

CHASE & SANBORN'S Dated COFFEE

Distributed by
**STANDARD BRANDS
INCORPORATED**

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group
\$63,982,428.15

20% to 40% Savings Made Since Organization

FIRE INSURANCE — ALL BRANCHES

Tornado—Automobile—Plate Glass

Radicalism Wears a Mask—Is Industry Deceived?

The business life of the world is in a state of extraordinary readjustment. As in all times of unrest, we are beset by a multitude of the hasty, the unthinking or the evil-minded with panaceas for the relief of conditions about which even the wisest among men and women hesitate to reach definite conclusions. The great mistake most of our present day theorists are making is that, while they are correct in the opinion that we are living in a world distraught, their remedies overlook the fact that the only effective cure will come through the age-tested formula of hard work, frugal living, economical government and thorough co-operation. —George B. Cortelyou.

In those words, from eleven years ago, we have a prescription partly applicable to the present.

In some respects both the current depression and the prospects of speedy recovery appear to be over-advertised. The first named, certainly, is not as bad as the chronic weepers imply. All men who are over fifty have seen worse periods. It would, therefore, seem to be short-sighted—even silly—to forget what followed each of those periods in this wonderful country.

One has to be at least half blind and negative-minded to be completely a pessimist at this time. President Hoover at Cleveland reminded us of many encouraging factors that are ignored, as he said, by "a few folks in business and several folks in the political world who resent the notion that things will ever get better."

A serum for the stock market-minded might also help. Never before in our time were so many people so affected. Continuance and prevalence of the disease can be verified by cocking an ear in the corridors, lunch rooms and other by-ways of any office or plant. It will be a better day when quotations stay put in the back pages of the newspapers and stock market-minded multitude goes back to work.

There is continuing need of hard work, management and co-operation. There is the more need of it, both within our industry and between ours and other industries, if we are to be in step with President Hoover's reasonable suggestion that the present situation "does not require us to wait upon the (economic) recovery of the rest of the world," and that "we can make a very large degree of recovery independently of what may happen elsewhere," as we did in 1922.

This independent recovery will be obstructed by two classes of people. In the first class are President Hoover's "folks who resent the notion that things will ever get better." In the second are the "multitude of the hasty, the unthinking or the evil-minded," with their ready-made panaceas, in which some kind of more-government-in-business is universally the chief ingredient.

Radicalism, whether communistic red or socialistic pink, is never dangerous in this country when it takes the spotlight without a mask, as it used to do before the war. In these times, and for these times, with deliberate intent, it mostly goes in disguise and parades itself as "progressive action," as so-called "liberalism" and "social advancement" and as other varieties of alleged

"reform." Evidence of it is all around us if we but look.

In relation to this phase of National life, American industry generally needs nothing so much as it needs an active sense of its community of interest, and of the obligations thereof whenever any branch or segment of business and industry is threatened with governmental encroachment. Government ownership proposals, for example: whether Federal, state or municipal; whether in the field of transportation, of public utility service, of fertilizer production, of insurance or some other—every last one of them is as definitely socialistic in its ultimate purpose as a Russian soviet decree abolishing all private property at one stroke. It is fatuous self-delusion to think otherwise.

In meeting these proposals there is no half-way stopping place for anyone who gets his living by business and industry. One step in "socialization" of business, if unchecked, leads to another. That is a law of Nature. A smallpox epidemic, remember, is only an accumulation of individual smallpox cases.

Natural gas is, at this time, especially conspicuous among "God's gifts to humanity," as the radicals say it. Humanity cannot use the "gift," of course, until it is made available on the user's premises. But that does not stop effective play on the phrase by those who want to "socialize" and governmentize industry. They have their eye on this business. The more intelligently the business is handled the less they can do to hurt it. And, in the long run, stabilization of the business will be more profitable to all concerned than trying to squeeze the last possible nickel out of it at the earliest possible moment. The proper agencies are proceeding logically and sensibly, and with continuity of purpose, to study and deal with the distressing waste of natural gas.

If able and far-seeing leadership and earnest service can keep an industry dealing with changing problems of the times as they arise, then that industry need fear no competition and shall be well fortified against governmental encroachment. B. J. Mulloney.

Odds and Ends.

Little bits
Old mis-fits:
Perhaps they may
Not come in play,
And again
Perhaps they may.
One cannot tell,
You do not know
Just when the wind
Is going to blow,
Or when it falls
Or when it lends
Promise of help—
Like odds and ends.

Button-strings
Many things
Thrown in a box:
Can openers
And keys to locks;
Shoe-buckles, spools,
Some tag-rag tools
A scissors case
My dolly's face.
A clothes-brush back
Of sterling silver
Bent and black:
Hair-ribbon, braids,
Old razor-blades.
Yet every time
Pa's pants she mends
Then mother says:
"Bring me that box
Of odds and ends."
Charles A. Heath.

Some fellows are always trying to do something that can't be done—and failing.

CREATE A DESIRE TO BUY



Customers will buy attractively displayed merchandise. Terrell steel display shelving, tables, racks, counters and special fixtures will give a progressive appearance to your store and increase your sales.

Steel shelving equipment made by Terrell is not expensive—it soon pays for itself in increased business.

— LET US HELP YOU MODERNIZE YOUR STORE —

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

DRY GOODS

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

Official Report From Michigan Dry Goods Association.

Lansing, Dec. 1.—The officers of the Grand Rapids Merchants Mutual Fire Insurance Co. announce with pleasure that the amount of insurance in force at this time has passed the ten million mark. We occasionally refer to our company and we are gratified to observe that our members are more and more becoming regular and steady patrons of their own insurance company. The business is handled with caution, only good risks are assumed, fire hazards are carefully inspected and losses are paid with promptness.

Records show that seven officers attended two recent group meetings and that all officers have attended one meeting; that two former presidents have attended three meetings and all former presidents except one have attended one meeting.

A report of the attendance and interest at both of the previous meetings was made by the Manager and a formal written report giving the substance of the official advice of the two previous meetings was also communicated to the officers present. The official action at these meetings may be summarized as follows:

The date and location of the next annual convention was fixed for the Hotel Statler, Detroit, Thursday and Friday, April 24 and 25. Definite arrangements were given to the President, J. B. Mills; Secretary-Treasurer, Thomas Pitkethly and Manager J. E. Hammond, with an advisory Program Committee—F. H. Nissly, George E. Martin, Van D. Field, Henry McCormack and Clare R. Sperry.

Manager reported that twelve bulletins had been issued from the headquarters office since the May directors meeting, also reported that considerable time and attention had been given to getting acquainted with the sentiment among the newly elected members of the Legislature on the subject of legislation pertaining to the retail trade.

A financial report was given showing the condition of the treasury. It was commented that merchants are paying their dues remarkably well considering the depressed condition of business. Expenses in the headquarters offices have been diminished considerably and it is expected that with some extra diligence in the collection of dues that we will approach the end of the fiscal year with a balance on the right side.

It was decided to make a special effort to secure additional members from certain non-member stores in Detroit and Grand Rapids. The method of procedure was left to the President, Secretary and Manager.

The sentiment was unanimous at all three official meetings that no merchandise exhibition be made at our coming convention and the duration of the convention be two days instead of three. The Manager recommended the sale of the merchandise booths now in storage at the Hotel Olds. The recommendation was approved.

Plans for the raising of additional funds for convention expenses in the form of a convention program book was discussed. It was reported that the same company that did the work during the past few years was now soliciting business for the 1931 program, arrangement having been made by Mr. Mills and Mr. Hammond.

The deaths of the brother of D. M. Christian, of Owosso; the wife of A. B. Freeman, of Durand, the father of Mrs. J. B. Mills and Mrs. F. H. Nissly, were reported. On motion the

Manager was directed to send letters of sympathy and good will to each of the four persons mentioned above.

The Flint meeting was one of the most interesting meetings ever held by the Association. In the absence of J. B. Mills, F. E. Mills gave a resume of his address given at Traverse City and Battle Creek. Henry McCormack discussed the viewpoint of the small-town merchant. H. N. Brink repeated his address given at Battle Creek, the same being very much appreciated and enthusiastically received. H. M. Gerholz, of Flint, had Optimism for his topic. Mr. Gerholz is an eloquent and energetic man and his address alone was a full program in itself. Forty-five members were present.

Do not make pattern contracts for more than a two-year period, and not more than two months' termination period notice.

Not much literature will be sent out from the headquarters office during December. Immediately after we will want to communicate freely with our members on matters pertaining to legislation and the preparation for our annual convention. We would like to have as many suggestions as possible regarding the subjects for the program. We will also expect our members to comment freely regarding the items of legislation which will be sent out from time to time.

In these days of business depression the maintaining of membership and collecting of dues, like the collecting of merchandising accounts, becomes a real problem. On Monday morning next you will receive the monthly statements for the month beginning Dec. 1, including a few of those who are in arrears for two or more months. We earnestly urge that those in arrears will send in a check at once so that we can finish the year of 1930 with a good record.

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

Import Chinese Rugs in Small Lots.

Importers of Chinese rugs are resorting to a strict policy of hand-to-mouth buying this year because of uncertainty over next season's business. Most of the houses are following the unprecedented plan of ordering new goods at the close of each month. The orders are based upon the sales of the preceding month and specify delivery four or five months later. In other seasons the importers have placed orders covering expected requirements for six months or more in advance. Persian rug importers are showing interest in the new policy and may adopt it when they go into the market for new stocks. The demand for both Oriental and Chinese rugs at this time is limited to small replacement orders and very little real business is looked for until Spring.

See Dollar Hose As Holiday Leader.

The strong emphasis which is expected to be placed on the \$1 full-fashioned stocking by retail stores as a Christmas item is causing some concern to mills, according to reports in the primary market. The greater proportion of holiday sales is expected to be concentrated on the lower-priced hose, and at present quotations mills are realizing only a very small profit, it was said. Producers are also wondering what effect the \$1 hose will have on ingrain silk goods, 75 per cent. of the total production of which is disposed of during the holidays. The popular retail price on this stocking will range from about \$1.30 to \$1.75, it was stated.

Heyboer's 5c WAFFLES

A CREATION OF GENUINE MERIT

ITS NEW - ITS DIFFERENT

A PIECE THAT EATS



Serves the Purpose—
 As a Candy Bar
 As a Lunch

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

A live item for the wholesale
 trade.

Territories being allotted.

Write us.

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

C.F. Mueller Company

Announces a 40c per case reduction from list, on all their package products except Cooked Spaghetti, and 5c ABC's.

At this new low price we know you will materially increase your sales because of the interest your customers will show in these goods.

C. F. MUELLER COMPANY
 JERSEY CITY NEW JERSEY



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.

Why Sell Profitless Shoes?

Something should be said in behalf of shoe retailing as a service-plus. The shoe is only part of the sale. Back of it is size selection and a fitting service. The shoe merchant should be able to tell his customers why he should get a rightful price. We see by the Distribution Census study that the average family in America has a retail spending sum of money equivalent to \$446—the balance of the income goes to those continuing charges of rent, furniture, heat, light, insurance, medical attention, entertainment, etc.

The new Government census shows us that on the four test cities: Syracuse, Trenton, Pueblo and El Paso—20c of every "retail dollar" that the public has to spend is expended upon automobiles; 21c for food; 16c for general merchandise and 9c in the total apparel group (which includes shoes).

If the automobile dealer takes 20c of every retail dollar on the average, he is doing a good job with a very small unit investment. That is to say, if he has two sample automobiles in stock and he sells eight automobiles, including the samples, he is up against no complicated stock or turnover problem.

The retail shoe merchant has got to have fifty pairs of shoes in stock to sell one pair to the customer bringing in a pair of feet whose size is pretty much a question, when he enters the door. When that one pair has been sold it is likely to leave a hole in the stock that makes the rest of the goods or the shelf much less valuable because of the break in sizes. In shoes, the fitting problem is always with the merchant. The customer who buys his or her shoes gets more and pays less in shoes. But shoes can only be sold that way.

Give proper consideration, therefore, to the fact that a 10 per cent. reduction in all shoes within the store is likely to result in wiping out all the profit. It is not in the cards for a store that is doing \$2,000 worth of business a month to lop off \$200 per month and hope that the net result will be a profit. For strange as it may seem, when everybody reduces prices nobody gets the increased volume justifying that reduction. Much of present day "reduction" is hysteria—not common sense.

It is time to think seriously of what the shoe store gives in service that should on its part command a price outside of the intrinsic value of the shoes themselves. If you render service you are entitled to some reward for that service rendered.

What is now needed is a sober sense of realities. Look at every problem, not only from its immediate application but for its effect on your business next year and even into the year ahead of that. How far can you afford to go in automatically cutting your prices "right across the board?"—Boot and Shoe Recorder.

Six Stores in Lamont in 1866.

In the spring of 1833 Harry and Zina Steel settled and took up the East half of section 7. They built the first log house which was East of the quarter line at the intersection of River street and Water street. In the fall of 1834 Henry Steel went back to New York and in the spring of 1835 he came back with his wife and Jeremiah O. Hedges and bought the East 130 acres of Harry and Zina Steel. Jeremiah Hedges went back in the fall of 1835 and in the spring of 1836 he brought his family—wife, boys and daughter. Miner, the youngest, rode a horse from New York State. He was nine years old. They arrived April 9, 1836.

Harry and Zina built a store at the bend of the river. After a few years they built a grist mill on the East side of the store. Harry was the miller and one morning they were starting up and he was letting the stone down when the governing belt blew off, and the stone went so fast that it burst and one piece drove Mr. Steel up through the upper floor. It took him right off his boots. It was called Steel Landing until, in 1856, it was platted and called a village. A man by the name of A. Lamont Chubb, of Grand Rapids, said if they would name it Lamont, he would give the village a plow. In a few years he gave them a scraper also. Mr. Chubb was in the agriculture business in Grand Rapids.

Miner Hedges was partner when Mr. Steel got killed. After that he built a store on lot 3, Middleburg plat. The Luthers—George and Sylvester—built a store next to the river. Afterwards Sylvester sold out to Norman Hinsdell, who was drowned. Then Charles Pitman bought the interest of Hinsdell and it was called Luther & Pitman. Then after a few years Pitman sold out to Ed. Babcock and Pitman built a hardware store on the Northwest corner of the property now owned by Mr. Foote.

In 1866 there were six stores below Water street. They were John Bemis, M. Hedges, J. & P. Baker, Luther & Hinsdell, Scott & Westervelt, and A. Cassel, who had a feed store which also handled groceries. Afterwards Westervelt sold out to Elihu Walling. The business was continued under the name of Scott & Walling until the store burned in 1870 or 1871. R. Colman had a tannery in the building which was the Steel's. It burned down and Colman moved to Grand Rapids. Slater & Corney built the store building now owned by Kramer Bros. They built wagons and repaired them.

T. B. Woodbury came to Lamont in the spring of 1835 and took up the land West of ¼ line of section 7 to the town line and from the river to the section line running East and West. He built his log house on the Southwest corner of Woodbury Reserve. Then he built a frame house on the East side of the reserve next to Union lane. Then he built a large grist mill West of his house on the river. Then after years he built a house South of the Congregational church and a little West. He lived there until he moved to Fruitport, where he died.

Oscar Cilley and James Cilley built a sash, door, blind and planing mill West of the grist mill which burned when the Woodbury grist mill burned. Then they built another sash, door and planing factory. Oscar sold out to James and he ran it a few years. Then he sold out to his son, Ithel Cilley. James moved to Coopersville and went into the law business and died there. Frank Hedges.



FEET HURT? TRY THE TORSON ARCH SHOE

25,000 men have adopted this shoe.

Their foot troubles are over. Your feet will tell you why.
Style 900—Brown Kid Oxford
Style 901—Black Kid Oxford
Style 902—Black Kid Shoe
Style 903—Brown Kid Shoe

All Sizes and Widths.

Herold Bertsch Shoe Co.

Manufacturers of Quality
Footwear
Since 1892.
Grand Rapids, Michigan.

**A SAFER
MILK for
Babies**

Page
EVAPORATED
MILK
STERILIZED—UNSWEETENED

ASK
YOUR
JOBBER

THE PAGE MILK COMPANY
Merrill, Wis.

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

Standard Grocer and Milling Co.

Holland, Michigan

Supply Depot for

Independent Grocers Alliance of America

An organization of more than ten thousand Independent
wholesale and retail grocers operating in 38 states.

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.

The High Cost of Long Buying.

"Notwithstanding I feel I should know better, I fall right along for one case free with five of baking powder. There are 48 cans in the case and the deal lasts me ten and a half months. The five cases cost me \$55.20 and I get thrown in one case valued at \$10.40, and freight paid. Then there is the chocolate bar deal: 50 boxes at 85c the box, freight paid. In this case goods are sure to be fresh from the maker against possibility of stale goods from wholesaler; but boxes last me seven months and the wholesaler charges 8 per cent. per month.

"I intend to study your chapter on buying and figure out the bars and baking powder as you do, to see where I am at."

It is said that hell is paved with good intentions. I do not know—yet—as to hell; but I am sure that any number of failed grocery stores have that kind of flooring from cellar to attic. We do so love to gamble—to take a chance—to kid ourselves—that we go right on doing this, even after we have had the hint given us to get down to cases, figure out a brass-tacks equation and learn exactly what the comparative results are between the long and short buying systems.

Let us now examine the plain facts of income and outgo in this man's case. Then let us follow with some of the collateral consequences and contingent disadvantages to try to convince ourselves on precisely what we can count under both systems.

In the baking powder deal we get six cases for the price of five and freight is paid on the lot. I do not know the margin earned. Let us assume it is 30 per cent. Then we have goods at regular value of \$55.20, plus one-fifth of that, or \$11.04 free. This is a slight discrepancy from figures written to me, but near enough to prove the argument. So we get goods at face value of \$66.24 which, when sold at 30 per cent., yield us a gross of \$94.63. Because these goods cost us \$55.20, we have total gross spread of \$39.43; and this gross is realized once in ten months and a half.

The gross in this case is 70 per cent. plus on capital used. On the face of it, this looks tempting. But let us now try the short purchase system.

I do not know what transportation amounts to. Let us assume that one case will cost \$11.50. If sold at 30 per cent., the sale will be \$16.43. Let us do that six times in the ten and one-half months and we have a gross earnings of \$29.58. On the capital employed, this shows 257 per cent. on the money.

The dollars and cents on the deal are \$39.43, while on the single purchase they are only \$29.58. The nearly ten dollars difference can be used by the

salesman as a convincing argument in many cases. But any thoughtful merchant can know that he can always keep his money working and that any method of stock keeping which will enable him to purchase five lines with the money used under another method to carry one line deserves pretty careful examination.

But my friend writes that his wholesaler charges 8 per cent. per month. Can that be true? If it is, we have another charge against long buying. Let us assume that this bill is paid in equal monthly installments and that no charge is made until thirty days have passed. Then at the end of thirty days, \$3.68 must be paid on the \$46 balance; another thirty days, \$2.95 on \$36.80 balance; another thirty days, \$2.20 on \$27.60; next, \$1.47 on \$18.40; finally, 74c on the last \$9.20. Here, then, we have interest which totals \$11.04—precisely what was saved on the deal.

In this event earnings are \$28.39 total against \$29.58 on the single case purchase plan. If the statement regarding interest charges is correct, there can be no possible argument in favor of the long purchase. But even if that item of interest be eliminated, there are plenty reasons left why the wise merchant will buy goods only for immediate sale.

This present correspondent carries an assorted stock of \$8,000 to \$9,000. He uses around \$2,500 for groceries. Obviously, he cannot go much into purchases like that five cases baking powder assortment. Thus his danger is not crucial or great, perhaps. He has been a consistent money maker—far and away beyond and better than any average; and it is ungrateful to criticize success too drastically on the adverse side. So I would have it understood that this merchant has done and is doing mighty well. My only thought in thus dissecting mistaken practices is to help him make more money more certainly. For his success so far has been in spite and not because of such practices as I thus comment upon.

Let us now examine the chocolate bar system of purchases.

Fifty boxes of bars at once require \$42.50 of capital. If sold for \$1.20—which I assume to be the price—the fifty boxes sell for a total of \$60. The gross spread is \$17.50, in seven months' time. Here we have gross earnings on money used equivalent to 41 per cent. plus.

Suppose, now, instead of buying enough for seven months we buy eight boxes to insure our having stock for thirty days. Let us then pay 90c for them. This will absorb \$7.20 and, on seven months' business, yield us \$16.80 of gross revenue. Here, then, we have gross earnings of 233⅓ on capital employed during the seven months.

It should be noted, however, that my figures are twice as big as they should be. This because stock is always being sold. Hence, the average of capital invested is always half the total of any given purchase. So these figures, ratios and earnings are subject to great revision. But all that can be worked out for himself by any interested man. He will find that it simply confirms and strengthens my

(Continued on page 31)

TO ALL OUR DEALERS AND THEIR CLERKS

GREETINGS

A. W. WALSH COMPANY

Wholesale Grocers

KALAMAZOO

MICHIGAN

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Pancake Flour

Rowena Golden G. Meal

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

If a man makes a better bread than his neighbor he should tell the world about it. We do—both.

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

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

Established 1904

Call Phones 939

Spring Lake, Michigan

We deliver within a radius of 100 miles.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

Putnam's

MENTHOL - HOREHOUND COUGH DROPS

That
Pleasing
Flavor
That
Old and
Young
Enjoy.



Your
Customers
Want
Them
Order
Now.

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

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint.
Secretary—E. J. La Rose, Detroit.
Treasurer—Plus Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

The New United States Poultry Grades.

Referring to the interview published with Mr. Fox in reference to the gradings and classifications of poultry, I note that he takes issue with me upon the new terminology as released by the United States Department of Agriculture on Oct. 16.

If Mr. Fox will think back to the many years ago of his school days when, along with his other classmates, he was taught the English language which is used by the 122 million people in this country, to say nothing of several hundred millions more in different parts of the globe and which has the same common meaning in their every day lives, he will refresh his memory and remember that the word "prime" is used commonly and understood thoroughly in the English language to mean excellent, or the best. The word "choice" means select, or very good, the word "good" means sound or suitable and the word "medium" anything intervening between common and good. "Common" means ordinary or inferior. This is the English language as "she is spoke" and as it is understood by every man, woman and child in these United States and in all English speaking corners of the globe. Therefore, when these terms are applied to any merchandise they will be immediately recognized by the people and the terms are accepted as duly representing the merchandise because these terms are in daily use and easily understood.

When anybody tries to upset these long established terms of the English language and revise them for selfish purposes, I think a protest should be made to the parties who are supervising the grading of poultry or any other commodity.

Let us now examine the definitions of the terms adopted by the Government. The first one, "special," is defined as meaning "particular" or "more than ordinary." Therefore insofar as the definition of the word special is "particular, or more than ordinary," special might be only a slightly higher grade than "common," which is similarly defined as inferior or ordinary. When you therefore affix the name "prime" to what is now called "choice" you create a misnomer and when you affix the word "choice" to what is now called "good" you do the same thing. As to "commercial" the only definition I can find in Webster's is relating to trade or mercantile and therefore the name "Commercial" might easily be applied to any grade at all because it denotes only relation to merchandise but has no specific meaning that can easily be understood by the housewife who buys the meat.

A woman who buys a coat for \$50 knows she is not going to get a mink or Russian sable and the woman who spends a moderate sum for merchandise does not expect to get "prime," although we, as well as everybody

else, know and deplore the fact that there are unscrupulous dealers in this and all lines of business who try to defraud the unsuspecting public.

This Association has always made it a point to protect the interests of the public and of its members who in turn are pledged to uphold a strict standard of ethics which this Association has adopted for its dealings with the consuming public. Mr. Fox admits that there are possibilities of fraud, and quoting his own words, "admitting that choice grade now includes birds which a very strict grader might put in the good class." Why then play into the hands of the few black sheep who are to be found in any line of trade or profession in order that they may have a greater opportunity to deceive the consuming public and the dealer for their own profit?

Mr. Fox mentions in his article the fact that he wonders why I, who have always upheld Government grading, now fight these new tentative grades. First of all, let me relate to Mr. Fox a little past history which will prove to him that I have always advocated Government grading when it improved the standards of our industry. It was at my instigation, over ten years ago that I first urged Government grading of meats and poultry. Further than that, the writer was the first to apply for inspection of Government graded stores in order to safeguard the public at all times. There is, then, no prejudice in my mind in the least toward Government graded meats; on the contrary, I am heartily in favor of them. But when, through misleading advice, the Department of Agriculture plays into the hands of those who wish to turn Government grading to their own profit, it is high time for intervention, and as President of the New York State Association of Retail Meat Dealers, and voicing the sentiments of the large majority of our thousands of members, I am going to fight vigorously these unfair and fallacious poultry classifications.

David Van Gelder.

Do It Now.

Are you getting, getting, ready
For old Santa Claus
Are you thinking, thinking, mebbe
He needs help—because
Now so many
Oh so many
People have no bread;
And old Santa
Good old Santa
Wants them nourished.

Are you spending, spending freely
On some pleasure bent
But are finding, finding, really
It not worth a cent;
Then maneuver
So your lucre
It will cheer a lad
Or perhaps
Older chaps
Santa never had.

Christmas is a'coming gaily
And will soon be here
But you celebrate it daily
Anytime o'year
If the poor
At your door
Have no work, no food—
So play Santa
With your plenty
It will do you good.
Charles A. Heath.

George Joseph, dealer in general merchandise at Mesick, renews his subscription to the Tradesman and says: "I would not know how to get on without it."

Some men look to their wives for inspiration and others for consolation.

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

Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges, Onions, 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

GRIDDLES - BUN STEAMERS - URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.



Manufacturers of Sausage and Meat Products.

Wholesale only.

HERRUD & COMPANY

542 Grandville Ave., Grand Rapids, Mich.

HARDWARE

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

Suggestions in Regard To Christmas Advertising.

The Christmas selling campaign should by this time be entering its last stage. In the early stages of the campaign, the dealer's problem is to get the public thinking along Christmas lines. In this later stage, they are all set to attend to his Christmas message through the advertising columns and the show window; with this important reservation—that most people are too busy to give minute attention.

Hence the hardware dealer's advertising in the last two weeks before Christmas should take on a different tone, especially suited to the season and the conditions.

The advertiser, in the last stages of the Christmas season, has this advantage, that he is appealing to a public already interested in the highest degree. His customers are perplexed; they know they have Christmas gifts to buy: but what? What is the most suitable article for this, that or the other member of the family? That is the question confronting a great many people right now, and it will grow more insistent as Christmas Eve draws closer.

Your ability to help customers solve their buying problems is the great factor in making sales from now on. If you can get your practical suggestions to them, they will respond. Your difficulty is that right now a host of other advertisers are trying to do the same thing, and the buying public hasn't the time to carefully investigate everything offered to him.

Many factors go to make up "appeal" in advertising. First, an advertisement must arrest the reader's attention. Second, having caught the reader's eye it must hold his attention and arouse real interest. Third, it must impel him toward buying action.

To do all this, the advertisement must contain sufficient information, attractively and forcefully set forth. It must be suggestive and instructive. The average person right now isn't going to scrutinize any advertisement very closely; he will skim an advertisement for practical help in selecting gifts. Therefore, give him a wide variety of suggestions, and tell something of each article, including the price.

At this stage in the Christmas campaign, prices are essential. It is getting too late for leisurely shopping. The customer knows how many gifts and for whom he has still to buy, how much money he has already spent, and how much he can still afford to spend; and in some cases how much he wants to spend on each individual. What he wants from the hardware dealer, in his advertising and window display, is specific suggestions of goods at the specific price in which he is interested.

In your advertising, tell the reader tersely all that can be told about the article. In your newspaper space and your displays, concentrate on the task of suggesting gifts. Stress one point from now on—that you can give the perplexed shopper intelligent help.

Christmas decorations though always helpful are less essential now than in the early stages of the campaign. Everybody knows by this time that Christmas is coming. What they want are practical suggestions that will help them in selecting gifts.

A good scheme is to advertise your store service. Most people expect to find the stores considerably congested the last week before Christmas. Experience has taught them that the stores will be jammed, long waits will be necessary, and delays and mistakes in deliveries are quite likely. They accept this condition as annoying but inevitable.

The store which offers improved service—and gives it—will be sure to attract custom. By offering in his advertisement to deliver all goods promptly and calling attention to his excellent facilities for prompt service inside the store, the hardware dealer will find an effective avenue of appeal. But he must first be prepared to deliver the sort of service he advertises.

With a constant striving for novel effects in advertising, it may seem to the hardware dealer a difficult problem to invent anything new. But in the average small community, this is hardly the case in regard to newspaper advertising. The average retail advertiser in such a community knows little of the technique of type and make up; the result being that after he writes his copy, he leaves the make-up man to do the rest. Thus most newspaper advertising in small town papers strikes a dead level of monotony, so far as type faces and make up are concerned.

Here is a chance for the wide-awake advertiser, particularly if he has studied the possibilities of type and make-up. If he can give the public something arrestingly different from the ordinary advertisement in the local newspaper, he will be sure to attract attention, even in pages crowded with competitive advertising.

What can be done in this direction is indicated by the experience of the advertising manager of a large retail hardware store. He says:

"It occurred to me one year that people would be too busy to read advertisements very carefully, although I knew that, as their interest was high, they would look to the newspaper for gift suggestions. It appealed to me that if I could make my advertising look different from anything else appearing in the paper, I would be sure to attract the attention of every reader. My advertising, to do this, must be made to stand out.

"Accordingly I looked over the advertisements which had been appearing for some weeks past. I studied every detail. I noticed a certain sameness about them. And to contrast with this, I evolved a style which was different in every respect from any advertisement which had appeared up to this time.

"I was not content with a partially distinctive style. I wanted something different in every detail—heading, border, type, arrangement of matter and panels, etc.

"I ran a step heading in Caslon old style type. Luckily I had previously secured a Christmas border which in

itself lent a distinctive air to the advertisement. All type throughout was of a uniform quality and the headings

were in Caslon. I used hair-line panels instead of the regular heavy border lines affected by all other advertisers.

S. A. MORMAN & CO.

DEALERS IN

BUILDING MATERIALS

Face Brick, Fire Brick, Metal Lath, Waterproofings and Flue Lining—
Lime and Cement

MAIN OFFICES: S. W. Corner Pearl St. and Ionia Ave. Automatic 4647.
YARDS: Corner Ionia and Wealthy. Automatic 65304.
500 Lexington Ave., N. W. Automatic 65376.

GRAND RAPIDS

MICHIGAN

THE HOME OF

Good Flour Good Feed Good Grain

We take pride in our splendid
Bread Flour

Watson-Higgins Milling Co.

Grand Rapids, Michigan

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.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting

Goods and

FISHING TACKLE

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

The arrangement of the matter was a decidedly new one—at least for this locality.

"The copy I turned out was different. At the same time it was not freakish in any sense of the word. It was not necessary to resort to unusual arrangements and eccentric schemes to make my advertising different. I had a new style; that was all. It stood out from everything else in the paper.

"It certainly brought the results. I believe that every man, woman and child with money to spend for Christmas presents read my advertisements during the last week of the shopping season."

The style and arrangements described were novel in this particular community and newspaper. They might be commonplace in some other community. The great point is to get something different from the advertisement to which your community is accustomed.

It is possible to learn from almost anything, and I myself had some experience along the same line, not hardward, but election advertising. In a certain election contest one candidate set out to use black faced type and heavy borders. His most ordinary word was so heavily emphasized that it was impossible to devise anything more emphatic when he wanted to stress some particular statement. And it was all ordinary display advertising.

What was the most effective means of countering that sort of stuff? Blacker type? Heavier borders? I decided on the exact opposite. Accordingly, our advertising took the form, invariably, of a personal letter from the candidate to the electors. This letter was set in large, clear, thin faced type. In place of a heavy border, a deep white space was left surrounding the letter. The result was a clean and pleasing effect, different, not merely from the opposing candidate's black-faced material, but from everything else in the paper.

Now, there is the principle for the hardware dealer to follow win his search for something different. Quite often, as in the last case I have cited, the "something different" can be achieved quite easily, once you convince the make-up man that you really mean what you say. It should be remembered, of course, that the average newspaper's stock of type faces is limited, and that as a rule you have to work within such limitations. But in the type available you are pretty sure to find something which, coupled with a different border and a different arrangement, will provide an arresting effect. Of course the more you know of the technique of type and make-up, the better fitted you are to cope with the problem of securing something distinctive.

A study of newspaper advertising in other cities will often give suggestions which, if they cannot be followed out exactly, may nevertheless be adapted to your purposes.

The same principle applies to your window displays right now. You should, preferably, make them stock with plenty of price tickets. But the introduction of some strong elements of novelty into the arrangements will have the effect of making your window

stand out from others along the same street.

Victor Lauriston.

Albion Merchants Adopt Novel Christmas Activity.

Albion, Dec. 1—The Business & Professional Men's Association, after several meetings of the board, with others, adopted the following plan for our annual Christmas activity, starting Dec. 1 and closing at 8 o'clock Christmas eve.

After discussing various propositions from all angles it was unanimously adopted to give away \$500 in cash prizes, to be redeemed in merchandise by you. There will be twenty-five parts of this \$500 prize or, in other words, twenty-five prizes:

First prize	-----	\$ 50.00
Fourteen prizes	-----	25.00
Ten prizes	-----	10.00

Making a total of ----- \$500.00

These prizes will be in dollar coupons, to be accepted by you as cash in exchange for merchandise or for credit on account. They are to be in effect for thirty days. You are to accept these coupons which may be tendered as you would money, and at the end of the month we will redeem them all—dollar for dollar—from you.

These coupons can be presented only at the places which are in the activity. None will be cashed by chain stores, as no chain stores are in this activity.

The receivers of these prizes may take their coupons and spend them where they want to and for what they want from any merchant and at any store listed. The money will stay in Albion and you will get it. If there are any prizes which are not claimed the money will be turned over to the welfare and charity fund. All thought that this was a better plan than that of giving one large prize.

The plan of giving out tickets will be conducted by you the same as it was last year; namely, a ticket for every dollar purchase and for every dollar paid on account, except that the activity will not close until 8 o'clock Christmas eve. As soon as possible after that time you will be responsible for the placing of your tickets in a large container which will be on a dory at some point on the street.

If you have not already signed or if you have not been invited, we do so now and ask you to come to see our Secretary.

E. Floyd Hoaglin, Secretary.

Keep Meat in Front.

When you installed your grocery department did you put it in the front of the store, leaving the meats at the rear? This is wrong, according to Chester Rettberg of the educational department of the Southern California Grocers' Association, Los Angeles.

"A question a great many men ask me," he states, is: "Where does the meat department belong?"

"Any of you men who have had experience in cutting meat know that there is only one place for the meat department—on the right hand side, in front of the store. Not in the rear; if you want to kill a meat business, take it to the rear of the store.

"The reason it is on the right hand side is that most of you are right-handed and you don't want to cut your meat with your back to the customer."

Correct living adds to the probability of success; no man can work well or think well with his life line filled with clinkers.—E. W. Howe.

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.



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

FACTORY BRANDS
HARBAUER - ELK'S PRIDE - MENU

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

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

Corduroy Tires

Our success is
founded on the sale
of up to date, quality
merchandise
where the saving
in selling cost is
passed on to our
customers who order
by mail or wire,
at our expense, direct.

Made in
Grand Rapids

Sold Through
Dealers Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.



SARLES

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

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, Dec. 1—Hollywood has suddenly discovered, so it is reported, that Wall street financial interests have sent out a flock of spies in the way of extra girls, book-keepers, gatement, etc., in the studios, to find out why so much money is being wasted. Wall street does these things occasionally to protect, as it were, "innocent investors," which, with some people who have been frost-bitten, will be considered a great joke. Everyone back East, hears a lot about Hollywood, and it is usually one of the first points of contact upon the arrival of the tourist. At one time most of the movie activities were located here, and while the most of these institutions are now located at points rather remote from this section, the social excitement is still left, and so long as every layman thinks he is on the inside, everyone is correspondingly happy. But investors seem to be getting a trifle wary and the facts are that the movies are geared up pretty high for safety. Actors of very mediocre ability get from \$4,000 to \$5,000 per week. Writers get \$50,000 for stories that are thrown away by the directors, who thereupon proceed to make up their own stories; minor executives get higher salaries than the President of the United States for doing work that requires just as much ability as the management of a dry cleaning establishment, for which good pay would be twenty per week. No one realizes these conditions more perfectly than the large producers and they knew all about it long before Wall street became curious, but how to overcome their difficulties is yet another story, and possibly the alleged spies from New York's financial center may help them out of their dilemma. It is claimed that these enormous salaries are due to a discovery made by the brother of the immortal Charley Chaplin, and it sure was some revelation. Charley was making a fair salary as a slap-stick vaudeville artist in some of the least meritorious of the variety theaters, but when he got into the movies, the producers were making a very good thing picturing his talents, which fact the brother unearthed. He argued that if Brother Charley could bring home slabs of bacon of such immense proportions for his employers that Brother should have a little gravy for his griddle cakes. In other words he decided that if Charley could bring in profits of \$500,000 a year more than other artists, he should have a "salary" and not a "wage." Then the sky rockets began to illuminate the Hollywood skies, and artists who had any drawing qualities, or possessed friends in court, became wise, demanded top-notch compensation, as did the directors, writers, camera men—in fact everybody on the lot—and got it. Everybody familiar with the situation knows that these salaries cannot last, and some of the wiseacres claim that the day is not far distant when the maximum Hollywood stipend will be \$500 per week, or even less. But even that is not to be sneezed at, when you consider that on the waiting lists are many embryo actors and heroines who, with half a chance would make good. When you go through the big office buildings in the East you are staggered to learn that here are men who draw down the princely salary of \$25,000 each, and yet cut here a movie director told me a while back that he had just closed a contract with a "ham" actor at \$1,500 per week who wasn't worth \$50, but he needed a "filler" for a certain picture and there you are. Every head of a big industrial institution I know of is drawing less pay than some of the second grade photographers who dawdle away time on the lot. But it is like the gold rush during Klondike days, and but a short distance away is

the time when myriads of these people who are now drawing down salaries sufficient to pay the National debt, will be in the bread line. Wall street may be slow with its sense of realization, and possibly doesn't care so much about it, but while the movies seem almost to be a necessity, there will come a time when people will demand clean shows, produced by people of talent and not simple prestige, and at prices very much lower than they are now paying. There is nothing sufficiently artistic about the movie which will make it other than a cheap form of amusement. A few show houses place a new film on the screen and garner a lot of suckers at \$1.50, but these are a coterie of first nighters who have more cash than sense. A few weeks later the same identical screen arrives in the down-town zone and gives a showing for fifteen cents, which is a fair valuation.

Down in New York City they have what is known as a hotel promotion association. Its purposes as yet, are not generally understood. If organized for the purpose of promoting trade, all well and good, but if they have in contemplation the building of other institutions in a field already overcrowded, I am inclined to think they should be suppressed through the activities of a vigilance committee. An association for the purpose of bringing to the American people, especially investors, actual knowledge as to hotel conditions, would unquestionably be a good thing. Practical hotel men are not responsible for conditions brought about by overbuilding. It has all been done by persons absolutely unfamiliar with the hotel game, but who have a fanciful idea that it is the one industry in all the world which is making money, when, to be exact, it is one of the worst sufferers from commercial depression. In fact ever since the world's war, the hotel industry has had its tribulations. Prior to that time it was a good business—not a bonanza—but still a healthy proposition, which yielded fair dividends. The largest chain of hotels in the country, at that time—the Statlers—returned fair dividends to its stockholders, even at rates perceptibly lower than those now charged. There were other individual institutions which did very well. The dividends paid were just fair interest on the investments—no more. Now, when I make the statement that many new hotel propositions are the result of ambition on the part of the uninitiated I perhaps should qualify it by saying that in the hotel business, like in every other line, are some individuals who think wrong, and this small contingent may, in a way, have been responsible for a lot of ventures by the layman which were not warranted by conditions as they would be analyzed by more practical members of the profession. I have known a few dreamers who really believed in miracles, and these may have encouraged the innocent bystander to invest his money in intangible schemes. Education of investors, if you can get at them, might help some, although Barnum's slant on the capacity of the general public, was not far amiss. If there were no more hotels built in the next ten years there would still be too many of these institutions, but how to head them off is beyond me.

False economy is as extravagant as wastefulness. When a well paid employe takes valuable time to save string, wrapping paper and paper clips, he is not only a direct financial loss but also sets an example of pettiness which is bad for any organization.

Some old codger comes forward with the idea that most city folks at some time in their life lived in the country and carry with them a few sentimental notions about the cooking they used to enjoy out there. Which may account

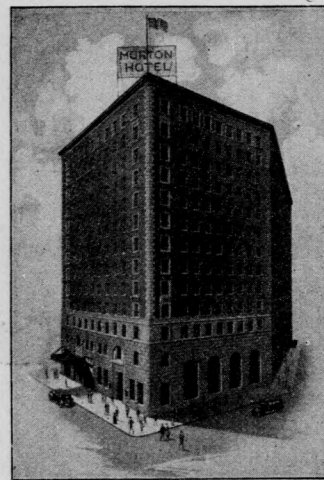


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL CHIPPEWA

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.

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

150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up
60 Rooms with Bath \$2.50 and \$3

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Republican Hotel

MILWAUKEE, WIS.

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

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

HOTEL OLDS

LANSING

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

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWART R. SWETT, Mgr.

Muskegon

Michigan

for the success of some caterers who try to produce food with a rural coloring. One restaurant man told me he is making a hit by serving scrambled eggs prepared in butter. And I know of another who uses butter exclusively in frying chicken. Of course a lot of us know that Mother always used butter with a prodigality which was astonishing, but after all, what are a few ounces of butter, more or less, if you coincide with the demands of the palates of your guests.

A legend which has found its way into print many times within the past dozen years has perhaps given the reading public of to-day a misconception of the real history of baths and bathing in America in the early days of the republic. Like all legends this is far from the truth. It makes out that baths had a hard struggle to win their way in popular favor and met with much official opposition, including the passage of an ordinance by the Boston Common Council in 1854 making bathing unlawful except on medical advice; and the failure of passage, by only two votes, of an ordinance in another large city to about the same effect. However it was not long after this that bathing became a craze.

It seems a far cry from the old times with washtub baths in the kitchen on Saturday night, up to the time, before the war with "every room with bath for a dollar-and-a-half," but within the lifetime of the individual who was born in the early sixties has come the running water, steam heat, telephone, and now the radio. Years hence probably this will have a legendary twinge. Elevators will be no longer in use; the guest will enter and depart from his room in an airplane which will be concealed somewhere in his in-a-door bed.

A recent issue of the Hotel Review contains photos of two well-known former Michigan hotel operators, Frank W. Bergmann, formerly manager of the Detroit Statler and now general manager of Hotel Shelton, New York, and Frank Duggan, also a former assistant manager of the Detroit Statler and now president and general manager of Hotel McAlpin, in the Empire metropolis.

The Detroit Stewards Association, may be said to have arrived. It is accredited to be one of the largest and most aggressive in the country. It is by no means a labor organization but has developed into an educational institution of much importance, co-operating to the fullest extent with the various hotel and restaurant associations. At a recent meeting Fred Ferguson, its president, introduced W. H. Tibbits, an authority on food merchandising, who gave them a talk which I would like to reproduce here. He spoke particularly of the canning industry. Mr. Tibbits told of the discovery of the canning process for food preservation in 1810, after Napoleon, greatly concerned because he found it difficult to preserve meat for his armies, offered a prize of 12,000 francs to anyone who could find some way of overcoming the tremendous waste by meat spoilage. The prize was won by an Englishman. In 1885 the canning of evaporated milk began, but the sale of this product languished until the Spanish-American war, after which it increased greatly in use and is to-day the largest selling canned product in the world, with canned tomatoes running second. He explained the process of evaporating and condensing milk and making of milk sugar and traced the development of the salmon canning industry from its inception in 1864 to the present time. The canning of fruits and vegetables followed. At the present time 15,000,000 cases of peaches are being canned annually; 10,500,000 cases of salmon; 3,000,000 of asparagus, 2,000,000 of pears and about an equal quantity of cherries.

W. C. Davis, senior marketing expert of the U. S. Bureau of Animal Industry, spoke at length on the accuracy and importance of meat inspection which practically insures a perfect meat supply to users.

Mr. and Mrs. Franklin C. Sears have announced plans for the construction of a 75 room hotel at Charlevoix. The new building is to cost \$100,000. For some time Mrs. Sears has been operating manager of Hotel Belvidere, at the resort city.

William E. Snyder, manager of Hotel Seward, Detroit, and newly elected president of Michigan Charter, No. 29, of the Greeters, has announced his list of standing committees: William F. Loos, manager of Royal Palm Hotel, is chairman of the reception committee with Ernest Junker, of the Scarab Club and Stanley Mast, of the Royal Palm to aid him. John J. Becker, office manager of the Detroit-Leland, heads the educational committee, with W. F. Flynn, of the Madison-Lenox Hotel, Detroit and Howard V. Heldenbrand, manager of Hotel Heldenbrand, Pontiac, as colleagues. Other committees are headed by Paul Kilborn, of the Detroit Statler, Norman Wright of the Book-Cadillac, H. L. Lawson, of the Hotel Review, while Preston D. Norton, of the Norton, will look after the activities of the employment committee.

George W. Dauchy, the newly appointed manager of the Warm Friend Tavern comes to Michigan with a record of accomplishment, having been born in Nebraska and raised in Iowa, in which state he acquired his early hotel education, operating a hotel there. At the age of 21 he was manager of an important hotel in the Howkey state. Except during the period of the kaiser's war, when he was with the commissary and other Government departments in France, he has been operating clubs and hotels of importance, and is well equipped with managerial experience. He will undoubtedly add to his laurels at the Holland institution.

The lunch room at Hotel Clintonian, Clinton, so successfully conducted for years by Mr. and Mrs. Bob Lawless, under the new management will be converted into a grill which will be operated in conjunction with the main dining room.

P. J. Garvin, the new proprietor of Hotel Lincoln, Detroit, has appointed Isaac McDougall as night manager of that institution.

The stock in the proposed hotel at Ishpeming, to be erected on the site of the old Nelson House, has been subscribed by 300 home-townners and work on the new structure will be started shortly. C. H. Ritchie, a Boston architect, and Warren H. Manning, landscape architect for the Cleveland-Cliffs Iron Co., which has big holdings near Ishpeming, are formulating the plans for the new hotel, which promises to rival any similar institution in the Upper Peninsula.

At a recent hotel pageant at Cleveland I notice among those in costume attending the affair were Mr. and Mrs. J. A. Riley, formerly in the managerial department of Hotel Savoy (now La-Salle,) Detroit. Mr. Riley is managing an important residential hotel at Cleveland.

Alvin Kletzschn, of the Kletzschn Operating Co., owners of Hotel Republican, Milwaukee, has been elected President of the Milwaukee Auditorium. It is a big institution, but that is just in Mr. Kletzschn's line, and without doubt the stockholders were well aware of the fact when they so

honored him. Congratulations from the writer.

When it is claimed that the repeal of the eighteenth amendment would immediately regenerate the human race and remove greed and avarice of the officials from the picture, the statement is simply absurd. Of course the most serious phase of the whole liquor question is really graft and corruption of officials. It is, however, not so much that an official can be corrupted through the enforcement of prohibition as that he can be corrupted at all. Herein lies the gravity of the matter. If an official can be corrupted because of liquor he can be as easily corrupted when something else other than liquor can pay heavily for blindness. Whatever law we might have on our statute books would be regulatory and whenever there is regulation there is temptation to violate the law. If that is the case there is no real reason for adding the chaos which would follow the attempt to return to forty-eight legislatures the program of regulation. We might get back to where we were in the beginning, but we would still have to face the corruption, and from many more angles, so that, as bad as conditions are claimed to be now, we would add to our sum a large peck of trouble. Personally, while I may not favor National prohibition, I have claimed all along that the periodical agitation of the subject is not getting any results. Amendments to the constitution, unless they are accepted in good faith by the populace, amount to little, hence if the public will not have them there will be little enforcement. The anti-prohibitionists, with their wild claims of possibilities, simply stir up the animals, and breed resentment. It is contrary to law in the state of Massachusetts, for a man to kiss his wife on Sunday, but some authorities claim it is done, though minus the element of public notoriety.

Frank S. Verbeck.

Preparing For January Sales.

Preparations are now beginning to go forward for January sales. Jobbers have already been covering their needs in various textile lines usually featured in these annual events. Retailers and buying groups are surveying the market and are making commitments in a wide range of merchandise. Generally speaking, the wholesale markets are quite free from surplus stocks. In some instances, notably in women's coats, the indications are that special merchandise will be made up for the sales events. Replacement costs on a number of staple and semi-staple items will range lower.

Restaurant Joke.

The customer was busy sawing on the steak he had ordered—and a difficult time he was having.

"Is it tough?" queried the waiter solicitously.

The customer was exhausted. He turned to the waiter with defeat in his eyes and said: "When I order beef and get horse, I don't care. But next time, take the harness off before you start serving."

CHARLES RENNER HOTELS

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



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

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

CODY CAFETERIA IN CONNECTION



NEW

Decorating and Management

FAMOUS

Facing Grand Circus Park. Oyster Bar.
800 Rooms - 800 Baths

Rates from \$2.50.

HOTEL TULLER
HAROLD A. SAGE, Mgr.



Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

GEO. W. DAUCHY, Mgr.

Hotel and Restaurant Equipment

H. Leonard & Sons
38-44 Fulton St., W.
GRAND RAPIDS, MICH.

HOTEL OJIBWAY

The Gem of Hiawatha Land
ARTHUR L. ROBERTS
Deglman Hotel Co.

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

Sault Ste. Marie Michigan

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.

Druggists and Chain Stores.

The chain store has come to stay. It is incumbent upon the private independent pharmacist to awaken to the fact that if he does not bestir himself he will be a back number. Many pharmacists have tackled the question seriously, and have shown that, so far as they are concerned, the additional competition has not only done them no harm, but has enabled them to build up a bigger business on a surer foundation. In any city or town, and even in some places little more than villages, the chain store has got a footing. The best positions in the principal streets are the ones he always gets. Anything less than the best is of no use to him. In many places the retail druggist is relegated to a back street or to an unimportant position. Often he takes it "lying down"—that is, he lets his drug store become dirty, untidy and forbidding; the windows are never dressed, but used as a receptacle for showcards, and he appears to accept the second or even third place. There are others, such as those previously referred to, who are determined to show that the backbone of pharmacy is still the independent pharmacist and that the chain store cannot crush him out of existence. The method of combating this particular form of competition is the method of the optimist. An optimist is one who finds an opportunity in every difficulty, while a pessimist is one who finds a difficulty in every opportunity. The odds are with the independent druggist every time if he will only exert himself. He has a greater opportunity to gain confidence and trust of his customers than an impersonal corporation. The bedrock on which business is built is confidence. The neighborhood druggist can give personal service; he can always be on the premises ready to deal with any emergency. Service, real and genuine, is one thing that makes one shop better than another. It is the reason why one drug store succeeds and another fails. Prices vary but little, and in any case they are soon forgotten; but service is remembered and is lasting. Another opportunity of making a score that the neighborhood druggist has is in his method of dealing with complaints.

The customer who comes back to our pharmacy to complain is our best friend, always assuming it is a genuine complaint and not a fictitious one. The customer with a complaint thinks its worth while to come back to tell us of

something wrong with the quality of our goods, our service or some other defect, rather than going elsewhere and saying, "I'll never set foot in that shop again." Let us welcome her or him and put right whatever is amiss. The finest advertisement for any pharmacy is a satisfied customer. Again, the independent druggist can buy just what he knows will sell in his own district, while the drug chain has to take, with some exceptions, the goods sent from headquarters. We ought not to stay in our back stores too much, but to try to serve, or at least to speak to, every customer personally. There is no suggestion that we should try to do all the work of the pharmacy; that is a mistake many pharmacists make. A man of this type will do his own books when a clerk at a reasonable salary could relieve him of hours of work, which time might be more profitably spent. We should make a point of keeping in touch with our medical men, and letting them know we are alive and up to date. A new line brought before their notice will remind them of our existence. One other point of vital importance for the small retailer is not to buy too lavishly for the sake of extra discounts. Generally speaking, it is not worth it. The goods are soiled or out of date before they are disposed of, and the reputation of having old stock is difficult to overcome. Money in the bank is much more valuable than stock on your selves. If it is in the bank, we can get an extra discount for ready cash, which is far more businesslike. There is a distinct place in the community for the neighborhood druggist, the man who has the confidence of his townsmen, whose word is as good as his bond, and whose advice will be taken when any purchases have to be made at a pharmacy. Personality is the acid test of any pharmacist and at the same time his greatest asset.—Practical Druggist.

The Deadliest Enemy of a Soda Fountain.

If you walked into my kitchen on one of those nights when I am keeping "open house" for my friends and saw Yashi, my Japanese majordomo, washing glasses and dishes in a basin of water filled with floating remnants of sandwiches and chicken livers, your stomach would turn sick.

In those glasses, the most delectable drink would seem sour.

On any proposition to stay and regale yourself until the milkman came, you'd grow cold and quickly fade from the picture.

In your store, as in my house, human nature is the same.

Men everywhere recoil from filth. The world demands cleanliness.

What folks put to their mouth they want free of defilement.

Lip smears on unclean utensils are anathema to all classes, regardless of present or previous condition of servitude.

Streptococci in no form have friends anywhere.

Unclean service is the deadliest enemy a soda fountain has.

It drives business away from any store which tolerates it.

Hi-Grade
Quality
Sanitary



Insecticides
Guaranteed
Non-
Poisonous



TANGLEFOOT FLY
PAPER
Features
New Colorful Display
Carton
Matchless Quality

TANGLEFOOT FLY
SPRAY
Features
Low Prices
Superior Quality
Attractive Packages



TANGLEFOOT FLY
RIBBONS

Feature

NEW Improved Stick
Display Carton
Color and Design

THE TANGLEFOOT COMPANY
GRAND RAPIDS, MICH.

It hurts store prestige. It creates an impression of laxity, carelessness, and indifference in store management.

It persuades to a belief that similar laxity and indifference prevail in other store departments, including the prescription department.

It destroys confidence.

When public confidence in a store is destroyed, its foundation is built on sand.

Fountain cleanliness is indispensable to fountain prosperity.

Fountain prosperity means store prosperity.

Unclean fountain service is like a prairie fire.

Its sordid reputation spreads.

A reputation for clean fountain service spreads too.

Folks walk past many doors to reach such a store.—Joseph McQuade in Drug Topics.

Restore the Old Show Globe.

Of late months President Christensen of the American Pharmaceutical Association and officers of various state pharmaceutical associations have made strong pleas for the return of the colored show globe, which, in former years, was the means of identifying the drug store in the public's mind and to set it apart from the ordinary run of retail establishments. As a matter of fact, he stated his feelings in no uncertain terms when he said at the A. Ph. A. convention that modern pharmacists made their biggest mistake when they removed the colored show globes from their windows.

Many pharmacy leaders agree with Mr. Christensen, as the discussions at the different state pharmaceutical association conventions verify.

The president of the California Pharmaceutical Association in his address very truly pointed out that: "The show

globe was the symbol which young and old, rich and poor, the ignorant and the learned could understand. Day and night the show globe flashed forth the message: 'Here is a drug store.' Why not put the show globe back in the drug store window? The job will be easy, as many stores have the globe stored away in their cellars or attics. Put them where they belong, and at one stroke proclaim to the world what the store stands for. Since the show globe disappeared from the drug store window, new dyes have been discovered. We have learned new ways of lighting. With the show globe we can throw a flood of colored light far into the street and cause the passing throng to stop and think. An old yet new, a cheap and startling form of advertising for our drug store."

As business men, are retail druggists aware of the fact that Big Business today spends millions annually for placing its trade-marks before the masses? Why do they do it? Yet we as pharmacists take our trademark and heave it to some corner in the basement. Is this good business judgment?

Blonde or Brunette.

Ladies will be especially interested in the news from the convention of the American Chemical Society in Cincinnati that Dr. C. G. MacArthur of the University of Buffalo has discovered the secret of dark and light complexions. It is thought that pigmentation may be changed by chemical action.

Here is an opportunity for a new branch of beauty doctoring. The pigmentation, which is the coloring, Dr. MacArthur found to be a secretion from the pituitary gland, which lies between the roof of the mouth and the base of the brain. So, we may soon have complexion pigment chemists for ladies who wish to have either fairer or darker skin.

DISTRIBUTORS OF THE WESTERN LINE

Dr. West's Tooth Brushes

Dr. West's Kiddie Sets

Hank-O-Chief

Gainsborough Powder Puffs

Gainsborough Hair Nets

West's Hand Brushes

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

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Buchu	2 16
Boric (Xtal)	10 @ 20	Elgeron	4 00@4 25	Cantharides	2 52
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Capiscum	2 28
Cutric	52 @ 66	Hemlock, pure	2 00@2 25	Catechu	2 14
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Colchicum	2 18
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	2 18
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	2 04
Tartaric	43 @ 55	Lavender Flow.	6 00@6 25	Gentian	2 15
Ammonia		Lavender Gar'n.	1 25@1 50	Guaiac	2 28
Water, 26 deg.	07 @ 18	Lemon	4 00@4 25	Guaiac, Ammon.	2 04
Water, 18 deg.	06 @ 15	Linseed, boiled, bbl.	@ 85	Iodine	2 25
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@ 82	Iodine, Colorless	2 15
Carbonate	20 @ 25	Linseed, bld, less	32@1 05	Iron, Clo.	2 56
Chloride (Gran.)	08 @ 18	Linseed, raw, less	89@1 02	Kino	2 44
Balsams		Mustard, artifil. oz.	@ 35	Myrrh	2 52
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	2 18
Pir (Canada)	2 75@3 00	Olive, pure	3 00@5 00	Opium	2 40
Pir (Oregon)	65@1 00	Olive, Malaga,		Opium, Camp.	2 44
Peru	3 25@3 50	yellow	2 50@3 00	Opium, Deodor'd	2 50
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	2 12
Berries		green	2 85@3 25	Paints	
Cassia (ordinary)	25 @ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13 1/2 @ 14 1/2
Cassia (Saigon)	40 @ 60	Origanum, pure	@ 2 50	Lead, white dry	13 1/2 @ 14 1/2
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, white oil	13 1/2 @ 14 1/2
Soap Cut (powd.)	20 @ 30	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	@ 2 1/2
Extracts		Peppermint	4 50@4 75	Ochre, yellow less	3 @ 6
Licorice	60 @ 75	Rose, pure	13 50@14 00	Red Venet'n Am.	3 1/2 @ 7
Licorice, powd.	60 @ 75	Rosemary Flows	1 25@1 50	Red Venet'n Eng.	@ 8
Flowers		Sandelwood, E.		Putty	5 @ 8
Arnica	75 @ 80	I.	12 50@12 75	Whiting, bbl.	@ 4 1/2
Chamomile Ged.	30 @ 40	Sassafras, true	2 00@2 25	Whiting	5 1/2 @ 10
Chamomile Rom.	@ 1 25	Sassafras, arti'l	75 @ 1 00	Rogers Prep.	2 65 @ 2 85
Gums		Spearmint	6 00@6 25	Miscellaneous	
Acacia, 1st	@ 60	Sperm	1 50@1 75	Acetanalid	57 @ 75
Acacia, 2nd	@ 50	Tany	7 00@7 25	Alum	06 @ 12
Acacia, Sorts	35 @ 40	Tar USP	65 @ 75	Alum, powd. and	
Acacia, Powdered	40 @ 50	Turpentine, bbl.	@ 53	ground	09 @ 15
Aloes (Barb Pow)	35 @ 45	Turpentine, less	60 @ 73	Bismuth, Subni-	
Aloes (Cape Pow.)	25 @ 35	Wintergreen,		trate	2 00@2 40
Aloes (Soc. Pow.)	75 @ 80	leaf	6 00@6 25	Borax xtal or	
Asafoetida	50 @ 60	Wintergreen, sweet	3 00@3 25	powdered	06 @ 13
Pow.	90 @ 1 00	Wintergreen, art	75 @ 1 00	Cantharides, po.	1 25@1 50
Campor	87 @ 95	Worm Seed	6 00@6 25	Calomel	2 72 @ 2 82
Guaiac	@ 60	Wormwood, oz.	@ 1 00	Capiscum, pow'd	62 @ 75
Guaiac, pow'd	@ 70	Potassium		Carmine	8 00@9 00
Kino	@ 25	Bicarbonate	35 @ 40	Cassia Buds	30 @ 40
Kino, powdered	@ 1 25	Bichromate	15 @ 25	Cloves	40 @ 50
Myrrh	@ 15	Bromide	69 @ 85	Chalk Prepared	14 @ 16
Myrrh, powdered	@ 1 25	Bromide	54 @ 71	Chloroform	47 @ 54
Opium, powd.	21 00@21 50	Chlorate, gran'd.	21 @ 23	Choral Hydrate	1 20@1 50
Opium, gran.	21 00@21 50	Chlorate, powd.	16 @ 23	Cocaine	12 85@13 50
Shellac, Orange	50 @ 65	or Xtal	17 @ 24	Cocoa Butter	60 @ 90
Shellac, White	55 @ 70	Cyanide	30 @ 90	Corks, list, less	30 @ 70
Tragacanth, pow.	@ 1 75	Iodide	4 34@4 55	Copperas	03 @ 10
Turpentine	@ 30	Permanganate	22 1/2 @ 35	Copperas, Powd.	4 @ 10
Insecticides		Prussiate, yellow	35 @ 45	Corrosive Subim	2 25 @ 2 30
Arsenic	08 @ 20	Prussiate, red	@ 70	Cream Tartar	35 @ 45
Blue Vitriol, bbl.	@ 07	Sulphate	35 @ 40	Cuttie bone	4 @ 50
Blue Vitriol, less	08 @ 15	Roots		Detxrine	5 @ 15
Bordea. Mix Dry	12 1/2 @ 23	Alkanet	30 @ 35	Dover's Powder	4 00@4 15
Hellebore, White		Blood, powdered	40 @ 45	Emery, All Nos.	10 @ 15
powdered	15 @ 25	Calamus	25 @ 85	Emery, Powdered	@ 15
Insect Powder	47 1/2 @ 60	Elecampane, powd.	20 @ 30	Epsom Salts, bbls.	@ 03 1/2
Lead Arsenate, Po.	13 1/2 @ 27	Gentian, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10
Lime and Sulphur		Ginger, African,		Ergot, powdered	@ 4 00
Dry	09 @ 23	powdered	30 @ 35	Flake, White	15 @ 20
Paris Green	26 1/2 @ 46 1/2	Ginger, Jamaica,	40 @ 50	Formaldehyde, lb.	12 @ 35
Leaves		powdered	45 @ 60	Gelatine	80 @ 90
Buchu	@ 60	Ginger, Jamaica,	40 @ 50	Glassware, less	55 %
Buchu, powdered	@ 75	powdered	45 @ 60	Glassware, full case	60 %
Sage, Bulk	25 @ 30	Golden seal, pow.	5 00@5 50	Glauber Salts, bbl.	@ 02 1/2
Sage, 1/4 loose	@ 40	Ipecac, powd.	5 50@6 00	Glauber Salts less	04 @ 10
Sage, powdered	@ 35	Licorice, powd.	35 @ 40	Glue, Brown	20 @ 30
Senna, Alex.	50 @ 75	Licorice, powd.	35 @ 40	Glue, Brown Grd	16 @ 22
Senna, Tinn. pow.	30 @ 35	Orris, powdered	20 @ 30	Glue, White	27 1/2 @ 35
Uva Ursi	20 @ 26	Poke, Powdered	45 @ 50	Glue, white grd.	25 @ 35
Oils		Rhubarb, powd.	@ 1 00	Glycerine	17 1/2 @ 40
Almonds, Bitter,		Rosinwood, powd.	@ 50	Hops	75 @ 95
true	7 50@7 75	Sarsaparilla, Hond.	@ 1 10	Iodine	6 45@7 00
Almonds, Bitter,		Sarsaparilla, Mexic.	@ 60	Iodoform	8 00@8 30
artificial	3 00@3 25	Squills	35 @ 40	Lead Acetate	20 @ 20
Almonds, Sweet,		Squills, powdered	70 @ 80	Mace	@ 1 50
true	1 50@1 80	Tumeric, powd.	20 @ 25	Mace powdered	@ 1 80
Almonds, Sweet,		Valerian, powd.	@ 60	Menthol	7 00@8 00
imitation	1 00@1 25	Seeds		Morphine	13 58@14 33
Amber, crude	75 @ 1 75	Anise	@ 35	Nux Vomica	@ 30
Amber, rectified	1 50@1 75	Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
Anise	2 00@2 25	Bird, Is	13 @ 17	Pepper, black, pw.	45 @ 55
Bergamont	6 50@7 00	Canary	12 @ 13	Pepper, White, p.	75 @ 85
Cajeput	3 00@3 25	Caraway, Po.	30 @ 35	Pitch, Burgundy	20 @ 25
Cassia	1 55@1 80	Cardamon	2 50@2 75	Quassia	12 @ 15
Cedar Leaf	2 00@2 25	Coriander pow.	40 @ 25	Quinine, 5 oz. cans	@ 60
Citronella	1 00@1 20	Dill	15 @ 20	Rochelle Salts	28 @ 35
Cloves	3 50@3 75	Fennel	35 @ 50	Saccharine	2 60@2 75
Cocanut	27 1/4 @ 35	Flax	8 @ 15	Salt Peter	11 @ 32
Cod Liver	1 40@2 00	Flax, ground	8 @ 15	Seidlitz Mixture	30 @ 40
Croton	8 00@8 25	Foenugreek, pwd.	15 @ 25	Soap, green	15 @ 30
Tinctures		Hemp	8 @ 15	Soap, mott cast	@ 25
Aconite	@ 1 80	Lobelia, powd.	@ 1 30	Soap, white Castile,	
Aloes	@ 1 56	Mustard, yellow	17 @ 25	case	@ 15 00
Asafoetida	@ 2 28	Musard, black	20 @ 25	less, per bar	@ 1 60
Arnica	@ 1 50	Poppy	15 @ 30	Soda Ash	3 @ 10
Belladonna	@ 1 44	Quince	2 25@2 50	Soda Bicarbonate	3 1/2 @ 10
Benzoin	@ 2 28	Sabadilla	45 @ 50	Soda, Sal	02 1/2 @ 08
Webster Cigar Co. Brands		Sunflower	12 @ 18	Spirits Camphor	@ 1 20
Websterettes	33 50	Worm, American	30 @ 40	Sulphur, roll	@ 1 10
Cincos	33 50	Worm, Lavant	6 50@7 00	Sulphur, Subl.	4 1/2 @ 11
Webster Cadillacs	75 00	Tinctures		Tamarinds	20 @ 25
Golden Wedding	75 00	Aconite	@ 1 80	Tartar Emetic	20 @ 25
Panatellas	75 00	Aloes	@ 1 56	Turpentine, Ven.	50 @ 75
Commodore	95 00	Asafoetida	@ 2 28	Vanilla Ex. pure	1 50@2 00
		Arnica	@ 1 50	Vanilla Ex. pure	2 25@2 50
		Belladonna	@ 1 44	Zinc Sulphate	06 @ 11
		Benzoin	@ 2 28		

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Some Cheese

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 35
BAKING POWDERS	
Arctic, 7 oz. tumbler	1 35
Royal, 10c. doz.	95
Royal, 4 oz. doz.	1 85
Royal, 6 oz. doz.	2 50
Royal, 12 oz. doz.	4 95
Royal, 5 lb. doz.	25 40
Calumet, 4 oz. doz.	95
Calumet, 8 oz. doz.	1 85
Calumet, 16 oz. doz.	3 25
Calumet, 5 lb. doz.	12 10
Calumet, 10 lb. doz.	18 60
Rumford, 10c. per doz.	95
Rumford, 8 oz. doz.	1 85
Rumford, 12 oz. doz.	2 40
Rumford, 5 lb. doz.	12 50

K. C. Brand	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 30
50c size, 2 doz.	3 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

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

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

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

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

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

BOTTLE CAPS	
Dbl. Lacquer, 1 gross 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 40
Gran Flakes, No. 624	2 75
Gran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

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

ROLLED OATS	
Purity Brand	
Instant Flake, sm., 48s	3 70
Instant Flake, lge., 18s	3 50
Regular Flake, sm., 48s	3 70
Regular Flake, lge., 18s	3 50
China Instant Flake, large, 12s	3 25
China Regular Flake, large, 12s	3 25
Chest-O-Silver Instant Flake, large, 12s	3 35
Chest-O-Silver Regular Flakes, large 12s	3 35

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	3 85
Post Toasties, 24s	3 85
Post's Bran, 24s	2 70

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

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

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

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	5 75
Blackberries	
No. 2	3 75
Pride of Michigan	3 25

Cherries	
Mich. red, No. 10	11 75
Red, No. 10	12 25
Red, No. 2	4 15
Pride of Mich. No. 2	3 55
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 10

Gooseberries	
No. 10	8 00

Pears	
19 oz. glass	5 65
Pride of Mich. No. 2 1/2	4 20

Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25

Black Raspberries	
No. 2	3 75
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

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

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

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Mince, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, K'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, 1/4 ea.	10 22
Sardines, 1/4 ea.	25
Sardines, Cal.	1 35/2 25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1s. Curtis, doz.	7 00

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

Baked Beans	
Campbells	1 05
Quaker, 16 oz.	85
Fremond, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 45

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
Medium, Plain or Sau.	85
No. 10, Sauce	5 60
Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10.14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

Red Kidney Beans	
No. 10	6 50
No. 5	3 70
No. 2	1 30
No. 1	90

String Beans	
Little Dot, No. 2	3 30
Little Dot, No. 1	2 50
Little Quaker, No. 1	2 00
Little Quaker, No. 2	2 90
Choice Whole, No. 10.12	75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 80
Cut, No. 10	10 50
Cut, No. 2	2 10
Cut, No. 1	2 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. 1	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas	
Little Dot, No. 2	2 60
Little Dot, No. 1	1 30
Little Quaker, No. 10.12	00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10.10	00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 90
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 90
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. June, No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. J., No. 10	7 00

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

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

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

Squash	
Boston, No. 3	1 80

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

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

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

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

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

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

Sage
East India 10

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

Jiffy Punch
3 doz. Carton 2 25
Assorted flavors.

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

Lee & Cady Brands
American Eagle
Home Baker

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

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

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

SURESET PRODUCTS
Made in Grand Rapids



Sureset Gelatin Des-
sert, 4 doz. 3 20

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

JELLY GLASSES
8 oz., per doz. 36

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



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

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

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

Safety Matches
Quaker, 5 gro. case 4 25

NUTS—Whole
Almonds, Tarragona 19
Brazil, Large 23
Fancy Mixed 22
Filberts, Sicily 20
Peanuts, Vir. Roasted 11
Peanuts, Jumbo, std. 12

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

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, Stuff, doz. 1 35
6 oz. Jar, Stuffed, doz. 2 25
9 1/2 oz. Jar, Stuff, doz. 3 75
1 Gal. Jugs, Stuff, dz. 2 70

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

PEANUT BUTTER



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

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

In Iron Barrels
Perfection Kerosene 14.6
Gas Machine Gasoline 38.1
V. M. & P. Naphtha 38.8

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

Polarine

Iron Barrels
Light 65.1
Medium 65.1
Heavy 65.1
Special heavy 65.1
Extra heavy 65.1
Polarine "R" 65.1
Transmission Oil 65.1
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 30
Parowax, 100 lb. 3.3
Parowax, 40, 1 lb. 8.55
Parowax, 20, 1 lb. 8.8



Semsdag, 12 pt. cans 3 00
Semsdag, 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 St's & H's 15 1/2 @ 13
Med. Steers & Heif. 14
Com. Steers & Heif. 12

Veal
Top 19
Good 15
Medium 12

Lamb
Spring Lamb 13
Good 16
Medium 13
Poor 11

Mutton
Good 12
Medium 11
Poor 10

Pork
Loin, med. 19
Butts 16
Shoulders 14
Spareribs 13
Neck bones 05
Trimnings 11

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

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

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

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

Smoked Meats
Hams, Cer. 14-16 lb. @ 26
Hams, Cert., Skinned
16-18 lb. @ 25
Ham, dried beef
Knuckles @ 33
California Hams @ 17 1/2
Pork Boiled
Hams 20 @ 25
Boiled Hams @ 39
Minced Hams @ 13
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 1 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

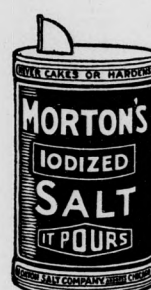
Mackeral
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

STOVE POLISH
Blackene, 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 35
Med. No. 1 Bbls. 2 85
Med. No. 1, 100 lb. bk. 95
Farmer Spec., 70 lb. 95
Packers Meat, 50 lb. 57
Crushed Rock for ice
cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 24
Block, 50 lb. 40
Baker Salt, 280 lb. bbl. 4 10
14, 10 lb., per bale 1 80
50, 3 lb., per bale 2 15
28 lb. bags, Table 35
Old Hickory, Smoked,
6-10 lb. 4 50



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

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

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s, box 1 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 60
Octagon, 96s 3 90
Rinso, 40s 3 20
Rinso, 24s 5 25
Rub No More, 100, 10
oz. 3 85
Rub No More, 20 Lg. 4 00
Spotless Cleanser, 48,
20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapallo, 3 doz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 12 Large 2 65
Speedee, 3 doz. 7 20
Sunbrite, 50s 2 10
Wyandote, 48 2 75
Wyandot Deterg's, 24s 2 75

SOAP
Am. Family, 100 box 6 10
Crystal White, 100 3 85
Big Jack, 60s 4 75
Fels Naphtha, 100 box 5 50
Flake White, 10 box 3 75
Grana 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 90
Octagon, 120 5 00
Pummo, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

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

Pure Ground in Bulk
Allspice, Jamaica @ 40
Cloves, Zanzibar @ 53
Cassia, Canton @ 52
Ginger, Cochit @ 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. 35
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Bonelty, 3 1/2 oz. 3 25
Kitchen Bouquet 4 50
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

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

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 62
Argo, 8 1/2 lb. pkgs. 2 97
Silver Gloss, .8, 1s 11 1/2
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 80

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 @ 62
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
*East Foam, 3 doz. 2 70
*East Foam, 1 1/2 doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30

Creating Wealth For the Farmer By Grading Produce.

Under modern conditions of merchandising, the standardization of grades and packages is a condition essential to commercial success.

The methods that sufficed when the farmer hauled two barrels of apples, a crate of eggs and some vegetables to the nearest country store, there to barter them for other merchandise, are wholly useless in the marketing of fresh produce that moves across the continent in trainloads.

If the ancient policy of hiding the poor quality of the shipment under top and bottom layers of high-grade fruit should suddenly come into vogue again, the enormous trade in perishables would be in a snarled chaotic tangle within a week. And California's business machine would be paralyzed shortly thereafter.

All modern business rests on confidence, on the reliance of the distant buyer in the integrity of the seller. It is the task of the California department of agriculture to bring this great fact home to producers and shippers of farm products.

In the enforcement of the standardization laws we have now and then encountered opposition, but it rarely continued for long. The obvious fact that standard goods of uniform quality plainly marked with the right grade will always bring better prices than goods of uncertain grade, was understood by the majority.

Yet the number of dissenters, of those who through perversity, contrariness or just plain greed want to palm off inferior stuff on the distant buyer, is large enough to make statutory interference unnecessary.

The elimination of inferior stuff and the shipping of commodities whose uniform quality is known to the buyers will increase the returns to the producer. This has been demonstrated so frequently that every California farmer should be fully acquainted with it. He is; but when the shoe pinches he sometimes fails to base his action on his knowledge.

Some years ago the citrus belt was visited by a heavy frost. At once many growers began to ship oranges that were frozen, but showed little frost damage at the time of shipment. Uncertainty as to the quality made buyers cautious and depressed the price of nearly all shipments, whether damaged or sound.

Then the State department stepped in and, with the co-operation of the county horticultural commissioners, prevented all shipments of frozen oranges and had them diverted to by-products plants. Almost immediately the confidence of the buyer in the quality of the California orange was re-established and prices went up.

In an orange district near Sacramento, the State department, this Winter, strictly enforced a new law which increases the sugar content and the amount of color oranges must show before they can be shipped. The growers report that the assured higher quality of their shipments was recognized at once by the buyers, who paid a cent a pound above the average for the fruit.

Last Spring a State-county produce inspection station was opened on the highway leading from the truck growing districts of the Salinas Valley, down the coast to Los Angeles and Southern California. Shipments of produce that did not come up to the standards established by law were turned back.

Within a few days the inspectors noted a decided improvement in the quality of the lettuce shipments. At the same time the producers found that the price the buyers were willing to pay increased 25 cents a crate on an average.

Since 80,000 crates of lettuce passed through after the station opened, State inspection put \$20,000 additional into the pockets of the producers shipping to the Los Angeles market.

As a general rule it does not pay the grower to ship produce of inferior appearance, though perfectly sound in all other respects, to distant markets where competition is keen. Yet the official standards must not be raised too high; a fact that was brought home to the lettuce growers who, at the beginning of the year, requested that the standardization law be amended to bar so-called "soft-head" lettuce from shipment.

Since the only drawback is a lack of firmness, the lettuce otherwise being just as edible as the firmer heads, the amendment was not adopted. Instead it was pointed out to the growers that they could readily eliminate "soft-head" lettuce through voluntary action in case of oversupply.

Strict grading and inspection of soil products for shipment to distant markets must be carried on for the benefit of both producer and consumer. Only by maintaining a high, uniform standard of quality can the California grower hope to obtain prices that will pay heavy freight, icing and handling charges and leave enough over to give him a fair profit.

It is the duty of the State to establish reasonable standards of quality and pack, and to enforce these standards impartially. But the State cannot by law prevent the shipment of sound edible products because their size is small or their appearance is faulty.

Though the industry as a whole will benefit by such exclusion, it must limit a shipment to the better grades through the voluntary action of its enlightened members.

In New Zealand the State monopolizes all apple exports, for instance, buying the fruit from the grower, grading, packing and selling it at cost for the grower's benefit. New Zealand can adopt such a paternalistic policy.

In the United States the Constitution wisely limits State interference to those cases involving damage to public health, morals or welfare. Hence the use of the State's power through standardization or quarantines to prevent market gluts must be carefully avoided.

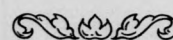
Within these limits the California department of agriculture is rendering the producers of the State a service which is increasingly appreciated by the recipients.

G. H. Hecke,
Director California Department of Agriculture.

Our ancient forefathers never had the means to do what they might dream, but now the means are in our hands. See how insanely we often use them. With the most astounding means of production in history we make unemployment. With the most

amazing world contacts on record we make world wars. Our problem is not means; it is our ends. And the only answer to that is an effective ethical religion that will put the world of means into the service of the soul.—
Dr. Harry Emerson Fosdick.

We take this opportunity to congratulate our Stockholders upon the most successful year in the history of this Company.



GRAND RAPIDS WHOLESALE
GROCERY CO.
GRAND RAPIDS, MICHIGAN

Frank T. Marty, Pres.



ORDER THIS QUICK SELLING LINE FROM YOUR WAGON DISTRIBUTOR.

In times when families are trying to economize, Noodles do not stay long on the grocers' shelves.

Mrs. Grass has worked out numerous ways of making delicious dishes from her Noodles and the recipe folders are packed in each package.

Because every package of Mrs. Grass' Genuine Egg Noodles makes steady customers for your store, we urge you to write to us to get the name of your nearest Wagon Distributor.

I. J. GRASS NOODLE CO., INC.
Dept. M.
6021-7 Wentworth Ave., Chicago, Ill.

STOKELY'S Honey Pod Peas

Distributed by

Western Michigan Grocery Company
GRAND RAPIDS, MICHIGAN

The High Cost of Long Buying.

(Continued from page 20)

argument thus to work it all out: for the net earnings, the final results in which we are all interested, are made stronger and better by such working out of final facts.

Go back, for example, to the total sale of the six cases baking powder. That shows \$94.63. Assume 20 per cent. expense, \$18.93. We shall have net of \$9.46—with slight fractions over in each case. Against an "investment" of \$55.20 this shows 17.13 per cent. plus.

Now let us take the use of \$11.50 for a single case. This is sold for \$16.50, say, to make easy figuring. If this be done six times, we shall have \$30 gross. Take out 20 per cent. for expenses on sales of \$94.63, \$18.93, and the net remainder is \$11.77 or just over 100 per cent. on capital used.

There are other elements that must be taken into account. Every extra or surplus item of stock involves more or less rehandling; and every time anything is handled entails expense, whether such costs are visible or not.

Every extra item entails insurance expense and storage costs—whether these be noted or not. Further, while some goods are said not to deteriorate with storage, virtually nothing is improved by being kept in stock and much is injured thereby.

This merchant fears that what he may get from a wholesaler may not be fresh. Can one imagine a live jobber who carries chocolate bars seven months? It seems to me, from my experience, even with easy going jobbers, that thirty days to possibly sixty days is about as long as any of them would carry an article so perishable. Yet this merchant has his last box for seven months. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 17—On this day was held the first meeting of creditors in the matter of Imperial Candy Co., a corporation, Bankrupt No. 4286. The bankrupt was present by James Konstant, its president, and represented by attorneys Corwin, Norcross & Cook. Creditors were present in person and by attorneys Dean S. Rose, Wykes & Cooper; Kirk E. Wicks and by Central Adjustment Association. Claims were proved and allowed. The president of the corporation was sworn and examined, without a reporter. Peter Van Allsburg, of Grand Rapids, was elected trustee, and his bond placed at \$100. The first meeting then adjourned to Nov. 19, at which time creditors appeared by Dean S. Rose and the bankrupt appeared by James Konstant and represented by attorneys Corwin, Norcross & Cook. James Konstant, previously sworn, was further examined without a reporter. The matter then adjourned without date.

Nov. 25. We have to-day received the schedules, reference and adjudication in the matter of Carl Rose, Bankrupt No. 4319. The bankrupt is a resident of Grand Rapids, and his occupation is that of a proprietor of confectionery store. The schedule shows assets of \$797.08 of which \$439 is claimed as exempt, with liabilities of \$2,333.65. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$ 43.11
Psther Rose, Grand Rapids	1,000.00
Fred Kelley, Grand Rapids	125.00
DeBoer Bros., Grand Rapids	225.00
National Grocer Co., Grand Rapids	46.48
Lee & Cady, Grand Rapids	90.90
Johnson Candy Co., Grand Rapids	134.26
Hekman Biscuit Co., Grand Rapids	36.11
Hoekstra Ice Cream Co., Grand R.	402.61
Folger's, Grand Rapids	61.15
M. J. Dark & Sons, Grand Rapids	18.20
Mills Paner Co., Grand Rapids	2.43
G. R. Kolatona Co., Grand Rapids	5.10
Williams & Marcroft, Grand Rapids	13.18
Phil J. Peterson, Grand Rapids	1.40
Ferris Coffee & Nut Co., Grand R.	6.76
General Clear Co., Grand Rapids	7.60
VandenBosch & McVoy, Grand R.	15.80
Consumers Power Co., Grand Rap.	12.01
G. G. Gas Co., Grand Rapids	2.25
G. R. News Co., Grand Rapids	17.75
Shaw News Co., Grand Rapids	7.00

D. Stoll & Son, Grand Rapids	28.00
Basch Co., Grand Rapids	2.50
Freyling & Mendels, Grand Rapids	1.50
Paul Cholette, Grand Rapids	15.00
Houseman & Jones, Grand Rapids	19.00
Harston Mfg. Co., Goshen, Ind.	2.85
Mich. Bell Tel. Co., Grand Rapids	.60
Nov. 24. We have to-day received the schedules, reference and adjudication in the matter of Fred Gilmer, individually and trading as Sportman's Den, Bankrupt No. 4318. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedule shows assets of \$319.66 with liabilities of \$1,872.18. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:	
City of Grand Rapids	\$ 42.85
Abbie & Imbrie, New York	284.08
Burton Heights Fuel Co., Grand R.	5.00
Butterworth Hospital, Grand Rap.	89.45
Bell Telephone Co., Grand Rapids	21.45
Horace Beecher, Grand Rapids	31.00
Blodgett Hospital, Grand Rapids	18.65
C. G. Baisch, Grand Rapids	9.41
C. C. Cline, Grand Rapids	163.65
Dr. B. R. Corbus, Grand Rapids	2.85
Cattaraugus Cutlery Co., New York	4.00
Cook Tire Co., Grand Rapids	16.80
Dnison Dykema Hdwe. Co., G. R.	7.50
Forbes Stamp Co., Grand Rapids	5.40
Foster, Stevens Hdwe. Co., G. R.	79.52
G. R. Lumber Co., Grand Rapids	25.98
Grav Beech Cigar Co., Grand Rapids	9.38
Goldner Sales Co., Grand Rapids	85.00
Horrocks Ibbotsons Co., Utica, N.Y.	57.51
Thomas Holwerda, Grand Rapids	26.00
John J. Hildebrandt, Lokansport, Ind.	41.20
Hoover Bros. Co., Washington, D.C.	32.50
Press, Grand Rapids	21.00
Philbrick Hardware, Grand Rapids	21.40
R. M. Shivel, Grand Rapids	24.70
Dr. Smith & VandenBerg, Grand R.	35.00
Shakespear Co., Kalamazoo	76.70
Strong Electric Co., Grand Rapids	160.50
Timmer & Tepper Hdwe., Grand R.	333.00
Union Specialty Works, Boonesville, N. Y.	15.10
W. D. Vandecar, Grand Rapids	28.00
Ward & Schopps Printing Co., G. R.	6.00
Wood Bros. Garage, Grand Rapids	7.50
Dr. H. C. Wolf, Grand Rapids	60.10

Nov. 18. On this day was held the first meeting of creditors in the matter of Harry L. Grummet, Bankrupt No. 4244. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. One claim was proved and allowed. No creditors were present, but one was represented by attorney J. C. Youdan. No trustee was appointed. The bankrupt was sworn and examined without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Kerston Radio Equipment, Inc., Bankrupt No. 4248. The corporation was present by its president and represented by attorney Charles H. Farrell. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt's president was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Ralph C. Shumway, Bankrupt No. 4305. The funds have been received and the first meeting of creditors has been called for Dec. 15. In the matter of Virgil Morris, Bankrupt No. 4314. The funds have been received and the first meeting of creditors has been called for Dec. 15. In the matter of George Arthur Bartz, Bankrupt No. 4303. The funds have been received and the first meeting of creditors has been called for Dec. 15. In the matter of Calvin Pacher, Bankrupt No. 4302. The funds have been received and the first meeting of creditors has been called for Dec. 15.

In the matter of Abram N. Shook, doing business as A. N. Shook & Sons, Bankrupt No. 4317. The first meeting of creditors has been called for Dec. 12. In the matter of Abram N. Shook, doing business as A. N. Shook & Sons, Bankrupt No. 4317. The sale of assets has been called for Dec. 16 at the premises formerly occupied by the bankrupt, 405 Jefferson avenue, S. E., Grand Rapids. All the stock in trade will be sold, consisting of groceries, scheduled by the bankrupt at \$502.78, together with furniture and fixtures used in said grocery business, scheduled by the bankrupt at \$2,219.85. All parties interested in such stock should be present at the date and time above stated.

In the matter of Alvin L. Jackson, Bankrupt No. 4299. The funds have been received and the first meeting of creditors has been called for Dec. 12. In the matter of Garret Van Alsbury, Bankrupt No. 4304. The funds have been received and the first meeting of creditors has been called for Dec. 12.

In the matter of Rockaway Chan & Oyster House, formerly known as Vienna Lunch, a co-partnership, Bankrupt No. 4312. The first meeting of creditors has been called for Dec. 12. The sale of assets has been called for Dec. 16, at the premises formerly occupied by the bankrupt, 76 Market street, Grand Rapids, all the furniture, fixtures, tools, machinery and equipment will be sold, all used in operation of a lunch room and lunch counter, appraised at \$1,245.75. All interested in such sale should be present and the date and time above stated.

Nov. 28. We have to-day received the

schedules, reference and adjudication in the matter of Kathryn Barnett, Bankrupt No. 4320. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$10,024.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Louise S. Chandler, Grand Rap.	\$8,000.00
Wm. G. & Clara L. Patterson, Grand Rapids	1,500.00
Travis, Merrick, Johnson & McCobb, Grand Rapids	524.50

Nov. 28. On this day an order for the payment of expenses of administration, preferred and secured claims was made in the matter of Kalamazoo Sanitary Manufacturing Co., Bankrupt No. 4215, the trustee having heretofore filed his first report and account.

In the matter of Sol Jacobs and Hyman Adelberg, individually and as copartners as New York Outlet, Bankrupt No. 2852, the trustee has heretofore filed his final report and account, and a final meeting of creditors, as adjourned, was held Sept. 2. The trustee was not present, but represented by attorneys Hilding & Hilding. No creditors were present or represented. The bankrupts were not represented. Claims were proved and allowed. An order was made for the payment of expenses of administration and for a supplemental first dividend of 5 per cent. and a final dividend of 1.2 per cent. 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.

Nov. 28. On this day was held the final meeting of creditors in the matter of Calvin E. Wenger, doing business as Wenger Bowling Alleys, Bankrupt No. 4112. The bankrupt was not present, but represented by attorneys Corwin, Norcross & Cook. Creditors were represented by attorney G. A. Wolf. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order for the payment of expenses of administration, as far as the funds would permit, was made. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

The Tercentenary of Cinchona.

Few drugs that are employed by the physician of to-day have a history of therapeutic usefulness that reaches back through the centuries, comments the Journal of the American Medical Association. This medical dignity can be claimed proudly by quinine and its companion alkaloids of the cinchona group. The barks of various species of Cinchona and Remiji (Cuprea) contain a considerable number of related substances, among which twenty or more have been isolated and described. They seem to resemble one another in their chemical and pharmacologic properties. The best known representatives are the alkaloids quinine, quinine, cinchonine and cinchonidine. To thousands of persons quinine has become a household word rather than a scientific curiosity. Generations of physicians have depended on quinine or products that contain it for help in the management of disease.

The cinchonas are natives of Western South America but are now cultivated in India and Java. The exact date of the introduction of the use of cinchona bark into medicine is somewhat uncertain. According to Cushny it seems questionable whether the virtues of the bark were known by the native Indians before the invasion of the Spanish. Its introduction into medicine dates from about 1630; hence the international celebration held at the Missouri Botanical Garden in St. Louis, Oct. 31 and Nov. 1, to commemorate the three hundreds anniversary of the discovery.

See Price Criticism Unjustified.

Retailers are growing decidedly restive under the continued criticisms emanating from some quarters relative to delay in adjusting retail quotations in line with lower wholesale prices. Store executives feel that these criticisms are not only unjustified but are actually working harm by affecting the development of seasonal and holiday purchasing. In at least two comprehensive surveys, it was added, retail prices are shown to have gone down from 19 to as much as 28 per cent. as compared with a year ago.

Unless we can discipline ourselves we must pay someone to do it for us.

BANKRUPTCY AUCTION.

Retail Variety Store

By order of the United States District Court for the Western District of Michigan, I shall sell at Public Auction on,

FRIDAY, DEC. 5, 1930.

At 2:00 P. M. Central Standard Time. The assets of

MABEL BARNUM, Bankrupt.

At the premises

Stanton, Michigan.

The stock consists of: STATIONERY, NOTIONS, GIFT GOODS, DRY GOODS, LADIES' and CHILDREN'S CLOTHING, APPAREL and ACCESSORIES, DISHES, CROCKERY and TOILET ARTICLES TOGETHER with attendant fixtures.

All sales are for cash and subject to immediate confirmation by the referee. All checks must be certified.

ABE DEMBINSKY,

Court Auctioneer,

1225 G. R.-National Bank Bldg.,

Grand Rapids, Mich.

HON. CHAS. B. BLAIR,

Referee in Bankruptcy.

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 TO BUY—Grocery or general store. Address No. 360 c/o Michigan Tradesman. 360

A RELIABLE FIRM—With sales organization, wants to represent RELIABLE COMPANY in this territory. 404 Murray Building, Grand Rapids, Mich. 361

For Sale—On account of death of owner, a stock of men's and boys' furnishings, groceries, novelties, and fixtures. \$3,000 will take the outfit. Mrs. E. A. Lyon, Bloomington, Mich. 358

Business For Sale—Stock of men's and boys' clothing, hats and furnishings, also store fixtures, in one of the best cities in Central Michigan. Also six-year lease of building the rental of which is less than two-thirds that of adjoining property. Failing health reason for selling. Splendid opportunity for young man. Address No. 359, c/o Michigan Tradesman. 359

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

I OFFER CASH!

For Retail Stores—Stocks—Leases—all or Part. Telegraph—Write—Telephone

L. LEVINSOHN
Saginaw, Mich.Telephone Riv 2263W
Established 1909Do You Wish To Sell Out!
CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich

Phone Federal 1944.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

The LaSalle Hotel here has been re-named the Detrolter, William J. Knott, president of the Knott Corporation of New York announces. The Detrolter becomes the thirty-sixth hotel in the Knott chain and is the farthest Knott operated hotel West of New York. It contains 750 rooms. The hotel is the second in the Knott chain to take the name of the city of its location, the first being the Pittsburgher in Pittsburgh. The corporation, the announcement states, has high hopes of making the Detrolter a representative hotel of the city of Detroit as well as an outstanding hostelry of the chain. Former Governor Alfred Smith, of New York, is a member of the corporation's board of directors.

A voluntary petition in bankruptcy has been filed in the U. S. District Court here by Meyer Becker, individually, and operating as the Liberty Upholstering & Furniture Co., listing assets of \$4,913 and liabilities of \$16,275.

An amended offer of composition to all creditors, except those entitled to priority of 27½ per cent. cash, has been filed by Sax, Inc., retail women's ready to wear, 1438 Farmer street, in voluntary bankruptcy.

A composition offer of 20 per cent. cash has been accepted by creditors in involuntary bankruptcy proceedings against Frumin Bros., retail dry goods, 7500 Michigan avenue. Assets are given as \$11,506 and liabilities \$25,399 in schedules filed in the U. S. Court here. Creditors with unsecured claims of \$500 or more are: Bridgewater Workers' Co-operative Ass'n., Bridgewater, Mass., \$618; Edson, Moore & Co., Detroit, \$4,126; R. H. Lane Co., Toledo, \$1,025; U. S. Hat & Cap Co., Cleveland, \$848; L. Wargon, Detroit, \$605; Dr. Halbshtein, Detroit, \$750; David Frumin, Detroit, \$675; Hyman Kessler, Detroit, \$500; Sam Wittus, Detroit, \$500.

An order for sale of assets to the appraised value of \$2,347 in merchandise and \$657 in fixtures has been filed in involuntary bankruptcy proceedings against Rose-Root, Inc., Book building, women's ready to wear. Assets are given as \$16,110 and liabilities \$27,228 in schedules filed in the U. S. Court here. Creditors with unsecured claims of \$500 or more are: Bennett & Effross, New York, \$553; Book Estate, Detroit, \$6,454; Bramber Gowns, New York, \$550; Max Greenberg & Co., New York, \$888; Max Greenfogel, Inc., New York, \$758; Doris Reid, New York, \$3,446; Jack H. Roberts, Chicago, \$555; Phillip Salkin, New York, \$554; J. L. Hudson Co., Detroit, \$556; Alfred Roseroot, Detroit, \$6,950; E. H. Jacobson, New York, \$1,078.

Recent Business Information From Ohio.

Kenton—Ralph E. Pugh, president of the Kenton Mercantile Co., announces that the corporation will own and operate the Miller shoe store on the North side of the square. The Miller shoe store has been in continuous operation here since June, 1858, a

period of seventy-two years, by five generations of one family. Henry J. Miller, present owner of the shoe store, announces that he will retire from business.

Toledo — Ross Scorziell, bedding manufacturer, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing assets of \$6,521 and liabilities of \$13,441.

Cincinnati—Berg Bros., also trading as Better Pants Co., and Tu-Pants Co., 248 West Fifth street, schedules assets of \$853, of which \$727 is open accounts. Liabilities are \$10,245, all unsecured.

Youngstown—Nathan N. Wolins, trading as the Tapestry Shoppe, upholstering, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$6,778 and assets of \$848.

Cleveland — David Rabinovitz, dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing assets of \$1,500 and liabilities of \$1,844.

Ashland—John Milton Stockwell, 57, Ashland merchant, manager and secretary-treasurer of the Home Co., department store, is dead after a week's illness of pneumonia. He had been identified practically all his life with department store merchandising and was prominent in local civic affairs. All Ashland stores remained closed in his honor during the funeral.

Defiance—E. G. Hopper, 53, manager of the Defiance department store, is dead from injuries received when his automobile was struck by a train at Middletown. He had long been identified with retail merchandising.

Rickwood—Robinson & Wilkins Co., dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court, listing liabilities of \$15,471 and assets of \$2,315.

Barberton—Samuel and Phoebe Sabetay, a partnership, trading as the Vogue Shoppe, filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland. Samuel Sabetay lists assets of \$5,277 and liabilities of \$32,903. Phoebe Sabetay lists assets of \$13,677 and liabilities of \$32,453.

Newark—Frank Christian, 60, retired merchant tailor, is dead here as the result of an automobile accident, near Albion, Ind. He had been identified with local business for several years. Burial will be in Newark, Ohio.

Toledo—Rose Louise Arnold, manufacturer of canvas goods, shop caps, etc., trading as Arnold Mfg. Co., filed liabilities of \$4,790. Creditors of \$500 or more: Security-Home Trust Co., Toledo, \$600; Baumgardner & Co., Toledo, \$516. Assets total \$1,143, and consist of canvas goods, aprons, sweaters and gloves, \$350; machinery, \$300, and accounts receivable, \$393.

Cincinnati—Samuel Fershtman, retail general merchandise, 2618 Vine street and 3102 Harvey avenue, schedules assets of \$5,435, of which \$3,750 is stock in trade and \$1,500 machinery, tools, etc. Liabilities are \$20,021, of which \$6,959 is unsecured, \$1,500 secured, and \$11,562 notes and bills which ought to be paid by others.

MUSICAL GIFTS BRING GREATEST AND MOST LASTING JOY

Everything in the Realm of Music at the House of Grinnell.



It costs so little to buy a lifetime of happiness!

Christmas... *would be*
SUCH A SPLENDID TIME
TO ENRICH YOUR HOME

with a **Grand Piano**

Never a Christmas that meant so much . . . that held such Joy . . . as would this, with a fine grand piano the Christmas home-gift. Giving new beauty, new completeness, new richness to the home . . . continuing the happiness this Christmas day would hold into all the future days

In the immensity of our stock . . . the recognized leadership of the instruments of our line . . . the wide range of prices . . . the outstanding value . . . the liberal terms we gladly arrange . . . are buying advantages of very great importance to you

Beautiful New Grands
\$495, \$545, \$645, \$785 etc.

Our Honor Roll of Famous Pianos

STEINWAY, SOHMER, VOSE, WEBER
STROUD, STECK, DUO-ART GRINNELL
"Michigan's Leading Music House"

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Adrian, Ann Arbor, Bay City, Birmingham, Flint, Grand Rapids, Hillsdale, Jackson, Kalamazoo, Lansing, Muskegon, Monroe, Pontiac, Port Huron, Saginaw, Traverse City, Wyandotte, Lincoln Park, and Ypsilanti, Mich. Toledo, O.; Windsor, Ont. Eight Detroit Branches.

HEKMAN'S

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



*First
and
Last*

HEKMAN Crackers
appetizing, fresh,
nourishing, companions
to the first dinner course



**HEKMAN Cookie-
Cakes**, a selection
of tasteful and
appropriate dainties
for the last course
of the dinner.



Hekman Biscuit Co.
Grand Rapids, Mich.

CARE, CAUTION AND COURTESY

Shifting Risks in Industry To New Occupations.

Have industrial accidents decreased? Yes and no. Yes; if we consider only those hazards that were of prime importance ten years ago. No; if we include the hazards that have arisen since that time.

In the more hazardous industries, where there has been an intensive safety campaign, the results have been fine.

The motor vehicles and the airplane have brought new hazards. It is time that industry as a whole—not only a few far-sighted, efficient business organizations—takes the same or similar means that were used in preventing factory and shop accidents and apply them to the motor vehicle problem.

In spite of the safety work which is being done by some of the larger employers of automobile and truck drivers, the deaths and injuries from motor vehicle accidents are on the increase, not only in the total number, but there is also a decided increase in the motor vehicle deaths for one hundred thousand population, excluding collisions with heavier vehicles. The deaths per one hundred thousand cars registered has been climbing since 1926, until it is now higher than it has been since 1923.

It is estimated that in California, during the year 1929, automobiles, trucks, tractor steam rollers, and airplanes were responsible for at least 20 per cent. of all the industrial fatalities.

If we add the fatalities from railroad operations (excluding railroad shops), those due to teams, horses and farm vehicles and maritime causes, we will account for more than 35 per cent. of all industrial fatal accidents.

What are we going to do about it?

The motor vehicle act requires certain lights, brakes and windshields, and the driver must have an operator's or chauffeur's license. Assume that all are in order, will they stop all accidents? Decidedly no.

Every employer having one or more drivers should adopt a set of operating rules and insist that each driver follow those rules. If the rules are reasonable, the driver should be much in accord with them. They are for his protection, as well as for the protection of other persons, and the truck or automobile.

The employer should first study his own problem, ascertain the causes of his accidents, and then investigate the methods of other employers who have been successful in reducing their traffic accidents. He is then in position to take the experience of others, modify them to his own needs and start his safety campaign.

Safety committees of drivers, safety classes, penalties for accidents, awards for no accidents, emblems of safe driving to be placed on trucks driven by men who have gone a specified time without an accident, are a few of the various items used in this work.

There is nothing difficult about driving a motor vehicle in a safe manner, provided that the "other fellow" is also

a careful driver. Remember that, except to yourself, you are the other fellow.

It is the men behind the wheel that can stop the accidents. There are some accidents that appear to be in no way the fault of the driver, yet many drivers have records of years of service without an accident. If it can be done by some drivers, it can be done by others and, unless the driver will do his part, he should not drive.

The employer has a very definite responsibility, moral as well as financial, and unless he is willing to assume it he should not have the privilege of using the streets and highways in his business. He cannot expect a driver to be a careful driver, if the equipment is not kept up, or if the driver is expected to "step on it" in order to get the work done.

It has been said that speed in itself is not a large cause of accidents. If that is so, why is it that a fleet of electric trucks can be insured against public liability at a much smaller premium than could be a similar fleet of gasoline-driven trucks?

In California, airplane deaths have increased from twenty-seven in 1920 to ninety-two in 1929, and the total number of such deaths for the ten years was three hundred and seventy-one. The number of these deaths that were industrial is not given, but in one airplane accident this year in California there were ten industrial deaths.

This is just one more problem that is presented to the industrial accident commission. New hazards are presented as old ones are removed.

In general, traffic accidents, on land, in the air and on the water are not due to faulty engineering design or construction, but to the human element involved in their operation.

The direct financial loss to the insurance companies—by the way, where do the insurance companies get the money to meet the bills?—for settling thousands of claims in which there is no question of personal injury, is enormous.

A truck backs into a door, scrapes a fender pulling away from the curb, hits the car in front of it when stopping at crossings—these cost money, although they seem of little importance. Yet every one is an indication of lack of care on the part of the driver.

Suppose you forget the other fellow for a few moments and analyze your own method of driving a motor vehicle. Can you honestly say that you are as careful as you should be?

When you start out in your motor vehicle, automobile or truck, how far do you go before you try your brakes? Do you know that your tires are in good condition?

Do not lay all the blame for accidents on the other fellow. Know that your car is mechanically right, drive with due respect toward others, and always have your car under perfect control.

Remember that many accidents are the result of a momentary cessation of care, caution and courtesy.

C. H. Fry.

It costs nothing to be civil.

Century of Progress of Women Towards Self-sufficiency.

When the next glorious Fourth approaches with its connotation of American independence another ringing of the Liberty Bell will seem in order, to sound a plea for greater freedom for women in Uncle Sam's realm.

Great changes have come in the status of women during the decades since Betsy Ross fashioned by hand the first banner of stars and stripes up to the present time when hundreds of women stitching at factory power-driven machines are turning out thousands of American flags yearly.

Rapid and radical innovations in production, transportation, and communication have inevitably transplanted women from spinning wheels by colonial firesides to all kinds of jobs in modern offices and factories. A corresponding widening in women's outlook and interests has been a natural result.

The old foggy sighs for a by-gone era with its clinging vine types of femininity and prophecies ruin for the race with such great numbers of women working for pay outside the home. That he is wrong, scientific studies of women wage earners reveal.

Women in the United States to-day can boast of more independence and opportunity than those of any other country or period. Never before in the world's history have girls and women been so sane, capable, and healthy as in the present decade. Their list of activities and accomplishments lengthens with each year.

Nor with their economic independence so recently acquired and so highly prized have women ceased to be feminine. They are still eager to be the home makers, wives, and mothers of the race as the marriage and birth records prove.

And yet we are forced to join the old foggy in a few justifiable croaks. Women's occupational progress appears at first glance as a romantic symbol emblazoned with golden opportunity, but the reverse side of the shield shows a gray and depressing picture.

Although women have proved themselves capable of doing well practically every type of work that is performed by men, they still do not have the same opportunity for employment and advancement as do men. Women are still handicapped by prejudices which linger in the minds of many people, a hangover from the days of hoop skirts and spinning wheels and as great a misfit in the present economic era as such antiquated relics.

These same prejudices shackle women in their employment, allowing them to go just so far, and only a little farther if they can exercise super-human endeavor.

Plenty of irrefutable facts can be marshaled from labor reports to prove that equal pay for equal work is more of an ideal than a reality, and that the double wage standard is not a myth but a fact.

In too many instances men get the pick of the jobs and women take what is left, although often equally as well qualified as the men to be top notch-

ers. A much smaller proportion of women than of men in industry are engaged in skilled labor. Or take the professions, which women, it is true, are now permitted to enter freely; but their careers therein are checked by many taboos.

However, a look backward to the young-ladyhood days of our grandmothers—when a college woman was a blue stocking, a woman lawyer a curiosity, and a woman doctor a monstrosity—not only stresses women's great progress so far but inspires faith in future achievements.

Change in economic status has given women greater independence and self-assurance but has brought them increased economic responsibilities in the form of dependents.

Despite this indisputable fact, women are not in so strong an economic position as are men. Women are not so well organized. Consequently their wages are lower and their hours, in many instances, longer than men's.

Enacting the double role of home maker and wage earner, so many women workers have neither the time nor energy to improve their own lot. They need a helping hand to remove handicaps and lighten hardships.

They need jobs made safe and sound through fair pay, short working hours, comfortable and sanitary work places, health precautions, accident prevention, and other standards advocated by the Federal Women's Bureau.

Mary V. Robinson.

Appointment of State Judges.

At the last session of the Michigan Legislature a joint resolution was introduced proposing an amendment to Constitution to permit appointment of judges of all courts of record for life.

While the resolution was not adopted, it received much favorable comment throughout the State, and the time is not far distant, in my judgment, when some change of this nature will be brought about.

The office of circuit judge should be an appointive one, but, in order to eliminate appointments which spring from political considerations, I believe the members of each local bar association should have some voice in the selection.

My suggestion is that upon a vacancy occurring in any circuit, the law should provide for the sending of ballots to every member of the local bar association by the county clerk, who would be charged with responsibility for canvassing the vote and reporting to the Governor the names of three nominees who received the highest number of votes. The Governor should be limited in his choice to one of such nominees.

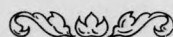
This would place the power in the hands of each local bar association to select the best qualified attorneys for the position, and give the Governor some latitude in making the appointment. No one is better qualified to judge the qualifications of an aspirant for the bench than the members of his local bar association, and this method of selection would eliminate all political consideration in every judicial appointment.

Glenn C. Gillespie.

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2. Defective chimneys and flues
3. Overheated stoves, furnaces, boilers, etc.
4. Electric wiring and appliances
5. Spontaneous combustion
6. Sparks on combustible roofs.

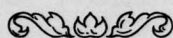
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MANUFACTURED WEATHER.

Marvelous Changes Wrought By Modifying the Temperature.

Let me take you for just a moment to one of the busiest spots in Washington—the office of President Hoover in the executive wing of the White House. In midsummer this used to be one of the very hottest places in the District of Columbia. But it has experienced a startling change. To-day it is very pleasant—thoroughly delightful, in fact—as befits the high-pressure activity that goes on within those walls. "How has this transformation been effected?", you may ask. By cooled and conditioned air — "manufactured weather." That is just a single illustration of the highly significant advance of a vigorously progressive American industry and business.

I believe it was Mark Twain who once remarked that "everybody is always talking about the weather—but nobody ever does anything about it." That observation still holds true for the hot or cold conditions of the great outdoors, although I read just the other day about a slightly implausible project to lower the temperature of certain African colonies through the medium of titanic electrical contrivances.

In the modifying and controlling of our "indoor weather," it was always a one-way proposition in the past. We could make it warm in cold seasons, but when the torrid days arrived we had to resign ourselves to being "hot and bothered." We had to "take it and like it." We could simply mop our

fevered brows — swelter and bake — swing (or switch on) fans—and try intelligently to cultivate a philosophic calm.

But within the past few years, as all of you are well aware, engineers have begun to refute Mark Twain's satirical assertion by going ahead and "doing something" about this indoor weather during the summer months. The art, the science, and the business of refrigeration have been advancing recently with giant strides. I want to tell you, briefly, about some of the phases of that growth. Let us look, first of all, at this fascinating thing called "manufactured weather."

We find "manufactured weather" in motion-picture theaters, department stores, and other places where people congregate; and in July and August it is generally a great relief to enter one of these retreats for a few hours of genuine relaxation. One of the best known of these installations is in the Capitol Building at Washington.

The strictly commercial aspects of "cooling for comfort" are interesting I think. Manufactured weather in a theater can be furnished at a cost of about 2 cents per seat per performance, and the public seems more than willing to pay that equivalent of a postage stamp for this added comfort.

Manufactured weather can be furnished in restaurant or cafeteria at a cost of not over 2 cents per meal (an exceedingly cheap form of advertising and "patronage-appeal!"). In large offices atmospheric conditions can be controlled at a cost of 1 cent per man-

nour, and it certainly seems probable that human efficiency under controlled conditions of temperature and humidity would more than justify the cost of arranging for these more comfortable surroundings.

In the old days our textile industry had to hunt humidity; now it can make it. In a knitting mill the cost of air conditioning amounts to about one-half cent per pair of hose produced; and not only is human comfort enhanced but business experience has proved that the capacity of the plant can be definitely increased, because in controlling the moisture content of the air we also control the tendency of the fibers to curl and twist about. So we get a better product, and more of it, through the use of "manufactured weather." In a cotton mill the cost of such control is less than half a cent per loom-hour. It is estimated that the application of temperature-and-humidity control in American industries now results in savings in excess of \$15,000,000 a year.

Artificial skating-rinks are one of the truly picturesque achievements of modern refrigeration. And the experts in that field tell me that such rinks are increasing in popularity to an astonishing extent, with very promising prospects of big expansion in the future. In the old days, skating and hockey were exclusively outdoor affairs, generally to the accompaniment of biting blasts, nipped noses, and the menace of an icy drenching. Now we can have them in any hall that is appropriately equipped, and tens of thousands of

spectators can sit in cosy comfort. When the sport is over, the ice is speedily removed. Another tribute to man's ability to master his environment and mould it in accordance with his will!

It was not so many years ago that we drank brackish water, and mother hung the butter and meat down the well to keep them cool. Then the next stage was where ice was harvested in winter, stored in crude buildings (packed in sawdust), and taken out from time to time as the hot season advanced. Altogether, that was a distinctly primitive operation — yet we must not forget that in the early days of our national life the promoters of that ice business in New England were so enterprising that they exported ice halfway around the world in the famous old clipper ships, to the hot country of India.

About 1880, some fifty years ago, manufactured ice reached a commercial stage. At that time there was much misgiving as to whether ice could be manufactured cheaply enough to compete with a product furnished gratis, and in great abundance, by Mother Nature. And there was plenty of people who considered it unnatural to shock the system with cold refreshments; dire forbodings were voiced with regard to the consequences we would suffer if we indulged too freely in cold drinks and cold foods.

Be all that as it may, we in this country have been indulging more and more liberally in these chilled refreshments, with the result that we use four

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Branch Jobbing House at Petoskey, Mich.



Receivers and Jobbers of Fruit and Vegetables

Carlot Shippers of

"Vinke" Brand Michigan Onions and Potatoes



AN OLD AND DEPENDABLE PRODUCE FIRM . . . NATIONALLY KNOWN

times as much manufactured ice per capita as we did in 1914—the curve is still going upward—and we have not died off yet.

Probably the commonest illustration of development in the refrigeration industry is the household mechanical refrigerator. Perhaps you do not recall that the first of these was made as recently as 1914, and it required ten years, or until 1924, to sell ten thousand of these units. But at the present time ten thousand of them are absorbed by the American buying public in four days. Six hundred and thirty thousand such sets were sold in the year 1929.

In the newer machines of this sort, provision is made to maintain various temperatures in different parts of the refrigerator so that berries and vegetables may be chilled but not frozen, while elsewhere water may be frozen, not merely chilled. In these newer units it is claimed that ice cubes can be frozen in less than eighty minutes. Thus the producers are called upon to measure up to ever-higher standards; the machine builders are required to manufacture with ever-increasing precision. The manufacturer of one of these sets reports that certain parts are kept within a "tolerance" of 2/10,000 of an inch—that is to say, about one-twenty-sixth of the thickness of a piece of tissue paper, an accuracy probably much closer than is required in the production of an ordinary automobile (in fact, it is really getting into the "watch-making" class).

Electric and gas refrigeration still finds a vigorous rival in the older type of refrigerator and the artificial ice manufactured by so many companies throughout the country. There is a good example there of the admirable effect that competition often has. The ice companies realized at once that sharp competition has developed, containing the acute possibility of danger to their interests. So most of them have been stimulated to a new activity, becoming more alert and energetic. They have undertaken research. They have improved their customary functions, striving to obviate such features as were considered disadvantageous or a basis for complaint. They have spent large sums of money in educating the ice man to render prompt, courteous, and efficient service.

The ice companies have been showing a keener interest in the firms that manufacture ice refrigerators, the latter, in turn, have "got busy" and increased very materially the refrigerating efficiency of their output.

And all this has put the mechanical-refrigeration people "up to their toes" in even keener enterprise—trying to bring their own products constantly nearer to perfection. It is a salutary rivalry, in which there is evidently "room enough for all," and we consumers of refrigeration benefit.

And more freely used is the so-called "dry ice" which has lately been introduced. Occasionally you will find an ice-cream store advertising that, with a container equipped with an appropriate charge of this "dry ice," it is possible to take ice cream on a 12-hour

trip and still have it satisfactorily firm. This "dry ice" is frozen carbon dioxide, with which we all became acquainted in our physiologies.

Water freezes at 32 degrees Fahrenheit, and ice may be safely handled in the bare hands without serious consequences, although under certain conditions it may result in discomfort. But carbon dioxide freezes at 112 degrees Fahrenheit below zero, with the result that, if "dry ice" is handled in the bare hands, injury is almost certain to result; and such are our inconsistencies of phrasing that in the trade these are referred to as "dry-ice burns."

One of the difficulties that is being experienced in developing commercial uses for dry ice arises from the fact that it is too cold, and unless carefully controlled will freeze the products with which it comes in contact. If you place a piece of beefsteak between two blocks of dry ice, in perhaps 20 to 30 minutes it will be frozen so hard as to break like a tile if you drop it on the floor. Truly an unusual misadventure for a beefsteak!

Our friends in the refrigerating industry are bringing out a number of other products, each with its own distinctive qualities—"carbice," "hydric," and "flakeice." Tomorrow it may be something else.

But one of the most important new applications of refrigeration appears to be the so-called "quick freezing." Heretofore we have felt that it required a temperature of 20 degrees Fahrenheit, or perhaps even zero, applied for, say, six hours, in order to chill beef or fish or other products placed in cold storage, and afterward these products were maintained at a temperature designed to prevent deterioration. It has also been observed that in freezing meat in this manner there was a loss of perhaps 5 per cent. in weight; and subsequently when the meat thawed there was a further loss of juices, which was taken as a matter of course.

But not long ago some of these learned laboratory experts got busy. In the production of sugar the size of the grain can be controlled by the length of time the sugar is left in the crystalizers. In other words, these crystals grow the more the process is prolonged. Similarly, it is now understood that if meat is frozen slowly, ice crystals in the meat are given time to grow and grow to such a size that they destroy the walls of the cells, making it possible for the juices to run away. If, instead of doing this, the meat or fish is suddenly subjected to a temperature of perhaps 50 degrees below zero, it is frozen so much more quickly that the crystals do not have time to grow and the cell walls are not destroyed. The result appears to be a greatly improved product—in fact, one that is substantially the same as the fresh product.

But a number of other considerations enter here. In order to freeze quickly, it is also desirable to have the meat or fish cut as required for final use; and so instead of having the whole fish or the whole beef quarter as a unit, we now have fish fillets, lamb chops, beefsteaks, or roasts cut while the food is

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OUR AIM

Is To Serve and Help the Retailer To Succeed. Unless We Succeed In This—We Will Not Be Successful.

perfectly fresh, and then frozen quickly and sharply, in which state it can be preserved for months (in fact, indefinitely), and yet when you thaw it out it is practically as good as in the original state.

Since these products are now cut into such small dimensions before shipment, we discover that we have a number of very important savings for the bones and other waste parts. Instead of being merely a nuisance to the housewife, and wasted as they formerly were, these waste pieces, are now converted into merchantable products at the factory. Also, you can ship perhaps three times as many fish fillets in a given refrigerator car as was previously possible. Having such a large bulk of frozen fish in a car means that it can travel much farther without damage (even without thawing around the car doors); and for really long journeys the car needs to be re-iced much less frequently. The new process is of special importance in the fishing industry, because it affords the people of inland towns the opportunity of obtaining salt-water and fresh-water fish, in practically fresh condition, transported from distant places.

You can even ship these products by parcel post. By using a special container, not too expensive or elaborate, but resembling more or less the ordinary corrugated fiber box, it is possible to ship frozen lamp chops, fish fillets, or lobster by mail for distances of several hundred miles and yet have these products solidly frozen when they reach their destination. This, at

least, appears to be something new under the sun.

But the business end (apart from these technical phases) of this industry is far from being perfected as yet. Many problems remain to be solved before this whole program can be made of maximum value to the public. Methods are now being studied in order to determine how these frozen fish fillets, beefsteaks, lamb chops, roasts, and the like can be carried through the wholesaling and retailing operations and finally placed in the hands of the housewife in perfect condition. Experiments having been conducted at Springfield, Massachusetts, which have proved most interesting and apparently justify the conclusion that, in the near future, housewives all over the country will have offered to them an entirely new, yet old, product—that is to say, the old product in a new and improved condition.

It is still too early to say very much regarding the possibilities of handling fruits, vegetables, berries, melons, and the like, by this new process. Some experiments have been most encouraging; in fact, in the Springfield experiments one of the articles that has commanded most attention is fresh spinach.

The consumption of fresh vegetables, fresh berries, especially out of season, could be enormously increased to the advantage of our farmers if some such method as this quick freezing process could be developed that would enable the housewife to secure an acceptable product at a satisfactory price. Think what this will mean in

attacking that perennial problem of the surplus of farm perishables!

For these reasons I believe that this progress in the refrigerating industry may prove to be of the greatest importance to our entire population—the farmer as the producer, the city dweller as the consumer.

I think that you would be amazed (as I was) if you could look at the list of industries that employ refrigeration to-day. How many such industries do you think there are? No fewer than two hundred and twenty—and they range from hat making and corset manufacturer to the use of carbon-dioxide snow for the removal of birthmarks; from mushroom culture to piano manufacture; from chewing gum to snuff; and from the manufacture of matches to the prolongation of animal hibernation (for silk worms, lady bugs, and such). Those, of course, are merely some of the more unusual uses; I need hardly speak about the bakeries, carbonated beverages, great cold-storage plants, creameries, dairies, oyster handling, pickling works, refrigerator cars, sausage making, yeast manufacture, and so on.

Refrigeration has varied uses in the oil industry. The manufacture of lubricating oil—which you motorists now demand in such large quantities—requires the removal of natural paraffine and other waxes, and this is accomplished most efficiently by refrigeration. Also, the condensation of casing head gas by means of refrigeration has added materially to the supply of high-grade gasoline available.

One of the novel and very important applications of refrigeration is for freezing quicksand and water to enable tunnels and shafts to be sunk through such precarious soils in foundation work, in mines and other places. Such shafts have been sunk as far as 1,500 feet by freezing a circular wall of ice ten feet thick through sand strata at the danger point.

All of the larger manufacturers of fur garments, and many of the smaller ones, have their places equipped with refrigeration machinery to safeguard the furs from being attacked by moths. Refrigeration finds an application in hospital experiments with those pesky little parasites that physicians call bacteria. A refrigerating machine is an absolute necessity for cooling the powder magazines on board our warships, being a factor in the prevention of disasters that might prove simply ghastly.

Work is constantly being done by branches of the United States Government (such as the Department of Agriculture and the Department of Commerce) for the benefit of the refrigeration interests, which are also very ably served by the American Institute of Refrigeration, the National organization which represents every branch of the industry.

It all forms a gigantic and varied activity—a vast and valuable business—springing from the successful human resolve (the typically American determination) to control temperature conditions.

Julius Klein.

Barclay, Ayers & Bertsch Co.

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**PIPE, VALVES, PUMPS, SINKS,
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Old Town Jail Sells For \$50.

"Sweet Auburn," the deserted village of Oliver Goldsmith, has an American rival in the sleepy hamlet of Sherman, lying twenty-five miles Northwest of Cadillac near the Manistee river.

To-day Sherman has only its memories of opulence during the saw mill days, two stores and thirty citizens in contrast to the 650 inhabitants who bustled about the business district of several blocks in 1880. Some of the memories are tragic, others amusing. In the latter category is the transaction of Reuben D. Frederick, Sherman's present justice of the peace, who as village president sold the jail a few years ago for \$50. The jail and court house, the latter now used as a school building, were Sherman's last vestiges of its position as the most important trading center between Manton and Traverse City. Once filled to overflowing with bibulous lumberjacks, the ancient jail was moved to the farm of Charles Hagen, its new owner, who used it as a cow barn. To-day it is abandoned.

Sherman sold the jail because it no longer could be used. The roof leaked and the rafters were tenanted by a colony of bats. The county seat had been moved to Cadillac about fifty years before. Four or five fires had wiped out most of the village, and a great deal of what remained was moved to other communities.

The initial bad luck of the ill-fated sawmill town occurred thousands of years ago when the glacier moved down from the North, carving out lakes and valley from what to-day is Northern Michigan. Had the immense ice sheet left a flat spot near the place where Sanford Gasser, timber and land speculator, laid the beginnings of Sherman in the '60's, history might have been more kindly.

In the late '70's, Gasser caused to be circulated hundreds of pamphlets telling of the wonderful stores in Sherman, of the three lawyers it had while Cadillac and Manton had none, of its skilled physicians, wide streets and excellent home sites. The population continued to swell and the village seemed to lie on a permanent foundation of prosperity and security.

The loss of the county seat in 1881 was a severe blow, for with it went many of the best families. The discouragement was forgotten, however, when it was learned that the Ann Arbor Railroad was pushing North to Frankfort. But instead of passing through Sherman, as everyone anticipated, the route extended three miles South of town, where soon arose the rival community of Mesick. That village drew the trade from Sherman.

Sherman vowed to have a railroad of its own, and a few years later offered the Manistee and Northeastern \$5,000 if they would extend their line to the village. After studying the locality, the railroad heads accepted the offer with the condition that the station be located a mile from the limits. The hilly character of the ground made it impossible for the yards to be laid nearer, they said.

A railroad a mile away was as bad as none at all, Sherman reasoned, as

it recalled the \$5,000. The tracks missed the village by enough margin to induce promoters to establish another community, Glengarry. With a large store, which contained a dozen clerks, a chair factory and a railroad that Sherman didn't get. Glengarry joined Mesick as a business rival. The promoter invited the Sherman merchants to transfer their stock to the new town, but they refused to move. Then came the fires.

"The first fire burned ten buildings, nearly half of the business district," Frederick revealed. "Eighteen months later, or in 1910, a blaze started on the other sides of the street, and the rest of the stores on this thoroughfare were consumed. Both fires aroused suspicion. Another destroyed the remaining store, which had been moved from a side street. Additional fires in the meantime levelled a saloon, millinery shop and another store building. Nothing was left but the residences, the court house and the jail."

Cutting Prices a Menace.

There are a number of evils in every industry. It seems they are almost inherent in the conduct of business. At least some business men seem to hold the opinion they are necessary. This is not only erroneous, but is not very far removed from being criminal. There should be a concerted effort to eliminate all elements that savor of evil, and one of these is price cutting.

The price cutter in any business is a menace. He is one of the obstacles that do as much or more than most other things to undermine, not only his competitor's business, but to injure his own in many instances. The man who cuts prices with the hope of increasing his sales is making a grave error. It is possible for a time to increase the volume of sales by this method. But the serious drawback to this procedure is that it acts very much like a boomerang. The come-back, and this is certain, very often hurts the price cutter more than anyone else.

In view of this one phase of the matter, does it pay to cut prices? There are other reasons why this practice should be done away with in every case. It is unfair competition, and it certainly leads to disaster, dissatisfaction, disappointment and demise—the latter in a business way. These are four buy "D's" that should be fought against. They spell ruin, and who wants to court this most unwelcome visitor?

Every man is entitled to a fair profit. Every distributor should feel that fair dealing, honest endeavor and persistent labor will bring their own rewards, and that by offering his customers only the best in high grade merchandise, there will be no reason for the excuse that by lowering prices the volume of sales will be increased and the profits multiplied.

Children Are a Compensation.

"My wife used to play the piano a lot, but since the children came she doesn't have time."

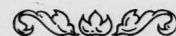
"Children are a comfort, aren't they?"

Sherwood Hall Co. Ltd.

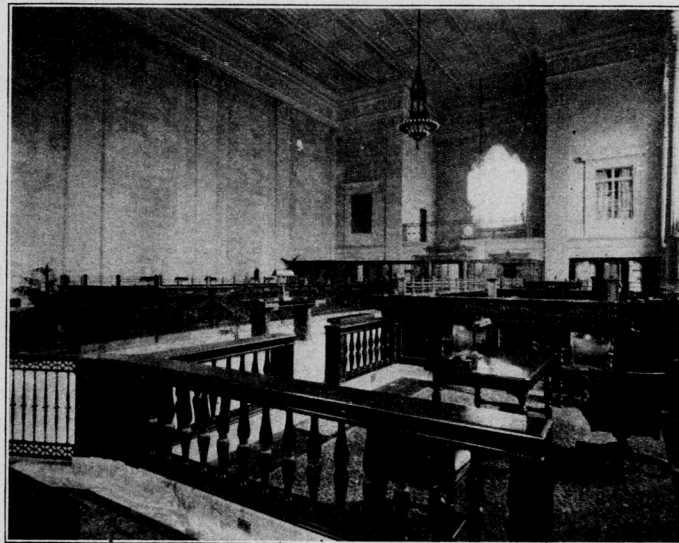
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DOROTHY DIX.

Highest Paid Woman Writer in United States.

[Dorothy Dix wrote the Woman's World department of the Tradesman every week for over twenty years, relinquishing her connection with the publication to conform to an exclusive contract she entered into with a New York publication.]

The Woman Who Laughs.

The announcement, recently made in a society journal, that a class had been formed in New York for the purpose of studying the art of laughing, will suggest to many people of refined sensibilities that a long-felt want is about to be filled, and they will cherish a lively hope that it will find many imitators throughout the length and breadth of the country. We are often told that God's crowning gift to mankind was the ability to laugh, but when we hear the shrill, mirthless cackle or the boorish guffaw that is so often made to do duty for laughter, we can but wonder if we shouldn't have been as well off, and a deal more peaceful if mankind had been left on the same plane with the other animals in this respect.

Yet how we should miss it if we had no laughter? It is the music to which the world dances and above all, in man or woman, is the one undisguisable, betraying characteristic touch of nature they can never hide. If a man may "smile and smile and be a villain still," a woman's smile is even more deceptive. No sensible person would ever attempt to judge a woman by her smile. It may mean anything or nothing. It may be her quick appreciation of an amusing incident or the bright herald of a joyous thought or merely a mask she holds up between herself and the world and behind which she sits impenetrably concealed. Many a woman has smiled to hide a broken heart, but she has never laughed. Laughter does not lend itself to deceit. It must bubble up from a spring of mirth or else it is fraud so palpable that even a child can tell it.

In the expressive slang phrase our laughter is "a dead give away," and this is even more true of women than men. No doubt one reason of this is because women, as a rule, laugh far less than men. When men get together they tell good stories and jokes. Women sit solemnly around and discuss their clothes and ailments. Men's love of a laugh even goes to the extent of playing idiotic practical jokes on each other; but no woman would expect to find any comedy in a practical joke of which another woman was the victim. Instead, she knows well enough it would be nothing but tragedy from start to finish and that she would have made an enemy for life.

Anyone who is rash enough to try to tell the average woman a funny story knows it is one of the most discouraging things in life. One-half of the time she doesn't see the point and the other half she looks at you with a weary expression that seems to say, "Oh, I see what you are driving at, and it makes me very, very tired."

Mark Twain used to say that he tried all his new jokes on his wife, and that when one of them made her smile he knew it was funny enough to convulse the rest of the world; and it will be generally found, I think, that anything that makes a woman laugh is genuinely, unroariously amusing.

Perhaps this is why women's laughter is apt to be so characteristic. Personally, I have a theory that there is no other thing that is quite so good a key to a woman's real nature as her laugh. Just take, for instance, the woman who laughs merrily and easily and heartily. You may depend on her every time for being a satisfactory friend—true, loyal, honest and considerate—such a one as it is a comfort to know and a pleasure to live with. She always sees the funny side of things, and you couldn't put her in such adverse circumstances that she

I were a man contemplating matrimony I shouldn't ask to see a girl's church letter or her diploma from the cooking school. I should simply listen to her laugh, and if she could do that honestly, heartily, infectiously, I should embrace the opportunity and take the chances on her other faults. I should know that she had too keen a sense of humor to run off with cranks and fads and too much perception of the ridiculous to expect a plain business man to go about posing in stained glass attitudes like absurd heroes in novels. I should also know that she would be capable, upon occasion, of looking at life from a man's point of view and sympathizing with it, and that she was a feminine philosopher who would make the best of everything, me included. All the schools in the world cannot teach that kind of woman anything about the

that makes the most hardened shudder.

The woman who "snickers" is of another type. This kind of laughter may not be catalogued in the dictionary, but every woman knows it. It is a little flicker of sound and it generally belongs to a woman with steely-looking eyes and thin lips and a general ability to "get there." She never laughs outright. She never laughs with people, but always at them. The things that strike her as amusing are always the little peculiarities of others and her laugh stings like a blow in the face. We all know her and fear her. The sweet young matron with no pretensions to be literary, but who is doing her honest best to make her club a success, looks up from the paper she is reading and, catching the wintry gleam of that "snicker," falters and grows miserable with dread. The young girl who has only a fresh, untrained voice, but who is singing some homely ballad with all her heart, hears the ghost of that laugh and stops suddenly, her pleasure all spoiled and her innocent enjoyment gone. At a crowded reception the hostess has only to hear one note of that malicious, hateful sound to know that her refreshments are being dissected and her decorations shredded. Beware of making friends with a woman whose laugh is a snicker. The day will surely come when she will turn upon you and rend you.

The woman whose laugh is cold and mirthless is generally insincere. It is a shallow little sound with no brightening of the eyes to bear it company. She laughs because she thinks it is the proper thing to do, and by the same token she chooses her friends in the same way, and with an eye single to what they can do to advance her interests. When she courts you, reflect on what she expects of you, by way of return. You can count on her belonging to the fashionable thing in the way of societies, that she will patronize the most fashionable church and that her theories will do credit to an angel. But you will seldom find her giving alms to the beggar at her back door or helping the poor creature who, all unworthy as she may be, is still hungry and cold and of one clay with us all. You can count on that part of the role being filled by some woman whose laughter and tears lie so close together she finds no difficulty in rejoicing and weeping with all who are happy or oppressed.

It is often said that a woman's greatest weapon is her tears. I don't believe it. In a little while we grow everlastingly weary of complaints and mourning, and the person who continually weeps is, as Mr. Mantalini used to say "such a demd damp, moist, unpleasant body" that we flee from her; but we never grow tired of brightness, of a brave, cheerful spirit that, however the world goes, still turns a gay face up to the sunshine and finds something to laugh about. No other charm equals that; no other spell can be laid upon us so potent; and in all sober earnestness, there is nothing better worth a woman's studying than the art of learning how to laugh.

Dorothy Dix.



Dorothy Dix.

couldn't extract a gleam of amusement out of it and a ray of sunshine for herself and others. Go on a journey with her and she doesn't leave a trail of lamentations as long as the railroad schedule behind her because the porter didn't devote his time exclusively to her or she couldn't regulate the hotels where she stopped. Get caught in a rain with her and she doesn't scowl at you like you were personally responsible for ruining her best skirt. Instead, she finds amusement in watching people crossing the street or her own bedraggled condition appeals to her mirth and her infectious good humor is like a rift in the storm. A bad cook or an incompetent servant doesn't reduce her to pessimism and tears. On the other hand, her amusing anecdotes of their shortcomings almost atone for overdone steak and underdone bread.

As a wife, she is incomparable. If

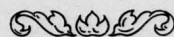
art of laughing; but if they can teach others that accomplishment the world will have reason to rise up and call them blessed.

This kind of laughing is not to be confounded with giggling. The woman who giggles is the greatest bore in the world. She is silly and shallow, and is the kind of friend who wears your affection out by her unreasonable demands, and who, when she finally gets married, leaves off giggling and goes to whining about everything that goes wrong. There is neither mirth nor intelligence in a giggle. Tell a woman afflicted with this malady something funny and she giggles. Tell her something sad and she giggles again. It is all the same to her. She only does it because somebody has been crazy enough to say she had pretty teeth or she has an idea that it seems fascinating and vivacious when in reality it is a ghastly travesty of mirth

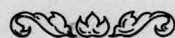
A House With A History



*1873-1930—Fifty-Seven Years of Successful Service
to the Drug Trade of Michigan*



We enjoy the courtesy of more visiting buyers than
any other Drug House in this part of the country



HAZELTINE & PERKINS DRUG COMPANY

Grand Rapids

MICHIGAN

Manistee

RAISING YOUTH TO MANHOOD.

How the Family System Progresses in Competency.

Children's needs are, I think, intelligently planned for in more homes now than a generation ago. Because the failures of the home are much more frequently taken to the courts does not mean that there was not wretched unhappiness in the old home, but that, for the children, a broken home is a great handicap. It is therefore a matter for congratulation that in only about one-third of the divorces granted are there children involved.

On the whole, I think parents approach home-making with more understanding of its fundamental values and their opportunities and obligations than they did a half century ago.

The fact that wages are higher in the United States than in other countries should not make us less concerned over American wage levels. A considerable proportion of the children in the United States are reared in homes in which the family income is less than one thousand dollars a year.

To make a one-thousand-dollar income provide a minimum standard of health, education and comfort for a family of five would certainly require the skill of a five-thousand-dollar person to expend it.

Infant mortality is higher as wages go down and twice as high among babies born to homes in which two or more persons per room live as in the least crowded homes. The social problems created by bad housing may be more serious than the health problems.

Planning, building and furnishing a home that will promote the welfare of children means consideration by the parents of the interests of children. It does not require the expenditure of great amounts to make a home of this sort, but it does mean enough for beauty and comfort. All the scientific study of household equipment has this end in view.

The last census showed an increasing number of homes in which no servants were employed. Most American women are in a very real sense their own home-makers. Labor-saving equipment and efficient organization of the household routine are essential if there is to be time for the important job of child training.

One of the many handicaps that the children of the poor must overcome is the fact that the mother is overworked, that the house is too small for the family, too small for company.

It has no books and pictures and, if the family lives in a tenement, no garden and no play space. There is no happy, comfortable leisure. Instead of being something to love and be proud of, many American homes are mean and squalid.

But these material possessions, although important, are not everything. It is not the house or the furniture, but the parents who create the spiritual values of the home.

A limited income might be said to serve as a temptation to right doing, but the grinding poverty which means an absence of all the physical qualities which go to make a home comfortable

often destroys the spirit. When there is unemployment, uncertainty whether there will be money for food and coal to-morrow, anxiety is not easy to conceal and faith and hope are hard to hold.

Security is an important background for child development. That is why unemployment or even underemployment and low wages have a social as well as an individual aspect.

As to home ownership, I know of no scientific study of the contribution it makes to character development. I should expect a showing in favor of home ownership, however.

A sense of security, of attachment which is a great comfort to children, comes with their own homes. Even the struggle that comes with paying off the mortgage, if not too heavy, develops that sense of unity and solidarity that is of great help to children.

But even a house that is carefully planned, beautifully and harmoniously furnished, that has lovely grounds, all the things that ought to make happy homes for children, is sometimes not a temptation to right doing. Those who have dealt with delinquent children would be surprised to find how frequently the absence of affection and the presence of conflict—especially conflict between the father and mother—is the explanation of misconduct on the part of the child.

Or perhaps too high a value is placed on the house and the housekeeping so that no one is comfortable in it. Fortunately that kind of housekeeping by which women used to be judged successes or failures is disappearing and home-making is being stressed.

A somewhat disorderly household, one in which to be sure there is always a pursuit of order, but in which the disorder hobbies bring is not only tolerated but encouraged, where the paints and the paintings, the books and all the previous collections of children may be exhibited, is the house which children love.

The fundamental rights of children can be secured only by real homes for children. Miss Grace Abbott,

Director Federal Children's Bureau.

Individual Disobedience Destructive of Self-Rule.

Under the protection of Providence our fathers hewed out this mighty Nation and created for us a priceless legacy, which, in sheer gratitude to them, in simple justice to ourselves, we must cherish, safeguard, and pass on to posterity.

We have a country worth living in, worth fighting for; and, whatever may be our shortcomings in the form of government or in administering it, we have the best Government in the world, because it rests on the people and not on the few; because it rests on persons and not alone on property; because it rests on the free development of public opinion and not on the authority of an aristocracy.

We have a land of homes. And, somehow, the homeland is where the sunshine is more dazzling; it is where the clouds seem more like polished domes; it is where the flowers seem sweeter and have brighter hues; it is where the ripple of the streams seems

more musical; it is where the birds sing sweeter and have a brighter plumage; it is where we long to be when in distant lands, and like the boys and girls who saw service across the seas, we believe as the poet sang: "Be it ever so humble, there's no place like home."

So long as this same spirit prevails among the American people generally, as it has in the past, this great Republic will never retreat.

Its flag is the only flag that has never known defeat. Where the flag leads we follow; for we know that the hand which bears it onward is the unseen hand of God.

We follow the flag and independence is ours. We follow the flag and Nationality is ours. We follow the flag and oceans are ruled. We follow the flag and in Occident and Orient tyranny fails and barbarism is subdued.

We follow the flag at Trenton and Valley Forge; at Saratoga and upon the crimson seas; at Buena Vista and Chapultepec; at Gettysburg and Missionary Ridge; at Santiago and Manila Bay; at Chateau Thierry and the Argonne Forest. And everywhere and always it means larger liberty, nobler opportunity, and greater human happiness, for everywhere and always it means the blessings of the greater Republic. And so God leads, we follow the flag, and the Republic never retreats.

There is a widespread tendency to disobey the law and to look upon constituted authority with disrespect. Even some of those in high position who have taken the oath to support the Constitution have opened their floodgates of oratory in opposition to the very form of our Government, and in their estimation it stands convicted of momentous achievements for the betterment of humanity.

The minor delinquencies of this great Government, inevitable in its splendid advancement, are held up to scorn as indications of inherent faults in our whole political organization. Established customs have been criticised and ridiculed, our politics derided as vicious beyond comparison, and an immorality written into practical American ethics that does not exist and never has existed except in the imaginations of the iconoclasts.

If a small portion of the energy and enthusiasm of these iconoclasts were used in upholding law and order, our present Governmental system, and the hands of those entrusted with its administration, there would be less turmoil and dissatisfaction.

William G. Conley,
Governor of West Virginia.

Effective Balance of Representative Government.

Government is not something entirely outside the daily lives of the people. It is not something which only a part of the people are concerned with.

All branches of the Government, including the Department of Justice, are something which is of vital interest and importance to the rich and the poor, the old and the young, the learned and the ignorant, the strong and the weak.

It is the purpose of all branches of Government to give to each and all the people the rights which belong to them as citizens. If it were not for our public officials, the rights of the poor and the weak would be disregarded and the strong and the rich would be without restraint.

When the Colonies achieved their independence nearly 150 years ago, and when the new Government of the United States was organized by adopting a Constitution, it provided for both Federal and state governments. Under our state governments there are local divisions which have their separate duties and functions. Each of these governments, local, state and National, is divided into three branches known as the executive, the legislative and the judicial.

The American Government is sometimes called an experiment in democracy. It is not, however, a pure democracy but rather what is called a representative democracy. And it is this representative feature which constitutes the experiment.

Before the Constitution was adopted in 1787, the Colonies were governed by Articles of Confederation, which did not have a division of powers. That plan was a complete failure.

The Continental Congress made the laws, interpreted the laws and executed and enforced the laws. This was only in theory. In fact, they were not able to execute and enforce any laws.

The Colony of Massachusetts had already tried the division of powers into three branches. It had been such a success that the convention which framed the new Constitution agreed upon that plan.

Our forefathers deserve great credit for creating this system with division of powers. They deserve even greater credit for having divided the powers in such even balance that the Government has operated under this division with little friction.

It was planned that no branch should be controlled by either of the others, and yet that no branch would be entirely independent of either of the others. The Government is incomplete unless all work in harmony together.

The laws which are passed by the Legislature would have no practical value unless there were courts of justice to determine the rights of the people when disputes arise. Neither would they have any practical value unless there is an executive to see that the laws are properly enforced.

The courts determine whether statutes and ordinances are constitutional. When those statutes are of doubtful meaning, they determine their true intent and apply those laws to the controversies that arise between citizens.

Carrington T. Marshall,
Chief Justice State of Ohio.

Twenty Cents Would Stagger Him.

The story is told of a Scotchman who walked into a drug store and exclaimed, "Give me 10 cents worth of poison. I want to commit suicide."

The clerk, much excited, shouted to the manager, "How can I stop him?"

The manager replied: "Charge him 20 cents."

The House of Quality

RADEMAKER-DOOGE

Grocer Company

Grand Rapids, Michigan

Distributors of

Peter Pan Peas

Peter Pan Corn

Peter Pan Fruits

Fremont Canned Vegetables

Larabee Flour

Mary-Lou Flour

Bouquet Tea

Ra-Do Teas

Morning Cup Coffee

Colonial Coffee

Old Time Coffee

Chicken of the Sea Tuna Fish

American Beauty Oats

Every Day Evaporated Milk

Elks Pride Catsup

Puritan Malt

The House of Service

Competency of Modern Home To Raise Good Citizens.

There is no institution in our social and economic life which has been affected by the changes of the past quarter of a century more positively and with more far-reaching implications than the American home.

The changes that have taken place in the home in the last twenty-five years come in for more discussion and criticism perhaps than the changes in any other institution of society. These changes are not all bad.

There has never been any time when the home influences were more conducive to the development of the right type of citizen, capable of meeting the problems of society as they exist, than the home to-day of the average American family. The home of fifty years ago would have been a complete failure in preparing boys and girls to meet the problems of 1930.

Some one has said that the high school senior of to-day knows as much as Socrates knew. In the large amount of knowledge the high school senior is expected to have the home necessarily must make an important contribution.

The contributions of science, modern conveniences, the improvements in electrical appliances, and the apartment house movement, have brought about conditions for which the homemaker, prospective and actual, needs special training.

Why train a girl of to-day in the construction and handling of the fireless cooker and the old-fashioned ice box? On the contrary she must be trained in the care of a gas or electric range and the electric refrigerator, because these conveniences are rapidly being placed in reach of families of even moderate income.

These suggestions are rather idealistic for the rural home. But changes are taking place so rapidly we may expect anything to-day.

In this day of the highly developed bakery, of the tremendously improved methods of preserving foods, of electric refrigeration and the small apartment quarters, lessening family storage spaces, with the improved transportation facilities, placing these advantages in the reach of almost the entire population, and the development of the clothing industry, placing well-made clothing in reach of practically every individual, we must change the emphasis in our home economics teaching. It is to be more a problem of selection and care of food and clothing than in the past.

We are to-day concerned chiefly with the larger problems of the physical, social and mental health of the whole family. The home economics teachers cannot shirk their responsibility in connection with these things that make for better family relations and child health, improved social status, and higher levels of our standards of living.

Problems of management necessarily occupy a larger place in our modern course of instruction than ever in the history of the country, management from the standpoint of both time and money.

It has been said that the woman in the average American home spends from 80 per cent. to 85 per cent. of the family income. If this be true, what can be of more importance to the future homemakers of America than that they be trained to become efficient managers?

All these things lead us to this one conclusion — that in this new era, with all its evidences of progress, those people employed in the vocational schools who are shouldered with the responsibility of teaching our people how to utilize our natural resources, how to make the proper adjustment to an entirely new situation, how to take advantage of all the good things science and invention have brought us in order

AN ASSET TO THE COMMUNITY

Wholesale Grocer Vital Factor in Economical Life.

The wholesale grocer is a vital factor within the community that he serves. Most vital because of the class of merchandise that is his stock in trade, and vital secondarily by reason of his volume of sales, his employment of wage earners, and his commercial standing.

As an agent in such a function, the wholesale grocer, as we have known him, has done more to prolong life with the supplying of good foods, than any other agency. It has been the pride of the wholesale grocer to select with the utmost care, the quality of the

contracts. He would then take those contracts to his banker and with such security obtain the money to carry on his canning activity. Upon the completion of the packing season, the wholesale grocer took into his warehouses an anticipated twelve months' supply of such commodities.

Under such practices, the wholesale grocer's business, especially with seasonably supplied products, became a highly speculative one. He studied and knew his markets of supply and anticipated the demands to be made upon him. He drove sharp bargains, and the greater the needs of the canner financially, the more sharp were the bargains.

The wholesale grocer could and would figure upon a profit from expected market advances. In justice, it must be stated that quite often he had to pocket losses from market declines.

In those same days he was the sole source of supply for the individual retail grocer, who many times was a person who had moved into town from a farm which did not pay.

This is a day of a new order of things. Many of the old things have passed away, of which the two most outstanding are: (a) No longer is the wholesale grocery business a speculative one, but a merchandising proposition; (b) that he no longer occupies the wholesale grocery distribution field, as his own right and property.

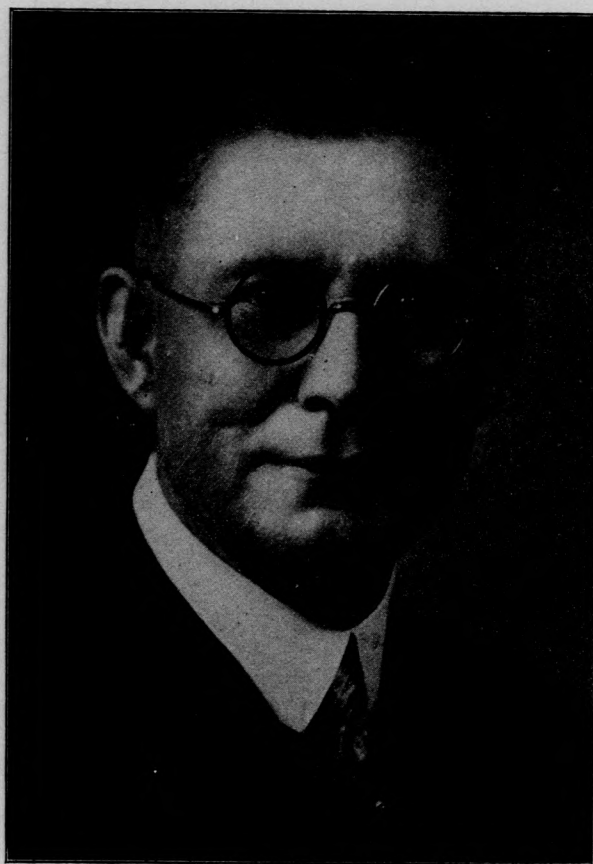
Assuming that the time of demarcation was during or immediately after the kaiser's war, it came upon the wholesale grocery business on a solid basis. Then speculation, in the sense it had been known, was removed and losses from inflated war values of inventory resulted that erased completely many of these solid institutions from the field.

Should there have been a need for the banks of the country to have called in their grocery loans, in the six-year period following the war, at least 50 per cent. of the wholesale grocers would have been forced to have closed their doors.

It was a hard and trying experience for the men at the head of these institutions to forget their speculative practices and habits. Many lost the zest of the game with this change, and many could not adapt themselves to such a new order of things. So that with all respect due to those giants of the industry in those building days, it has taken a period of years to teach a new and oncoming generation the new principles of the business.

Competition among wholesale grocers as they were once operating was not so menacing, but rather good for the industry. But at the same war period the chain store factor became a menacing one, to the wholesale grocer. A new form of so-called monster appeared in the arena of commercial activity. Many thought that it called for combat and went out to give battle, and as a rule rather disastrously.

With the advent of the chain store and its distribution depots, a replacement of many unsightly and unsanitary retail stores with attractive, cleanly and pleasing ones, another real condition



Wm. L. Berner.

to lighten the load and to liberate our people from economic, social and spiritual conditions that inefficiency forced upon us, are making a tremendous contribution to the economic, social and spiritual life of the Nation.

T. E. Brown.

Wait For the Lawyer.

Two pickpockets had been following an old man whom they had seen display a fat wallet. Suddenly he turned off and went into a lawyer's office.

"Good lord," said one. "A fine mess. Wot'll we do now?"

"Easy," said his mate, lighting a cigarette. "Wait for the lawyer."

If you want to enjoy doing a thing, do it because you want to, not because you have to.

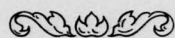
items that he offers for sale. Especially is this true, if he brands those products with his own name or label.

He has been an important factor in the building up of what has become great manufacturing institutions, through his part in furnishing them an economical and efficient means of distribution, when those firms were in the infant industry stage.

He has had a decided place in assisting the canning industry to a more stable financial condition. There were days when the lowly canner was all that the word lowly conveys. When he was without sufficient financial means and he went to the wholesale grocer, through his brokers, six months and a year ahead of his canning season, and sold his entire anticipated pack on

LAKE ODESSA CANNING COMPANY

Lake Odessa, Michigan



THE experience of successful canners has conclusively demonstrated that the first step in proper canning is to select the proper location, a location preferably where not one but many items of quality may be profitably grown.

A location naturally adapted with proper soil and weather conditions will naturally produce superior flavor and quality.

Lake Odessa Canning Company, located in Southern Ionia County in the heart of a vast territory suited to the growing of a general line of vegetables specializes on those vegetables which are particularly succulent at the proper

harvest time. The variety of its pack provides a diversification of items and thereby enables the buyer to obtain the minimum rate of freight without the necessity of warehousing straight cars of single items.

This institution, created with the idea of being better able to serve Michigan Wholesalers and retail dealers through geographic location, better service, and more complete co-operation, has doubled and trebled its capacity during the past twelve years in the effort to keep pace with the growing demand for properly processed products.



BRANDS

Odessa, Ionia, Radio,
Little Boy Blue, Bunny Club, Pontiac,
Cream O' Garden, Commonwealth

had to be met and has led to many financially bloody battles and eliminations. While the battles lessen daily yet there have been and will continue to be many casualties.

A nicer way to view the matter is to admit that both the chain stores with their central depot of supply, and the individual retail grocer with his needs furnished by the wholesale grocer, have a definite and active field of operation.

On this basis I am assuming that there is a definite place for the wholesale grocer. For not as many, relatively, as there once were, but those that are have a real place, a real function, and a degree of success is assured them when they economically and scientifically perform that function.

An outstanding problem facing the wholesale grocer is that the greater number of the wholesale grocers are operating in buildings and in locations that are no longer suited to their needs. This has been brought about from a number of reasons.

One is that the jobber no longer has need to buy and store his year's needs of seasonably packed items. Hence he no longer has the need for the immense storage floor space that such practices required. I have in mind a firm that operates in a building of five floors, basement and sub-basement, a total of 88,117 square feet of floor space. One-half of this floor space would be adequate for their needs to-day.

Another factor is that when their buildings were constructed, they were logically situated at the edge of the commercial areas, but the growth of cities and commercial district has in time placed their buildings within retail areas. Thus the so-called rental expense has mounted by the growing inaccessibility of inlet and outlet.

In the prewar period the wholesale grocer went to unbounded limits for its sales volume. Through the years, with the exception of the few firms who purposefully have sought nation-wide distribution, he has been driven closer and closer to his own bailiwick. While in many instances this has been looked upon as a calamity, yet in a measure it has been beneficial. For it has led to a greater development of the local field.

The wholesale grocer may distribute his wares within his own city and its environs far more economically than in any other district. Therefore, it is but logical that this source of trade should be developed to its nth degree.

Surveys should be made of the local food distribution. These surveys should encompass the sources of supply and the destinations; the number, types and possibly the desirability of the retail outlets, for the local city and its natural trade area. They should include the types as to the kinds of commodities and the quantity of each quality distributed and where.

With such information, many a wholesale grocer will have reliable information as to his field, or even if he has a field, and if so how he may better develop it, to his own advancement and to his community's interest. For every effort to stabilize any angle of

commercial activity helps the community as a whole. Ransom R. Gelbert, Foodstuffs Division, Department of Commerce.

Thirty Reasons Why Customers Come Back.

When a food dealer sets out to increase sales he should analyze the store's policies closely and decide just what types of appeal are likely to have the best effect on his prospective customers.

When a consumer decides to patronize a certain dealer she usually has some definite reason or combination of reason for doing so. Scores of reasons could be listed, some of which would be trivial. The following list contains thirty fundamental, basic rea-

3. Store is located near other stores customer patronizes.
4. Store is clean, sanitary, and attractive.
5. Customer can get waited on more promptly than elsewhere.
6. Window displays are interesting or attractive or suggest something needed.
7. Dealer and employees are friendly and courteous.
8. Dealer and employees offer helpful suggestions.
9. Customer believes values are better than elsewhere.
10. Customer believes dealer is fair and reliable.
11. Customer was influenced by advertising.
12. Friends have recommended store.

24. Dealer runs combination or department store.
 25. Customer likes class of customers who patronize store.
 26. Dealer will accept returned goods more readily than competitors.
 27. Dealer makes more satisfactory adjustments on unsatisfactory merchandise.
 28. Dealer solicits orders by telephone.
 29. Customer owes big bills at other stores.
 30. Employees are selling to customer at secretly reduced prices.
- Some of these reasons may not be entirely favorable to the dealer under certain conditions. The last two reasons are distinctly unfavorable to the dealer and steps should be taken to eliminate them.

It would be decidedly advantageous for the dealer if he could find out what his customers think about his store and why they prefer to buy from him. This information would help him perfect his policies and plans. Few dealers could get much information by asking their customers directly. Dealers who advertise might be able to persuade a newspaper to make a survey among the customers, of the store, without disclosing the store's interest in the survey. Some banks would be willing to make such a survey for a dealer, with or without cost to the dealer.

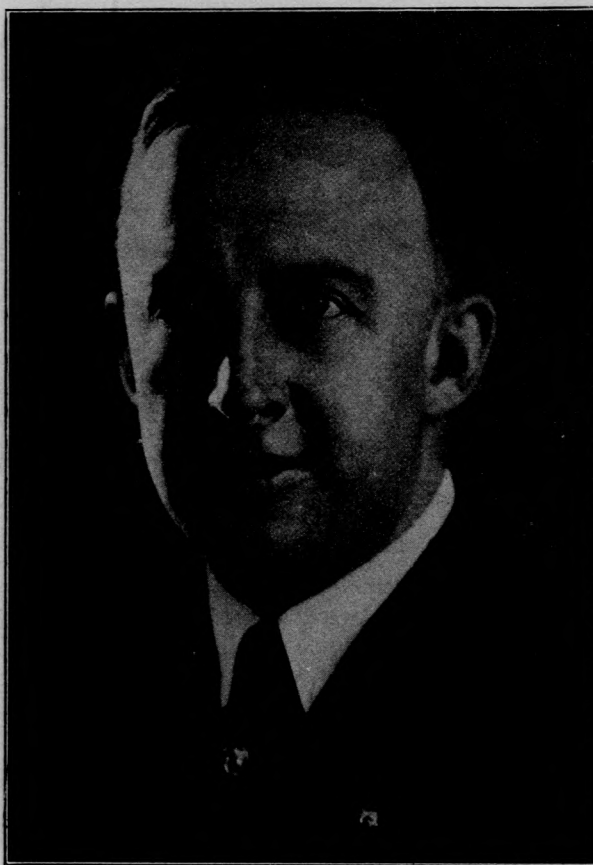
A survey of this kind would be most helpful to a dealer who found himself losing customers.

In many cases, the customer will not realize exactly why she prefers her dealer to others and in other cases the customer will not express her thoughts accurately. For example, when housewives are asked "Why do you trade with your present dealer?" a large percentage will say "Because of quality." What the customer often means is that she buys from the dealer because he carries the quality she prefers at a satisfactory price. In other words, what she means is "value," rather than "quality."

Some of the reasons listed seem to duplicate others, but that is due to the fact that we have endeavored to consider the source of the preference along with the reasons themselves. In other words, consider No. 12, "Friends have recommended store." Undoubtedly the friends have advanced some of the other reasons to support their preference, but the recommendation itself was an important factor. About the same thing is true of No. 11, "Customer was influenced by advertising." The selling points in the advertising all are covered by the other reasons listed, but many customers are guided to a great extent by advertising and deal almost exclusively with dealers who are well known because they do advertise.

By keeping this list or a similar one before him at all times and giving it careful study at frequent intervals, a dealer can plan his selling campaigns systematically and can be sure that he is not overlooking some good opportunities to increase his trade.

Everett B. Wilson.

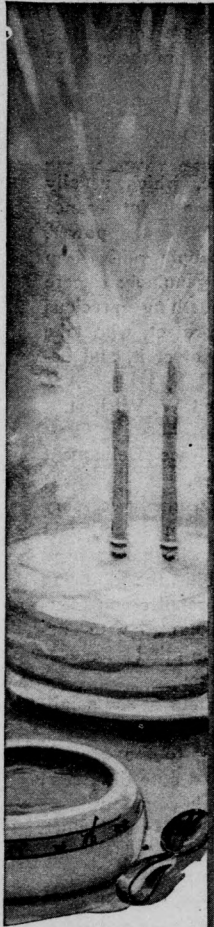


W. E. Gilleland.

sons why housewives buy from the food dealers they patronize. This list covers practically all of the principal reasons, although some of them could be subdivided further or worded differently. It should be kept in mind that the housewife may combine any number of the reasons in arriving at her decision; also that her decision may have to do only with a single purchase. Dealers also must realize that the customer's reasons for buying from him may not be reasons calculated to increase the dealer's profits. Here is the list:

1. Personal friendship for the dealer or an employee.
2. Location is most convenient for customer.

13. Dealer carries well-known brands.
14. Dealer's stock is new and fresh.
15. Prices are displayed on merchandise.
16. Prices are lowest obtainable.
17. Customer can't get desired merchandise anywhere else.
18. Stock offers wide selection.
19. Dealer succeeds in giving customer exactly what she wants.
20. Dealer will order special items or brands.
21. Dealer gives better delivery service than competitors.
22. Dealer gives more liberal credit terms than competitors.
23. Store is open evenings, Sundays, or holidays.



Accepted by American Medical Association Committee on Foods, and Approved by Leading National Institutes

- STRAINED PEAS
- STRAINED SPINACH
- STRAINED CARROTS
- STRAINED TOMATO
- STRAINED GREEN BEANS
- STRAINED PRUNES
- STRAINED VEGETABLE SOUP

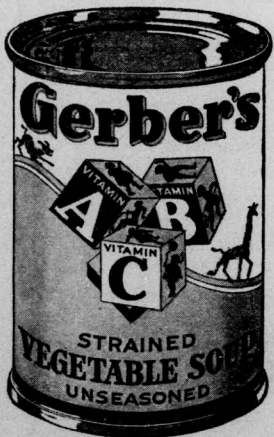
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Leading Grocers and
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Happy Birthday!

FIRST announced to the Medical Profession and to Mothers in national advertisements two years ago—the Gerber Strained Vegetable Products for Baby have enjoyed a signal success. This second anniversary is one made happy with a growing consciousness of service. Over 40,000 doctors have requested and examined samples of the products—and it is largely through their recommendations that the little blue and white cans with the A, B, C blocks are available today in almost every city or hamlet. Unseasoned — Specially Prepared — Strained and Ready-to-Serve — the Gerber Products have lightened for thousands of mothers the daily task of preparing the strained vegetable supplement to the growing baby's milk diet. They are enjoying additional use in helping mothers make vegetable dishes tempting to the older child. They insure uniformity and regularity in baby's feedings. One needs only to warm them—add a pinch of salt or sugar as baby's doctor directs, and serve. Your doctor can best prescribe the feeding schedule for your very own baby. Your doctor, too, will gladly explain why the Gerber Steam Pressure Process not only insures thorough sterilization of each product—but retains for baby most of the rich Vitamin and Mineral Salt values lost through oxidation or through solution in cooking water in open vessel preparation. They are *Better for Baby!* Ask for Gerber's at your grocer's or druggist's today. Don't accept a substitute. Tell friends who have babies.

Packed without seasoning, strained to a smooth, even texture, the Gerber Products are adapted to diabetic, convalescent, and general soft diet requirements. Free samples on request to Physicians, Hospitals, Dietitians and Nurses. Address: Lillian B. Storms, Ph. D., Director Education & Nutrition Dept. Gerber Products Division, Fremont Canning Company

In response to repeated requests, we have prepared a black and white reproduction of the famous Gerber Baby, drawn by Dorothy Hope Smith. 10" x 11" — on mat paper — ready for framing. The nominal charge covers mailing and postage costs



Ask Your Doctor!

GERBER PRODUCTS DIVISION • FREMONT CANNING COMPANY • FREMONT, MICH.

Gerber's

STRAINED VEGETABLES

May We
Send You
a
Gerber Baby
?



Gerber Products Division, Fremont Canning Co., Fremont, Michigan

Enclosed find 10c (stamps or coin) for which you will please mail me a black and white reproduction of the original Gerber Baby drawing.

Name _____

Address _____

VICE OF VERY GOOD PEOPLE.

Description of Various Kinds of Intolerance.

I am to speak to you this morning on the subject of intolerance. It is a theme so comprehensive and involving so many practical as well as theoretical issues that it cannot be adequately treated in the brief time at my disposal. There is not so much difficulty, in stating in general terms the nature of liberty, of tolerance and intolerance: the difficulty arises when we understand that these terms do not stand for anything that is absolute, only that which is relative. Nobody believes in absolute liberty. Nobody believes in absolute tolerance. But where shall the line be drawn between the rights of free speech and free publication of one's opinion and the interests of the state, the safety and stability of society, the welfare of the young, the interest of morality? There is no well-defined line. We have to use our judgment and do the best we can under the circumstances, keeping ever in mind the supreme values of liberty and interfering with the exercise of rights guaranteed by the Constitution as little as possible.

There are many kinds of intolerance ranging all the way from an impatience with the opinions of others to the spirit of persecution that leads men to do everything they can to exterminate not only errors but those who believe in alleged errors. There is the intolerance of the state or civil intolerance, which on the whole, has been the prevailing characteristic of many governments down to our own time, and in the judgment of some very radical thinkers still mars the governmental life to-day. Some objected to the Government's arrest and imprisonment of those who took issue with the Government in the late war, but the prevailing sentiment of the American people was that they richly deserved their fate, which indicates the public generally believes in limitations to free speech.

There is academic intolerance. The question constantly arises as to how free a professor in a university and a teacher in a public school should be permitted to be. What are the limits in teaching? Vexing question this!

There is still another kind of intolerance,—the tyranny of public opinion. No doubt public opinion is a powerful force for good or evil, for justice or injustice. If we look back over our history, we will find many times that due to misunderstanding, wrong impressions, or prejudice, public opinion in the United States has been most cruel and unjust. Social opinion in small circles, in local communities may be very intolerant and very unfair.

Then there is religious intolerance exercised by the church or sects or groups within the church, manifesting itself in varying degree from dislike of dissenters to vigorous and bitter and cruel hostility to all dissenting opinions, to all heresy, real or alleged.

Intolerance, broadly speaking, is impatience with opinions that differ from our own. I heard Bishop McConnell the other day in an address tell how

much he marvelled at the tolerance of the British delegates to the Jerusalem Conference who had to sit there and listen to attacks upon the British government from Christian delegates from India. I remember his saying: "There is a difference between the British and the American idea of tolerance. The British idea is to sit patiently and not get too excited and listen to what the other fellow is saying. The American view of tolerance is that we are willing to divide our time with those who agree with us." In general, intolerance is impatience with any contrary opinion. It may be deep seated and bitter, expressing itself in acts intended to harm

—Marcus Aurelius. Socrates, no doubt, was the noblest of the Greeks. He has been an inspiration to many down to our own time. He was handed a cup of hemlock and compelled to go "the way of all the earth" on the ground that his teaching was corrupting the youth, creating instability in society and was a menace to the foundations of the Athenian civilization. Jesus, not a Greek, but a Jew, was put to death by his own people charged with being the exact contrary of what he was, namely, a blasphemer. He, too, was put to death in order to preserve, as in the case of the Greeks, the religion which the persecutors believed

came a persecutor and put the Christians to death. There are some interesting lessons to draw from these three lives.

Intolerance is usually the vice of very good people. I think it is Lecky who quotes an unnamed writer to the effect that conscience, which usually restrains vice, in the case of intolerance becomes its real strength and power, because it is the people with deep convictions, who are genuinely sincere and who have something precious which they wish to protect, who take the wrong road to protect it, and become persecutors.

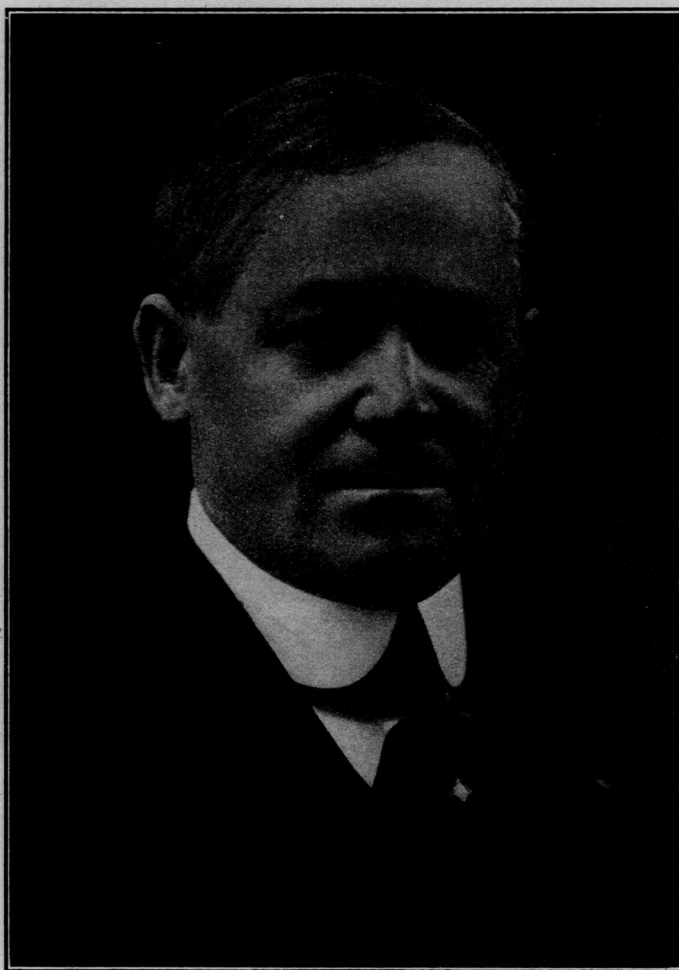
Rev. Alfred W. Wishart.

Twenty Ways To Trace Delinquent Debtors.

As it sometimes becomes necessary for the merchant to turn detective in order to locate those who have moved without paying their bills, the following plans suggested by a retail credit manager who has used them all with success should be borne in mind whenever cases of this sort occur:

1. Interview a number of the neighbors, not just one or two.
2. Send a telegram to the debtor's last known address and note the report made by the telegraph company.
3. Inquire at the nearest doctors, dentists, drug stores, cobblers, and grocery stores.
4. Try the gas, electric, and telephone companies for change of address, credit records, and references.
5. Find out if the debtor belonged to a lodge or club.
6. Investigate the state records of automobile owners' and drivers' licenses.
7. Endeavor to locate records of other property owned in the city.
8. Check the chattel mortgages recorded and confer with other creditors.
9. Follow the clues presented by the movements of other members of the family.
10. Inquire at the nearest school regarding the children, if any, and their change of address.
11. Look through the general index of Justice Court suit instituted and see the plaintiffs in any of these.
12. Secure former address from old directories and question those in the vicinity.
13. Interview the local postman and other postal authorities for possible forwarding addresses for mail.
14. Try to find what trucking company moved the furniture and what its records show.
15. Make investigation at places where the debtor was formerly employed.
16. Inquire of railroads and other transportation companies.
17. Check any possible records at police station in the vicinity.
18. Inquire at the church to which the debtor's family belonged.
19. Try the expedient of sending a dummy express package and watch the report made.
20. Secure all data available through the telephone company.

Fear uses up vitality faster than work.



Rev. Alfred W. Wishart

others, or it may be mild and may not go beyond the feeling of dislike.

The history of the struggle against intolerance in all its forms, particularly gross intolerance, taking the form of persecution, the story of the struggle for freedom, is one of the most enlightening and one of the saddest in the annals of mankind. Christians have a great deal to be proud of and a great deal of which we should be heartily ashamed. We are not alone, however, among the persecutors of the world, although it may be fairly safe to say that ours is the bloodiest record. John Stuart Mill in his essay on "Liberty" groups together three names. Two of them have often been used as illustrating the wickedness of persecution. Socrates and Jesus. Mills adds a third

was precious. Marcus Aurelius, one of the noblest Romans (it is probably true to say with John Stuart Mill that Marcus Aurelius was a much finer type of man and more of a Christian than most of the Christian sovereigns) a man of great culture, tender hearted, was faced with a society that was going to pieces. One of the contributing factors was the Christian's attacks on the idolatry of Rome which was a part of its religion. However superior the morality of the Christians may have been to that of the pagans, they were a disturbing force. Socrates was a disturber. Jesus was a disturber. They upset things. So Marcus Aurelius, not seeing in Christianity the truth that Roman society needed to save it, believing in classical gods, be-



The Brand You Know By HART!

Hart Brand canned foods are known throughout the nation for their natural flavor and uniformly fine quality, for nothing is left to chance in Hart Brand production.

Constant supervision and inspection start the moment the seeds are selected and planted, and extend until the crop is properly prepared in Hart Brand cans and placed on the grocer's shelves.

Only by controlling all of its production all of the time can Hart Brand make definitely sure of its quality!

That is why, for more than a third of a century, Hart Brand has stood consistently for the utmost in canned vegetables and fruits.

From coast to coast, everywhere in America, leading grocers sell HART BRAND PRODUCTS, the quality goods which bring greater profits.

W. R. Roach & Company
GRAND RAPIDS, MICHIGAN

FEWER DIPHThERIA DEATHS

Due To Immunization in Seven-Year Period.

Diphtheria has for many years been considered a preventable disease. Typhoid fever and smallpox are the only diseases for which there have been immunizing procedures for a longer period than we have had for diphtheria.

Years ago it was said that the small-pox rate in a community was the direct measure of the health intelligence of the community. Later when the source and the means of spread of typhoid fever was more widely understood, it was said that the typhoid fever rate in a community was an accurate measure of the sanitary sense of the people of that community. It is now time for public health workers to accurately say that the diphtheria rate in a community is the direct measure of the effectiveness of the public health program in that community.

To put on and carry out a successful diphtheria prevention program requires the use of practically every phase of public health technique.

The work must be begun with a sound educational program. This must begin with the physicians. If there is any confusion in the minds of any doctor in the community this confusion, with its blurred idea of the purpose and objective of the work, will be carried over to the people who should be reached. They are bound to give their patients the same blurred inaccurate picture which they themselves have.

Next, the parents must be fully acquainted with the possibilities of diphtheria and with the possibilities of escape from the disease by modern means of immunization.

Then the school superintendents, teachers and other persons in key positions in the community must be imbued with the fact that they know more about this program than the average person on the street. This makes it possible for them to take their proper position of leadership in this educational work.

The second phase of the work which must be considered is publicity. The publicity for a successful diphtheria prevention campaign should be quiet, dignified and scientifically accurate. Newspapers will publish well-written, sound, scientific information. Almost without exception, editors say there is a dearth of such material and that they gladly publish it whenever it is presented in suitable form.

The third factor that must be considered is that of mass movement. Mass movements are necessary in the early stages of any new idea. Very few of us do any of the things we do by sheer force of intellect. Many of us know that we eat far too much and that two meals a day would be much better for us than three; however, when everyone else is going to the dinner table it creates a situation that makes even the most obese conspicuous unless he likewise gathers around the festive board.

When a piece of public health work is absolutely new, and the idea is falling on untilled soil, perhaps a campaign is the proper way to approach the problem. Campaigns on diphtheria prevention or tuberculosis examina-

tions should be used only in the early days of a piece of work and should soon be discontinued.

Campaigns depend too much upon emotionalism and such undesirable emotions as fear and dread for their success. We should, therefore, cease as soon as possible the idea of campaigns for doing things that we should do. We should eliminate all such unwholesome emotions as fear and dread and replace them with such positive ideas as the desire for good health.

From 1900 to 1920, Michigan had a diphtheria death rate per 100,000 population ranging from 12 to 27. With fluctuations from year to year, this rate pertained over this 20 year period. For the first half of this period this was less than the prevailing rate in the remainder of the registration area of the United States. The prevailing rate in the registration area was 43 in 1900. This rate has fallen greatly and steadily so that the rate for the past three years in the registration area has been less than eight.

In 1921, Michigan had a devastating outbreak of diphtheria, involving 12,075 cases and resulting in 954 deaths. This established a rate of 25 deaths per 100,000 population, which was a higher rate than occurred in the previous 20 years.

Largely as a result of this outbreak, the State Department of Health was able to have the Legislature commit the State government to the policy of the free distribution of biologicals for the prevention and treatment of communicable diseases. Since 1921 the State has distributed biologicals for the prevention and treatment of diphtheria, free of charge, without enquiry as to the ability of the parents to pay for the same.

While free and unlimited diphtheria antitoxin has reduced the fatality of diphtheria cases somewhat, by far the larger reduction has come about in the number of cases that have been prevented by toxin-antitoxin. Along with the usual fluctuations from year to year statistics show a pronounced downward trend in diphtheria morbidity and fatality, following the free distribution of diphtheria biologicals.

The Department carried on one study of the number of susceptibles in the various counties after seven years of free distribution of toxin-antitoxin. At the end of the calendar year of 1929 the State had sent out enough material to immunize a few over 1,000,000 children. The purpose of these studies was to determine where this material had been used and what effect it had had on the diphtheria rates which prevailed prior to 1921.

This study showed conclusively that it is the number of susceptible children in the community that determines the number of cases and the diphtheria rate. The study revealed that in the State of Michigan, in the year 1929, there were five cases of diphtheria for each 2000 of susceptible population in the various counties. The uniformity to which this attack rate pertains was quite striking. Over a period of years the rate of five cases per 2,000 susceptible children remained quite constant. As a rough measure of the effectiveness in reducing diphtheria rates we can feel that when we have ac-

complished 2,000 immunizations we have protected that community from five cases of diphtheria that year and each succeeding year.

We have been vigorously at work on diphtheria prevention for the past seven years and have some victories and some defeats as a result. We have seen the diphtheria rate, expressed in deaths per 100,000, fall from 25 to 8, a reduction of over two-thirds in actual number of deaths and rate per 100,000 population.

To reduce the incidence of diphtheria in Michigan in 1921 to the rate in 1929, it was necessary to immunize over 1,000,000 of the inhabitants. This seems like a large number but it has actually been accomplished and we are more vigorously at work than ever on the second million. It took seven years to accomplish the first million immunizations, but at the present rate we shall immunize the second million between three and four years.

We know more about the technique and the methods to be used in preventing diphtheria than we do of most of the other public health problems, and the insight thus gained in carrying on diphtheria prevention work can be well utilized in carrying on child hygiene programs, dental hygiene programs and other direct attacks in defense of the health of the people in our jurisdictions.

Don M. Griswold,
Deputy Health Commissioner of Michigan.

Problems Raised By Extension of Federal Authority.

Ever since the victory of the Federal arms of 1865 people have come to look more and more to the National Government at Washington to solve their problems.

Amendments XIV and XV, when enforced, Amendment XVI, empowering Congress to collect taxes on incomes, and Amendment XVIII regarding prohibition, together with many statutes growing out of "implied powers," have changed our Government fundamentally, in that they bring National officers in direct contact with the individual citizen.

This tendency to place more power in the hands of the Federal Government, evident since the close of the Civil War, has doubtless been due in part to improved transportation and communication which make geographical areas in fact smaller, and in part perhaps to the growth of great business combinations.

There are now powerful influences which recognize no State lines and for which State and local governments are no match. But curious results have followed from the attempted concentration of power in Washington.

Our Federal Government was one of limited authority and planned in a way to prevent the abuse of powers given it. Students of the Constitution have pointed with pride to the "checks and balances" provided.

It was intended by the fathers that the two Houses of Congress should be a check on each other; that the executives should check each other; and that the Supreme Court, through the interpretation of the Constitution, might check the other two branches.

This government of checks and balances still remains in a day of increased powers, frequently bringing confusion and helplessness rather than business efficiency in the discharge of these powers. The machinery of government has not been revised to keep pace with the changed functions of government.

This increase in power has kept the citizen's eyes on the Government of Washington. Whereas he formerly did things for himself through personal effort or political activity in his local government he now looks to the Federal Government to solve his problems.

In administration this tendency has brought into being the Departments of Agriculture, Commerce and Labor. It urges new departments for such interests as educational and public health and welfare, heretofore regarded as strictly local interests.

Effort to exercise power always follows the vesting of power. As great corporate interests have been accused of trying to control public officials, so the popular will attempts to direct the actions of these officials. This movement has been commonly known as the growth of democracy.

Lincoln believed in a government "of the people, by the people, and for the people." Yet, judging from the Declaration of Independence and the writings of the fathers, even of such democrats as Jefferson, one comes to the conclusion that these early statesmen were not so much interested in a government by the people as in a government of the people, or as they expressed it, in a government "by the consent of the governed."

In the Constitution itself the method provided for electing the President presumed the selection of groups of men whose votes would be cast in such way that the ablest man in the Nation would be selected for President and the second ablest for Vice-President. But George Washington only was selected after this fashion.

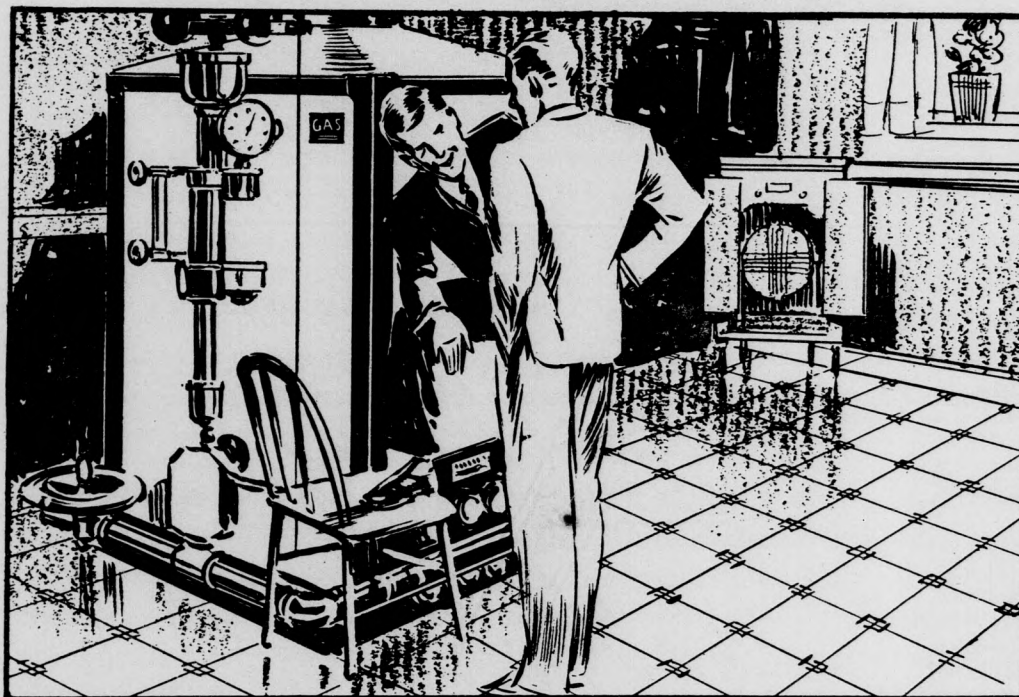
The Constitution was then changed in response to popular demand. Practice has further modified the procedure until to-day the machinery is merely a matter of form.

The voters are called upon to select the President of the United States. And they do it except when the antiquated machinery effects the election as Chief Executive of a man receiving a minority of the popular vote.

It is also obvious that the original plan for the Senate was to allow the people of the States to elect legislatures each in its own way and for these legislatures to send the two ablest men in that state to the United States Senate. But in 1913 the Constitution was amended, and each state was compelled to have its Senators elected by direct vote of the people.

Of course, no one foresaw that this might carry with it the temptation to expend tens and even hundreds of thousands of dollars in the larger states on the part of wealthy persons who were ambitious to sit in the United States Senate; or that it would tempt powerful interests to spend money to elect their agents to that body.

William John Cooper,
Federal Commissioner of Education.



DOES YOUR FURNACE ORDER ITS OWN FUEL?

"Mine does—and it's the only one of its kind! Those using other fuels, liquid or solid, have to have fuel stored for them from time to time, but my gas-fired furnace never requires any attention. Fuel comes to my home through a small pipe, supplied me by my Gas Company in whatever quantity I need. A little thermostat on my wall watches temperatures and fuel consumption for me, and keeps furnace worries out of my life forever. And I pay for the fuel my furnace uses after it is burned!"

Gas—the only perfect fuel is entirely automatic in its operation. It burns cleanly, without soot, smoke, dust, or ashes, and is the most completely luxurious method of house-heating known. If you are willing to pay a little more for a perfect heating plant—call your Gas Company today for a free estimate on the cost of gas heating in your home!

GAS COMPANY

HOUSE HEATING DEPARTMENT

47 Division Ave., N.

Phone 8-1331

EDUCATIONAL DEFICIENCY

Of the Original Founder of Grand Rapids.

Here is that curious letter written by Uncle Louis Campau to his uncle, Joseph Campau of Detroit in 1841. It is a mere note in reply to an enquiry with regard to the payment of taxes. It would seem that both uncle and nephew had invested money in the Campau Plat of Grand Rapids and that the assessor economized his labor by listing them as one piece on the tax roll instead of making a separate entry for each lot and its owner. Uncle Louis seems to have been short of ready money, as most people—even the rich—were at that time, as a consequence of the panic of 1837 and its sequels. The territorial powers sought a remedy in the wildcat banking law, assuming that bad money would be better than no money at all, and the people accepted bills of the Bank of Singapore and other banks and exchanged them for goods as quickly as possible, knowing that the bills were probably worthless and without any redemption fund.

Louis Campau, Jr., (Uncle Louis) seems to have been one of a family which was quite poor, for he was bound out to his uncle Joseph, the richest man of the territory, and Uncle Joe made of him a house servant and bundle boy for his store, giving him no opportunity for education in a school. Louis learned to read and write after a fashion, and when he was separated from books he spelled phonetically and wrote more after the fashion of the Indian French dialect than after the language of the educated French people. He did not seem to know the words of the language, for you will note that in place of "l'exception" he wrote "lex cept tion" and chopped up his words generally. His educational deficiencies make translation a task of unusual difficulty.

All this may bore you to distraction but I thought you might be interested in a sample of Louis Campau's correspondence since the you occupy a corner of Louis street, named for the founder of Grand Rapids.

George B. Catlin.

Transliteration.

Grand Rapids, 13 Oct., 1841—Vous ma ne fet un gren plesir quan et recu votre Laitre & totu mas faf mellee Se porte Bien et se gaigne a moi pour vous a Surer de leur respect.

a le garde las tax de vos tot de genereu ville ell a tou jour ete paige jus a 1839 a lex cept tion de lane 1837 ane Jenest pouin en core paige pour leur in reguliarete mes Je prevoi ne a ten au ci au nien qui i sont In clut tout le morcau de ter a ette a Sesse com une ter non pas pre lot de ville—

Jere net toujours flate de rece voir do vous nouvelle mes respect a tou votre famille—

A monseur Votre servetur
Joseph Campau L. Campau
au Detroit.

Grand Rapids, 13 Oct. 1841—You gave me great pleasure when I received

your letter the other day and all my family are well and they ask me to assure you of their respect.

With regard to the taxes of your city property in general, it has been paid up to 1839, with the exception of the year 1837. I am not able as yet to pay for them in regularity. But your plats and mine are combined; all the parcels of land, have been assessed as one plat, not separately as city lots.

I am always glad to receive from you the news. My respects to all your family.

to Moseur Your servant,
Joseph Campau L. Campau
au Detroit.

forcement, a lazy court, the fee system, the incompetent prosecuting attorney, politics in the judiciary, political police, bail bond nuisance, bogus bail, misuse of pardon and parole, lure of easy money, easy divorce, disintegration of the home, idleness, salacious literature, exploitation of crime by the press and the uncensored movie.

Life and property are insecure; banks are robbed, filling stations are help up, pay rolls are stolen; murders occur; racketeers are preying upon the people and gangs are operating both in our cities and in the country.

In the twenty years ending 1923, there were one hundred and seventy

figures for Great Britain or Germany.

Our prison population exceeds one hundred thousand in a year, three times that number pass into and out of these institutions.

To maintain so vast a body of offenders in what must be no more than a semiproductive idleness, to provide police, judges, courts of law, and all the other paraphernalia of the penal system, to insure property against depredation, to make good the losses where crime is successful—it involves the country in a colossal expenditure, said to be at about thirteen billions a year, or more than one hundred dollars per head of population; or in other words, about the total of the war debts.

Thus it is clear that, to defend society against the citizen is, literally, a more serious task than to defend the citizen against a foreign foe. We spend more money on crime than on education.

It costs the Nation six thousand dollars per criminal to build a prison. For less money, a whole family could be housed. The plan of building cities on chessboards saves us the trouble of thinking, but it may not be the last word in wisdom.

People are so intent on life as a success that they have no time for life as a failure. Higher and higher, men build the skyscraper; but, at its base, there lurk the bandit and the burglar with the pistol and the automobile and all the cunning of a predatory impulse.

In America thousands of people deliberately turn criminal—and the reason is simple. In no other country on earth can the criminal so easily "get away with it."

Our prisons are to-day full of men, still young, to whom crime is less an experience than an experiment. They are men who, desirous of money yet unwilling to work, thought that they could "get away with it" and tried it once too often.

To their horror, they find themselves behind the bars, sentenced to terms that swallow up their entire youth, and separated by grim walls from the life of swank and swagger into which, defiantly, they had plunged.

They have been called the highway-men of the twentieth century, eager to dazzle some girl with their prowess, the waste product of the initiative called private enterprise, and the jail is their gibbet.

The general spirit of indifference to the law, coupled with a magnified activity of the criminal element should startle us. The probability that this enormous amount of crime is continuously on the increase and the fact that we compare unfavorably with other countries should make us pause.

The eyes of the world are to-day watching the United States. Her failure to enforce her own laws is damaging to her influence.

James M. Ogden,
Attorney General of Indiana.

To-day every ambitious salesman must take care of his health. He must not be ill, nor half-ill, as so many people are,

G. Rapide 13 oct 1841
Mon-
vous ma ne fet un gren
plesir quan et recu votre
Laitre & totu mas faf mellee
Se porte Bien et se gaigne
a moi pour vous a
Surer de leur respect—
a le garde las tax
de vos tot de genereu ville
ell a tou jour ete paige
jus a 1839 a lex cept tion
de lane 1837 ane Jenest
pouin en core paige pour
leur in reguliarete mes
Je prevoi ne a ten au
ci au nien qui i sont
In clut tout le morcau
de ter a ette a Sesse com
une ter non pas pre lot
de ville—
Jere net toujours
flate de rece voir do
vous nouvelle mes respect a
tou votre famille—
A monseur
Joseph Campau
au Detroit
 Votre servetur
L. Campau

Growing Prevalence of Crime in United States.

In the United States to-day there is a prevalence of crime far surpassing the records of other countries similarly situated. We stand at the foot of the ladder in preventing serious crimes and in bringing the guilty to justice.

Open the daily newspaper any day of any week, and we find that there is a vast floating community in active rebellion against God and man.

A long list might be enumerated of the things which are either the primary or contributing causes of crime or the effects of crime.

Among these are: The automobile, the revolver, booze and dope, the criminal alien, the corrupt official, an indifferent citizenship and lax law en-

forcement, a lazy court, the fee system, the incompetent prosecuting attorney, politics in the judiciary, political police, bail bond nuisance, bogus bail, misuse of pardon and parole, lure of easy money, easy divorce, disintegration of the home, idleness, salacious literature, exploitation of crime by the press and the uncensored movie.

It is presumed that fifty thousand five hundred died a natural death. If so, there remained one hundred and eighteen thousand persons living who had taken human life, and of these only eighteen thousand were in prison.

If this calculation be accepted, there are at this moment, at least one hundred thousand persons, mixing in society, who are responsible for killing a neighbor.

The number of homicides now exceeds ten thousand per annum. Such a figure suggests a ratio for murder that, for a million of population, is twelve times as great as corresponding

47 Years of Service

The enviable reputation of the Michigan Tradesman, as a practical and potent influence in shaping the business ideals of Michigan merchants, is not of overnight growth. It has been acquired through forty-seven years of unswerving loyalty on the part of its founder and publisher to the progressive principles that inspired the magazine's birth. All credit to Mr. Stowe for the sterling leadership that throughout these many years has kept The Tradesman a valuable, dependable and ever-welcome source of information for countless Michigan merchants.

While the John L. Lynch organization cannot trace its inception back as far as can the redoubtable Tradesman, it has tried to apply the same progressive principles of service to its specialized field during the more than twenty-five years of its existence. During that time it has fortified the sales efforts of hundreds of reputable merchants through good times and bad, by offering the benefits of its specialized sales experience and expert merchandising knowledge.

When general conditions looked bad in 1907 this organization brightened the profit prospects for scores of merchants. During the near-panic of 1921 the John L. Lynch organization was conspicuously on hand, lending its experienced aid to pull many a discouraged merchant out of the doldrums of business stagnation. Today, in the face of widespread depression this same organization is putting scores of merchants back on their profit feet, or enabling them to liquidate quickly, and completely, with gratifying returns and without compromise to the finest reputation.

If you feel that your establishment would benefit through the staging of an expertly planned and expertly conducted stock-moving or complete close-out sale, by all means let us supply you with facts and figures on what we have recently accomplished for stores similar to your own. Such information may be just what you've been looking for. Write, wire, or phone and we'll place it before you — without obligating you in any way.

JOHN L. LYNCH SALES COMPANY

MURRAY BUILDING

GRAND RAPIDS

- - - - -

MICHIGAN

CIVIC CHARACTER.

Financial Rewards of Life Incomparable With Culture.

In the march of time, we have left behind the itinerant salesman of yesterday—a pedestrian, with his pack on his back, comprising fancy things and ladies' finished wearing apparel; the pioneer wage earners—the "tinker" and the "scissors-grinder"—carrying their machinery with them, disseminating information and neighborhood gossip; the "one gallus man," the son of the soil, living his life of peace, of quietude and of hope within the circumference of his small horizon, devoted to his family, loving nature and obeying God; the strolling preacher, in his Prince Albert cut of dress, with his book of songs and the gospel of truth, expounding and explaining the ways of life, in shady grove, in the one-room schoolhouse, and in the home, in a voice, and with symptoms of a devotion, that aroused in the minds and the hearts of the young and the old alike, a sense of fear and a love of God; the country physician, with his "saddle-pockets" as his apothecary, filled with a panacea for all of the ills of man, administering and curing more with sympathy, condolence and confidence than with his medicines.

Where is that country philosopher—the Jacob staff of truth, the oracle of wisdom, the soul of honor—once in every community, with his refined sense of justice and fixed rules of fair dealing, settling all questions of the rich and the poor, the proud and the humble, the high and the low, alike, of his vicinity?

Where is the old-time camp meeting and its myriads of devotees, with dinner on the ground, gathering together the people from the adjacent communities and continuing in song and prayer and sermon of truth so long as a "mourner" remained unconverted to the ways of light and life?

We have passed from the agricultural state to that of manufacture and commerce. The rapid transition and the influence of its achievements have catapulted the present generation into conditions and into ways of life vastly and tragically different from those of the older generations.

One of its results is that as a people, we are restless, eager, in constant motion, "doing" unceasingly and, seemingly, unthinkingly, continuing forever, carrying on the battle of life to get more things in order to get more things. Is this a sign that we have reached an epoch in our civilization?

In the transition, have the strata and make-up of our morals advanced in stamina in proportion to our material progress so as to enable our civilization to withstand the energy and vigor of the present-day, without disaster to the character, of our young people, unless more time and attention are given to them and less to the material things of life?

It is quite fair to say of the mass of mankind to-day that their primary object of existence is money. It is no less fair to say that the vast majority desire to get more money than is nec-

essary for their actual needs with as little labor as possible.

The spirit of modern politics and trade in its ultimate purpose, represents the individual searching for as large a reward as possible with as little exertion as may be. Higher wages and shorter hours of employment is that respectable and social formula of that antisocial energy which actuates the criminal mind and expresses itself in the familiar philosophy of the bandit and the thief, and which is often practiced by a great many people who flourish in the front rank of our industrial and business civilization.

The trend of this is to create a desire for things—things made and sold—and to create a leisure in which to use them; to create and develop the idle ways and habits of the spendthrift; to regard the Government as the servant of the wealthy—the master of the average man and of the toiler and wage-earner, and an instrument to be manipulated for profit; to regard the business man and his business, the lawyer and the doctor, the artist and the architect, the teacher and thinker, all men and things, in the terms of profit.

In an atmosphere where the moral and intellectual interest of the common-every-day man, the artist, the pure scientific, the professional or the Christian spirit is not regarded or does not exist, except in terms of profit or income, a disintegration of the manhood and womanhood and the lowering of the standard of life, are inevitable. For neither a great business, nor a great profession, a great life, nor a great civilization can be maintained upon the philosophy of the counting-house and the sole basic idea of profit.

Such a theory means that the love of money should control the conscience of man in the choice of the course and the conduct of his life and in the performance of both the natural and civic obligations to himself, to his family, and to his community and country.

It means that it is the duty of the lawyer—living a comfortable, useful life—readily to break up his home and to accept a large retainer from a power trust or some other combination of interests; that the doctor should leave a whole countryside to struggle without medical care, even if it pays him a respectable livelihood, when in the city he may be wealthy if he gets in with the right people; that the architect should become a mere builder of space, the artist, the teacher and thinker should become attaches of the counting-house, if it will increase their income.

It means that a beautiful bit of scenery is merely a good site for real estate development; a waterfall, merely water-power; that it is culture not to read a book, not to go to see an art gallery, not to stroll about the countryside to learn and to love nature; not to engage in intellectual conversation at home; not to inspire the young nor to build them with hope and higher aspirations.

There is something more in life than the mere acquisition of money; the accumulation of wealth; the mere striving for place and power in busi-

ness, and the merely producing things that may be made and sold and the developing of a desire for the use thereof.

A constant, eager, quest for more money, more power in business, and a desire to use things, takes the business man and the wage-earner from their homes and families, and tends to sever home connections and associations—also tends to cause the neglect of parental control of the home and the family, and to prevent an intelligent supervision of home life and the upbringing of the youth, with character.

Character is a standard, in youth as well as in the aged. It can be doubted by no one familiar with the history of the human race and its career that character is an inextricable part of the life of both men and nations—character made up of the elements of love, reverence, truth, fidelity, industry, intelligence, a sense of morals, a sense of purity in private life and a sense of an obligation to and a dependence upon God.

It is as worthy of consideration as are the minds of men. An ideal, without the throbbing heart-beat of love of character, by the people who create and cherish it, may be inspiring, but imperfect and will eventually fail, however esteemed and venerated it may be.

The Israelites, with their national religion, lost their temple at the hands of a merciful God. The ideal of Greece—mental and physical beauty—did not avert her fall.

Perfection in government and in law and in supremacy in world power and devotion thereto did not enable the Roman people to escape the consequence of pollution, corruption, cowardice and treachery in moral affairs.

Basil Richardson,

Judge, Circuit Court, State of Kentucky.

Vocational Gains and Losses in Machine Age.

Summing up the losses and gains of employment during the seven years from 1920 to 1927 in the six large fields of industry covered under the terms production, transportation and communication, distribution, professional and semi-professional occupations, domestic and personal service, and Government service, we find that two million jobs have been lost and nearly two million five hundred thousand gained.

Vocational education needs to travel parallel with industrial progress. As new machines are invented people must be trained to use them; as new technical information is applied to agriculture, manufacturing, commerce, and the home, our people must be educated so as to be able to think in terms of this information and their job.

The scientist and the inventor must, and do, precede the application of their discoveries to the work of the world; but workers must be trained to use the results of the inventor and the scientist before society can realize on the benefits of these inventions and discoveries.

The flow of production widens and deepens. A great many jobless men

pour out of the doors of factories, giving way to the advent of the new machines. In seven years the number of workers in what are called the productive industries fell off one million five hundred thousand, according to an estimate made in the Department of Commerce.

In the same period the net decline of employment in the industries of transportation and communication exceeded two hundred thousand and the Government services dispensed with some two hundred and twenty thousand workers. Here are nearly two million eliminated jobs and nearly two million persons forced to find new employment, since it may be assumed that they have not the means to enable them to live in idleness.

Seven years ago there were only twenty-five thousand workers in the radio industry, while now there are one hundred and fifty thousand. Electric refrigeration was virtually unknown in 1920, while now it gives employment to forty thousand people.

Oil heating has created thirty thousand new jobs. The number of insurance agents has increased almost one hundred thousand in seven years. From 1920 to 1927 the number of persons employed in the motion picture industry grew from two hundred thousand to three hundred and fifty thousand.

And so on. For each item of decrease we have as an offset other items of increase.

The moral which we who are engaged in vocational education should draw from this situation is an appreciation of our responsibility for providing the two million five hundred thousand adult workers with the necessary help in selecting their new job and in securing vocational training and education for efficient service to their new employer.

Most of them are willing workers; most of them are in need of an honest day's work. All of them are face to face with a new economic condition which they cannot understand.

Some of them are illiterate. Many of them find their previous education of no particular value under these changed conditions.

The skills which they had formerly possessed are no longer in demand. The world they knew is a thing of the past.

Without an opportunity to adjust themselves to these new conditions—to the new demands of industry, calling for new skills and new technical information—many will fall by the wayside and become idle parasites, dependents, criminals, or unnecessary victims of the "iron man."

J. C. Wright,

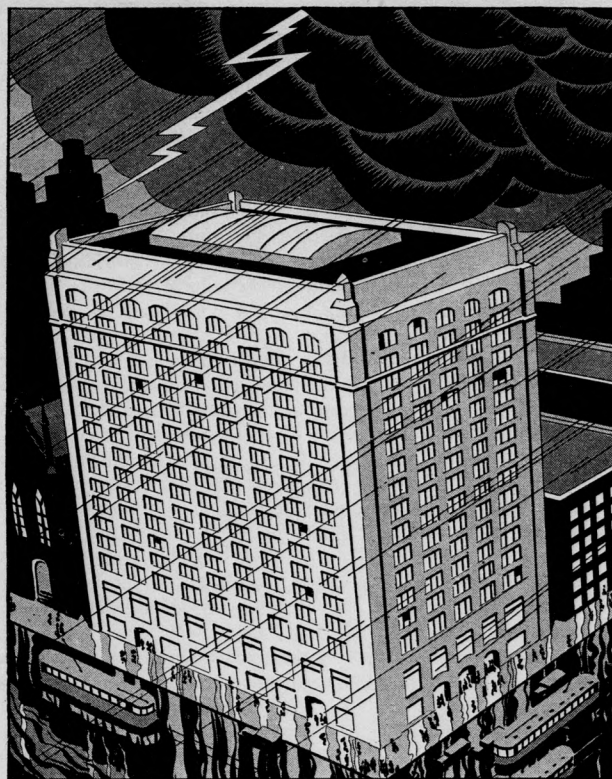
Director Federal Board for Vocational Education.

Entirely Satisfied.

"I am satisfied of one thing at last; I found where my husband spends his evenings," remarked Mrs. Gadabout.

"You don't say so, dear; how did you find out?" questioned the excited Mrs. Gossip.

"I stayed at home one evening last week and found him there," answered the satisfied lady.



WATER WASTE— What it Means

Each year millions of dollars are lost through merchandise being ruined in damp and wet basements and warehouses. This is water waste.

Enormous losses are sustained in moving merchandise from storage places endangered by heavy rains and floods. Water waste also represents the loss in valuable basement store sales space, due to the fact that men and women cannot work under damp conditions.

You can help prevent costly water waste. Insist that Medusa Gray Portland Cement — waterproofed — the cement with the waterproofing "ground in" at the mill—be used in all concrete and mortar work entering into any building in which you are interested. This integral waterproofing produces an interior dry enough to light a match on basement and warehouse walls. It has a 20 year record of proved success in stopping water waste.

Medusa Gray Portland Cement—waterproofed—is very extensively used in the construction of farm buildings for floors, silos, milk houses, water tanks, etc.

Let us send our book "How To Make Good Waterproofed Concrete."

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VOCATIONAL EDUCATION.

Workmen Supplanted By Machines Require Training.

The present discussion of unemployment in the United States has created a demand for information as to what the Federal Board for Vocational Education can do to assist in solving this great problem.

Unemployment is essentially a problem of vocational education, since the men and women displaced by machines must, in many cases, be trained for new jobs—jobs calling for new skill and new technical information.

To-day the world accepts no excuses. The job must be done satisfactorily regardless of what it is, and the one who cannot measure up to requirements must stand aside for the one who can.

We hear much to-day about men and women who have reached 40 or 45 years of age being displaced by employers. The argument advanced by employers who follow this practice is to the effect that these older men and women are unable to keep up in production with the high speed machine.

Employers should not forget, however, that these older men and women represent a more stable group of workers, a group which possesses a greater technical knowledge and skill, and the members of which are likely to be more loyal workers than those recruited from the ranks of the less experienced.

Employers must also remember that these older men and women are heads

of families, and that the purchasing power of the family depends upon the earnings of these older workers. If the family is unable to purchase the products manufactured by the employer, the employer loses a market.

We must also provide employment for the thousands now being displaced by the "iron man" in industry. The twentieth century will be known as "The Age of the Iron Man." Most adult workers have seen the development of the aeroplane, the radio, the automobile, the airship, and countless other industries which call for new skill and new appliances of science and mathematics to industry. The success of these industries depends upon an adequate supply of skilled and properly trained workmen to man them. That is where vocational education comes in.

The "iron man" does not limit his activities to any one line of products. He is being introduced in all types of industries.

Countless illustrations of the displacement of working men and women by the "iron man" could be given.

An official of the International Paper Co. has said that in one plant forty-nine coal shovelers have been replaced by three men who turn the valve to feed the fire boxes with crude oil.

Some of the great mills of the Northwest use mechanical conveyors by which sacks of flour are taken from the mill, carried any distance and shot from different levels into cars six tracks away, fifteen men doing the work that formerly required 100 men to perform.

One man can turn out 32,000 razor blades in the same time needed to make 500 in 1913.

In the boot and shoe industry 100 machines take the place of 25,000 men.

One farmer with a tractor and combine can do more work than 500 men could have done seventy-five years ago with scythes.

The iron and steel industry requires only one-half as many men to produce the same amount of finished products as it did fifteen years ago, and the automobile business only one-third as many; similar ratios apply in chemical factories, tire plants, cigar and cigarette factories and food-canning plants.

During the last five years the railroads have released more than 200,000 men from their pay rolls as a result of improvements in locomotive construction, round-house and terminal operation, and the operation of freight servicing.

The calm student of the subject sees the machine as a liberator, a builder of boundless wealth, a creator of new conveniences and comforts, and the means of lifting much of the old burden of labor from the sweating backs of the toilers.

But the wage earner, who must live by that sweat, may not be quite satisfied. He is grateful, of course, to have his burden lightened, but when the machine wipes out his job entirely he then has a serious problem to face. That the use of labor-saving machinery will increase, rather than diminish, in future years goes without saying.

It is necessary for us to consider, therefore, the serious unemployment

situations which are bound to arise as a result of this fact. The answer to this problem lies in the adjusting of adults to new jobs.

No machine has been invented that can think and take the place of trained minds; therefore, there never was a time in the history of our country when the problems of vocational education were greater than at the present time.

The newer industries have been absorbing some of the labor that has been displaced, but these industries call for properly trained workmen.

The public schools must recognize their responsibility in the sphere of vocational training and must organize their programmes so as to be constantly on the alert to meet any new situation when it arrives.

If labor-saving machinery and efficiency methods deprive the worker of his job and at the same time no provision is made for him to get the training necessary to enter a new field of work, something is fundamentally wrong with the industry or the industrial training programme in his community. That the responsibility for the actual training of men displaced by machines or the adoption of new methods and standards rests largely with the vocational school is obvious.

While the vocational school can train the worker for a new job, it cannot employ the product that goes out of its plant any more than the manufacturer of automobiles can utilize the product that goes out of his establishment.

The employer represents the consumer of the product of the vocational

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You will buy a policy giving the best protection.

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AGENTS WANTED IN MANY VILLAGES

school, and, like the consumer of the products coming out of his own plant, he needs to be sold on the value of vocational education.

He needs to be convinced that the young worker properly trained is an asset in his business; that the older worker not fully equipped to serve efficiently in his organization may, through the vocational school, be assisted in adjusting himself to the advantage of both himself and his employer. Furthermore, the employer should be shown the advantage of co-operating with the public schools in vocational education rather than in attempting to train his own workmen along more wasteful methods.

When properly sold, the employer will give preferential employment to the product of the vocational school, and will co-operate in keeping the school informed of needed changes in methods of training, in equipment, and in other essential features of the programme.

A swimmer who is not trained is unable to get out in the channel and forge his way against the current. He must be content to stay near the shore among the driftwood. Likewise, the person who is not prepared to battle with the stream of life must drift aimlessly with his fellow-idlers and seek sustenance from the crumbs that come within his reach.

A few years ago sweeping changes were made in methods of manufacturing which greatly raised the occupational standards that must be attained by workers. These standards vary from year to year and from day to day. They may be changed at will by the employer, or by other agencies; therefore, one reason for much unemployment is the refusal of men to adjust themselves to new standards. Many older men refuse to believe that new occupational standards can be attained.

Perry W. Reeves,

Member Federal Board for Vocational Education.

Obligations To Uphold National Principles.

That which contributed most to the upbuilding of America in the past was that the Nation opened its doors to the ambitious and liberty-loving from foreign shores.

That which will contribute most to the upbuilding of America in the future is for those millions of foreign-born and their children to become real Americans.

Proud as they should be of their ancestry—and fond of association with their compatriots—their greatest zeal, however, should be to uphold American institutions and American Government, which guarantees to them freedom of worship in the spiritual field, and equality of opportunity in the economic field.

American citizens all must remember that government in our country gives to the people only what the people give to government.

Lincoln's phrase, "Government of the people, by the people, for the people," was no pretty figure of speech. It was the perfect definition of American Government.

We, as a people, take out in the shape of government just so much—and no more—as we put in as energy, spirit and purpose. That is true, not only in the Nation, but also in state, county and city.

Therefore, no man in America is entitled to complain of government, unless according to his opportunities and powers, he has done his utmost to help paddle the ship of state.

Despite gossip and rumor to the contrary, I believe American Government is essentially honest, because our Government is bound to be and is a reflection of our people. I believe our people are essentially honest.

Our foreign-born citizens owe an obligation equally with our native-born to interest themselves in politics, and to vote according to the right—not as distinct and separate parts of our people, but as Americans—knowing that America can move forward only as all its parts move forward.

The greatest contribution which our citizens of foreign birth can make is, not to look solely at the affiliations of the past, but to look forward and help make America great.

Politics must be looked upon—not as something unsavory, not as a game of wire-pulling and chicanery—but as an arena through which all in a republic must travel who would serve their fellowmen in that most difficult of all pursuits—government itself.

America will achieve its age of Pericles when public activity is regarded not as politics in its narrow sense—but as government in a very real sense; and when government is regarded as the super-business—the super-profession of all Americans.

Gilbert Bettman,

Attorney General State of Ohio.

Ten Things Salespeople Can Do To Please Customers.

1. Let waiting customers know they will be served in a few moments.
2. Let customers think they are buying, even though you are quietly guiding the sale along.
3. Avoid suggesting similar articles to women who are acquainted but not friendly. Avoid names in such cases.
4. Learn all you can about the store and the goods it carries.
5. Learn the preferences of regular customers.
6. Address customers by their names. Try to remember them, even though they do not buy from you frequently.
7. Suggest goods you think customers would like; things that are suitable for them.
8. Approach customers briskly, but don't hurry them into buying.
9. Be careful about refusing requests made by customers. Refer to the proprietor or manager.
10. Be courteous always. Hard-to-please customers are good tests of your selling ability.

It isn't the mountain ahead that wears you out—it's the grain of sand in your shoe. Be master of your petty annoyances and conserve your energies for the big worthwhile things.

MORE MONEY IS LOANED

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Why?

BECAUSE, it is almost everlasting, has no depreciation or deterioration of any moment, and will not burn down.

THEREFORE, the investment is always a good one, and because of no upkeep expense, such as repairs, painting and insurance, more is paid on the loan and it is reduced faster.

SAND LIME BRICK is beautiful, economical and the safest and best material for all building purposes, whether it be "sky-scrapers," factories, residences, garages, basements and foundations, porches, drives, walks, garden walls or any other construction.

IDEAL WALL construction of Sand Lime Brick is most economical type of Brickwork known, and as low in cost as frame. We will be pleased to help in any of your building problems.

GRANDE BRICK CO.

GRAND RAPIDS

COMMUNITY SPIRIT.

Individualism Is Being Displaced By Social Interdependence.

The prevailing organization of society in America is based upon the theory that no community, whether State, city, village, or even family, can safely segregate itself from all contacts with the world which bounds its individual existence. Neither can any of these units remove or prevent those relationships which modern life and existence have compelled all to accept and under which all must function.

In other words, no one can live to and for himself exclusively. His very existence, comprising his business, happiness, health and prosperity, is effected and largely controlled by his associations with his neighbors near and far.

Likewise, groups of families, whether representing a small rural community, a large city, or even a state must acknowledge the influences which the varied characteristics of current social and business relationships imposed upon them. There is no place or plan whereby the individualist citizen can escape this condition.

Time was, a few decades ago, in this Nation, when a family was self-sustaining and made provision within itself for practically all its requirements. Its contacts with activities outside the family were not numerous. The close association of family with family and between and among people in a community did not prevail and was not an essential to their prosperity and happiness.

However, times, modes of life and conditions under which society functions to-day are constantly and swiftly changing. No person favors a return to the former individualistic and segregated manner of living.

The changes and newer conditions are always evaluated by society. Those possessing value are preserved and absorbed into the body politic and those considered valueless reach the junk pile of discarded and useless theories.

Community building is to-day regarded as one of the duties of citizenship. No longer can a man engaged in a trade, business or profession, achieve permanent success by destroying his competitor's enterprises. Such action is not wise and constructive, and will finally react against the author of such a movement.

Each business individual can enjoy prosperity only as his community is prosperous. He cannot compel prosperity to be his portion so long as some of his colleagues are suffering adversity.

A well organized community consists of a trade center which serves a certain territory, either or both urban and suburban, and which also is the social, educational and religious center of such trade territory. In the case of the ordinary American small city or village, this form of community enterprise is now practically standardized.

The construction of excellent highways, the general use of automobiles, the establishment of well equipped and organized school systems, and the introduction of the movies and other forms of entertainment have still fur-

ther solidified the community idea. Public libraries, parks, club life and the extension and general prevalence of fraternal orders and the enlargement and strengthening of religious facilities have also aided in cementing and stimulating stronger and more intelligent community spirit.

The larger cities are merely larger community centers caring for larger areas, greater bodies of people and in some cases rendering more varied services. It is the policy of all well established community movements so to order all the activities and interests of the community centers that all the business and other activities incident to the area served be protected and promoted locally.

The nimble penny or dollar should move about the community, serving all those interested therein alike. It should not roll outside or away from this community and be lost completely.

In other words, enterprises which become established in community centers and fail to contribute to the support of all the varied interests of this center and surrounding territory, but forward their earnings to support interests located in other sections of the Nation, are not community builders. Rather do they discourage community spirit and purpose and tend to disturb and even destroy the sound growth of local institutions and enterprises.

No longer does there exist antagonism between groups of a large community center such as prevailed some years since. The financial, the manufacturing, the transportation, trade and agricultural interests, meeting at the crossroads of a community center, all adjust their respective purposes and plans so that the best interests of each are served fully.

True, differences of views do exist as to the manner of such adjustments, but these can be and always have been equitably determined. This co-operative spirit of living and let live, of recognizing, that the real objective is constructive building and planning have been the origin as well as the protection of America's marvelous development of trade centers, of its beautiful villages, towns and cities.

Boosting for one's own home town, city and state is no idle or shallow expression. It is significant of the laudable and noble purpose of American citizens to build American homes, American villages, cities and states in the hope that the happiness and prosperity of all citizens and the success of their many enterprises might be promoted and perpetuated thereby.

The thrill of serving one's home community, state and nation comes only to him who submerges his selfishness, co-operates with his neighbors and friends, and contributes his due and fair portion of time, energy and money in constructive community action.

Such person, who fulfills these duties of citizenship in constructive community development, thereby qualifies himself to serve his state and nation more efficiently and abundantly.

N. J. Holmberg.

You can fool part of the people all the time, but not enough of them to make idiotic talkies profitable.

Debt of Humanity To Science as Miracle Worker.

The period between 1900-1910 might be called the "individual age."

Business was done in an open market with free competition. With the exception of the oil, railroad, and one or two other industries, all banking, commercial, industrial and agricultural enterprises were in the hands of individuals or small corporate units.

Since then, and that includes the age in which most of us have lived, a great change has been brought about through the invention of labor-saving machinery and devices, scientific modernization and management, progress in business, technical and educational methods, and, last but not least, in the standards in education and living.

The inventive genius and the progressive spirit of its people have kept this Nation in the forefront of the world.

In the industrial field we have seen consolidations, mass production methods bringing operating economies, elimination of wastes and reduction in costs, to the point where there is less need for tariff protection to enable this country to compete in the markets of the world. The small factory in industry has practically disappeared.

We have seen interest in railroads reach a point where public opinion is demanding consolidations rather than preventing them.

The smaller retail stores have been and are gradually being eliminated in favor of the chain store corporations. The passing of the country merchant and his position in his community is something which most Americans sincerely regret.

While labor-saving devices have improved harvesting methods, it may safely be said that less progress has been made in agriculture than in any other line. The farmer is still between two chairs; the prices for his products are invariably determined by world market prices, while he is forced to pay the high domestic prices for the necessities of life.

We have seen a tremendous rise in the electric machinery and power field. The utilization of water power and the use of electric power have affected every industrial and commercial endeavor.

Thirty years ago an office was considered modern if it had one telephone instrument; to-day we find a telephone in almost every home, switchboards in almost every office, and we are able to talk to our friends and customers in almost every section of the world.

This period has seen the development of the automobile industry to a point where it has become one of the principal businesses of this country. Motor trucks have replaced horses, and the use of motor vehicles has become an absolute necessity in almost every family.

Motion pictures have grown to such great proportions that they are at present supplying amusement to over 25,000,000 persons daily in attendance at our theaters. They have been the greatest advertising influence in world markets for products of our country.

Radio, with its unlimited possibilities for education and amusement, has made the world a "Main Street."

We are witnessing now a great development in the aeroplane industry. The use of the aeroplane has ceased to be a circus performance, and it is gradually taking its place in the transportation field.

When you consider it is possible to fly from the Pacific coast to the Atlantic in less than fifteen hours, a trip that takes at least four days by train, you can see just what prospects there are for development in this field.

We owe a great debt to science, which has brought marvelous changes in the past thirty years, and undoubtedly will bring even greater ones in the generation to come. It has served to improve the race physically and brought increased comfort to all, and has raised the standard of education and living.

It is the great measurer; but do not be misled into believing it is the sole force upon which we must depend. True, it has changed almost everything; but it lacks soul and heart.

It will never be able to change or improve the good old American standard of honesty and square dealing that is imprinted in the heart and mind of every true American. The Golden Rule is still in force the same as it was thirty years ago.

This changing period included the kaiser's war, and we have seen the effects of that struggle. The world map has been remade and American trade has been pushed to every corner of the globe. Joseph A. Broderick,

Superintendent of Banks, New York.

All Joking Aside.

Habits make life so easy, so mechanical, that once acquired we cling to them tenaciously. They enable us to perform certain functions without thinking, while change of habit necessitates the expenditure of some mental energy—a cherished commodity, evidently, because so few people voluntarily expend it. And so, change is resisted, often quite vigorously.

The man who invented the umbrella was thrown into jail when he appeared carrying one on the streets of London; so was Hansom, the inventor of the two-wheeled cab which bears his name.

Railroads, steamships, automobiles and airplanes all were condemned in their pioneer stages, partly for lack of understanding but mainly through lack of sympathy with anything that threatens to change established habits.

Uses Novel Method of Collecting Bills.

Here is the way one retailer went after a delinquent account: He made a thorough investigation and discovered that the customer could pay but that he was careless about settling. Knowing this, the dealer proceeded to telephone the customer every morning at about 5:30, and it did not take very many calls before the bill was paid. This may require a little nerve, but hard cases require hard methods.

Civic consciousness is best reflected by efficient help at good wages.

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Michigan Mutual Industrial Hospital

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BETRAYAL OF PUBLIC TRUST.**It Effectually Destroys Faith in Self Rule.**

The American people, as a whole, have always believed and always will believe, in a square deal for everyone.

There have been times in our Nation's history when selfishness and greed have entered into our public affairs. Sometimes it has crept in stealthily and unnoticed; but when that selfishness has become so flagrant as to attract the attention of an aroused public it has been condemned, and those who participated in the benefits of that selfish transaction have been condemned and despised by men.

We have a concrete illustration of what selfishness in government can do to disturb the public mind in the example of the oil lease episode. Regardless of the outcome, so far as legal procedure was concerned, the attempt to use government for selfish purpose met with the universal condemnation of every good citizen of America.

It is refreshing to know that one hundred and fifty-five years after our forefathers set the example of unfailing devotion to good and righteous government, we still condemn selfishness, greed and misuse of public trust.

These men may not have sought the overthrow of government, but the result of their designs and its effects upon the people of America would have been as disastrous, had it been fully accomplished, as the designs of Aaron Burr had he been successful

when he sought to overthrow the constituted Government of America.

Men who would betray a public trust in times of peace are just as treasonable as the men who would betray a nation in time of war. For if their betrayal is successful the public mind becomes incensed and it loses faith in government.

No man is fitted to occupy public position who places selfishness and self-interest above the interest of government. The personal fortunes of any individual must be subservient to the greater cause, the protection of every good principle in government.

Men like Washington, Franklin, Patrick Henry, and the hundreds of other patriots, made every personal sacrifice possible, not that they might be extolled and personally benefited, but that it might redound to the grandeur of a great, free government for men.

In every crisis in our Nation men have come forward with unselfish devotion to the Nation's good. But in the days and the years that we proceed without noticeable disturbance we need men who are patriots to see that selfishness and greed are kept out of governmental life—that no crisis shall come through dereliction on our part to affect the fundamental principles upon which the Nation was established, to see that designing men who would distort government for their selfish purposes do not attain their ends.

An enlightened citizenry must play its part. Law has been tersely said to be the embodiment of the moral sentiment of the people. Popular govern-

ment can have no higher standard than that fixed by a wholesome majority of the people who make up its citizenry.

In our hands as citizens is kept the sovereign power which formerly vested in the ruling agencies remote from the governed. We must exercise our right of sovereignty with the determination that the fundamental principles of American Government shall remain intact.

A government that has been builded upon the basic truth that men alone have the right to rule and be governed, and that has lived through a century and a half through changing generations of men and conditions, and that has been emulated by every civilized people, should convince us of the wisdom of our American fathers and stimulate us to preserve and transmit to future generations, unimpaired in principle, that form of government which is now conceded by all people to be the wisest method ever devised by man.

We, as citizens, can perpetuate that government by being as patriotic in the observance of its laws as we are in the support of its fundamental principles. American spirit and American institutions have no bounds.

America is one hundred and twenty-five millions of free people. America is thirty millions of homes, wherein live the most intelligent people on God's footstool.

America is your habitation and mine. It typifies everything that is high in ideals and culture.

When the Old World thinks of

America it thinks of humanity. It thinks of the spirit that America generates and the influence America has upon the human race.

Our Government was devised to aid humanity and that Government must continue as designed by its framers or we, as a people, shall no longer be self-governed. Every worthy citizen in time of war rushes to the Nation's defense. The same measure of patriotism must be met by the citizen in time of peace.

We rush into war because our ideals are trampled upon by a common foe. The men who trample upon our ideals in time of peace, whether he be citizen or alien, must meet with the same hostile attitude from an enlightened public.

A militant American spirit aroused can accomplish everything. Let the best thought and the finer spirit of the American people not be disturbed by those who would destroy the fundamental principles of government for individual gain and individual selfishness because right will triumph in the end.

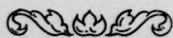
Democracy will be found capable of coping with any situation. Let every right-thinking citizen do his duty in upholding the majesty of the law of our land and his desire for clean, effective government will prevail over those who would seek to destroy.

John Fletcher,
Attorney General of Iowa.

Simile for to-day: As hard to fool as a village gossip watching a widower.

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Rule By Minorities as Result of Neglect of Ballot.

Citizenship in a country like this carries with it duties and responsibilities, not the least of which is the exercise of the franchise.

Our rights and privileges are preserved and our government perpetuated only through the ballot. There is no other way. And yet there is a woeful lack of interest in our elections.

We are too occupied with money making, or with some uplift movement, or it may be with jazz and the movies. We have no time to devote to governmental affairs.

Time was when more than 90 per cent. of the people voted. Today 60 to 65 per cent. fail to vote at the nominating elections, and 40 to 50 per cent. fail to vote at the general elections.

Instead of a government by the majority we have become a government by a minority. The slacker group is composed of church folk and business and professional people — the better element of the land; while in the voting class is found all the baser element of society—the criminal, the vicious, the immoral and the dissolute of the land.

These latter all vote, and they always vote for their kind. Think of it, the wholesome element of society failing in their duties as citizens and then complaining because bad men get into office.

There has been of late years much talk of patriotism. In my judgment we stand in need of a new and a deeper conception of patriotism, of loyalty.

A man cannot manifest disrespect for the constitution nor violate the laws of his country and be a patriot. Neither can he neglect the duties of citizenship and be either patriotic or loyal.

Not only have we become a mighty and wealthy Nation, but we are a happy people, supreme in our right to do or to be what we will. We may build homes and acquire property according to our ability, and our boys and girls have equal rights and privileges, the poor with the rich.

Every boy and girl in America is guaranteed a high school education and a college and university training if he will.

And let it be said right here that the public school is an American institution. It originated here in our land and never before in all the world did it have an existence.

The bank clerk may become the head of the bank. The section hand by thrift and industry may become the president of the railway.

The farm boy or the rail-splitter may and often does become the governor of his State or the president of the Nation. The girls and women may rightfully aspire to and acquire any position within the gift of the people.

There is no poverty in the United States as in the old world, and there are fewer empty stomachs here than in any country of the world. There are no common people in America in the old acceptance of the term, and the standard of living is higher here than in any other country in any age.

The farmer and the laborer rank

higher than do the merchant and professional classes in other countries. American workmen have more luxuries than kings enjoyed a few centuries ago. They often have more books in their libraries than monarchs enjoyed when America was discovered.

America under its Constitutional guarantees is a land of opportunities for all who are minded to make use of opportunities—a fact to be proud of. No one in America is surprised to see a man born in a log cabin or a soddy reach the governor's mansion or the White House.

Why should not the average American be a loyal patriotic citizen? A country is worth loving which makes its people feel that they count for something, which inspires each and all with the conviction that every citizen is the equal of every other citizen in his rights and privileges and opportunities.

By what process of reasoning can any citizen of our country justify a refusal or a neglect to measure up to the privileges and duties of citizenship? What possible reason can any American give for not honoring the flag of his country, the emblem of a wonderful past, a splendid present and a glorious future if we prove true?

It is true that flags have not always been honorable symbols. They have sometimes in the past been symbols of tyranny and oppression of the grossest kind. But the flag of America is a symbol of freedom and justice.

It is not claimed that America is perfect. Perfection is not of time but of eternity. We know here nothing of absolute truths but only of truths that are relative.

But while we admit America is not perfect, we do claim that America, all things considered, is nearer to the ideal of perfection than any other country of the world to-day upon which the sun of heaven is shining, and that the flag of our country glows with a brighter luster as it floats in the breezes over land and sea than any banner dear to the heart of other nations.

In a republic there are duties and responsibilities in times of peace no less than in times of war. In times of war those who refuse to fulfill the duties of citizenship are looked upon as slackers and traitors. Do the vices in times of war become virtues in times of peace? George A. Williams,

Lieutenant Governor of Nebraska.

How To Drive a Nail.

We offer the following advice to women on how to drive a nail without a hammer:

Ask your husband to drive the nail. He will enquire: "Where is the hammer?"

Ask him how you should know.

He will reply, "Well, you should."

Ask him if he married you so that you might keep track of hammers.

He will answer: "Darned if I know what I married you for."

State that neither do you.

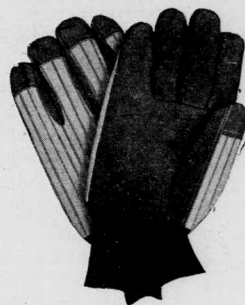
This will hit the nail on the head.

If necessary repeat.

There would be more jobs for men if women didn't work.

WE MAKE GUN CUT

Leather Palm Gloves for the jobbing trade. No seams in back to rip. No seams in the front to wear out.



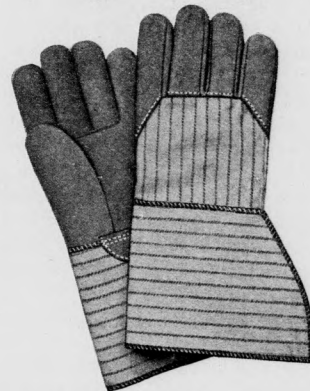
Some are protected with tips and patches as illustrated. Some are made plain. Our line is complete from the cheapest to the best. Write for catalog and prices.



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MICHIGAN

THE CAMPAU TRADITION.

Letters Pertaining To Our City's First Resident.

You seem to stand up bravely under bombardment so I am enclosing a few more documents—translations—found in the attic of the Campau building. There is another letter from Adelaide Johnson, written ninety years ago from Grand Haven. It seems that some of the early pioneer settlers had a happy-go-lucky way of settling and building on wild land and afterward seeking title to it on the basis of first occupation. George or John Johnson, husband of Adelaide Campau, was one of these. By sheer bad luck he planted himself on section 16—a school land reservation—at Grand Haven and after building extensively and clearing part of the land, discovered his mistake.

Adelaide, it would appear, was recovering from what the medics now term as puerperal eclampsia and was very lucky to be alive. Her story of the Indian raid upon their storehouse is one of those rare instances of serious trouble with the Indians of the Grand River valley. We know from this letter that they moved to Grand Rapids in the fall of 1840 where, according to the earlier letters which you have already published, they had a further run of hard luck. I wonder what became of them after leaving Grand Rapids.

There is a translation of another letter from Sophie Marsac Campau, second wife of Uncle Louis, who seems to have been called Louisson by the family. In other letters there are references to Louissonette, or "little Louis." Was he a son of Uncle Louis? I also wonder if the Della (the name is indistinct in the French manuscript) may not have been a family name for Adelaide Johnson. (Nicknames were much the fashion with the early French.) The Johnson family seemed to increase rather faster than the family fortune—the poor man's blessing.

In addition there is a letter written by Uncle Louis which betrays the fact that his education was almost negligible. His spelling, his dividing one word into two or more and his occasional combining of several words into one—and all spelled phonetically—make it almost unintelligible at this day.

My elastic imagination leads me to suspect that John Johnson was the husband of Adelaide and to infer that after he had fizzled out in Grand Haven and Grand Rapids he went to the rapids of the Maple River, where his wife's cousin, George Campau, had a trading post and succeeded him there when George moved to Grand Rapids. Louis had another brother Toussaint, who traded somewhere North of Grand Rapids for a time.

It is strange to see so prolific a family as the Campaus fading out of the picture. There are still plenty of descendants—their name is legion—but they are mostly on the distaff side of the house and so do not bear the historic name.

By this time—and by these presents, as a lawyer would say—you have good reason to classify me as a "nut." One might repeat Hamlet's question: "What's he to Hecuba or Hecuba to

him?" But I find a fascinating interest in following the migrations of the early pioneers and tracing out their descendants so far as possible. Some time when I am in Grand Rapids I would like to see just how much documentary material the Ryerson library has on Uncle Louis. I imagine it is not very voluminous and that is the main reason why I am pestering you with the enclosures. Will you please return to me whatever you cannot make use of for publication—if you can use any of it. Geo. B. Catlin.

Detroit, March 4, 1844.

Mr. Jos. Campau—

After having reflected and cleared my conscience, I have found it necessary to make reconciliation. On my part I forget all that you have said about me and I pardon everything you have said. I was a little angry when you accused me of being excommunicated before my associate, who is Protestant. That did me harm. But all must be forgotten. This is Easter time, when everything must be pardoned, so I pardon you and I ask your pardon before praying God for you and for me, for I am a sinner. Deo gratias. M. G. Payment.

(Superscription by Joseph Campau)

M. S. Payment, his letter dated March 4, which he sent me at my home to try to avoid the consequences of his lies that he told the bishop of the parish of St. Anne, Detroit, about me. He is a liar, full of lies.

Saginaw, March 22, 1840.

Mr. Joseph Campau—

Sir, I have taken the opportunity to write you a few lines. I make you know that I am well and all my family and I hope you the same, and, sir, my friend, I am in a very short situation. The time is very hard and, sir, I have understood that the cedar post would sell well and, sir, I point my confidence to you about it if they do not or if you want any yourself or any of your friends or any of your neighbors. If they want any quantity of it. And please, sir, to send me the word back soon as you can, sir, because I can load a vessel going back to your city and I wish you assure me of it because I can go right at it.

My humble servant to you sir.

Benoit Trembly.

(Superscription)

Mr. Benoit Louis Trambley, his letter dated Saginaw March 22, 1840, asking me if I or others need cedar posts, and to let him know the price because if it is reasonable he can send a load on a ship to Detroit to be sold. Detroit March 29, 1840.

March 7, 1840, I wrote this day a letter to Mr. Benoit Louis Trembley in which I told him that small posts of cedar sell here at 1/, and the larger ones, four or five inches thick, at 2/apiece at Julius Eldridge's; (Eldred is the true name) that money is very scarce now; that everything is selling very cheap; and that I had heard tell of jealousy against him, because he had bought a beef from the Indians, on account of a beef that he had killed and distributed to the Indians of the Saginaw who were dying of hunger in the year 1837. When they were all assembled at the interpreter's order to

make a treaty at Saginaw to sell the remainder of all their lands; but they had no provisions; in order to live, they asked Benoit L. Trembley to kill a beef and that they would pay him well. Then the treaty was finished.

Grand Haven, Oct. 10, 1840.

Dear Mama—

It is with pleasure that I address to you a few lines to tell you that I am well at present, except for my eyes, I can scarcely see, I have had so much pain since my sickness, I almost died, I could not speak, I lost consciousness. Since the sickness of my child I have not had a day of health, I am better at present but I am afraid of losing my sight I can scarcely see, they are almost cured, but I see only mistily, I can scarcely distinguish anything, I find that funny. Dear mama, during my sickness at Louisonnette's house the seventh day I was getting along well, I was sitting up in bed, I was speaking to the aunt (?) about my little girl that she was going to be glad to see me. All at once while saying "dear child" I could not speak, I began to stammer "en—en—en," I wanted to say "enfant" but could not, I had lost the power of speech and consciousness. They say I was that way three hours, then my consciousness returned, and to my surprise the doctor was beside me and the room full of people. He thought I was dead. Dear mama, my family is in good health, my little boy is terribly fat and is forward for his age, he stands on his legs very stoutly, the others were not as strong at his age; he is good, I have no trouble with him, he eats a full pot three times a day, I made a pot of panada (bread crumbs and milk) he sucks it, and he is terribly fat, it is a curiosity to see him.

We leave this week to go to live at the Rapids, we lose all our house that we have built on this property, the government has reserved this section and will not pay any damages, it was a wood whose trees we felled to build a house, a storehouse, a stable, a greenhouse and a poultry house, we lose all that, and must lose it without getting a cent for it. We are terribly disappointed, we thought we were going to have this place, otherwise we would not have spent so much money to build on this section of land. It makes me sore to have to leave my house, a pretty garden all fenced in; I had a milk house built, a cellar (?), much money has been spent, and all lost, perhaps I shall never be so well fixed. Many others have their land, but we are out. We are on a section that the government wants to keep for a church and a school. Dear mama, when you write if you would have the kindness to address the letter Grand Rapids in place of Grand Haven. It hurts me to leave this place after having put so much money into it, we should have been rich if we had had this place. Louisonnette has charged a piastre a day for my sickness, it is all right I think. I hope this letter will find all of you in good health. My respects, please, to papa. My compliments to Catherine, Joseph, Daniel and all my family. I shall be glad to receive news from you from time to time.

I am glad to leave this place for one thing, if not for others. Our storehouse was forced open by the savages from the little fort, they took a good deal. People don't die of fear, for I was terribly afraid. I was lying awake when they broke in. I awoke my husband, he got up and I also, he said I must not go to the storehouse, they would kill me all alone. He took his canoe, it was blowing hard, he crossed the river to get help. During that time I was all alone. I put out my candle, I looked out through the curtains, I saw them go out and enter the storehouse. They upset everything. I said to myself, My God, let them take everything so long as they don't kill me. Oh, I was afraid! When my husband returned with some people they went away through the woods. I was never so afraid, I thought at every moment they were coming to kill me. If my husband had been alone in the storehouse they would have killed him because there were five or six of them. We were afraid they would come back. The people stayed on watch all night with loaded guns. The second night my husband had ten men come in to sleep, in case they returned, but they did not come. I have no other news to tell you. I close hoping to have news of the family soon. Excuse my writing, I can scarcely see clearly, my sight is feeble.

(Superscription) Adelaide Johnson, her letter, Oct. 10, 1840, addressed to her mother, Mme. Joseph Campau.

Grand River, Sept. 15, 1845.

Dear Madame Campau—

I write you these lines to inform you that Della (?) has had the misfortune of losing the woman that she brought to take care of her. Fever and the fatigue of the journey caused her death.

Poor Della has written me in her trouble. She does not know what is to become of her. Dear aunt, I assure you that she is to be pitied, because she is without courage.

Sophie Campau.

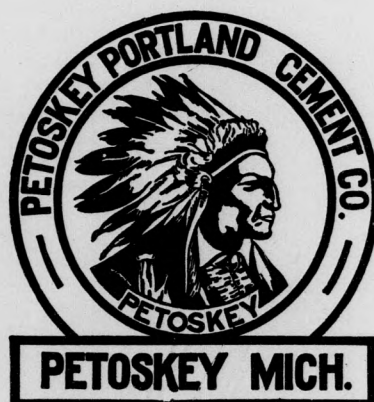
(Insert) Louisson has not yet returned from Mackinac.

(Superscription) Madame Louis Campau Jr., at the Rapids of the Grand River, her letter dated Sept. 15, 1845, regarding Liba (?) Campau, that she has lost the old woman who came to her in the city of Detroit to assist in her household, or to live in Clinton county, town of Essex, a little East of the entrance to Lake Michigan. Detroit, Sept. 20, 1845. She died a little before getting home.

Joseph Campau's geography is bewildering when he refers to Clinton county, town of Essex 'a little East of the entrance to Lake Michigan.'

George Campau, brother of Louis, was the first settler in Essex township. In 1832 he bought the Northwest quarter of Section 8—now the site of Maple Rapids—and traded with the Indians there until 1842 when he sold out to John Johnson and moved to Grand Rapids. Louis Campau bought an adjoining 40 on July 11, 1835. John Johnson remained at Maple Rapids and in 1860 owned village lots 3, 7 and 8. Was he Adelaide's husband?

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WEIGHTS AND MEASURES.

What They Mean To Community's Economic Life.

It has frequently been said that what a person doesn't know won't hurt him.

Whether or not this is logical, it is nevertheless a fact that oftentimes what a person doesn't know is helping him a very great deal. This is particularly true in the case of many of the activities of government — Federal, state and local.

The knowledge of the average citizen relative to government is largely confined to those activities with which he or she has personally come into contact or conflict. Everyone knows more or less about the local police department, because the police officer is very much in evidence, especially at busy street crossings. The local fire department, too, plays such a spectacular part in the life of the community that its activities are universally understood, and heard as well.

But who knows about the work of the local inspector of weights and measures? And how many would recognize him, if they saw him? He, however, does or can play a very important, if unobstructive role in the community. Just as the policeman protects our persons, the fireman our property, so does the weights and measures official protect our pocket-books.

What is known as "weights and measures supervision" is participated in by every branch of government—Federal, state, county, city and town. The purpose of this supervision is to insure that whenever commodities or services are bought on the basis of weight, measure, or count, the determination of quantity involved in the exchange shall be equitably made.

An important field of governmental activity? Unquestionably so, reaching deeply into the business and lives of our people, and yet this work is so little known that the jokesters who invade almost every field have left weight and measures practically untouched, and our favorite comic strips almost never deal with the subject.

In the United States the Congress has left the regulation of weights and measures almost entirely to the control of the individual states, although the Congress has constitutional authority for such regulation. There are a few Federal laws, such as those standardizing barrels, hampers and baskets for fruits and vegetables and requiring statements of net contents on certain packages of foods, but, aside from these, all weights and measures regulatory authority arises from State laws or local ordinances, and is exercised by officers of the states or their subdivisions, forty-nine major administrative units to harmonize.

The National Bureau of Standards, of the Department of Commerce, is the custodian of the National standards of weight and measure, and verifies the accuracy of the primary standards of the states; these latter are used by the states to standardize the testing equipment belonging to and used by their respective state, county, city and town

departments of weights and measures, so that an unbroken chain extends from the devices used in trade back to the National standards maintained by the Bureau in Washington. Unfortunately, not all states have seen fit as yet to undertake active supervision over commercial weighing and measuring devices and methods, but the work is gradually being extended.

Before 1905 there was no concerted movement to co-ordinate the work of the states to bring about uniformity, and the divergence in the requirements of different sections was very marked. In that year, however, there was organized the National Conference on Weights and Measures, which from very small beginnings has grown to be truly National in its scope.

Originally conceived for the primary purpose of promoting uniformity among the states, the National conference has come to be recognized as a body whose conclusions represent the best weights and measures thought in the country. Without any authority to enforce its conclusions, the conference has nevertheless brought about a tremendous improvement in conditions, entirely through the co-operation of its members in putting into effect in their respective jurisdictions the conclusions arrived at by the conference each year.

In addition to the development of a model law on weights and measures and codes of specifications and tolerances for many classes of commercial equipment, the National conference has become a clearing house for weights and measures information of all kinds. At its annual meetings in Washington, officials from all sections of the country describe their problems and their accomplishments for the purpose of receiving and giving assistance to each other.

The impression should not be gained that short weighing and measuring, and fraud in connection with sales of commodities, are generally, or even widely, practiced. Records of weights and measures departments show that the percentage of inaccurate equipment, the percentage of package goods deficient in quantity, and the number of individuals who resort to unethical or dishonest practices, are relatively small.

By far the large majority of those engaged in trade are inherently honest in their business dealings and endeavor to give their customers what they pay for. But carelessness, lack of knowledge of legal requirements or of the correct use or maintenance of equipment, and the inevitable deterioration of mechanical devices combine to produce an aggregate loss to the buyer which is large enough to be of real importance; add to this the possible effects of the operations of that small, but by no means negligible percentage of people who are unscrupulous in their dealings, and the total losses which might be sustained by purchasers will reach a surprising figure.

These losses it is the job of the weights and measures official to prevent. How well he is to succeed depends upon the support which he receives in the administration of his de-

partment. Sufficient funds must be provided so that the department will be adequately manned and equipped. But even with adequate personnel and equipment something more is necessary for complete success—the department must have the co-operation and help of the community which it serves. A nation is said to have the government it deserves; a community can have fair dealings in trade if they are desired.

George K. Burgess,
Director Federal Bureau of Standards.

Economic Necessity as Reason Why Women Work.

A friendly "give-and-take" relationship between men and women in the realm of employment is essential for progress.

Bickering over who has a right to a job or which sex should do this or that kind of work has no place in a world of economic production turned into a kaleidoscope by the marvelous inventions of past decades.

Cessation of complaint by men against women job holders and of attacks on married women workers by single ones coupled with more attention to real causes of unemployment and greater effort at adjustment is the programme needed in the stress and strain of the present period.

Men have only to turn back the pages of history to discover that they were guilty of usurping women's jobs long before women were ever accused of taking work away from men.

Over a century ago the spinning, weaving, cooking, baking, canning, washing, ironing, the preparation and serving of food, the making of garments, shoes, hats, soap, candles, and so on were done almost exclusively by women in their own homes.

Then came the industrial revolution transporting these jobs from firesides into factories, out from the hands of women and into the control of men.

Women were thus stripped not only of much of their work but of actual economic wealth. With the rising standards of living and increased costs resulting from these changes, many men became unable with existing wage scales to meet the family needs. Women began to realize that they, too, must join the wage-earning ranks not only to maintain themselves but in many instances to help hold the home and family together.

At the same time from the expanding factories came the demand for women workers to help produce the world's goods. Women responded, forced from within and drawn from without. They naturally did not restrict themselves to the transplanted industries but entered any avenues of employment that opened up.

In the extreme unemployment period of 1921 the Women's Bureau received hundreds of letters complaining of women job holders as a reason for men's dearth of work. During the present period of increased unemployment practically no complaints against working women on the basis of sex have come into the Bureau, but letter after letter has arrived scoring married women workers and revealing on the

part of many persons deplorable lack of information concerning the economic responsibilities of this class, the latest recruits in the wage-earning ranks.

One of the greatest differences between the old order and the new is the failure of marriage to bring to women the financial security formerly considered one of its chief assets. Also, the industrial revolution turned the economic status of married women more topsy turvy than that of almost any other class of persons.

In the early days of our Nation it was largely the wives and mothers who were responsible for the creation of the actual things so essential for the maintenance of home and family. So much for the past.

As to the present, in a group of women who were or had been married, included in a recent Women's Bureau study because they were applying for jobs, nine-tenths gave economic necessity as their reason for seeking work. Of women whose husbands contributed to their support, three-fourths reported economic need as their motive, a number stating that their husband's earnings were irregular or inadequate to the family budget.

A desire to raise the family standard of living or to give children greater educational opportunities is behind many a married woman's wage-earning activities.

After all, who has the right to a job? Any adult, married or single, who wants employment and is able to do the work, seems the logical answer. Attempts to award jobs purely on the basis of need would strike many devastating snags.

In the first place such a movement would sweep out of paid employment not only certain married women but thousands of married and single men as well as large numbers of single women, in fact all those individuals with sufficient incomes from sources other than jobs.

Then no court of last resort exists capable of judging how great is the actual need of applicants to work, with standards of living varying so widely in different families.

Real motives are surely too illusive to form a stable basis on which to award jobs. For any occupations, ability to perform the duties connected with it can be the only fair and square test. Discrimination against any class of workers per se is bound to work injustice and hardship.

Mary V. Robinson,
Federal Women's Bureau.

Little Eyes Very Observing.

A local hardware dealer recently delivered an order to a private "Hospital for Mental Cases" in the suburbs, and took his little boy along for the ride.

Some weeks later, while the dealer was taking his family to the beach on the suburban train, the little boy grew very excited.

"Look, papa! Look!" he shouted, to the great amusement of everyone but papa. "There's the asylum you were in!"

Things of Interest are Going on *inside* Hills Bros.' Plant

Hills Bros. Coffee is the product of a plant which is an outstanding demonstration of engineering skill. Every operation of blending, roasting, grinding, packing and shipping is carried on with maximum efficiency, and the thought of the entire personnel is concentrated on the quality of the product.



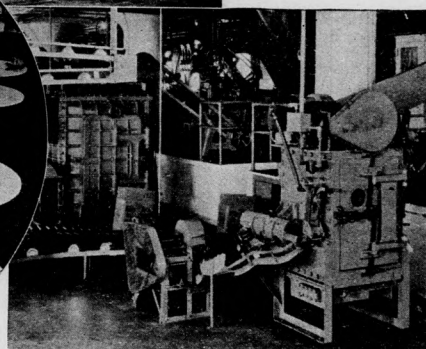
MACHINE SHOP

Almost every important machine in the Hills Bros. plant is designed and constructed on the premises. Many are exclusive developments.



COFFEE TESTING

This department of Hills Bros. is conducted by seven men whose terms of service vary from five to fifty years.



VACUUM PACKING

The vacuum process is a figurative "Fountain of Youth", for coffee, when packed by this process, will remain fresh for an indefinite period.

HILLS BROS COFFEE

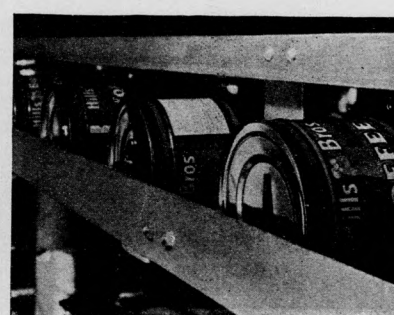


GREEN COFFEE CONVEYOR

Operating at a speed of 600 feet a minute, this belt carries a continuous stream of green coffee which feeds the "Controlled Roasters."



LOOK FOR THE ARAB ON THE CAN



FINISHED CANS ROLL TO CASING MACHINE

At a speed of 325 per minute, one pound vacuum packed cans roll to the final operations of casing and shipping.

TIME OF THE LOG JAM.

Other Events Which Happened on Tradesman's Birthyear.

For an old timer who has been away from Grand Rapids nearly thirty-nine years to write of Grand Rapids events of 1883, the year of the founding of the Michigan Tradesman is, of course, the height of impertinence. However, I may be excused for reviving a few memories among the residents who flourished there forty-seven to fifty years ago.

In those days we had a prohibition party which was vociferous and active, but it was regarded as a subject for jest by the politicians. In municipal governments everywhere and in both political parties the liquor and brewing interest seemed to be in the saddle, and riding high, wide and handsome. The legislative record of Feb. 2 shows Gov. Begole attaching his signature to a joint resolution to be forwarded to Congress asking that the internal revenue tax be not removed from liquors and tobacco. A strong lobby was at work in Washington in a systematic endeavor to relieve those two "infant industries" from all impost taxes. One will recall that a special war tax was levied in 1898. Among the hardships imposed by the Spanish-American war was a tax of \$1 on each barrel of beer sold. Some of these taxes held on for years afterward, but the first to be lifted was the \$1 tax on beer and it is said that a slush fund of \$60,000 proved an effective stimulant to the tax reduction.

On Feb. 5, 1883, the old Eagle Hotel burned. It was a bitter night and the firemen suffered from frost bites and exposure — but Smith's Opera House across the way was saved.

A senatorial election was on in the State Legislature.

In 1883 it began to be noted that it was difficult, if not impossible, to keep the more desperate class of professional criminals in prison, because pardon brokerage had been developed to a science and artful females, posing as wives or relatives of the professional crooks, were throwing themselves upon the bosoms of sympathetic governors. This went on until the State was compelled to establish an advisory pardon board.

On April 2, Rev. Henry Richter was consecrated Bishop of the diocese of Grand Rapids.

Eighteen eighty-three was a year of many sawmill accidents; men mangled in machinery, boiler explosions, fires, etc.

Several destructive tornadoes swept counties like Eaton, Ingham, Branch and St. Joseph.

On June 15 one of the rare lynchings of record in the State of Michigan, occurred at Cheboygan. The victim was a drunken tramp who gave his name as Warner. While awaiting trial in jail he was identified by the little girl he had abused. A mob of several hundred men, all disguised, forced their way into the jail and hanged Warner to a railway crossing sign, although he protested his innocence of the crime.

On July 12, D. Darwin Hughes, one of the ablest lawyers of Michigan, died at his home in Grand Rapids. He was of the noted firm, Hughes, O'Brien & Smiley.

July 16 was notable for the high water in the river and the breaking of a jam of 100,000,000 feet of logs above the D. & M. railway bridge. The D. & M. bridge, the G. R. & I. bridge and the Lake Shore bridge down the river were wrecked.

November 13 saw one of the worst gales of history on the Great Lakes. Among the vessels lost was the H. C. Akeley, nine miles off Holland. Twelve of the eighteen men on board were saved by heroic efforts of a captain and crew of a schooner and several of these were given Congressional medals of heroism.

On November 13 one of the most notable crime mysteries of State history occurred near Jackson. Jacob Crouch, a wealthy farmer, his son-in-law Henry White, his daughter, Mrs. White and a drover, Henry Pauley, who was being sheltered for the night, were all shot to death in their beds. Arrests and trials of suspects followed, but it was never possible to solve the mystery of the crime.

Rev. J. Morgan Smith, beloved pastor of the Park Congregational church for many years, died at a sanitarium in Dansville, N. Y., on Oct. 1.

Rice A. Beal, of Ann Arbor, died at Iowa Falls, Oct. 2.

Captain Mayne Reid, famous as a writer of stories of adventure and travel died Oct. 21.

In response to your note I am inclosing a few notes concerning the events of 1883, the year of the founding of the Tradesman. You probably have everything of that nature thoroughly covered, so you can regard the stuff as an evidence of good intentions. With it go my hearty and most sincere congratulations upon your survival through all the vicissitudes of forty-seven years and the success you have attained by hard work and meritorious endeavor. The Tradesman scores as an "earned run." Geo. B. Catlin.

Problems Faced By Bankers During Depression.

Present conditions in Kansas reflect to a large extent world-wide conditions, which everyone knows are not very favorable. However, there is no necessity for being too pessimistic.

Even though many Kansas banks have been forced to close their doors on account of lack of reserve or ready cash, we have many good banks left in Kansas. It is easy to operate a bank in good times but it tests the mettle of bankers in times of depression. It has been the survival of the fittest, and the old method of taking things as they come and extending credit in a haphazard manner is a thing of the past.

The banker who hopes to succeed must conduct his business along scientific lines. He must have a complete credit file, must be a student of world-wide conditions and must employ all the modern methods. Kansas should

foster the idea of regional clearing houses for the exchange of credit information, to study conditions in general as well as causes and effects. In other words, there must be closer co-operation between bankers in the various communities.

The difficulties of the present time are not hard to see but the remedy is rather hard to find. Many banks are found with an excessive amount of real estate and in addition thereto real estate loans which were made several years ago, upon which the interest has become delinquent. At the present price levels they are very excessive loans.

In the century preceding the kaiser's war, real estate loans, particularly farm mortgages, were thought to be the best security for the investment of funds. The larger financial institutions, including life insurance companies, invested millions of dollars in farm mortgages, feeling absolutely secure and believing that such investments were the safest way to invest their funds in anticipation of losses and maturing policies at some future date. At the present time they find themselves with thousands of farms upon which the owner has been unable to pay his interest let alone principal.

In addition thereto they have thousands of dollars invested in taxes which they have paid for the borrowers and large sums of money due for delinquent interest. If concerns like the large life insurance companies, who have the means to employ analysis and the most able men of the country to plan their program, find themselves in this condition, can we much blame the small individual banker in the various communities, who should be in touch through personal acquaintance with the individuals making the loans, for accumulating an excessive amount of real estate and real estate mortgage loans?

The business of banking has become departmentalized and those bankers who have not seen fit departmentalize their banks are not reaping the full reward for their efforts.

It is gratifying to know the large number of banks which have installed systematic service charges and are now analyzing their accounts to ascertain whether or not they are carrying these accounts at a loss and applying a service charge of a large enough amount to make the account show a profit. The Banking Department has no difficulty with banks that are operated along profitable lines.

Bank deposits in Kansas have decreased approximately \$50,000,000 in the last year. This is a rather large shrinkage, largely due to the present price level of farm commodities, as Kansas in reality depends on agriculture. The history of Kansas discloses that we have had many ups and downs. We have had droughts and epidemics, which really have been more serious than the present depression and low level of prices. Kansas has always survived such depressions.

A difficulty which has given the Banking Department considerable worry and uneasiness is the fact that many banks throughout the State have pur-

chased various municipal bonds and warrants, which at the present time show a large depreciation in value.

It has been the policy of the Department to ask the bankers not to carry bonds and warrants in excess of the amount of their market value. We have, therefore, been compelled to ask the bankers to charge down their bonds to their actual market value at this time.

In many cases this has worked pretty much of a difficulty on the bank for the reason that the banker in buying bonds for secondary reserve and other investments, has failed to take into consideration the maturity dates of these bonds. A bond account for a bank is a good thing when properly handled. However, it takes considerable study and thought to plan a well-rounded bond account. To my way of thinking the maturity dates on bonds should be watched very closely and in buying bonds for bank investment the banker should use caution and diversify his maturity dates, having his portfolio bonds maturing at an early date and annually or biannually thereafter.

A good plan to follow is to have 40 per cent. of bonds mature in five years, 40 per cent. in ten years and the balance in 10- or 15-year maturities. Market fluctuations on bonds, if good bonds are purchased, would not seriously effect the liquidity of the bank.

Many bankers in buying bonds look only to the security back of the bond. While it is quite essential that bonds be properly secured for bank investment, to my mind liquidity and marketability are more serious. We find many banks at the present time, whose reserves have been depleted by a shrinkage in deposits, who had previously purchased bonds for secondary reserve and investment purposes, who now find themselves in a position of being compelled to take a large discount if compelled to sell their bonds.

There are a few bright spots which lead me to believe that conditions are getting better as far as bank earnings are concerned and I should like to give a few facts as disclosed by the records of the Banking Department.

The dividend records disclose that in the year 1927 out of 892 banks 416 paid dividends, paying to their stockholders a total amount of \$1,480,565.85. During the year of 1928 out of 850 banks 479 paid dividends, paying a total of \$1,676,251.22. During the year of 1929 out of 821 banks 498 paid dividends totaling \$1,931,091.81.

It will be noticed that during the year of 1929 out of 821 banks 498 paid dividends being approximately 60 per cent., while in 1927 out of 892 banks only 416 paid dividends, which is about 40 per cent. Furthermore, almost \$500,000 more was paid out in dividends to stockholders in 1929 than in 1927, which is an increase of almost 30 per cent. This leads to the conclusion that even though it has been hard to show a profit the State banks of Kansas have been successful in eliminating their overhead and increasing the income. The time is not far distant when bank stock in Kansas banks will be a much-sought-after investment.

H. W. Koeneke.



HERE'S the big, immaculate, enterprising mill in which "ROWENA" FLOURS are made. This is the home of LILY WHITE FLOUR, one of the popular ROWENA PRODUCTS.

Rowena

FLOUR PRODUCTS

appeal to alert merchants interested in a quality that brings profitable repeat business . . .
CASH - IN on "ROWENA"

TO the right is pictured the new ROWENA POULTRY and STOCK FEED PLANT, producing FEEDS of highest obtainable quality.

**VALLEY CITY
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'GET THE ROWENA HABIT'

"ROWENA"
better-milled
FLOURS
include . . .

LILY WHITE FLOUR
"The flour the best cooks use"
Prepared Cake and Biscuit flour
Prepared Pancake Flour and
Buckwheat Compound
Yes Ma'am Graham Flour
Wholewheat Flour
Golden "G" Granulated Meal
Pure Buckwheat Flour

COMMERCIAL RACKETEERING.

Chain Store Abuses Described By Governor of Minnesota.

Ten years ago chain stores were doing only 4 per cent. of the retail business of this country. To-day they are doing 20 per cent. There are now over 100,000 chain stores in America representing 5,000 chains and doing an annual business of over \$8,000,000,000. Two great mail-order houses, already giants, are reaching out into the local field, one of them having undertaken a program of 1,500 community stores. Before this onslaught of big business, 300,000 independent dealers have gone down, and unless the movement toward centralization is checked, 500,000 more are due to follow them. Eight hundred thousand men, each the master of his own little store, men who have spent their lives learning merchandising, men who know the peculiar needs of their own customers, men who love their communities and have given a helping hand in their development, men who cherish the institutions of their country because those institutions have enabled the individual man to develop, to grow and to achieve, these 800,000 masters must become servants, employees of great chain corporations, cogs in a soulless and conscienceless machine, robots of distribution, receiving and obeying orders from New York, directing them what to sell, how to sell it, and how much to sell it for. This is the prospect facing the American people when Main Street becomes Chain Street.

"An inevitable development," say some. "You can't sweep back the tide of economic forces."

"Chain stores have come in response to social and economic needs," say others. "They provide a more efficient means for the distribution of goods and commodities, and therefore will continue to grow despite artificial and legal restrictions."

If either of these contentions were true, I should not be here on this occasion. I should not care to take up the cudgels in behalf of the independent merchant if I thought he was a vermiform appendix in the body economic. I should be the first to advise a surgical operation. I should not be here if I believed that unyielding economic law doomed the individual unit distributor to extinction. I can think of any number of easier ways to die than to bump my head up against a stone wall. The spirit of martyrdom is not strong enough in me to make me want to sacrifice myself for a hopelessly lost cause. I like a fight, but I am usually found fighting for causes and principles that have at least a chance to win.

No; there is no economic law which dooms the independent merchant to inevitable extinction. If the independent merchant dies it is his own fault; it is because he retreats when it is time to advance; it is because he lies down and lets the enemy march over him; it is because he fails to call to his aid the millions of right-thinking American citizens—the reserve army that has

never yet failed to rally to any just and deserving cause.

There is a great deal of buncombe in the talk about "economic drifts" and "economic laws." There is nothing to justify economic fatalism. This country has made its great progress by circumventing and evading principles which economists have advanced with such seriousness and supported with much learning. Time and again Joshua has told the sun to stand still, and it has stood still!

There was a time when there was hardly an economist worthy of the name who was not an advocate of free trade. A hundred years ago, the American people adopted the principle of the protective tariff and, leaving out of consideration in this discussion the question whether we have not recently adopted tariff schedules that are too high, let me ask you: Is there any one present who believes that the incomparable progress that the American people have made in industry during a century would have been possible if we had followed the advice of doctrinaire economists and remained on a free-trade basis?

By legislating in defiance of economic law as expounded by learned men, we have kept foreign goods out of the home market, maintained an artificial price level for the domestic producer, enabled him to develop mass production and thereby cut his costs to such a degree that he is now able to undersell his low-wage foreign competitor in almost every world market. Our industrial exports last year reached the staggering total of \$3,250,000,000—an unanswerable vindication of artificial trade barriers and legal hedges as a means of circumventing the effects of natural movements and tendencies. By statute law we have suspended economic law.

The tariff is only one of the many examples I might cite. By the Transportation Act we have avoided the disasters which would have flowed from a policy of laissez faire in the operation of railroads. By antidiscrimination laws we have stopped many of the abuses which existed when competition was unrestricted. We interfere with economic law when we fix telephone rates and tell power companies what they may charge for lighting our houses or turning the wheels of our machinery. We interfere with economic law when we say who may and who may not operate bus and truck lines. We interfere with economic law when we grant patents and protect trade-marks. We interfere with economic law through the control of credit by the Federal Reserve Board. Saying that any trend or tendency is inevitable because of the operation of economic law is an admission of either insincerity or incapacity. It denotes a lack of the will or the skill to do what ought to be done. It is a confession of social and political bankruptcy.

So let us at the outset reject the idea that there is any economic law which makes continuing concentration in retail business inevitable.

What about the second contention, that chain stores have come in response

to the need of a more efficient means for the distribution of goods and commodities? Do the facts justify that claim, or is it a mere assumption?

First, are efficiency and economy inherent in bigness? Let Dr. Julius Klein, of the United States Department of Commerce, answer that question.

"For certain types of business the big concern has an undoubted advantage over its smaller competitor. But in those lines of merchandising where success depends mainly on taking advantage of changing trade opportunities; close, watchful contact with market conditions, and expert personal superintendence, the small operator has many advantages over the large establishment.

"The resourcefulness and freedom of action of the individual will always go far toward offsetting the advantage of large-scale operations of the more complicated organizations. In fact, those characteristics are the most important factors in maintaining American business."

Let us hear what J. C. Penney has to say. Does he, admittedly the most successful of all chain-store operators, claim for chain merchandising any inherent advantage that will put the independent retailer out of business?

In a recent statement, speaking of the individual who prefers to operate his own store, he said: "There will always be room, and plenty of it, in this country for this type of man. If he has the ability, the resources and the necessary energy, he will succeed alongside the chain store, the mail-order house, the big department store, the direct house-to-house salesman, or of any other type of competition."

This man, who operates 1,425 stores, entertains no illusions about the advantages of mass buying and large-scale operations. He knows that the individual owner of a single store can manage that store more economically than the hired clerk taking orders from a distant city.

He knows that an owner will find and eliminate those little leaks and losses which a hired man would never see. He knows that in a small organization every member is a salesman, while in a large one there is necessarily a large proportion of nonselling employees. He knows that there is in big business a point of diminishing returns beyond which advantages are nullified by disadvantages.

There is no more efficient and economical unit of distribution than a properly conducted small store. Gorton James, a division chief in the Department of Commerce, recently asked, "In what respects can the chain beat the old type of store when the latter is run on the new principles being evolved to-day?"

Answering his own question, he says: "One element is claimed in cash selling, yet the economies of cash selling have been disputed. The cost of credit extension to retail customers is apparently a few tenths of 1 per cent. Certain cash stores report inventory shrinkages that mean greater loss than that. Thievery, careless handling,

spoilage and work under pressure of crowds add their mites.

"More retail selling time is required in a cash-and-carry store. Business comes in peak loads and the entire selling transaction must be finished at once. This adds to the congestion of the store. In a store which gives delivery service the order can be taken and set aside to be packed for delivery after the rush."

In other words, it is very doubtful whether those merchandising methods which curtail service reduce the cost of doing business.

Even the hired spokesmen of the chain stores do not claim that the growth of the chains is due to any inherent economic advantage of chain store merchandising.

At the Waldorf-Astoria in New York, at a conference sponsored by the National Association of Manufacturers, William J. Baxter, director of a research bureau representing 300 chains, declared: "They haven't been successful due to prices. They haven't been successful due to buying."

Let it be admitted despite Mr. Baxter's statement that on account of their large purchases chain stores have in the past been able to buy goods at lower prices than independent merchants.

That advantage is not as great as it may seem. For after the chain merchant has bought a large quantity of merchandise, he must store it in central warehouses before delivering it in small quantities to his local stores.

He must pay interest on the money invested in that merchandise; he must keep the goods insured; he must bear the expense of dividing large shipments into smaller parcels; in fact, he must add to the initial cost of the goods every item of expense which is usually attendant upon distribution by a wholesaler.

He doesn't eliminate the jobber when he becomes his own jobber. In fact, it may seriously be questioned whether the chain store operator who performs this function for his own stores, as an incidental although necessary part of his business, can perform it as cheaply as the independent jobber, who specializes in jobbing and supplies the general trade in a wider field.

If there is any net saving in mass purchases, independent merchants can effect that saving as well as chain stores, through co-operative buying associations. It is not necessary for a man to abdicate to a New York corporation in order to buy goods at the lowest prices consistent with good quality and honest business practices.

Whenever chain stores have bought goods at a lower price than the jobber who supplies the general trade, they have done it by beating down the manufacturer and forcing him to sell below the cost of production. Such a practice, in the long run, spells higher prices to the consumer, not lower.

Consider what happened in the cheap watch trade. The dollar watch made good bait for the price cutters, who sold it for as low as 59 cents. In order to sell it at that figure, predatory

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IT IS just a matter of where you can get the most for your money that decides your patronage. If we couldn't give you just as good or better values for less money we wouldn't ask for your trade. It's only because we know that we have **THE RIGHT GOODS AT THE RIGHT PRICES** that we solicit your patronage. No other house shows better or more comprehensive lines in—

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NOVELTIES
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HOUSE FURNISHING GOODS
"COLEMAN" PRESSURE LAMPS
ELECTRIC LAMPS and APPLIANCES
IMPORTED FANCY CHINA NOVELTIES

CHINA, POTTERY
DINNERWARE
SILVERWARE
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Gift Goods That Sell Every Day

Our Gift Goods lines include the most attractive and most interesting novelties from all over the world, in well-balanced assortments and in open stock. Gift novelties that have a ready sale for prizes and favors are in growing demand and give a quick, profitable turnover.

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BEAUTIFUL COLORED FANCY GIFT GLASSWARE AT POPULAR PRICES



Perhaps you will find time, in the early future, to come to Grand Rapids where we will be glad to show you our complete lines in our sample rooms arranged for easy buying, and where you will quickly sense the friendly feeling that exists between the men in this business and their customers.



WE INVITE YOUR MAIL ORDERS AND INQUIRIES

dealers forced the manufacturer to sell to them for less than cost, and to get all of his profits out of the independent merchant. But the latter, resenting the discrimination and refusing to sell Ingersoll watches at less than cost, discontinued the line; and the manufacturer went out of business.

In the cigar trade, chain stores sold standard brands at a loss in order to attract business. Little by little, as the chain cigar stores became well established, they dropped the standard brands and induced the public to buy unknown brands, on which there was a profit. As a result many manufacturers who had been led to rely on chain stores for their outlet were forced out of business.

There is no economy in commercial piracy. It may enable a few men to amass a fortune, but to the great mass of the people it spells a total loss. The consumer is best served when he buys his goods from day to day at honest prices, allowing a fair margin of profit on every item—a profit that will enable the manufacturer, the jobber and the retailer to continue doing business, continue to compete with each in a fair and honorable way.

Whenever a manufacturer or a merchant fails, as a result of unfair competition, the loss ultimately falls on the consumer, for there is no one else to pay it.

The bankruptcy of many producers and distributors may mean present savings for the patron of bargain counters; but ultimately it results in monopoly for a few producers and dis-

tributors, who will charge the public a price limited only by what the market will bear.

Chain merchants have succeeded, not because they have given the public better service, for they have curtailed service; not because they have given better values, for their average price is fully as high as that of the independent merchant; but because they have been able to create the impression that their prices were lower by offering standard, trade-marked merchandise at cost or below cost and recouping their losses by marking up other lines.

That this has been their practice was disclosed by Mr. Baxter in an unguarded moment, when he said:

"To me there isn't any question as to the advisability of any retail store if it can sell some Nationally known product at cost to get the crowd. A consumer will go to a grocery store and she is willing to pay 55 cents for steak, whereas it might be sold for 52 or 50 cents elsewhere, if she at the same time can purchase soup or some other package goods at cost.

"Scientific retailing means studying the blind articles in the store and selling them at full price. But what we call open articles, the ones that the consumer can go from store to store and compare, selling them at low prices."

This is the ethics of merchandising, as preached and proclaimed by the chain stores' paid spokesman. This is the doctrine of caveat emptor—"let the buyer beware"—brought down to

date; not to serve the people but to fool the buying public by any device fair or foul. Get the business, honestly if you can; but if you can't get it honestly, get it any way! This is the business code presented by the acknowledged exponent of the chain stores.

I don't want to be unfair; I don't desire to be extreme in my statements; I don't care to use harsh language; but there is only one term that to me adequately describes business conducted along the line laid down by his apostle of high-powered and low-principled merchandising. I would call it "commercial racketeering."

Lest that term seem too strong, let me quote Herbert Hoover. While he was Food Administrator during the war, he paid his respects to purveyors of food products who, during the period of sugar shortage, indulged in unfair practices through the use of combination sales.

Many of these combination sales offered sugar at less than actual cost, but the prices of other food commodities were increased sufficiently to make up the loss on sugar and at the same time allow a profit.

Speaking to these, whom he called the "black sheep" of the grocery business, he said that honest merchants "do not cajole their customers by giving the impression that \$1 worth of goods is sold for 69 cents, for the days of gold-bricking an intelligent public have passed. One's money's worth—no more, no less—is offered, and on such a basis of honesty is permanent business founded."

Mr. Hoover stopped the vicious practice of deception by prohibiting the sale of combination lots which included sugar. May not the question fairly be asked: Should not the same standards be required in time of peace as are exacted in time of war?

If it was wrong to deceive the public then, is it not equally wrong now? If the arm of the Government was used to stop commercial chicanery in 1918, why should not the arm of the Government be invoked in the same cause in 1930?

There has been pending in the Congress of the United States a measure known as the Capper-Kelly bill, of which Senator Capper, of Kansas, is a joint author.

It would stop effectually the practice of using trade-marked merchandise as a bait. It would end predatory price-cutting on standard goods. It would declare such a practice unfair competition and give independent business men the means of protecting themselves against it.

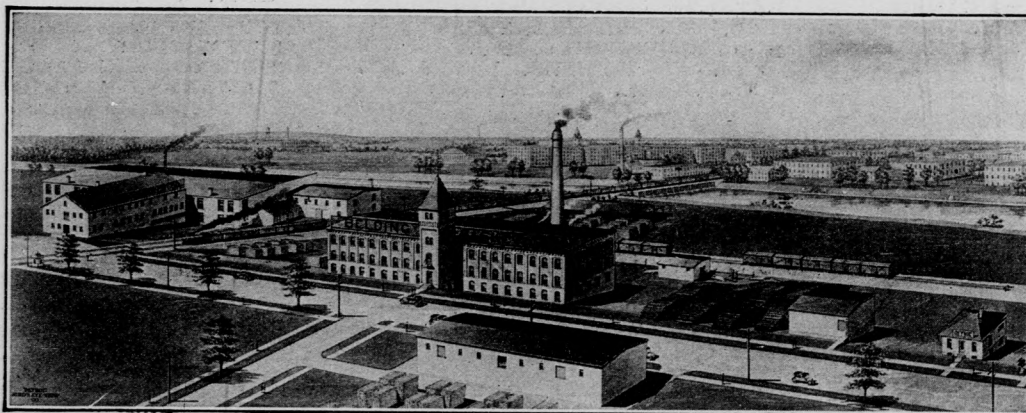
We have enacted legislation to prevent railroad companies from giving rebates to favored shippers. We require warehouses to charge every man the same price for storing grain and other commodities.

We make telephone companies maintain a uniform schedule of rates. We revoke the license of insurance companies if they collect different premiums from different policyholders for the same risk.

We prohibit discrimination because discrimination lifts the burden off a

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Belding, Michigan

avored group and places it upon the rank and file. We prohibit it because when some pay less than a fair price, others pay more. We prohibit it because discrimination is the mother of monopoly.

In the Capper-Kelly bill we only ask that the principle of fair dealing which we have adopted for the protection of those who use the railroad for transportation, the warehouse for storing commodities, the telephone for communication and insurance for protection, be extended to protect those who buy merchandise and those who sell it.

We ask that the law of the jungle be superseded in the field of merchandising by the law of fair dealing and honest service; we find no fault with the principle that the fittest should survive; but we protest with all the emphasis we can command against a misinterpretation of that principle, to give advantage not to the fittest, but to the strongest and the craftiest.

The unique contribution of civilization is that it has substituted fitness and adaptability for cunning and brute force as the determining factors of survival. Civilization puts the emphasis on right rather than on might. The proposed measure is an effort to make business civilized.

In his acceptance speech at Palo Alto, Herbert Hoover said: "I have been greatly impressed by the fact that the foundation of American business is the independent business man. We must maintain his opportunity and his individual services. He and the public must be protected from unjust

competition, from domination and predatory business."

In this country we have made material progress unparalleled in history. We have amassed wealth and power. Instead of the wide unbroken prairies, trackless except for a few lonesome trails which marked the Westward path of a retreating red man, treeless except for a few cottonwoods which skirted the streams, we have farms of unprecedented productiveness and cities with throbbing industry.

Agriculture, invoking the aid of every science, has become a profession, and our soil is producing sustenance for all the world. Industry has increased a thousand-fold, and American-made goods are in every market. American-made bridges are spanning the rivers of Central Africa. American-made steam shovels are digging ore out of South American mines. American-made binders are reaping the harvests of Asia Minor, and American-made automobiles are penetrating the inner recesses of Thibet. To-day you can buy Swift's premium ham in the markets of Jerusalem!

Territorially, also, we have made great strides. The Mississippi Valley has become an empire. Beyond the Rockies a region, wrested from the cowboy and the adventurer, has been made into eleven sovereign states.

Half way across the Pacific floats the flag—emblem of our power. In far Luzon we have raised it as proof that our jurisdiction extends to where the setting meets the rising sun. Night no longer even for one hour envelops

our dominion. The sun is always rising over some portion of American soil, into some American sky.

But this power and glory is mere pomp and circumstance if opportunity has been lost for individual growth.

"Ill fares the land, to hastening ills a prey,

When wealth accumulates and men decay."

Our fathers came to these shores to find opportunity. They had no illusions. They did not dream of equal condition and circumstance. They knew that in any society some men by virtue of greater foresight, more talents and better self-control would acquire more wealth than others.

They knew that the labor of some men is more productive than that of others. Nature which does not give to any two trees the same foliage, or even to any two blades of grass the same structure and form, would not invest any two men with the same capacity.

They did not expect to build a country in which every person would have the same number of dollars, own the same number of acres, live in the same kind of house or wear the same kind of clothes, as every other person.

They did not conceive even of a Nation without classes, because they knew that men naturally and instinctively gravitate into strata. What they did insist was that the avenues between the classes should always be kept open, so that through ability and perseverance, the lowliest might rise, even to the highest places in the Republic.

This was what James A. Garfield had in mind when he said that while European society is stratified like the rocks in the earth, ours is stratified like the ocean, where from the sternest depths any drop may rise to glisten on the highest wave that rolls.

This was the dream of Abraham Lincoln when he spoke of America as a Nation built "to preserve in the world that form and substance of government, the object of which is to remove the obstacles from the pathway of all; to open the avenues of honorable employment to all, and to give all an unfettered start and a fair chance in the race of life."

Far-North Records.

When Sir John Franklin was searching for the Northwest Passage in 1845, he doubtless kept a faithful day-by-day record of the expedition of which he was the head. One by one the members of that expedition died, but there is possibility that the record still lives. It is, at least, reasonable to suppose that a man facing death would seek to apprise those who came after with what had occurred and to that end would either place the documents in a sealed container and hide them in a marked spot or wrap them carefully and lie upon them, as Andree did half a century later. The finding of the bodies of Andree and his companions after thirty-three years renewed an old hope. That hope has now been strengthened by discovery by Burwash aerial expedition to King William's Land of two of the Franklin camps.



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CHOICE OF LIFE WORK.

Need of Forethought Described By
Noted Educator.

"What sort of a job shall I try," asks the boy or girl on leaving school.

What shall I make of my boy? queries the father.

How ought I, to advise John about his life work? the teacher reflects.

These questions are common, insistent and universal. They have been asked at all periods in the history of our own and other countries, and have been the occasion of much conscientious thought, great misgiving and serious worry.

They are concerned with the great problem of vocational guidance, which has been and still is second in importance to none in the educational world. How, then, shall we answer these questions?

Until recently we had made but little progress in this direction. We have in the past generally assumed that a boy could succeed in any line of work whatsoever, provided he displayed sufficient industry and perseverance.

But to-day, while we have not reached many satisfactory conclusions, we have at least come to understand that this is not true, except in a limited sense. We now feel sure that few boys can succeed in many fields of endeavor, and we believe that all can do much better in certain lines than others.

Of course no one holds that we are determined beforehand for a particular job in life, and no other. One's life work may have been arranged in heaven; but considerable elasticity must have been conceded to environment and the peculiarities of other people.

Despite the overwhelming evidence of the need for selecting one's life work with thought and care, we appear to have been almost criminally negligent in so doing. Most of us have been allowed to drift into our vocation with little or no consideration.

The choice of a job, business or profession has been, for most boys and girls, a matter of chance, haphazard or accident. Serious thought about, and careful analysis of, the situation are all but unknown.

Once one has become settled in an occupation for which he is but poorly adapted, there seems to be left simply the choice as to whether he will persist with very meager success in life, or constantly shift to some new employment in the vain hope of finding something more congenial or more in keeping with his ability. Is it not time that we gave so important a matter the best consideration of which we are capable?

We Americans hold it as an established principle that everyone should have an equal opportunity with everyone else in selecting his or her life work, and that this occupation should be chosen with due reference to the service he or she renders to society. This policy entails an infinite number of possibilities and almost endless complexities.

Since our interests and aptitudes vary, it behooves us to discover those

things in which we are likely to be successful and happy and those things which will enable us to contribute the most to society. Planning a career has three fundamental steps: a knowledge of one's aptitudes and ability; a knowledge of vocational opportunity; and thoughtful consideration and good judgment in making decisions.

Progress has been slow in the development of scientific procedures for determining the most suitable occupations for people to follow. We have seen phrenology, physiognomy, fortune telling and other pseudo sciences fail to fulfil the promises of their advocates.

The measurement of human abilities by our applied psychologists is not yet far enough advanced to indicate more than that therein lies hope. During the recent war the classification of men through the use of mental measurements yielded some results.

Our experience clearly indicates that the differing amounts and character of such personal qualities as interest, determination, and social abilities, have almost as great an influence in success as that attribute known as intelligence.

Choice of a life work and the attainment of success in it are the result of careful planning and assiduous effort. Mature and unbiased counsel is helpful where decisions are necessary.

Fathers and mothers, however, only too often have distorted ideas about occupations for their children. They want their boys to have white collar jobs, wear good clothes and secure good pay with little regard for the children's abilities, interests and needs.

At times, they are eager to perpetuate the family name in the profession of lawyer, physician, minister or professor, unsuited though the boy may be to any of these.

Industrial life is becoming increasingly complicated. It is hedged about with barriers difficult for boys to scale and confusing to young men forced to make a choice and yet given little help in the choosing.

The hardest job for the boy or girl of to-day is to determine his or her life work and the way into it. This means that education cannot be simple, but must be rich in content, abounding in opportunity and extended in its length of service.

I urge every boy and girl to plan his or her further education with care and deliberation. The sources of information at home should be tapped first.

Your parents, school principal and teachers have your interests at heart. Your librarian can help you to secure much information about occupations of interest.

Ask the principal of your school to arrange conferences with men in the various professions in order that you may talk with them in greater detail about the vocations in which you are interested.

Whenever possible, visit persons working at their vocations. Observe the work performed.

The law court, the drafting room, the research laboratory, the studio, the office and the industrial establishment will give you first-hand information about the professions and aid you in making your decision. The more complete the information you gather about

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a vocation, the better are your chances for success in it.

Frank Perrepoint Graves,
Commissioner of Education of New York.

Influence of Modern Life on Health.

Mass production and mass psychology, which have saturated American life since the kaiser's war, have resulted in a profound influence over individual and public health.

Diseases subject to mass control measures have declined enormously. Ailments depending upon individual initiative for prevention and correction have increased enormously.

Mortality from diabetes in Illinois has increased 40 per cent. since the kaiser's war, while the death rate from typhoid fever has declined by 80 per cent. Diabetes is easily controlled through efforts that must be initiated by individuals, while typhoid fever can be controlled and prevented by measures applied through mass effort.

The same situation exists in reference to all other diseases and hazards subject to control through specific individual or mass initiative and effort. Thus mortality from tuberculosis has declined by 45 per cent., while that from cancer has gone up by 30 per cent.

The death rate from diphtheria has declined by 43 per cent., while that from appendicitis has gone up 36 per cent. Mortality from diarrhea and enteritis has gone down by 64 per cent., while that from automobile accidents has gone up 23 per cent.

Infant mortality has decreased 38 per cent., while the death rate from heart disease has increased 35 per cent.

In each case where a decrease has been recorded the application of control and preventive measures can and has been accomplished through mass effort or through efforts resulting from an appeal to mass psychology. Control and prevention from the ailments where increases in mortality have been recorded depend upon individual initiative.

Thus diabetes and appendicitis are subject to almost perfect control, but the initiative in application must always arise with the individual. Cancer and heart disease are subject to an appreciable degree of control, but likewise this depends upon individual initiative.

Furthermore, hospital patients suffering from mental and nervous disorders have increased 13 per cent. during the last two years, while hospital patients suffering from all other forms of illness have increased less than 3 per cent.

These data all indicate that modern conditions, which tend to submerge the individual under an avalanche of mass activity and effort, have produced new health problems that need only greater attention from the individual for solution.

Following the crowd is all right to a certain degree, but habits and activities which are meat to the healthy and normal are deadly poison to the individual subject to diabetes, heart disease and similar ailments.

Dr. Andy Hall,
Health Director of Illinois.

Professional Advice on How To Keep Well.

The so-called advanced modern age still has much to learn as regards the matter of health.

One million cases of malaria in the United States each year could be prevented. Seven hundred thousand persons who are ill with tuberculosis could have been saved from contracting that disease.

The thirty thousand to one hundred thousand cases of smallpox each year throughout the country are due to just plain, outright carelessness and ignorance. The eighty-nine thousand cases and eight thousand three hundred deaths from diphtheria in 1928 were unnecessary.

This graphic presentation of health conditions portrays an almost unbelievable picture of what we fondly and proudly call this advanced modern age.

Every man and woman and boy and girl should become a disciple of preventive medicine, the new practice which aims to keep well people well. Frankly I do not believe that sufficient numbers have decided to embrace this new way to health. Many still cling to self-diagnosis and self-medication. I have stressed the dangers of such procedure and how neglect of slight physical defects may lead to serious illness in later life.

Too many dances and too little sleep, too much electric light and not enough sunlight, too many sweets and not enough wholesome food, too many bridge parties and not enough exercise, and too much attention to what your neighbor advises and not enough to the sound helpful advice of your physician — these practices probably explain much of the illness and consequent serious conditions of the average person.

The health department depends much upon health education to combat the many conditions responsible for sickness. A definite appreciation of the importance of preventive medicine should inculcate the principle that it is far better to keep well than it is to have to get well.

If you are ill, or suffering from some imaginary or definite disorder, no physician can prescribe for you without first seeing you. No medical advice that is worth the least bit of consideration can be given, except after a thorough examination of the case and a careful study of the medical history of that case.

Any man who prescribes for a patient whom he has never seen is nothing more than a quack.

If you are ill, or if you think you are ill, go to your family doctor. He is the only person qualified to advise and to treat you.

And if you are well and desire to keep well, periodic visits to your doctor is the only sane and safe course.

Shirley W. Wynne, M. D.

At any rate a wicked cause never is disgraced by one of its leaders stealing the funds.

Not all idle men can turn racketeer. They are just so many yellow streaks to work on.

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WALTER J. HAYES STATE PARK

What It Means To the Irish Hill District.

A new state play ground of 500 acres to be known as the Walter J. Hayes State park has been presented to the State of Michigan at a special meeting of the Parks Division of the Conservation Department of the State of Michigan, at Lansing, Michigan, by Miss Mercy J. Hayes in memory of her brother, Walter J. Hayes, State Senator for the first Wayne County district from 1918 to 1924, and founder and president of the American State Bank.

This park of magnificent hill tops and lakes is located only sixty miles from Detroit, in the center of the picturesque Irish Hills. It is not only one of the largest State parks in Michigan, but is also one of the richest in natural resources and recreational improvements.

Within the new Walter J. Hayes park is incorporated Cedar Hills park, which for a number of years has been an open air retreat for hundreds of thousands of people all over the State of Michigan. It is reported that the little Cedar Hills park, which did not touch the main highway and was approached only by a mud road, was visited by 600,000 people during the summer of 1930. P. J. Hoffmaster, superintendent of State parks, believes that the new Walter J. Hayes park will attract one to two million people per year. Mr. Hoffmaster has been very enthusiastic in carrying on negotiations and formulating plans for this state center.

The magnificent new Walter J. Hayes park not only edges highway No. 112, from which a splendid new paved macadam approach is being built into the park, but it also embraces a long stretch of the shores of Wampler's Lake and includes all of Round Lake, which are connected by a navigable channel. The newly acquired Wampler's Lake frontage includes excellent bathing beaches besides a portion which rises in cliffs 110 feet high.

The deeded gift to the State of Michigan stipulates that "the State of Michigan shall maintain, develop and improve said park and said lands in a suitable manner, and shall erect suitable buildings, camp-grounds, roads and paths thereon and shall properly maintain same; that said premises shall be perpetually maintained by the State of Michigan as a public park and for a bird, animal and plant sanctuary, and for the free use by the general public without discrimination."

Although there are large areas which will be devoted to the pleasure of the picnicker, with his outdoor cooking, and to the camper with his tents and kitchen, the Park is so large that there will be acre after acre of the beautiful wild country undisturbed by the contraptions of civilization. The park is rich in magnificent woods and luxuriant vegetation in its natural state. This Fall the State Road Commission is grading and beginning the construction of a twenty-foot macadam paved entrance road which will open from high-

way No. 112, and curve back to Wampler's Lake.

As part of a \$20,000 appropriation for improvements for the Walter J. Hayes State Park, the state promises to have ready for early Spring opening, a strictly modern two-story bath house, fronting on the naturally perfect sand beach of Wampler's Lake. This portion of the beach was formerly owned and enjoyed by a number of Detroit families who sold their cottages to Miss Mercy J. Hayes only when they were assured that it was to be used for a State Park. These cottages are being either moved away or torn down in order to open to the public the magnificent Oak Grove which edges this portion of Wampler's Lake.

It is planned to have a very fine 18-hole golf course within the park, and there will be numerous recreation shelters. The fishing in Wampler's Lake and Round Lake is reported excellent.

When the new State road into the Park is completed early in Spring, Miss Hayes plans to construct a handsome ornamental gateway which will serve as a monumental memorial to her brother, Senator Walter J. Hayes.

Walter J. Hayes at the time of his death in January, 1924, was State Senator from the first Senatorial District of Wayne county, and was generally conceded to be the most promising candidate for the next Governor of the State of Michigan. His untimely death deprived Michigan of one of its most active citizens and most public minded statesmen.

It is quite proper that a State park in Michigan should be named for Walter J. Hayes, because of the public nature of his many political offices, and his services as founder and president of the American State Bank of Detroit and also because of his great love of nature and his endless efforts in developing, protecting and enhancing the value of Michigan land.

Born in Farmington, Michigan, Oct. 3, 1871, he was educated in the public schools of the State and then immediately entered the banking business.

In 1906 he founded the American State Bank which was then located in Fairview and thereafter he was actively connected with its management. He became its President in 1919, succeeding Wm. E. Moss, and continued in this office until his untimely death.

In 1918 he was elected to the Michigan Senate, and was re-elected in 1920 and 1922. He was also made presidential elector in the latter year. He served as President protem of the Senate and occupied influential positions on important committees. Constructive banking legislation formed the chief aim of his legislative services. During the last session he was chairman of the committee on banks and corporations.

The American State Bank, in which he was so actively connected the greater portion of his life, has grown in twenty-four years from an institution of a capital of \$20,000 to the bank which now shows resources of \$5,000,000 and thirty branches.

Robert M. Allan, President of the

American State Bank pointed out that Walter J. Hayes was really the founder of the branch bank system in Detroit, and Mr. Allen also declares that the present success of the American State Bank is attributable to the splendid foundations and wise decisions of Walter J. Hayes.

Mr. Hayes' sister, Miss Mary J. Hayes, who is giving the park in memory of her brother, has herself received many honors, both in Detroit and in the education centers of New York City and Ann Arbor. Miss Hayes was accorded the singular honor of being made a life alumni trustee of the Teachers College in New York City two years ago. This was a complete departure from precedent, and expressed the high esteem in which Dean Russell and others hold her valuable judgment and its personal influence.

Miss Hayes serves on the board of trustees of the Betsy Barbour dormitory in Ann Arbor and has also been on the board of directors of the Colony Club of Detroit since its inception. She is very much interested in historical societies, of which she is an active member and frequently opening her beautiful home in Grosse Pointe to these groups of men and women. In innumerable ways she constantly demonstrates her intense interest in the educational prosperity of the country and the cultural developments of the community.

Born in Farmington, Michigan, Miss Hayes has spent her entire life in and near Detroit, except for periods of study in New York and Europe.

Her gift to the State forms the only State park in the Southeast section of the State and brings within sixty miles of Detroit perhaps the finest play ground in Michigan, and will enable Detroiters to enjoy the magnificent hills and lakes of the noted Irish hills district.

Cotton Garments For Playtime Use.

There are no fabrics so suitable for children's wear as cotton. Variety of weave, texture, weight, and color makes it possible to use cotton for practically all garments from underwear to out-of-door play suits.

A happy child is one who is allowed to have free and unrestricted play. Silks, velvets and fancy woolens are not intended for little folks who make mud pies and climb fences that have stray nails. They are made for the grown-ups.

Children must have fabrics that are durable, comfortable, not easily wrinkled, resistant to dust, easily laundered, and never so expensive that an accidental tear becomes a crime. One can afford several outfits when cottons are chosen, and it is possible to have the frequent changes needed for comfort, cleanliness, and health.

Besides, those inevitable catastrophes are never so serious when a fresh supply of suits and dresses is always at hand. Play that is hampered by fancy clothes or a limited number of outfits robs a child of a part of his birthright which contributes to physical development and happiness.

The Bureau of Home Economics has designed several outfits for chil-

dren, such as rompers, sun suits, little girls' dresses, suits for the small boy, and out-of-door play suits. Cottons are used for practically all of these, not only because of the low expense, but because they are so well adapted to childhood needs.

Fabrics must be selected with use in mind. Cottons adapted to little girls' dress-up frocks would be entirely out of place for little boys' suits.

A one-year-old who is ready to wear his first rompers needs firm fabrics that have a smooth soft texture, light weight, durability, and fast color. They must stand the wear and tear of scooting over the floor, and this means frequent tubbings that might well be called scrubbings.

The new high-count chambray, ginghams, and broadcloths are durable; the smooth, close weave does not gather so much dirt; the colors are reasonably fast; the textures are comfortable for tender skins; and the firm weave makes it unnecessary to use starch. This does away with the scratchy seams that had to be endured by children of former years.

Little girls enjoy play dresses when they are fashioned from gaily printed lawn, gingham, and percale. The soft dainty texture of these fabrics makes them especially comfortable and adaptable to the designs which must always have fullness for free play.

The sun suit has now come to be an accepted part of the summer wardrobe of the young child. Soft, open-weave nets such as marquisette and cable net make excellent tops because they admit the health-giving rays of the sun.

Clarice L. Scott.

Hints For Clerks.

Read all the store literature you can get hold of. Methods of doing business are changing every day, and the live man changes with them.

Personal tidiness in a salesman goes farther with customers than you may realize. Better be a dandy than a sloven.

The boss has a right to come down to business as late as he may please. It is your duty to be there at the time you are paid to be there. If you can't get around on time, stay at home.

He is a wise man who knows when the critical moment of a sale has arrived. At that instant he says just enough, never too much, never too little, and always the right thing.

One of the ways in which a clerk makes himself valuable is in learning how to sell people goods they didn't come to buy.

You will make some pretty bad breaks with the customers if you aren't posted on the advertising the store is doing to-day.

You have no idea of the number of extra sales you can make until you try systematically calling people's attention to things they did not come to buy.

A man who teaches a dog tricks may be smart, but the man who improves a machine is smarter.

The less you know, the less you ask; the more you know, the more you ask.

GOODS ON WHICH THERE WILL BE A DEMAND DURING HOLIDAY SEASON

Skis

Sleds

Razors

Watches

Roasters

Skooters

Skates—Ice

Roller

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Little Jewel

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Nut Picks and Cracks

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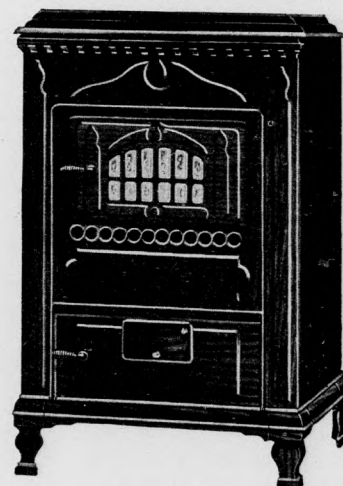
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CHILD TRAINING.

Proper Habits of Thinking, Feeling and Acting.

As far as possible, the home should be a place where children feel free and happy. The object should never be to suppress (push down) a child but to educate (lead out). In this sense, his education begins long before he goes to school, and its value is in the growth and unfolding of his mind and body. The importance of educating the child's body as well as his mind is sometimes overlooked. This does not mean only giving him food to eat and clothes to wear. He must be taught to use his muscles and senses in such complicated and skilled movements as those used in walking, in speaking, and in writing if his mind is to be trained properly.

The child should learn so far as possible by doing. He should be guided away from harm by encouraging useful activity. It is surprising how early children can be taught by doing. A little boy two and one-half years was given a beautifully illustrated book of Mother Goose rhymes. Wisely, his mother and father did not put it away until he was older, but they showed him how carefully the pages should be turned and how gently he must treat them. Two months later, though the book had been used almost daily, not a page was torn.

It is difficult in handling a child neither to hold him back nor to push him too fast. One of the hardest things for the parents is to let a child do things for himself at his own pace. It takes time and patience to sit by and let the three-year-old try to lace his own shoes, but he is learning a new and complicated act and he needs plenty of time to do it correctly. A child should not be hurried when he is learning; nor should he be forced into prolonged effort when he is tired.

"You lace that shoe, and I'll lace this one" may be a good plan for the beginner. A child should not be called slow nor spoken to sharply about his mistakes.

Habit is a tendency to repeat what has been done before. It is a way of behaving, that once established, is easily followed. Habits are learned, not inherited. Once learned, they are great time savers. A child learns to pull on a coat, to button and unbutton his clothes, to use a fork by trying and trying again.

An adult does hundreds of complicated acts without thought or attention, making use of habits learned in childhood. Think of the time saved each day because adults can wash and eat, sew, typewrite, or handle tools almost automatically.

Many people think of habits only as ways of acting and forget the more important habits of thinking and feeling. Children not only learn the habit of getting into their clothes, but learn to like certain colors and to dislike a dirty dress or a torn stocking. So they develop these habits which are called "good taste" or "neatness" or "daintiness."

Teaching a child to do habitually and without conscious effort the things which make for good health is one of the first duties of parents. The health habits have to do with the fundamental

daily activities of the child—eating, sleeping, playing, eliminating, and keeping the body clean and suitably clothed. Most of these habits should be learned in the first three or four years of life. Once learned they may last a lifetime.

A child may be forced into doing something once, but he will not do it again of his own accord unless he has some pleasure or satisfaction out of it. Acts that are associated with or followed by unpleasant feelings we all tend to avoid in the future, repeating only the ones associated with pleasant feelings. For this reason rewards may be useful at certain times when the child has done something that you wish him to repeat—and punishment at other times when he has done something that you do not wish him to do again.

Punishment has disagreeable associations and only teaches children not to do things. Suppose a small child refuses to eat carrots and is spanked and then forced to eat them. Carrots and spankings will be forever linked in his mind, and a permanent dislike for carrots will probably result. It may be said that he was spanked for refusing them. Very true, but he is too young to grasp these finer points, and moreover, the matter is beyond his control. When he sees carrots a feeling of unpleasantness comes over him.

As adults we often realize that dislikes arise through unpleasant associations. One person says, "I hate callulies, they always remind me of funerals;" another, "I love sweet lavender, I never smell it without thinking of my grandmother's linen chest;" and another, "I don't know why I dislike the taste of cloves except that I remember tasting it first when I had a toothache as a child."

Many other likes and dislikes have similar foundations that have been forgotten. So at all ages habits are encouraged when they are linked with something pleasant and discouraged when linked with something unpleasant. A favorite dessert, coming as soon as the dinner plate is empty, helps more in getting children into the habit of eating what is set before them than do threats of punishment.

Praise given to a child because toys are neatly put away or hands washed before dinner is likely to encourage habits of order and cleanliness, since even very little children get pleasure out of words of praise or smiles of approval.

Behavior that will become objectionable if persisted in, such as throwing things on the floor or talking baby talk, should never meet with signs of approval, however amusing it may be. Such habits as asking questions or touching things may be trying but should not be discouraged too severely since in the end they may lead to the child's acquiring much valuable information and skill.

Most adults have found by experience that they are healthier, happier, and less easily tired if their lives are regular. Need for sleep and need for food recur at regular intervals, and also the need for elimination of wastes. But how often adults complain because their hours for sleeping or for eating have been disturbed. Irregularity

makes for discomfort and a sense of ill health. What is true of adults is very much more true of children.

A definite daily plan or schedule, adjusted to individual needs followed conscientiously, will prove a great saver of the mother's time. Children who live by the clock are almost always ready for bath, meals, and bed when the time comes. They seldom fuss or cry or argue about what they are expected to do.

In planning a routine for the young child the family life should be considered, for it is not desirable to upset the plans of the family more than is necessary for the health of the children. Certain things, however, are of absolute importance, such as the daytime nap period, out-of-door play, regular mealtimes, and early bed hours. A regular schedule will benefit the family in the end.

Frances C. Rothery,
Federal Children's Bureau.

Debt of Humanity To Preventive Medicine.

Among the oldest proverbs that we know is that which reads:

"An ounce of prevention is worth a pound of cure."

The overshadowing profession of this modern age is the medical profession, and why? Because it has gone beyond the always apparent duty of curative measures and has given itself over to a whole-souled devotion to preventative medicine.

We do not call offhand the name of anyone who was merely a great doctor or a great surgeon, but even the most uninformed of the laity remember the flickering torches borne by those who strode into the camp of pestilence and disease and at the sacrifice of their happiness and comfort and even their lives achieved by arduous experience and ghastly price the conquest of fatal disease.

The name of Koch, the German scientist who discovered the tuberculosis bacillus, the name of Edward Livingston Trudeau, that brave American scientist who saved not alone his own life, but that of thousands of other Americans afflicted with tuberculosis by his abandonment to research and cure—these we hold in respectful memory.

Three centuries ago the black specter of smallpox strode across this earth, leaving in its wake hundreds of thousands of dead and dying, a path of death that even the scourge of war could not hope to equal. In 1749 Edward Jenner was born in England.

During the century in which he was born sixty million people in Europe died of smallpox. To-day a death from smallpox is a rarity, and the only price we pay for security is a small scar upon our arm. That was Jenner's contribution to preventative medicine.

As late as seventy-five years ago, surgery in its infant stage cured one serious ill, only to fall before the scythe of subsequent infection and then came Lister, who introduced antiseptic methods in surgery, virtually eliminating the ghastly consequences that formerly obtained in a number of operations. Then, too, no discussion of preventative measures would be

complete without a mention of the immortal Pasteur.

What does this magnificent honor roll mean to us? It means just what sages have told us for decades upon decades, namely, that the element of prevention is by far the better course than mere worship at the shrine of any curative process. Joseph F. Holland.

Invigorating Effect of Pure Air.

Although scientists define "fresh air" in various ways, looking at it practically we can say that air to be termed fresh should be free from harmful gases and dusts, should be relatively cool and dry, and be in motion.

Every organ in the body is either directly or indirectly influenced by the air we breathe, but none has a more important or difficult task to perform than the lungs. The lungs are composed of thousands of small compartments, the walls of which are made up of tissue of the most delicate texture, finer than tissue paper. When air is breathed into the lungs these organs must abstract the beneficial elements, and reject the harmful ones. It is in the lungs that the oxygen is taken from the air into the blood and the waste gases are given off.

The lungs, originally intended for the breathing of fresh, unadulterated air, are therefore forced to adapt themselves to manifold conditions. We breathe air which is either dry or damp, cold or hot, pure or poisonous, and expect the lungs to meet the demands made upon them about eighteen times a minute, day and night, throughout our lives.

Occasionally, perhaps unconsciously, we act kindly toward our overworked lungs when we seek fresh, cool air. We soon realize its value by its invigorating effect, and increase this beneficial action by breathing deeply several times. Pure air is relatively uncommon in our congested city streets due to gas, smoke, and dust which not only adulterate the air but also filter out some of the healthful rays of the sunlight.

Most of us are particular about the food we eat, and to some extent, careful about the water we drink. We may, however, give little thought to the third source of vitality and health, that is, pure, wholesome air.

Both in winter and summer a person should seek every opportunity to get out into the open. It will greatly assist in meeting the various handicaps of ventilation in industrial and business life.

Robert E. Plunkett.

Evidently Asked a Stunner.

He had proposed and the girl had turned him down.

"Ah, well," he sighed dejectedly. "I suppose I'll never marry now."

The girl couldn't help laughing a little, she was so flattered.

"You silly boy!" she said. "Because I've turned you down that doesn't mean that other girls will do the same."

"Of course it does," he returned with a faint smile. "If you won't have me, who will?"

WE CONGRATULATE

The Michigan Tradesman and Mr. E. A. Stowe, its Editor, on the occasion of its Forty-Seventh Anniversary.

WE CONGRATULATE

The Merchants of our State for their good fortune in having a Trade Journal which is such a fearless champion of their interests.

WE CONGRATULATE

The Michigan Shoe Dealers Mutual Fire Insurance Company (our company) for having such a staunch friend of mutual insurance in Mr. Stowe and the Tradesman.

During the last eighteen years our company has been serving the merchants of the State in an insurance way by giving them correct coverage and prompt and fair adjustment in case of loss. While doing this we have returned to our policyholders in dividends over \$450,000.00.

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L. H BAKER, Secretary-Treasurer
Michigan Shoe Dealers Mutual Fire Insurance Company
Lansing, Michigan

THE WOMAN WHO WORKS.

Her Everlasting Right To a Living Wage.

The many marvelous inventions of the past decades have completely revolutionized women's work.

Jobs, such as spinning, weaving, knitting, baking, canning, the making of garments, shoes, candles, soap, and countless other things, have been drawn from the home to the factory.

With the development of the modern industrial system these tasks ceased to be women monopolies, and women were thus stripped not only of their work but of economic wealth. Articles which formerly had been made in the home at low cost had then to be purchased at much greater outlay of money.

With the resultant new scale of living costs many men become unable under the existing wage standards to meet the family needs. Many women began to realize that they, too, must join the wage-earning ranks to earn a livelihood and to help hold home and family together.

At the same time from the expanding factories came the demand for women workers to help produce the Nation's goods. Women responded, forced from within and drawn from without.

The gradual transformation of women's unpaid services into paid employment brought in its train many social and economic problems with far-reaching results. Many difficulties arose for the women.

Certain of these hardships that mar the lot of so many women wage-earners to-day, however, could be readily ironed out if we had modern methods of thought commensurate with our up-to-date electrical laundry facilities, for instance. If progress in ideas could be made to keep pace with our material progress, much of the injustice and discrimination against women workers would disappear as though by magic.

A score of years ago we used to have dinned constantly into our ears the Victorian slogan: "Woman's place is in the home." Now, however, it seems woman's place is everywhere. The 1920 census showed that of the 572 listed occupations women were found in all but thirty-five. The new census may reveal that women have invaded even these last strongholds.

The variety of elements composing this vast army of working women adds greatly to the complexity of the problems. In the ranks of the wage-earners are found young girls, middle-aged and even elderly women; Negro and foreign-born workers—each type with its own set of problems requiring attention and solution.

There are women who support not only themselves but dependents as well, those who must enact the double role of home-maker and wage-earner, or even carry a triple burden with the addition of motherhood.

Therefore, the theory that girls who live at home can get along on very low wages is not only wrong but vicious. When the employed girl is spending her time and energy in work that fails

to give her a livelihood, she becomes a liability to the family instead of the financial asset which is so often needed.

At the other end of the scale are the older women workers whose problems have become extremely acute in this machine civilization, when more and more emphasis is being laid on youth and speed. The age at which workers are being scrapped is gradually creeping lower, and many women of 45 or even younger are finding themselves stripped of their jobs and their independence.

Many of these women in their younger days have drawn heavily on their earnings to provide for dependents. The family responsibilities of single women wage-earners are in general much heavier than society has been accustomed to recognize. Sons do not forego marriage and careers to anything like the extent that daughters remain at home because of the needs of parents or younger brothers and sisters.

Contributions from daughters to the parental home are greater than those of sons. The dependents of men are more often those acquired through choice and marriage and are largely members of the younger generation. The dependents of single women are in most cases acquired through necessity and heritage—and belong to the older generation.

The home and family responsibilities of widowed, deserted, and divorced women are frequently heavier than those of other types. These women must be both fathers and mothers to their children. But the public is gaining understanding of their breadwinning activities and less chary of opening up opportunities for them.

On the other hand, the problems of married women wage-earners are particularly acute because of the prejudice existing in so many quarters against their employment. Protests are made on the basis that married women who have husbands to support them take jobs from men and single women.

The great majority of these married women have sought paid jobs because of financial need and not from desire for a career or to escape household drudgery. They have become breadwinners because of the husband's insufficient or irregular earnings or because of his unemployment, illness, or inability to provide for the family. The wife therefore must help support the home and children, or often shoulder the full responsibility.

In other instances married women have become wage-earners to help buy a home, to give their children greater opportunities, or to raise the family above the poverty level.

These women do not escape household drudgery as the public is prone to believe. Home duties must be performed and the children cared for before and after the hours of employment.

A woman who does her own housework and looks after children makes an economic contribution to the family equal in money value to the earnings of the average wage-earning husband. The woman who is both home-maker

and wage-earner is enacting a double economic role.

The average woman wage-earner despite her economic responsibilities and contributions to home and family does not receive equal pay for work equal in quantity and quality to that of men. Moreover, women as a group are not so well organized as are men and have a daily work schedule in excess of eight hours to a much greater extent than do men.

Since women are producers not only of economic goods but of future citizens, since they render such valuable service in industry, to the home, to the community and to the Nation, it is imperative that their position as wage-earners be alleviated through fair pay, the short work day, and employment conditions making for health, comfort, and efficiency.

Whatever conserves the energy and vitality of women promotes the welfare and advancement of the race.

Mary Anderson,
Director Federal Women's Bureau.

Training of Child Determines Nation's Destiny.

Children reflect the attitude toward life of their parents and teachers, and there is no sharper censure to those responsible for their training than to have the younger generation manifest a laxity of morals and an indifference toward law and order. Nor is there higher praise for the parents and teachers of our land than when the growing generation is upright, trustworthy and cultured.

History repeats itself, and the history recorded in the Old Testament is typical of all time. You will recall that, whenever a ruler "did right in the sight of God," the kingdom prospered and its people were blessed; but when the ruler "did not right in the sight of God," the kingdom was taken into captivity by its enemies.

To-day the parents and teachers are the real rulers of the destiny of the next generation. What ideals do we wish expressed in our Government, in our business relations, and in our home relations in the next generation? It is for us to determine.

Do we wish honesty, kindness, and principle to be the standard of living? Then we must instill in our young people a love for such a standard.

People will do what they love to do; hence the importance of their being educated to love to do right rather than wrong. Even though we may desire to do right ourselves and to have our children do right, we sometimes make the mistake of letting right appear to be the hard course to follow. We fail to present right thinking and acting as attractive.

As a matter of fact, right and justice is all that is attractive to a normal person. Only a perverted sense believes it is more pleasant to lie and steal and oppress than to be honest, kind and just; but sooner or later such a person finds there is no satisfaction in it.

An understanding co-operation between the parents and teachers is a great help in the training of children. They need to supplement each other.

It seems sometimes as if a teacher can reach a child when the parents have failed to do so, and it is equally true that the parents often have to help the child to understand the teacher's point of view.

The child never should get the impression that the parent is arrayed against the teacher. You are both interested in the welfare of the child, and this common interest requires a sympathetic understanding on the part of both.

Solomon Levitan,
Treasurer of Wisconsin.

Phenomenon of Colored Snow.

It seems curious that, in any place in the world, snow should be colored; but, as a matter of fact, there are four distinct localities in which it may be seen. In the Arctic regions, there are large and small patches of a blood-red color. For many years, scientists were puzzled not only by the Arctic colored snow, but also by the carmine-colored snow found in the Alps. After much research, they learned that the color resulted from minute particles of pollen dust blown from the red snow plant.

In the Himalayas, much the same conditions exist, and the color is of a reddish tint, with an occasional change to dark yellow. Sometimes banks of red and yellow snow lie almost side by side.

Perhaps the most curious of all is the chocolate-covered snow found in the Northeastern part of China. This, however, is not caused by plant dust. It is one of the noted phenomena of China, and not only does the fallen snow have this color, but, while a storm is raging, the snow in the air is of the same hue. The reason lies in the vast dust storms of the Gobi Desert. When such a dust storm occurs, the fine sand is carried for hundreds of miles across the country. In winter, when a snowstorm rages, the snow and dust mingle, giving the astonished traveler the new experience of being in a chocolate snowstorm.

These storms in the Gobi Desert begin in midwinter and continue until the latter part of June; so that, during the winter, a chocolate snowstorm is a frequent occurrence, although its extent may be limited to a small area. Sometimes, however, such a storm is carried for hundreds of miles to the East coast.

Occasionally other phenomena occur, as, for example, when one of those wild storms, approaching a hurricane in force, sweeps over a vast acreage of land. Then it picks up everything movable, and beans, cereals, and even frogs are carried for a score of miles or more. Frogs are thus carried when the storm sweeps over a shallow pond, scoops up all the water, and leaves a mudhole in its stead. Many frogs, carried through the air in this way, live through the experience.

Good Business.

Teacher—Who is the smartest man living?

Pupil—Thomas A. Edison. He invented the phonograph and the radio so people would stay up all night and use his electric light globes.

Stores and Restaurants Everywhere have found a way to make more money

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costs and increasing profits
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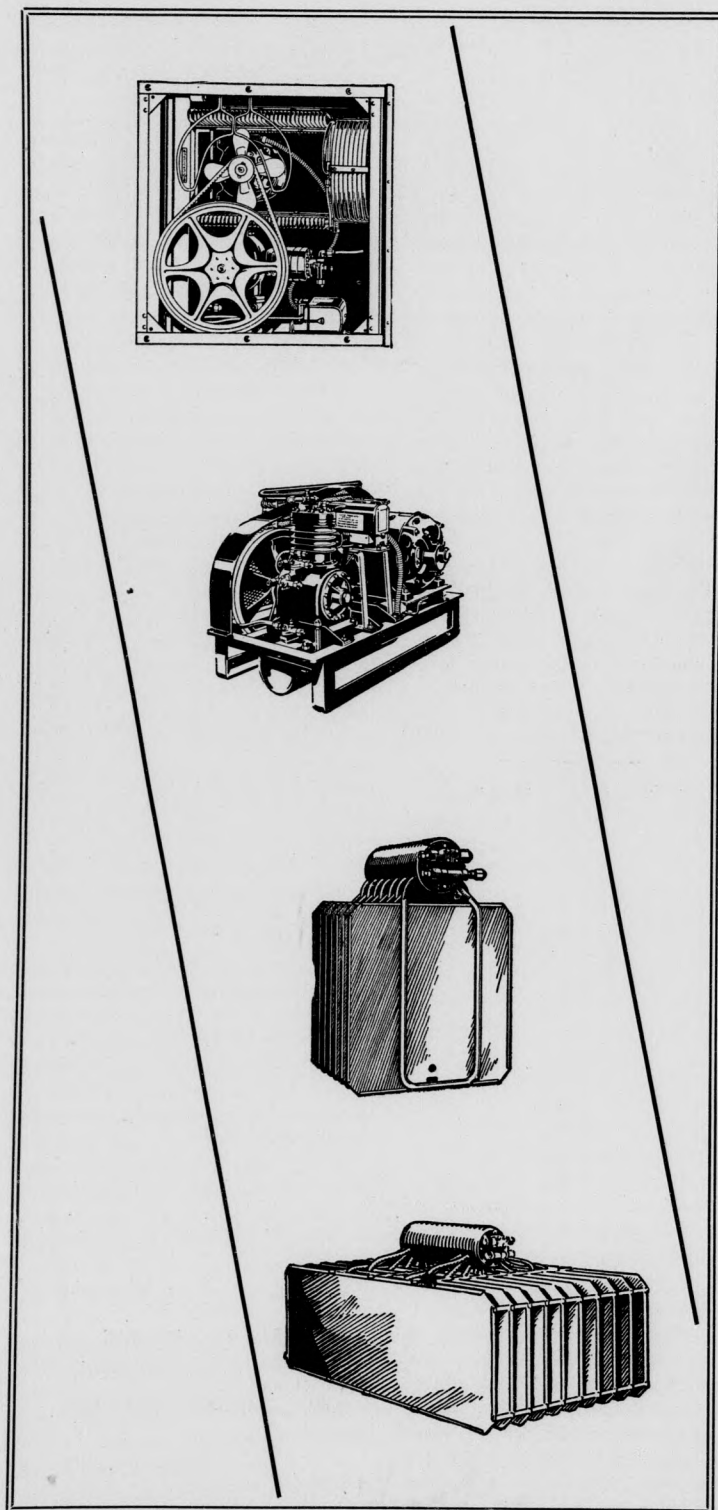
Frigidaire keeps foods fresh and full-flavored. It wins new customers. It eliminates the need of ice and ice delivery. It permits quantity buying. It stops spoilage. In these ways important gains and savings are effected every day.

The world's most popular electric refrigerator

In homes, stores, hospitals, clubs and hotels . . . wherever foods are sold or served . . . Frigidaire provides constant low temperature at surprisingly low cost. Its efficiency and economy have made it the choice of the majority throughout the country. There are now more than a million Frigidaires in use . . . more than all other electric refrigerators combined.

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Our new books on Frigidaire equipment are now ready to mail. They tell you everything you want to know about Frigidaire. They show you how Frigidaire can be applied to your business . . . how it can be installed in your **present** counters and refrigerators. They tell you how Frigidaire cuts costs and increases profits . . . how easily it can be bought at low price on the General Motors payment plan. Check and mail the coupon now.



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NATIONAL DEVELOPMENT.

It Depends on the Intelligent Vigilance of People.

Citizenship is and always has been a tremendous asset in governmental affairs. The higher and finer the quality of citizenship in a country the better the government and the greater the progress and development and well-being of the Nation.

In the last analysis, a community, a state, or a nation is just what its people make it. This is particularly true in a representative government like ours, where the people have the right to make and alter their government and to choose their rulers and make their own laws.

How important it is then that we give heed to the character of our citizenship and seek to develop the qualities of patriotism and loyalty in the truest sense of the terms.

The early settlers came to this new world to escape conditions against which men had rebelled for ages. The history of governments ever since sin came into the world and man repudiated the government of God has been one of continued denial of human rights, accompanied by oppression and tyranny together with rebellion, bloodshed and tears and suffering beyond the power of words to portray.

All through the ages men and women had been reaching out their hands and their hearts had cried out for something better. Down deep in their souls they felt they were being deprived of rights both civil and religious to which they were entitled.

Coming here to this last new world they eventually established a government founded upon principles that are eternal—the principles of freedom, liberty, justice and equality.

Following the founding of the Republic and the adoption of the Constitution there began a period of progress, development and achievement such as the world had never witnessed. Problems were solved that had baffled statesmen and philosophers for centuries.

A mighty influence went out through all the earth that was to inspire men and women in all lands to demand and secure in whole or in part these same blessings for themselves and their posterity.

Our forefathers builded better than they knew. The foundations they laid reach to bedrock.

In the Constitution was incorporated guarantees of religious freedom, civil liberty, free speech, free press, popular education and universal franchise. For the first time in the history of human government there was made sure to the people all the natural inherent rights and privileges which a just God intended that man should enjoy.

In all the 6,000 years of earth's history no government had ever granted these rights to its people until this, our Government, came into being.

The exercise of these rights encouraged individual initiative and effort. There was developed a quality of citizenship superior to any the world had ever known.

We stood the test of civil war. And from every crisis that has arisen the Nation has emerged stronger and bet-

ter, until we stand to-day a leader among the nations of the world.

The spirit of those times and the application of the principles of our Constitution developed a citizenship of the highest character and, in consequence, builded a nation, the greatest in history—greatest not only in wealth and in power but in science, in discovery, in invention, in industry, and in achievement.

The world has had some nations truly worthy of being called great. But no other nation since the beginning of time had ever been able to secure for its people religious freedom, civil liberty, freedom of speech and press, popular education and the right to build and perpetuate their government through the ballot.

The securing of these rights marks the greatest achievement the world has ever witnessed. The recognition of these rights marks an era of development governmentally, scientifically and industrially which has made the United States at once the wonder and envy of the entire world.

But prosperity is never conducive of those finer qualities that make for stability. With wealth and abundance comes indifference and carelessness with reference to the fundamentals of righteousness.

The stability of a structure is its foundation. Weaken or destroy the foundation and the building falls. Cut off the fountain head of the stream and the waters fail. Destroy the roots of the tree and it will wither and die.

America should guard well the foundation pillars upon which the Republic is builded. I speak advisedly when I say America needs to-day a new baptism of citizenship. And another has said, "not a mere sprinkling at the altar but a regular orthodox immersion in deep running water."

The foundation of our Government is the Constitution. All the power and strength and beauty of this, the greatest republic of all ages, together with our rights and liberties, can only be preserved to us by a sacred regard for and a faithful observance of the principles of the Constitution and the laws founded thereon.

There is too much disregard for law in our land. There is too much crime and too many crimes going unpunished. No government is secure when its citizens exercise a choice as to the laws they shall or shall not observe.

In our courts there are too many lawyers who ignore the fundamentals of our Constitution—justice and equity—and who prostitute their profession in their efforts to save criminals from deserved punishment.

George A. Williams,
Lieutenant Governor of Nebraska.

After Effects of Forest Fires.

Reports received daily on fires attribute an unusually large number of fires to individuals passing through and near the forests, principally along the highways and mountain roads.

Fully 60 per cent. of the fires, it is indicated, are caused by transients who thoughtlessly toss away lighted matches or are careless in discarding cigarette and cigar stubs or tobacco from their pipes.

An apparently insignificant spark

easily starts a fire that soon reaches destructive proportions. This was particularly true this fall, following a deficiency of rainfall during the last several months, accompanied with the high climbing sun and a day or so of windy weather, when dead leaves and grass of the past year rapidly became inflammable.

Even after a good rain the loose leaves dry out so quickly that fire will run through them as through tinder. And a few days of dry weather will dry out the underlayer of decayed vegetable matter and humus so that years of valuable nourishment for the trees is quickly burned.

While larger trees may appear to be only slightly hurt by fire, the effect may result in future decay by opening the bark to insect and fungus damage. The resinous bark and needles of small conifers like pine and hemlock are utterly destroyed by fires running swiftly through them.

The destructive character of forest fires is not limited to tree and soil injury. The soft juicy leaf and flower buds of delicate Spring plants like hepatica and bloodroot are charred and prevented from blooming for the season, with consequent loss in reproduction.

If the blaze is very hot and there is so much dry fuel that the flames sweep high before strong winds flowering shrubs like azalea and laurel share in the damage that leaves many acres with nothing but charred stems.

George H. Wirt,
Fire Warden, State of Pennsylvania.

School Forests For Michigan.

This year has seen a new phase of planting introduced into the State of Michigan—the school forest. This idea came to Michigan by way of Australia and Wisconsin.

Northern Michigan presents a different problem in forestry from the portions of the State that were settled earlier; here is still a land-clearing problem, the foreign element is large, and much land is held by large corporations such as mining and lumber companies. This means a special need for forestry educational work.

In order to interest the public schools in forestry, the forestry department of the Michigan State College offered to give enough trees for the planting of five acres to each school that would start such a project.

The school-forest idea appealed to school superintendents because they realized its educational possibilities. There was a wide interest among large landowners, also, and in every case in which a forest was started a tract of from forty to 160 acres was donated by some industrial organization.

These donations of land simplified matters a great deal, since Michigan law does not provide for the purchase of land by school boards. The United States Forest Service assisted with the planting.

Twelve township schools took advantage of the offer of free trees and land to start their forests. These twelve school forests are intended to

serve as outdoor laboratories for nature study in all its phases.

Scattered as they are over the entire Upper Peninsula, they cannot help but create a forest consciousness among the boys and girls directly interested and among their fathers and mothers and other adults as well. In time the plantings should also afford a revenue to the schools, the spruce as Christmas trees and pulpwood and the pine as sawlogs.

R. F. Kroodsmas,

Extension Forester for State of Michigan.

Women's Bureau As Aid To Industry.

The United States Women's Bureau, despite its distinctly feminine sound and despite the fact that it is composed almost entirely of women, directed by a woman, and working in the interests of women, renders valuable service to thousands of men throughout the country.

One of the most encouraging trends of modern business is the awakened interest in better human relations in the working world. Many progressive employers desiring to develop their organizations in every possible way find in the Women's Bureau an outstanding authority on ways and means for the best adjustment of women to their jobs.

The Bureau, however, does not give all service and receive none. Without the assistance of industrial and commercial concerns the Bureau could not function so practically and effectively as it does. Because owners and managers of all kinds of establishments are ready to open up their plants and their pay rolls to Uncle Sam's agents, to answer a string of questions about the firm's hours, policies, and methods, the Women's Bureau is able to collect reliable and up-to-date facts about wage-earning women.

Also, when the Bureau makes complicated, technical studies, so essential in relation to the vital problems arising from the rapidly changing methods and processes of modern industrialism, valuable advice and co-operation are given the Bureau specialists by experts in industry.

To one man who may accuse Uncle Sam of poking a prying finger into his business are thousands who recognize his as a helpful hand making for good business and better conditions for everybody.

Mary V. Robinson.

Life In a Nutshell.

Eat less; work more; play some; sleep enough.

Don't let your stomach dictate how much you shall eat.

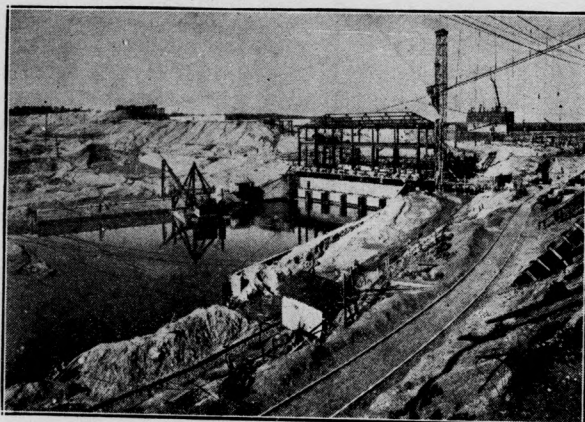
A long life is worth more than an overloaded stomach.

Don't eat or drink to please anybody else; you know what is good for you.

Did you ever stop to think where our time is spent in a life of three score years?

One per cent. at church; 2½ per cent. in school; 6½ per cent. eating; 16½ per cent. in the living room, at ball games, fishing, golfing, clubs, lodges, theaters, and so forth; 33½ per cent. at work or loafing; 33½ per cent. in bed.

Horatio S. Earle.



Construction view—Hardy Dam—
Showing erection of steel for Power
House and work on embankment fill.

PUBLIC PROGRESS MUST NOT BE DELAYED.....

VISIT HARDY DAM

MUSKEGON RIVER

See this great water power development now at its most interesting stage. See the harnessing of waters to serve Michigan and her people.

40,000 Horsepower capacity—in 3 turbine generator units.

Maximum height of dam from river bottom—120 ft. Length of dam overall—3,000 ft. Maximum width of embankment—1,000 ft. 50,000 cu. yds. of concrete are used in the dam and power house. 1,385,000 cu. yds. of earth fill used in the embankment. The dam will create a lake with a 40-mile shore line and a maximum width of 1 mile. This lake will be open to the public for recreational purposes. Approximately 95% of the labor employed in construction of Hardy Dam is made up of Michigan people.

When the demand for electric and gas services arises—those services must be ready to supply the public needs. Cities, industries, stores and homes look to their public utilities for light, heat and power supply that shall be adequate and available as the course of public progress creates new requirements.

Consumers Power Company is devoting its resources and energy to the fulfillment of this public trust. "Build For Michigan" is the watchword as its 1930 construction program goes forward to fulfillment of plans long in the making. Despite slackened business this year, Consumers Power Company has carried on, because it must build not for today alone—not for this year, but more important, must look ahead and must build for next year and the next—the service must be ready when the demand comes; public progress must not be delayed. Hardy Dam on the Muskegon River, bringing 40,000 horsepower to public service in 1931, is an example. The 30/60 cycle frequency change-over for the improvement of service to a large area in the western side of Michigan, involving a vast expenditure and employment of additional workers, is another example. This work will be continued right through the winter without let-up.

Employment and local purchases have benefited from this far-reaching construction program—a program involving proposed expenditures of some \$28,000,000, the greatest in the company's history. The employment resulting from this work, the local purchases arising therefrom, and the benefits to the customers of the company should reflect themselves throughout the system, which supplies 482 Michigan cities and towns and serves over 1,650,000 people.

It is significant that as the nation has turned its eyes to the stimulation of building activities by the government, by industries and by the public in general, the public utilities of the country have been looked to as an important factor because of the vast amount of construction they are doing and the employment which arises from such activities. At the same time, it must be realized that only when the utility company is in a healthy condition is it able to carry on this necessary development program.

Here at home, Consumers Power Company with its great family of some 40,000 shareholding partners is devoting its energy in money, men and materials to the accomplishment of its policies of public service.

CONSUMERS POWER COMPANY

TREND OF THE TIMES.

Unemployment Insurance as a Means of Reducing Depressions.

The difference between a pessimist and an optimist nowadays is that the former in his bewilderment is unable to perceive the direction or currents of the business reorganization and readjustment through which we are passing, while the latter, full of hope not always justified, sees clearly the job ahead and proceeds to do it.

This is an era in which we can misjudge very easily the point of view of those who insist upon drastic rearrangement or revision of existing methods in business. We may criticize them for their curtailments or their restriction on expansion, but in so far as they face the painful truths of business reconstruction, they are, perhaps, our best advisers.

For the truth is that many people sit around talking about the business depression as if it were a mysterious thing which must right itself sooner or later whenever mass psychology lifts the morale of the country to the level of an artificially achieved prosperity. It is so easy to lose confidence when uncertainty is encountered. Nor can we call men lacking in courage who hesitate without knowing what is the next step to take in face of diminished revenues and falling profits.

The long look ahead is not easy. Most business men think in terms of a calendar year and a good many more in terms of quarterly periods. The test, of course, is the economic soundness of business—the demand for a product. Will such demand continue? Is the saturation point being reached? What new industries are likely to come in to compete? Business brains need never be devoted to a single industry, nor is there anything disgraceful about the abandonment of an industry that cannot be made efficient or profitable when its field is invaded.

Business and industries are so interrelated nowadays that the whole economic structure suffers if an important few are disturbed. We hear much talk about "surpluses"—as if all our troubles could be cured the instant a surplus is removed. The period of reorganization is costly and American business would really have been in serious straits had it not possessed the reserves to finance and maintain itself for the last year. Credit is the keystone of the arch. American business either has borrowed enough money through securities issued, or else can borrow from the surpluses in its own treasury in order to meet deficits in these critical moments.

Supposing the whole country could have had a reserve, or rather a surplus profit, from which to draw in the emergency? Supposing all the unemployed had had wages enough saved up for at least two years? How long would they have stayed unemployed? They would have been spending their earnings for the necessities of life and there would have been relatively little privation.

To put it another way—if somebody could have devised a way to finance

OLD TIMERS

Youth laughs at us old timers,
And maybe youth has cause,
For when your hair gets white and thin
You don't expect applause.
Perhaps we're not so handsome,
Perhaps we're not so spry,
But when youth gets old as us
Then youth won't wonder why.

For we have fought the battles,
And we have led the van;
And made this life an easier road
For many a younger man.
And he will do to-morrow
A lot of things that pay
Because old timers thought them out
And tried them yesterday.

We know the world is changing,
The ways of trade are new;
Men put new labels on their goods,
New roofs on houses, too.
But still the old foundation
That some old timer laid
Remains the cornerstone of all
The progress men have made.

So gather 'round, old timers,
The friends of long ago,
The fellows folks were glad to meet,
The fellows good to know.
Some try their friends to purchase,
But seldom friends acquire,
For friendship, like all other gold,
Must first go through the fire.

We've known the snows of winter,
We've known the rain of spring,
But when your heart is warm within
That doesn't mean a thing.
We've made a little money,
We've lost a whole lot more,
But money was not all we sought
Nor all we hungered for.

For youth will talk of profits,
But age will talk of friends,
For friends are all that make you rich,
Or matter when life ends.
So gather 'round, old timers,
And talk about the past,
For memory is the only wealth,
The only wealth to last.

So here's to us, old timers,
Whatever youth may think,
Yes, here's a toast to fellowship,
In fellowship we drink.
Youth laughs at us old timers,
So soon upon the shelves,
But if youth will not drink to us
We'll drink the toast ourselves.

Douglas Malloch.

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the present depression by a system of insurance in vogue for a long period of time, much after the fashion of the suggestions now being made for old age pensions, and frequently called "unemployment insurance," the spending power of the country would have been little impaired. It is a vicious circle—this unemployment, on the one hand, and diminished purchasing power, on the other hand. If everybody out of work to-day were suddenly put to work, the purchasing power of the country would soon approach normal. New wants would be found. New services would have to be rendered as tastes changed. The industries, however, that had approached the saturation point would be in serious difficulties just the same. The answer to, those industries near saturation of demand lies in consolidation of units and turning their resources and facilities into new lines.

This may mean a revision of the Sherman antitrust law. The December session of Congress will see the subject thoroughly canvassed.

The year 1930 is a milestone in the progress of man throughout the world. The satisfaction of human desires is an endless process in which billions are earned annually. The automobile, the movie, the sound picture, the miniature golf course, and all the various appliances that have come into being in an improvement of household conditions, are evidences of the ingenuity of man in meeting new economic conditions from era to era.

This year represents a turning point in the sense that in every country the practical facts of economics are everywhere being recognized in their naked truth. So also is the interrelationship of nations being made clearer than ever before. Communication has knit together the finances and resources of the world. Economic friction has caused many a war. Economic cooperation, with a bit of reciprocity, is going to rearrange the economic fortunes and destinies of all peoples.

Europe is, at the moment, struggling with economic reorganization. South America paid for her economic distress in revolutionary disturbances. Russia is trying a unique economic experiment. America, powerful leader, is challenged by a severe unemployment at home which will not be solved for many months to come. The generosity of the American people will tide over the distress of millions of unhappy citizens, and abundant capital and reserves are making it possible for the transition period in industry and business to be carried through without a major collapse or catastrophe, David Lawrence.

Awards For Suggestions.

The Pennsylvania Railroad, in its latest semi-annual awards to employees for the best suggestions regarding improvement in operation of service, has given the first prize of \$100 to a machinist, the second prize of \$50 to a clerk and the third prize of \$25 to a crossing watchman. These prizes are in addition to money awards which are made for such suggestions in the ordinary routine.

TIME RATES IMPORTANTLY IN THE MERCHANDISING GAME

The Wholesale Merchants Bureau of the Detroit Board of Commerce, comprised of over 300 of the leading wholesale firms of Detroit has brought about a transportation service for the retail stores of Michigan, Ohio and Indiana, unexcelled by any large market center in this country.

Motor truck lines are giving overnight service and are making store door delivery to over 900 cities and towns within a radius of 250 miles. More than 70 responsible trucking companies who have received permits from the Michigan Public Utilities Commission furnish this service. A regular railroad service also covers this territory.

The Detroit Market during the last decade, as a result of the cooperative efforts of the Wholesale Merchants Bureau, has shown a steady, sure and substantial development. The Detroit Market is equipped to serve every type of retail business—in a manner to meet the exacting demand of buyers as to price, quality, style and variety of assortments.

Members of the Wholesale Merchants Bureau, individually or collectively, are ready to assist the retail merchants in the job of adjusting their varied lines of business to meet changing conditions by the introduction of modern sales methods that will contribute toward bringing about increased sales volume.

The Detroit Market has the goods you need. The Detroit Market can give you the quickest possible service. **THE DETROIT MARKET SHOULD BE YOUR MARKET. INCLUDE IT IN YOUR NEXT BUYING TRIP.**

For information regarding the Detroit Market write E. E. Prine, Secretary, care of Detroit Board of Commerce.

The Wholesale Merchants Bureau
of the Detroit Board of Commerce

FINAL GOAL OF WORLD UNITY

It Will Sometime Be an Actual Accomplishment.

A year or two ago a lot of men and boys gathered in a barn just outside of Grand Rapids and with dim lights and an unusual quietude of manner, with guards stationed outside the building, took out of boxes two game roosters and enjoyed seeing them fight. It was a bloody affair, and at each stage of the game there were appreciative remarks commending the fighting qualities of each of the birds; but owing to the fact that there might be legal difficulties if the scrap was brought to the attention of the police the applause was very mild. The fellows went away from the scene, which had resulted in the death of both of the roosters, apparently greatly satisfied with the entertainment.

A few years ago, down in Campau Square, a couple of newsboys in discussing the question of whether one was on the preserves of the other, grew warm in the debate and decided to settle it with their fists. In a moment a crowd began to gather, and before the boys had proceeds very far in the fight such a crowd had gathered around that traffic was obstructed. Humane officer Randolph was then acting for the Humane Society and, seeing the tumult, came forward through the crowd, separated the boys and disposed of them in some way and they were lost to the bunch of people who had been egging them on to their best endeavors in trying to lick each other. Until Randolph appeared no one in that crowd was disposed to interfere with the scrap, but rather by word mouth and cheers encouraged the boys to fight it out.

Just last week on one of our downtown streets a couple of dogs, after smelling of each other and growling a little, had their fighting qualities aroused, and a dog fight was on in the middle of the street. In just three or four minutes a big crowd gathered around. No one was disposed to separate the dogs, but seemed to enjoy the fight and wanted to watch it to the finish. A policeman, seeing the crowd and thinking that his services might be useful, wedged his way into the arena and taking each dog by the neck pulled them apart, threw one of the animals to one side and carried the other far enough away that they wouldn't see each other, and the crowd disappeared.

These illustrations coming under my own purview lead me to feel that there is a very thin veneer of civilization over the cave man and his methods when we deal with the masculine in human life.

A year or two ago down on the Atlantic seaboard a couple of men with splendid physique, following a line of careful training, were announced as belligerents in a prize fight. Men as far West as Chicago gathered in coaches and enthusiastically traversed a thousand miles and paid a lot of good money for the privilege of seeing these men pummel each other, and upon their return it was the theme of dis-

cussion between them and other people who would like to have gone, but couldn't afford the time or the money. I know they do not call scraps of this kind prize fights; they have a high class term for it which indicates the legitimacy of the function. However, everybody who knows anything about it knows that it is a fight with a prize at the end of the encounter, and the great pity of it all is that it makes an appeal to a large class of men and they are not slow to proclaim that they enjoy it.

Years ago we had a real character in this community whose name I will not mention in this category because some of his grandchildren are my immediate neighbors. He never was so

of peace when a neighborhood scrap was on—possibly about a line fence or the location of a schoolhouse or the trespass of marauding cattle—and these judicial scenes were among the joys of the community. I don't know how true it is, but there is a legend that has come down through the years that the location of State street, in our city, was the result of a draw between Uncle Louis Campau and Rix Robinson, each contending that the road should go on two sides of a right angle, and their views were diametrically opposed. They agreed to fight it out and the winner should have his way, but because it was a draw game they compromised on the angling road.

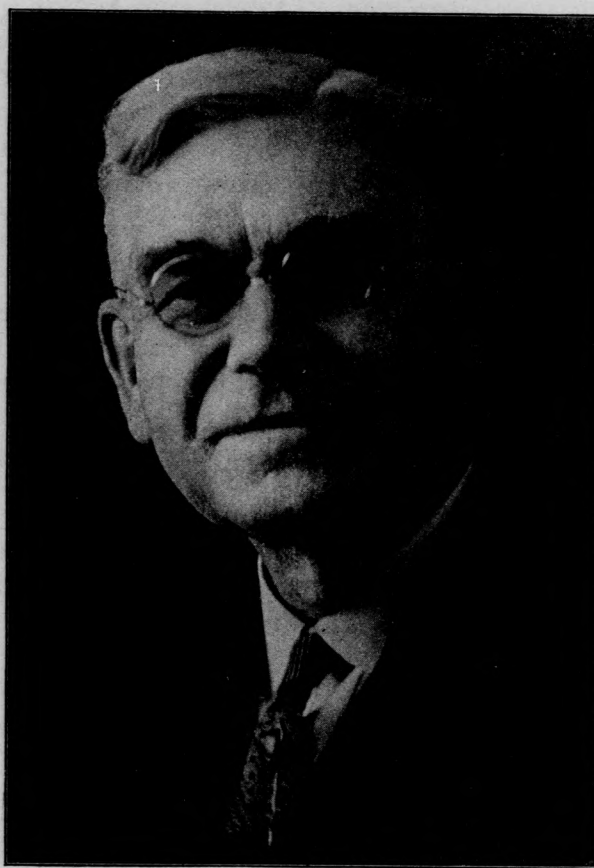
In my boyhood days my father told

sion in which most of them took an active part. The visitor waxed very warm in the discussion and shook his first in the face of the most active participant in the discussion. This was resented strongly and the man in his shirt sleeves acted as though he would resist the flourish of fists by an exhibition of his own. The visitor took off his coat and waistcoat and laid them down and said, "Religion, lay there until I thrash this man," and the fight went merrily on until the good sense of the men watching it separated the belligerents and sent the visitor away. With a grumble he picked up his clothes and departed. My father's lesson to me, of course, was that when religion was a mere clock, it could not meet the approval of God.

Just two or three years ago we had a Republican County Convention in this town, and two factions in the party were very ugly when they came together in the convention, and before anyone knew it, there was a fight on by the representatives of the two factions, and an officer of the law had to separate the contestants who had thought to settle a political controversy by the use of their fists.

Shameful incidents have occurred in Congress and State legislative bodies as a result of heated controversy with an attempted settlement by physical force. The readers of this column will recall, as I mention it, incidents of this character that have occurred during their lives. Several notable incidents in the United States Senate have come into history as prominent events in the records of National legislation. We all recall that shameful duel, the result of a political controversy which ended in the death of the greatest statesman of his day, Alexander Hamilton, at the hand of Aaron Burr. All of these exhibitions of the attempt to settle controversies by physical force could be avoided if the cave man's methods could be relegated to the early history of mankind instead of being used in our day and generation. Differences of views we must expect. Occasionally great questions are involved in such a way that as mankind is developed cannot be settled without the spilling of blood, and still, when you and I sit quietly in our chairs and discuss with ourselves the best methods of settling controversies, we must own up that if mankind were imbued with a spirit of righteousness of sufficient strength to control the passions of men, physical battles could be dispensed with entirely.

What a pity it is that our great histories of nations are very largely records of wars. My first reading of history was Hume's History of England, and it was simply a story of English wars. Later on I read Knight's History of England and this was equally true of this piece of historical literature. The war spirit is in most of us and, if under proper control, it has its advantages in the promotion of the world's activities. But it would seem as if in the development of our civilization we ought by this time to reach an epoch in which all settlements of National, local and individual contro-



Charles W. Garfield

happy as at times when he had a lawsuit. A real hot legal scrap in which he was one of the participants gave him the keenest satisfaction, and he always employed the best legal ability to assist him in the promotion of his point of view. After the lawsuit was over—no matter which way the decision was made—his lawyers would be unable to collect their fees except by legal process, and he seemed to get real pleasure out of another scrap, but he always lost when it came to the collection of attorneys fees. I cannot understand this peculiar trait in human nature, but in a milder form than this it exhibits itself almost every day in our courts of law.

In my boyhood days country people would gather at the home of the justice

the story of a controversy in Genesee county, N. Y., the place of his birth, which he related to me in connection with a lesson which he wanted me to learn about the definition of religion. It was common in these days for the farmers to exchange work with each other. A number of neighbors would do a job on one farm and then pass from that to another. In this particular neighborhood a faction of the Baptist Church, because of disagreement in matters of faith, threatened to draw away from the parent body and organize a second Adventist body. This controversy was at its height when one of the seceders dropped in upon this body of men that were in the neighborhood, all of them belonging to the church, and started a religious discus-



The Toast Supreme

Baked of fresh eggs, finest wheat and whole milk, Dutch Tea Rusk are as healthful as they are delicious. Popular with a spread of butter, cheese or preserves. Delightful as a cereal with milk or cream. Give a new zest to poached eggs and all other dishes where toast is ordinarily used.

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versies could be made without the carnage of blood and the tragedies of physical engagements. There are a lot of people prominent in life and in governmental concerns who do not seem to comprehend that there is any other final method of settling great controversies except by war, and these are the people who are constantly talking about preparation for war rather than preparation for peace. They seem to have no conception of the strength that can come from good morals actively employed in the settlement of controversial matters. And as long as men enjoy a cock fight and applaud a dog fight and refuse to interfere when boys decide to fight out differences of opinion with their fists and journey across many states to witness a prize fight, we will find a large number of people contending that war is inevitable and we must prepare for it so that we will be ready to keep ourselves from being snuffed out as a Nation.

Fighting terms creep into journalism in connection with almost any kind of athletic performances that people reasonably enjoy. The head lines teem with fighting terms, and it is with keen satisfaction that the maker of headlines uses a word like "flaying" in connection with a baseball game or a game of tennis or a foot race, when we all know that the definition of flaying is to skin 'em alive. The habit of using these fighting terms in connection with simple performances in our every day life is not only a misfortune but a degradation of literature. We sing religious hymns with unctious which convey the fighting spirit. "Onward Christian Soldiers," "Hold the Fort For I Am Coming" and hymns of that character are used to stir the emotions and promote religious feeling. To my mind, as a disciple of peaceful methods and a follower of our gentle Master, I deplore this method of promoting the highest and purest and best things in the world. I understand very well what the defense is in this matter, and still I cannot but hope that we will gradually get away from this aggressive method as we come to understand a broader view of religion than the promotion of sectarianism. We love to talk about the gentleness of the founder of the Christian religion, and still we find at great gatherings of Christian delegates that the kind of co-operation advocated is that which will best promote the Christian method as against that of other religions like Confucianism, Buddhism, Mohammedanism, and so forth.

The antidote to belligerency such as I have feebly portrayed, it seems to me is in intelligent co-operation with the broadest definitions, and I cannot help but feel that we are slowly growing into international co-operation through the wonderful methods of touching all parts of the world in a moment and that the final goal of world unity will sometime be an accomplishment. I have great hope, through the influence of great men and women who rise above partisanship and sectarianisms and proclaim by their lives and their voices methods

for peaceful settlement of controversial matters that we shall attain a reign of righteousness rather than physical power as the greatest accomplishment in the civilization of the world.

Charles W. Garfield.

Courtesy as Accident Preventive.

Sometimes it seems that what is wrong with the whole safety movement is that there are too many "safety experts" connected with it, and not enough application of ordinary common-sense principles.

Preservation of human life and property is an age-old instinct and it is certainly a sad commentary on our so-called civilization if, simply because modern conditions have changed the methods of manufacture and transportation, we have been unable to develop that instinct beyond the attainments of our savage brethren, who at least knew how to take care of themselves.

Regardless of one's business or profession he cannot be callous toward this problem of motor traffic accidents. It is one which affects everyone. It may have an intensely personal application, because at the present rate, in Pennsylvania alone, six people are being killed every day, and one out of every 125 motor vehicles registered is involved in at least one accident in a year's time. Another important point is that for every 116 accidents there are 100 persons injured.

The one thing which will do more to reduce accidents than all the technical research in the world is something one cannot acquire overnight and something which, because we have forgotten it for so long, we cannot now attain without practice. If it were present in the minds of people at all times "accidents" would really be accidents—unavoidable occurrences.

This quality is ordinary common courtesy or consideration for another. This is the essential element of traffic safety and if it were practiced more often there would be less reason for motor laws and practically no reason for motor patrolmen.

Common courtesy would give the other driver just the break he required to complete a left-hand turn. It would give the man behind just the space he required in order to pass in safety. Courtesy would enable a driver to heed warning signals and give a signal to his fellow driver. Courtesy would not permit a driver to think he had a supreme right over others in the use of the highway.

It may be said that there should be more rigid laws and stricter enforcement. Undoubtedly enforcement is one of the best safety educators there is, but after analyzing a few accident reports we cannot help but feel that there is something wrong with the mental structure of drivers.

"I blew my horn and proceeded, having the right of way." The right of way obsession is the answer to a large part of the accident list.

"A man suddenly appeared in front of my car and I hit him. I don't know where he came from." Perhaps he arrived by parachute.

We need less horn and more brakes.

Drivers should forget the idea that a blast of the horn will scare others to the point of evaporation into thin air and relieve them of the necessity of pressing the brake pedal or twisting the steering wheel.

Benjamin G. Eynon.

Teaching Requirements Raised in Maine.

The earliest type of strictly vocational training offered to students in our public schools took the form of a commercial course in high schools. Necessarily at the beginning the standards of attainment for teachers handling this course were rather low as to educational attainment. At the time the commercial courses were first inaugurated, standards for secondary teachers were much lower in the schools of the State than they are at the present time.

It has seemed from time to time advisable to advance the requirements for commercial teachers. Up to 1925 one year only of work beyond high school was required under our regulations for this group of teachers. In 1925 we established a complete requirement of two years for this group of teachers.

During the past year it seemed advisable to further advance the requirements, and commencing in 1931 commercial teachers entering the teaching profession for the first time must present evidence of the completion of three years of approved work in order to meet the full requirements for certification. Conditional certificates may be issued on the basis of two years of successful work but this type of certificate will require in a period of five years that the teacher must complete at least twenty-four weeks of approved summer school work.

The commercial teacher should in so-called cultural and professional courses meet the requirements for other secondary school teachers. This group of teachers is largely teaching in schools where a majority of the teachers are college graduates. We do not feel that the commercial teacher is lacking in the skills required to teach commercial work but we do feel that in these additional requirements as to time and breadth of curriculum the teacher should acquire a broader outlook through cultural and professional courses.

It is also required for the professional type of commercial certificate that in addition to the completion of the full three-year course there shall be at some time during this course a minimum amount of practice teaching under competent supervision.

The State Department of Education assumes as its duty and responsibility the supervision of courses in all schools leading up to this type of certification. The State does not maintain in any of its institutions a course for commercial teachers. It is wholly carried on in private institutions. If these private institutions meet the additional demands placed upon them we may be assured of an adequately trained teaching force for commercial branches in all our secondary schools.

Bertram E. Packard,
Commissioner of Education of Maine.

How To Withstand Attacks of Disease Germs.

Embarked upon a search for hibernating quarters, disease germs of wide variety await only the arrival of Jack Frost and lower temperatures to engage in new warfare against humanity.

Since the human body is the natural habitat of numerous germs, victory will come in greatest measure to people who know how to live and get along with germs rather than to those who expect to win by escaping contact with the germs altogether.

Half a dozen cold weather diseases now stand on the threshold of battle in Illinois. These include pneumonia, common colds, diphtheria, scarlet fever, smallpox and measles. Tolerant compromising with each will prevent significant damage. This can be done by preparing the body for their reception rather than attempting to prohibit their entrance—building up bodily resistance.

Pneumonia germs, for example, are already in the nose, mouth and throat of nearly everybody. The same is true of common cold germs. Very few will escape exposure to the germs of scarlet fever, diphtheria and measles between now and next June. The problem is to keep from getting too many at once, on the one hand, and on the other to prevent harm from those that do get into the body.

Shortage of vitamins A and D in the diet and too little rest are important predisposing factors in broncho-pneumonia, the most prevalent of the fatal diseases among children. Last year this disease caused 1,459 deaths among children in Illinois, over 1,100 of whom were less than two years old. They simply had not developed strength and vigor enough to withstand the work of the germs and for this a poor diet and shortage of sleep were probably largely to blame. Pneumonia in general lies in wait to attack people who are already below par from some other cause.

Perfect resistance against diphtheria and smallpox can be had through immunization with toxin-antitoxin and vaccination. These inoculation do not keep germs out but simply make the body immune to harm. By giving a child blood from one of his parents he can be protected from harm from measles.

Keeping up bodily resistance through a wise choice of diet, sufficient rest and cleanliness and by avoiding overdoses of germs through quarantining patients and covering coughs and sneezes are best known ways of getting along with scarlet fever and common cold germs.

Escaping disease germs, especially of pneumonia and common colds, is impossible. We must live together. Our problem is to strike a balance that makes life best for both. The germs are quick to take any advantage from whatever cause. Dr. Andy Hall,
Health Director of Illinois.

The idle attitude towards unemployment happily has ended.

Bearishness is always worst at the bottom.



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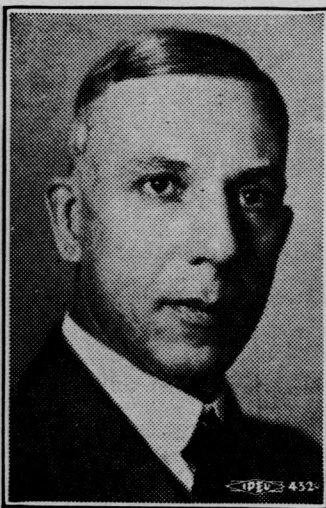
SUPERVISED BY STATE AND NATION

WOMEN JURORS.

Reasons Why They Are Better Than Men.*

When Judge McGoorty invited me to address you at this meeting it was a real surprise to me to learn not only that women are not allowed to sit as jurors in the trial cases in Illinois, but also that you have a real fight on your hands to gain that right. Why Michigan women should have a privilege denied to Illinois women intrigued me enough to want to find out why the difference, and the reason is to be found in the opposite and quite irreconcilable views of the Supreme Courts of the two states.

The first mention of the subject in Illinois was in an opinion by your Court of Appeals in 1899, where this language was used: "Women are disqualified to vote because they are not legal voters;" an unquestionably correct decision, because long before women had any voting rights whatever and your jury-law has always made it



Hon. L. D. Verdier.

a necessary qualification for a juror to be a legal voter.

Later, in 1915 and after Illinois women had been given a limited right of suffrage, two men convicted of keeping their saloons open on Sunday went to the Appellate Court with several grounds for appeal, one of them being that the trial court had committed error in denying their motion challenging the entire jury because the County Board, in making its list of jurors did not take into account the women who were voters and did not make a list of at least one-tenth of the legal voters (as the law required) with women counted as voters. As if the saloon-keepers wanted their cases tried by women jurors in those days! But it is on just such feeble crutches that law breakers often seek to limp their way out of court. In deciding the point, the Appellate Court said: "Women are not legal voters on all subjects, but have only a limited right to vote. They are, therefore, not eligible for jury service, which is only for legal voters."

Such an opinion would seem to have been a forecast that if the time came when women had an unlimited right

*Paper read before Forum of League of Women Voters, at Chicago, by Hon. L. D. Verdier, Judge of the Superior Court of Grand Rapids.

to vote on all subjects, they would be legal voters within the meaning of the jury law, and, therefore, eligible for jury service.

But with the adoption of the 19th amendment in 1920 and the resulting woman's suffrage act in Illinois giving women the same right to vote as men, the forecast proved to be a false omen. In 1924 the Jury Commissioners of Cook county included the name of a Mrs. Fyfe, of Oak Park, on their jury lists. They sent her a questionnaire to be answered, containing (among others) this question: "Is there any reason why you should not serve as a juror if summoned?" to which she replied: "None that I know of, unless the law does not allow females that privilege."

Upon receipt of this answer, the commissioners removed her name from the list, claiming that she did not "possess the necessary legal qualifications for jury duty, in that she was a woman." She hereupon petitioned for a writ of mandamus to compel the Commissioners to restore her name to the jury list, and Judge Sullivan of your Circuit Court granted her petition.

But upon appeal the Supreme Court denied her petition in an opinion that has made necessary the battle for your rights which you good women are now waging. The Court said that while the 19th amendment had the effect of nullifying every expression in the constitution and laws of Illinois denying or abridging the right of suffrage to women on account of their sex, it did not purport to have any effect on eligibility of citizens for jury service. It said, furthermore, that a law must be construed as it was intended to be understood at the time it was enacted, and that at the time the jury law was passed requiring that only legal voters could serve as jurors, the words "legal voters" or "electors" meant male persons only, to the legislators who passed the act and that therefore the legislature did not intend that women should serve as jurors, but males only, who at that time were the sole legal voters.

Now let us see how the Supreme Court of Michigan answered the same question, although it came before the Court in a different way.

In 1920 one Harold Bartz was convicted in Detroit of the crime of larceny. He was tried by a jury consisting of eleven men and one woman and on appeal claimed that he had been deprived of his constitutional right to be tried by a jury because over his strenuous objection, a woman had been permitted to sit as a juror, which she had no right to do because she was a woman.

We, too, in Michigan, have had a jury law which since 1846 has prescribed that the proper officers shall proceed to select suitable persons, being citizens having the qualifications of electors to serve as jurors. The Michigan Supreme Court might well have said (as did your Illinois Court) that when the legislators of 1846 enacted this law, the words "citizens having the qualifications of electors" meant to them at the time, only those who were when electors, males, and that therefore those legislators did not intend that women, not being then electors, should serve as jurors; even though the

Begin now to move these Holiday Desserts

Crisp autumnal days are with us again turning the thoughts of housewives toward holiday dinners toward Mince Meat and Plum Pudding and Fig Pudding, those delightful, satisfying desserts of fall and winter.

What better time is there than **now** to display Heinz Mince Meat, Heinz Plum Pudding and Heinz Fig Pudding, prominently in your window and on your counter. Begin at once to move these happy holiday desserts. Say a word to your customers about the goodness and flavor of these three products made by Heinz. Mention the fact that few women bother any longer to make their own mince meat or plum pudding — actually preferring those made by Heinz Get your holiday business started early — and take your profits early surely!

For luncheons and suppers during these nippy days suggest Heinz Cooked Spaghetti to your customers. You'll be surprised how readily they'll respond.

A counter display will help.

SOME OF THE

57

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19th amendment had later made women citizens with complete electoral rights.

But the Michigan Supreme Court said this: "The purpose and object of the constitutional amendment was to put women upon the same footing as men as to the right to vote or as to being electors. Women thereby became electors. The moment a woman became an elector she was entitled to perform jury duty. She was placed in a class of citizens and electors, from which class jurors were, under the statute, to be selected. By making a woman an elector, she is thereby placed in a class which makes her eligible for jury duty."

The Michigan court also had to leap another barrier in the shape of a constitutional provision reading as follows: "The Legislature may authorize a trial by a jury of a less number than twelve men." "Surely," said the attorneys, "that means that juries are to be composed of men only." But the Supreme Court jumped that hurdle without the slightest difficulty by saying that the word "men" was used in its generic sense, meaning "the human race, human beings collectively," and women are human beings.

Even before that decision, and in increasingly greater numbers ever since, women have been serving as jurors in all the State courts of Michigan. The Federal courts still cling to the old-fashioned idea that women are not fit to act as jurors. That may have been true a half-century ago when women were either family drudges or beautiful-but-dumb household pets, without the experience to sit in judgment on the disputed facts in a lawsuit or a criminal case, but the twentieth century has seen woman completely emancipated from her lowly estate. The modern woman has seized upon the opportunities of education until to-day she is pursuing every profession and every known line of business without asking any odds of her male competitors. In general intelligence and understanding she is the equal, if not the superior, of her husband, who is so immersed in his own business that he knows very little else.

After an experience of eight and a half years on the bench of a court where there are in almost every case from three to six or more women jurors, I can say without reservation that they are an unqualified success. The claim that her natural trustfulness would lead her to swallow any plausible story that might be told from the witness stand, has been dispelled by actual experience. She has an intuitive ability to distinguish between truth and falsehood, and, when properly instructed by the court, is more willing than men to brush aside minor details of testimony with little bearing on the real dispute in a case in order to drive home to the heart of the matter. She is a much more patient and attentive listener to the witnesses and to the instructions of the trial judge than the ordinary male juror. She is much less apt to be swayed by fraternal or political affiliations which very often creep in to prejudice a man's judgment of a case. In the trial of criminal cases she has been an agreeable surprise. Instead of being swayed by

sympathy for the prisoner she is much more apt, with her wholesome respect for decency, law and order, to reserve her sympathy for the victims of the law-breaker. And that is a spirit of which we stand greatly in need in this country; less sobbing for the law-breaker and more for his innocent victims.

The woman called for jury service is much more willing to serve than the man. Women jurors almost never ask to be excused, while the ordinary business man, if he cannot urge one or more of the all too generous exemptions allowed by law will go to any lengths to invent an excuse to escape service. He has as little regard for his duties of citizenship and as little loyalty to the Government that protects his life and his property as the cowards in the civil war who hired substitutes to go to the front for them, or who in the kaiser's war mutilated themselves so as to escape being drafted into their country's service.

Women do not shirk what they consider a public duty. As an example, I might cite to you, a young woman on my jury during the last term of court which lasted three months. She was the mother of six children, but rather than try to escape (and I would have excused her had she made any request) she parked her children with "grandma" and served on the jury the entire term. And she was as attentive, as careful, as intelligent a juror as I ever saw. Give me the good mother who has brought up a family, plus average intelligence, and I'll match her against any man juror you may select.

The woman juror has also brought a wholesome and refining influence into the atmosphere of court trials. Her very presence has demanded the decency and orderliness which should characterize a court of justice. In fact, now that women have been graduated from the class of the alien, the insane and the moron to which they were relegated while they were denied the right of suffrage, there is no valid reason, now that they have become citizens and electors, why they should any longer be denied one of the attributes of citizenship, the privilege as well as the duty of acting as jurors.

Getting Up an Advertisement.

The following rules for writing advertising copy were formulated by John H. Patterson:

1. Know your subject.
2. Use of short words.
3. Write short sentences.
4. Make paragraphs short.
5. Use big ideas.
6. Put only one thought in each sentence.
7. Write so that a child will understand.
8. Say precisely what you mean.
9. Be brief.
10. Tell the truth.
11. Write to impress the reader, not to express yourself or impress a competitor.
12. Never exaggerate.
13. Don't imitate.
14. Be enthusiastic.

Racketeering, unless ruthlessly checked, will wreck America.



BERKSHIRE FULL FASHIONED STOCKINGS

For Your Christmas Hosiery Business

New Shades — New Low Prices

A complete line including

Bemberg, Grenadine and Standard Silks

Bemberg

No. 100—Berkshire Bemberg to the top ----- \$ 6.75

Standard Silks

No. 999—42 gauge, 7 strand semi-service ----- 8.25
 No. 1387—42 gauge, 7 strand extra quality semi-service ----- 9.00
 No. 1386—42 gauge, 5 strand chiffon to top ----- 9.00
 No. 1380—42 gauge, 7 strand extra quality silk to top ----- 9.25
 No. 1382—42 gauge, 7 strand out size ----- 10.50
 No. 1390—10 strand service, lisle top ----- 13.00

Grenadine Silk

No. 1388—42 gauge, 5 strand chiffon silk to top -- 10.75
 No. 1389—4 strand, 45 gauge chiffon picot top -- 14.50
 No. 1391—48 gauge, 3 strand chiffon picot top -- 18.00

**Hosiery Stocks and Berkshire Prices are
Now the Lowest in History**

ORDER TODAY—and avoid what promises to be the greatest last minute rush known to the hosiery business.

EDSON, MOORE & COMPANY

1702-1722 West Fort Street

DETROIT

NEW TYPE OF TEACHER.

Educational System Which Safeguards Individuality.

Society to-day is confronted with a twofold responsibility of providing a school—a new school—that will seek to safeguard individuality, allowing it free reign for expression, to the end that material, social and spiritual contributions may be insured to the satisfying of all earth's desires.

At the same time this new school must instill in the lives of youth that equally noble quality of "brotherhood." Base selfishness, greed, personal gain, indifference to social well-being—all these contribute nothing to human welfare at large. Rather, they make a hollow mockery of individual achievements and in the end result in the defeat of our ideals of democracy and social equality.

The "new school" becomes the agency of a society that makes the above possible. Each individual child becomes a distinct and separate being. For each one there must be individual concern.

It can no longer be possible to cram into each child's mind the same dry and uninteresting and unrelated facts. Each child's interests must be properly and individually understood and appreciated.

Mass instruction, "parroting," and the like, can no longer be tolerated. Uninformative and unintelligent drill and routine must find their proper place and function. Instead there must come an enlightened appreciation of

individual differences and an honest and sincere effort at individualizing of instruction in an atmosphere surcharged with the finest elements of socialized experiences.

With the development of mass instruction came many evils of one sort and another, not the least of which was the apparent tendency to magnify an institution and minimize the importance of the product. Buildings and equipments, problems of lighting, heating and ventilation, schemes of organization, in fact, the details of mechanical administration transcended in no small measure the welfare of the human element—the child.

A wholesome reaction to this tendency, fortunately, has come. This reaction is suggested to the professional teacher by such terms as supervised study, project and problem method, units of subject matter, socialized recitations, individual instruction, individual differences, specialized assignments, mental levels of grouping and a host of other terms. To the laymen much of this is so much Greek.

Because of the influences of such organizations as the Parent-Teacher Associations, however, even the laymen are coming to appreciate and understand what it is all about and are coming to know at first hand and in an intimate fashion something of the difficult times through which we are passing.

We are in the midst of an effort to place the new school in its proper place in the life of every community to the end that it may satisfactorily do

for human society what is now demanded.

The new school is impossible without a "new teacher." Time was when the "Dame School," with its dame in charge, sufficed. This institution grew out of the responsibility each mother felt for her child. Members who wished to be relieved of their duties sent their children to some neighbor who taught her own children, after busying herself in the meantime with her housework. Often such schools would be conducted "by elderly women of straightened circumstances."

With the rise of the grammar school we are told that teachers seldom made their teaching interesting. The rod and the dunce cap were almost the only forms of motivation. Scientific methods of instruction, principles and methods of teaching, educational psychology and other allied subjects were unknown. Little wonder is it that efforts were futile and results were feeble.

To-day all is different. Professional training, knowledge of subject matter and an understanding of human nature have made possible a new condition. For the new school we can have a new teacher—one who is equal to her responsibility and who will achieve for the profession its rightful place in every community.

Many have been the attempts of writers and speakers to set forth the qualities that make for successful teaching. We have been told that the ideal teacher is sincere and sympathetic, the possessor of dynamic knowledge, a lover of the good, the beauti-

ful and the pure; a good mixer, one who knows how to keep order; one who is immaculate of appearance and dress; one who is good looking; one who can be a pal. All of these are certainly important elements and ought to be the possession of all.

There are, however, three elements that perhaps in a very genuine degree comprehend most if not all of these elements.

In the first place, the new teacher in the new school is one who has a genuine appreciation of the past and of its many contributions to the present. I am not one of those so-called educators who have come out of the East with a new philosophy that seeks to establish the fact that each new born child has nothing in his make-up the origin of which lies in the years and ages that have gone. Any so-called "new psychology" that seeks to disprove our notions of inheritance—that seeks to account for all behavior in terms of learned behavior based upon present experience is to me exceedingly dangerous for acceptance.

Nor is the present the only source of desirable experience. We cannot discount the valuable lesson learned by those who have gone before. The story of human struggles provide the many stimuli to present practices and beliefs and most truly pave the way to a correct understanding of present opportunities and advantages.

Again, the new teacher must have an adequate knowledge and understanding of the present. No teacher has any business in the classroom who

To the Merchants of Michigan GREETINGS FROM FOLEY & CO. CHICAGO

Gentlemen: For almost as many years as "THE MICHIGAN TRADESMAN" has been published, Foley & Co., Chicago, have had traveling salesmen in Michigan whose business and pleasure it has been to serve you and through you, your patrons, with Foley & Co.'s line of reliable Family Medicines, Home Drugs, and Toiletries. Mr. K. B. Simmons and Mr. Frank Boaka are both well known and welcomed in the Lower Peninsula while Mr. W. W. Williamson, is equally at home with Merchants in the Northern Peninsula.

Genuine Foley's Honey and Tar Compound is the standard family Cough Syrup for Michigan, an old and well established remedy for coughs and colds all over the State. Merchants are familiar with it, glad to handle it, for the yellow carton with the Bee Hive is quickly recognized by everyone. Our 1931 Almanac, and our new store display cards are now ready for distribution and will be mailed on request of any Merchant who sends for them.

A new series of cartoons, brilliantly colored, on Foley's Honey and Tar, enlargements of ads now nationally advertised through "LIBERTY" and other media, will be sent at once as asked for. These are available either as window cards, window hangers or counter display. Attractive, sales compelling, novel and convincing, every Merchant will find that these colored cartoons act as an additional sales force in his store. To secure a set drop a card to Foley & Co., 945 George St., Chicago, Illinois.

With the Season's Greetings, with best wishes for more and profitable business, for your good health and increased prosperity, we are

Cordially yours,

FOLEY & COMPANY — CHICAGO

Condensed reproduction of one of the series of cartoon ads that has appeared in "LIBERTY", enlargements of which, brilliantly colored, will be mailed you on request.

does not manifest at all times a genuine interest in and a concern for the many influences operative at the present time to make for the fundamental changes that have taken place and are taking place.

These are days of marked influence; they are days of revolution; they are times which are changing the whole complexion of human existence and human behavior. If one's teaching is to be virile, it must be characterized by a genuine sense of the importance of all existing environmental factors.

Every child is entitled to the inspiration that comes from instruction clearly demonstrating the teacher's possession of the worth-while facts pertaining to life as it is now being lived.

Finally, the new teacher must be a dreamer. She must envisage the future and paint truly the picture of the new day. The past and the present are most certainly a part of her experience and knowledge, but more important than either of these is the ability to envisage the future, to prognosticate the unattained and to stir the childlike imaginations of every boy and girl to the end that they too may dream dreams and see visions.

The new teacher in the new school is the master painter of the past, the interpreter of the living present and the builder of a future resplendent in all of its possibilities. It is only such a teacher that can inspire youth to achieve the nobler ends of social existence through the individual contributions of those whose abilities have been freed to manifest themselves in the fullest measure possible.

G. W. Rosenlof.

Control of Public Personnel Major Problem of Government.

It has become quite the fashion, in recent years, for National organizations of public officials to organize a permanent secretariat to serve as a clearing house and research agency and to carry on the day-to-day work of the particular organization.

The Assembly of Civil Service Commissions of the United States and Canada was a pioneer in this field. In 1919 at its annual meeting in Rochester, N. Y., a committee of forward-looking personnel administrators was organized for the purpose of establishing a National Service Bureau of Civil Service Standards.

After three years of persistent effort sufficient private funds were obtained and the Bureau of Personnel Administration became an accomplished fact. About half of the Bureau's annual budget is derived from private contributions and the remainder comes from its own earnings.

Its form of organization and control is indicated in its statement of purposes. "The Bureau of Public Personnel Administration," this statement runs, "was established in 1922, with headquarters at Washington, D. C., to serve as a clearing house and research agency for public personnel agencies in the United States and Canada.

"In 1928 arrangements were made by which the Bureau serves also as the headquarters staff for the Civil Service Assembly of the United States and

Canada, subject to the policies and directions of the executive council of the assembly. In 1929 the headquarters were moved to Chicago in order to facilitate the Bureau's work; the University of Chicago provides offices and certain other facilities but the Bureau retains its financial and administrative autonomy.

The Bureau of Public Personnel Administration is independently supported and has no direct official connection with any Federal, State, provincial, county, city or other government body. The members of the board of trustees serve without pay and are chosen from among those actually engaged in administering a public employment system. The paid staff is headed by a director chosen by and responsible to the board of trustees.

"In deciding upon projects to be undertaken, in determining the best methods of carrying on its research and other work, and in dealing with other problems, the board of trustees, the director, and the staff have the benefit of the advice, suggestions, and criticisms of a large number of technical consultants who serve without pay; the board of trustees and the staff, however, accept full responsibility for all decisions made and for all actions taken."

In carrying on its work the Bureau makes use, to the fullest possible extent, of the current practices, developments, and research work in both the public and private employment fields.

It often happens that the Bureau's investigations are of almost as much interest to personnel administrators in industry as to those in the public field; in all cases the results are made equally available to all. "Public Personnel Studies" is the Bureau's principal medium of disseminating information with regard to investigations of employment problems.

It is the belief of those who have been closely associated with the work of this Bureau that its organization is one of the most important actions that the Assembly of Civil Service Commissions has ever undertaken. During the period of its existence there has been developed a professional conscience among the membership of the Assembly of Civil Service Commissions and conviction that the control and effective administration of the public personnel constitutes one of the major problems of good government.

The Bureau not only serves as a clearing house for significant information but it also aids personnel agencies, when and as invited to do so, to make surveys, develop classification and compensation plans, establish service rating systems, improve the character and quality of tests and devise adequate administrative machinery. In short, it stands ready to aid, so far as its staff and resources will permit, the constructive development of personnel systems everywhere.

Charles P. Messick.

A fact, unlike a dollar, cannot always be used as soon as acquired.

The man who knows nothing about a job always thinks it is easy.

CITIES SERVICE LUBRICANTS

Valuable aids to executives in their battle against waste.



Far sighted operating executives know the effect of waste, caused by improper lubrication, on earning statements of their company. That is why so many choose Cities Service lubricants to assist them in eliminating waste and cutting down operating costs.

Cities Service lubricants have proved their ability, in actual service, to cut down power losses due to excessive friction; to consume slowly, to give protection against unnecessary breakdowns and replacement costs, and to keep machinery moving smoothly, quietly, powerfully without needless interruptions.

Cities Service petroleum products are backed by a billion dollar organization whose experts have the benefit of 68 years of practical lubrication experience. One of these experts will be pleased to discuss your lubrication problems with you.



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Cities Service Radio Concerts, Fridays, 8 P.M., Eastern Standard Time—WEAF and 33 Stations on N.B.C. Coast-to-Coast Network

BASIC FOUNDATIONS

On Which Life, Liberty and Progress Depend.

Foreword: The title of the present address has no reference in particular to the subject of foundations such as would apply to the New York Community Trust, the Cleveland Foundation, the Indianapolis Foundation, the Grand Rapids Foundation and others.

The above foundations have come to stay, because they have strong economic principles and they tend towards stability through future service to coming generations.

This contribution is not a consideration of fundamentalism or modernism so called nowadays. Religious fundamentals seem to be governed by differences not yet clearly defined. Rev. Harry Emerson Fosdick, of New York, in his book entitled "Christianity and Progress," treats upon the subjects last referred to in a masterful manner. In speaking of fundamentals and so forth in this book, as applying to religious teaching, he states that we may differ upon some statements as to what are considered facts in the Bible, but if we believe in God and the teachings of Jesus Christ and have a keen conception of the individual and social sins, we will not go far wrong. It is my opinion that in the statement he laid a foundation which is probably the corner stone of his Christian ministry.

Foundations: When we speak of foundations, we naturally refer to something solid and upon which a structure can rest safely. We often ask the question, how much will the foundation carry. Engineers can measure the carrying power of any foundation or a structure built upon a foundation. We often say of material things that they rest upon the solid rock. Christ said to Peter, "Upon this Rock I will build my Church."

To you and me, there are two sure foundations in our every day business and living. The first is the multiplication table. The second the Ten Commandments. The multiplication table is the basis of all mathematics. As follows: 2 and 2 are surely 4, etc. Does anyone doubt this? No. We find men, however, continually trying to do wrong with figures. They attempt to arrange them in examples which will mislead and injure others. In these days of wonderful business operations, expert financing and so forth, the arrangement and multiplication of figures is a great art, and when cunningly accomplished and then assisted by high pressure salesmanship, many people are very badly injured.

Commandments: As to the Ten Commandments; no one argues about them or ever questions the axiomatic principles contained within them. Many men, however, do numerous things which violate the fundamental principles as found in the Ten Commandments. This brings about what we nowadays call disrespect for Law and rights and there a man begins to fall because he has weakened the foundation of his life. The Ten Commandments embody the fundamental principles of all law and any man who

conducts himself in accordance with a full appreciation of the same will be a good man and a worthy citizen. There is, however, a tendency to-day to differentiate as to the meaning of some of these principles and that tendency is to be very much deplored. In the multiplication of civil laws, together with the amendments of the same, we are weakening the regard of the average man for the fundamentals.

Constitution: The constitution of the United States has for many decades been regarded as one of the greatest productions of the human mind and beyond all that, as the corner stone in the foundation of our great Nation. To my mind no amendments should have been attached to it, except they

ber that instead of working from the monarch or the emperor down to the common people, we work from the common people up to the President.

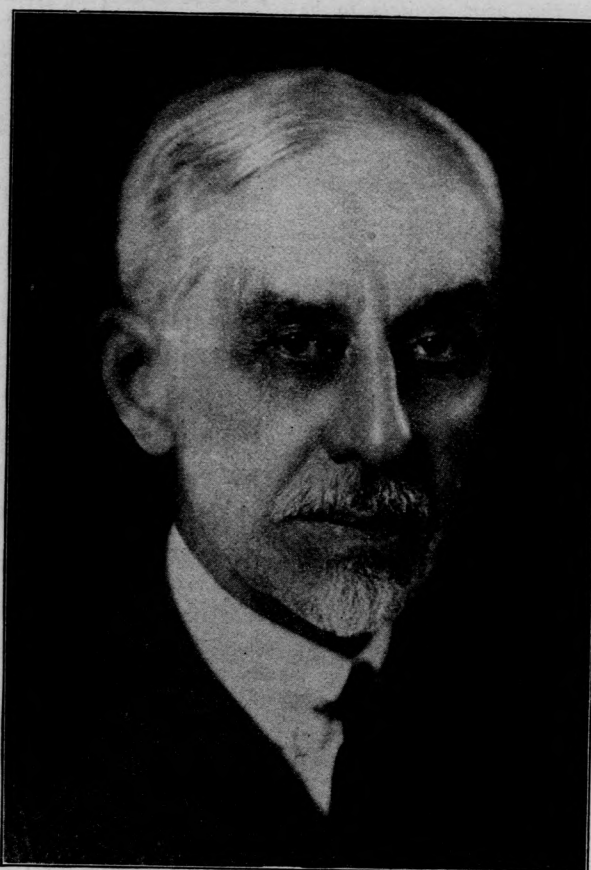
Americanism: There was never a time when this term possessed a more significant meaning than it has during the last ten years. In the first place, we have become more and more aware of the necessity of bringing all people in this country through education and otherwise into the American family. The occurrences in the history of the civilized nations during this period has brought more distinctly than ever before the striking differences which there are between an empire, a monarchy and America or, more properly speaking, the United States. Our

large amount, he will seek to live upon a street and build his mansion so that he is not annoyed by any noises and where common people or, more properly speaking, laborers do not go by his front door and property. It is absolutely true that the level of society is no higher than the average, which is struck between Prince and Pauper and in this country alone is this statement made good. This is one of the foundations of American life and sometimes we think it is in danger of being crumbled.

The American Home: Hebrew history makes us conversant with the fact that the home was the first institution established on earth. In the law and the gospel as we know them, the references made to the home rightfully create in your mind and heart, as well as mine, the feeling and the knowledge that the home, next to the individual, is the most important unit of American society. In our common experiences and in our knowledge of the courts, we begin to feel once in a while that this institution is being weakened, and if this should become true, America will suffer to a very large extent and be weakened so greatly that many of her principles of citizenship and much of the moral fiber of her structure will be injured. The American home is the corner stones of American life and should be preserved with all care.

Representative Government: We are to-day disturbed and have been for some time over the scandals among our political representatives at Washington. It would almost seem that they have forgotten that they are the servants of the people and that they have lost sight of the fact that they are not in all respects representing the folks back home. A democracy within a republic will function and function properly if the responsibility of the representative is realized by him and if in behalf of his constituency back home, he will exercise his utmost endeavor to preserve our Government and do so honestly and intelligently. Can it be possible that these men think that our Government can be respected and kept stable not only in the eyes of the American people but in the estimation of the world, if we must continually publish scandals in high places, such as we have been obliged to do in late years? Our Government is so constructed that when we are either in peace or war, we can function rapidly and intelligently without imperial edict or the commands of a monarch and with that, it is absolutely necessary for us to be diligent and honest.

Liberty: I find, in looking over the foundations, which I would enumerate to you, that I should include liberty and by that I mean not only American liberty, but liberty in its purer sense. We can imagine that the emigrant who comes to this country and either has had before arriving or is informed after arriving of the meaning of the word liberty thinks that he can do anything he desires to without restraint or molestation. It is probable that it is as difficult to define the word liberty as many other words in our language. We look upon nature at this time of year and we are inclined to believe



Lee M. Hutchins

had a bearing directly and without question upon the clear cut and distinct principles laid down in that constitution. I am an American through and through and I am jealous of the Constitution and I hope and pray that we will cease to attach to it by way of amendments any more of the so-called extreme developments in human society. Or to illustrate: If it can be amended as regards the use of intoxicants it possibly can be amended as regards the use of tobacco or the wearing of hair nets. I am pleased to say, however, that I believe that this Constitution of ours will outlast the monarchies and the empires of other countries. We have a democracy within a republic. Can we maintain it? I think we can. In doing so we must remem-

ber that instead of working from the monarch or the emperor down to the common people, we work from the common people up to the President. Americanism: There was never a time when this term possessed a more significant meaning than it has during the last ten years. In the first place, we have become more and more aware of the necessity of bringing all people in this country through education and otherwise into the American family. The occurrences in the history of the civilized nations during this period has brought more distinctly than ever before the striking differences which there are between an empire, a monarchy and America or, more properly speaking, the United States. Our large amount, he will seek to live upon a street and build his mansion so that he is not annoyed by any noises and where common people or, more properly speaking, laborers do not go by his front door and property. It is absolutely true that the level of society is no higher than the average, which is struck between Prince and Pauper and in this country alone is this statement made good. This is one of the foundations of American life and sometimes we think it is in danger of being crumbled.

W H E N I T R A I N S — I T P O U R S



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We have had more than 82 years' experience in the manufacture and distribution of salt. ¶ This experience enables us to produce the best grade for every purpose. ¶ By using Morton's brands you are assured of satisfaction and service at prices no higher than those asked for inferior salts.

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that she proceeds in her course of development unhindered and somewhat regardless of any restraint whatever. The facts are that the great nature about us in each and every feature has its liberty to its greatest extent, when it actually develops in strict accordance to natural law. A bush may be planted in the wrong location and not thrive, a shrub may be attacked by insects and be hindered in its growth and possibly die. These are no different than a complicated piece of machinery, which when every part conforms to every other part and they all work under their proper restrictions and law, succeed in developing the highest efficiency. If one part is broken or rusted or taken out or interfered with, the general efficiency is either hindered or destroyed. Men and women, and especially those coming to us from other countries, fail to realize that a man or woman in physical existence or mental action or spiritual development is exactly like the shrub or machinery. We function best and accomplish most and are at the greatest enjoyment of liberty when we operate in perfect accord with the laws in which we exist and by which we should be readily and happily governed. In fact, the man who exclaims, "I hate society," fails to realize that he helps to make its average, and the man who objects to being hampered by moral laws and that wants to be free to do as he pleases, only steps out of liberty into danger and trouble; in fact, the universe teaches us that the greatest liberty is in conformity to law.

Lee M. Hutchins.

Many Diphtheria Deaths Result From Neglect of Parents.

Every thirty-six hours some person in Massachusetts dies from diphtheria. Nineteen out of every twenty of these victims are under ten years of age, and every one of these deaths is unnecessary. Every death from diphtheria is due to neglect, neglect on the part of the responsible person who might have prevented the disease.

That responsible person is not the doctor, is not any public official, but is that person who by all laws of humanity should be most vitally interested in the health and welfare of the child. This person is none other than the parent or guardian.

The neglect may be from indifference, it may be from ignorance, or it may be from inertia, but it is none the less neglect. It is a failure to protect that child against diphtheria by the use of proven methods which science has put at their disposal.

Thirty-five years ago diphtheria was rightly one of the most dreaded of the diseases of childhood. The number of children who contracted the disease was much greater than it is to-day and the proportion that died was likewise larger. Science first came to our aid when Von Behring discovered antitoxin, a specific serum which is used to treat the disease. By the use of this serum lives are saved which would otherwise have been lost.

Even to-day, however, diphtheria kills more children under the age of ten than does any other disease. Five per cent. of all those who contract the

disease die from it, and during the first two years of life every fourth patient fails to survive.

The number of deaths from infantile paralysis are but a small fraction of those due to the annual diphtheria slaughter. It is awful when a child dies from infantile paralysis for so little can be done to protect the child from the disease and so little in the way of treatment. But it is infinitely more awful when we contemplate our annual diphtheria toll, for back of it all we see neglect written in heavy black letters.

The discovery of antitoxin was a landmark in medical progress, but an even greater step toward the goal of diphtheria prevention and control, toward the goal of preventing the needless loss of life, was taken when about 1915 a method was developed of so treating a child that he or she could no longer contract diphtheria. This method was by the use of toxin antitoxin and it is here that we must look for effective diphtheria prevention.

Do not confuse the Schick test with toxin antitoxin. The Schick test, useful and important as it may be, is nothing but a test, a simple, safe and sure way of determining whether or not your child can catch diphtheria. But the Schick test goes no further than that, for it in no way protects against diphtheria.

Many mothers deceive themselves with false sense of security because they are under the impression that if their child has had a Schick test that is all that is necessary. It is not all that is necessary, it is but an unimportant and often better omitted preliminary, for we know from experience that most children under ten are Schick positive, which means that they can and may catch diphtheria.

Toxin antitoxin is used to prevent diphtheria, used to protect your child from this dread disease, used to make your child no longer able to contract the disease. It consists of three simple painless injections at intervals of a week. There is no mystery about toxin antitoxin; there are no hidden tricks. The material is manufactured by the State under close Federal supervision and is furnished free through the family doctor. He can protect the child against diphtheria.

Diphtheria prevention by the use of toxin antitoxin is no experiment. It has been tried on thousands upon thousands of children throughout the country. During the past ten years over 375,000 children in Massachusetts alone have been protected against diphtheria by it. In two years the city of Lowell protected over 30,000 children. This year Lawrence has protected some 10,000. Brookline, through its intensive use, has relegated diphtheria from the proud position it once held at the top of the list of fatal diseases of children to the point where it now classes as a medical curiosity.

Although in the State as a whole there is only about half as much diphtheria as there was ten years ago, in some communities there is just as much as ever, just as much as ten, as fifteen years ago. These are the com-

munities in which the children have been neglected, in which they have not been protected.

While their neighbors close the diphtheria wards in their hospitals and point with pride to five years without a diphtheria death, these communities, the black spots on the diphtheria map of Massachusetts, still count their diphtheria cases each year by the hundreds and their deaths run into the tens and twenties.

Homes are like cities and towns. Some have protected their children, their members, who are too young to care for themselves, who loyally trust in their parents to protect them against the many dangers of life. Other homes have the door wide open, and if diphtheria enters there are one or more children who can and often will catch the disease, and some of these will die.

Every child is entitled to the best care and attention, to every protection of life which is possible. What mother sending her child off to school fails to warn him to watch out for the automobile? Does this same mother realize that every year more children are killed by diphtheria than by autos? Has this child in addition to being warned against the autos been protected against the greater danger of diphtheria?

The time to do it is now. Every child above the age of six months should be protected against the disease. During the first few months of life the baby has a natural protection but this is soon lost and this same baby becomes especially susceptible and the disease if it develops is five times as apt to be fatal.

The family doctor can protect the child; the board of health may have immunization clinics. There is little comfort for the mother who has lost a little one from diphtheria, for she forever after sees staring her in the face the fact that this death might have been prevented.

Dr. Ralph D. Wheeler.

Training in the Art of Living.

Curriculum reorganization in home economics in our public schools is constantly proceeding. It is stimulated by the desire of supervisors and classroom teachers of home economics to keep abreast with the times, a little ahead of the industrial, social and economic changes in our civilization, and to incorporate into their classroom practices the reforms needed for better living.

According to Prof. Franklin Bobbitt, no one can speak with entire certainty as to what the curriculum should be, but there appears to be developing a common understanding among curriculum builders that the curriculum should aim definitely at the improvement of human living and behavior for all persons.

This, however, should not be taken to mean uniformity of behavior, for it is recognized that individual differences of inherent abilities would make such an aim forever impossible even if it were desirable. But wholesale living commensurate with native ability to enjoy should be equal for all.

The aim of education then appears to be high-grade living. To this the departments of home economics and home mechanics are making a worthy contribution of offering training to girls and boys in the daily pursuits of living. Such training aims to lift to a higher level many of the activities of human living.

In the re-organization of the home economics curriculum it is expected

First. (a) To determine, by means of studies and investigations, the pupils' interests in home and community; their needs, physical, social, and economic; and their capacities. (b) To develop, in accordance with the findings of these investigations, curriculum content conforming with the interests, needs, and capacities of the pupils and as far as possible to raise these to a higher level. (c) To formulate tests which will aid in determining whether the subject matter taught functions in the daily lives of the pupils and has important educational value for them.

Second. (a) To develop in the pupils appreciation for home and family life. (b) To organize the pupils' home economics work in such a way that it may serve, if needed, as basic training for gainful occupations whether in the professional or commercial world.

Emeline S. Whitcomb.

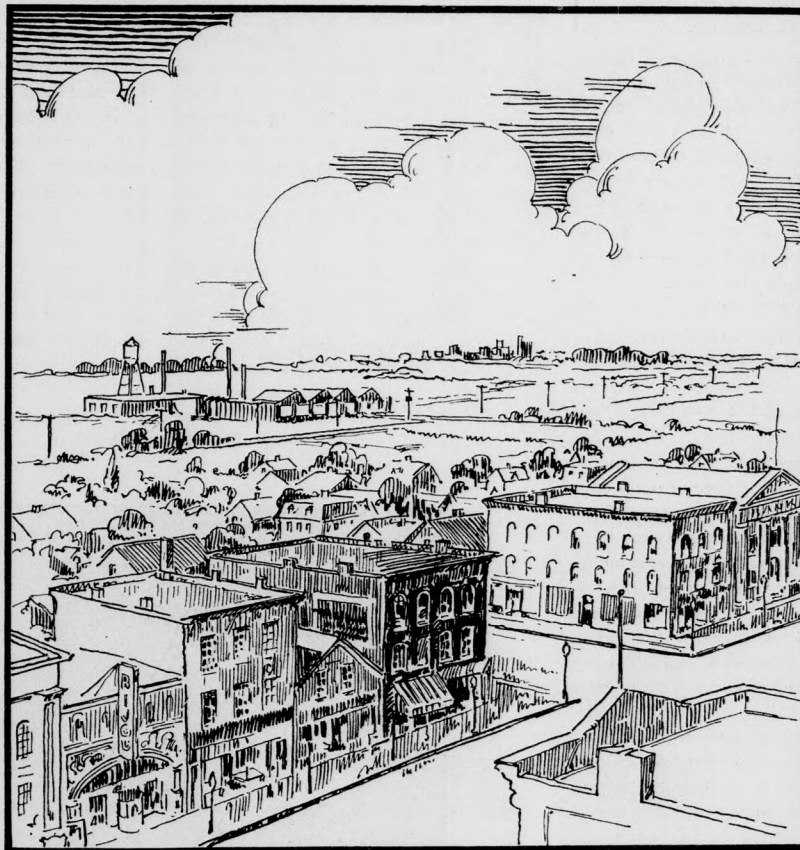
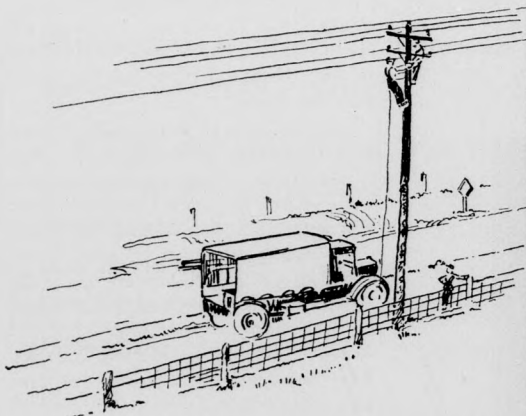
Efficiency in Vocational Education.

The greatest degree of efficiency in vocational education can be attained only where there is close co-operation between schools, worker groups, and employers.

When a vocational training program is to be set up, an advisory committee in which the school, the employer, and the worker are represented should be appointed. In co-operation with the local director of vocational education, this committee should draw up the apprenticeship regulations and indentures, plan the course of study and work, provide and grant certificates of graduation, and supervise the entire program.

Under this plan the employer is relieved of any suspicion of exploitation, the worker is able to serve as a check and balance on the number entering training in various trades as well as on the selection and qualifications of the apprentice, and the school is able to perform for the young people entering the trades the work it is fitted to do and should do as the educational agency of society. The school, however, should initiate and maintain the vocational program and become the continuous sustaining factor in any co-operative project extending over a period of time.

The possession of data concerning the need for training, a properly selected group of persons to receive training, a properly qualified instructor, proper subject matter, a correct idea of the occupational standards to be attained, a plan for providing real jobs for practice training, and a plan for the placement of vocational training graduates are fundamental to the organization and operation of a vocational program. Perry W. Reeves.



Even to the SMALLEST...

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Over 2,000 communities, 7,900,000 population in Michigan, Ohio, Pennsylvania, Illinois, Indiana, Florida, South Carolina, Mississippi, Alabama, Tennessee, Georgia.

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tion lines

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The present science of electric service—both in its technical aspects and in the elements of cost—has made obsolete the small community's isolated power plant and distribution system. Standing alone, this change would present a critical situation to the economic and social structure of the average community.

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The
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MEN OF MARK.

Douglas Malloch, Editor, Poet and Public Lecturer.

My good friend Stowe has invited me to write an account of my checkered career for the anniversary edition of the Tradesman. I find, on consulting the Encyclopedia Britannica, Who's Who, Mother, Shipton's Prophecy, and other sources of information, that the Michigan Tradesman and I were born at about the same time, not many years after the panic of 1873, and possibly as a result of it.

I understand the Tradesman had a borrowed capital of \$500 when it started. I had no such start. I hadn't a shirt to my back. Mr. Stowe had. He had only one, but he had it. As I was unable to borrow \$500, I went into the poetry business, which requires no capital, or, at least, never achieves it.

As a matter of fact, while I was born about the same time as the Tradesman, I did not get into literary action until a little later. I was eleven years old before I began writing for the press, when the Detroit News published my first printed poem, a not unfortunate delay.

When I grew to manhood, or supposed I had, I was invited by Mr. Stowe to become a contributor to the Michigan Tradesman, an invitation I greatly appreciated, as the Michigan Tradesman thereby became a contributor to me. You can't help loving a man who has paid your rent.

Having confessed that I was born, I might add with pride that I was born in Muskegon, but that didn't make any difference with Mr. Stowe. The rivalry between Grand Rapids and Muskegon was great in those days. Of course, that is now a thing of the past, as each town now realizes that it has surpassed the other.

I still recall with affection Hank Spreet, the village store-keeper, a character I created for the Tradesman, and who, some of you may recall, always got the best of the local wags in the long run.

I don't know whether the citizens of the community now gather around the chain store as they did around Hank Spreet's stove in the old days, but I do know that in those times men formed their opinions in conversation and contact, instead of having them shoveled into them over the radio or in some other modern way.

The Democrat and Republican used to lie down together. Which lied the more, I am not prepared to say. But I do know this, that I got my politics from men with gray beards, my ideas of honesty and thrift from men with white aprons on, and learned whatever I know about human nature from the men and women who came into the store.

Muskegon in those days was "the Sawdust City." It manufactured more lumber than any other city in the world, and it was Michigan white pine. All the male members of my family worked in the mills, the yards and the camps. All through my youth I had sawdust in my hair and splinters in my hands. I knew the lumberjack and

the Indian and could use a saw, an axe and even a tally rule.

As I say, the male members of my family all worked in the lumber business. I had not given any particular thought to work at all. As a matter of fact, I have done hardly a day's work in my life. I have put in eighteen continuous hours at a desk on occasions, and even in these days, when at home, I am at my desk from 7:30 to 5:30, but, as I enjoy the work, it isn't work at that.

Consequently, I naturally turned to the thing I wanted to do most—to write. I did not really break into the newspaper business until I was four years old, when I began delivering them over a route four blocks long. At eleven I was not only North Muskegon's newsboy, but North Muske-

gon's correspondent for the Muskegon Chronicle. At the age of fifteen, I became a c.o.w. (correspondent on the wing) for the Chronicle, and drove about Muskegon county with a horse and gig, making collections occasionally and writing comments regularly.

At sixteen I became a full-fledged reporter. I was already burning the midnight oil after the daylight labors, and had sold a poem to Lippincott's Magazine, for which, to my astonishment, it paid me thirty-six cents a word, which added to my confidence, of which I had a superabundance already.

To go back: at the age of twelve, while I was still a schoolboy at North Muskegon, there fell into my hands a copy of "Treasure Trove," a children's magazine, one of the most beautiful (not in typography but in editorial content) of a period that saw Harper's

Young People, the Youth's Companion (to both of which the family subscribed) and the other children's publications of that time.

This magazine was offering a prize of three dollars for the best story of adventure by a pupil in the public schools of the United States. But you had to be a subscriber. I was not a subscriber. So I took the magazine home to my mother and explained to her that if she would lend me the dollar I would subscribe to the magazine, write the story, and, when I received the prize, repay the dollar. I don't know what was in my mother's mind, whether it was amusement or amazement, or what. I know I received the dollar. Some eight hundred stories were submitted in the competition.

When the check arrived, I paid my

of this kind in my life. I would not have recognized a kilowatt if I had found it in my soup. Yet I was offered a position in the publicity department of the Westinghouse interests on the strength of that article. I do not tell it to brag, but to illustrate the adaptability of the writing man. Whatever he is to write he first becomes. If he is writing about a soldier dying in Algiers, as he writes he is a soldier dying in Algiers.

If I had known a little about the generation of electric power and its transmission, I probably would have written a very bad article, for, as Pope says, "A little learning is a dangerous thing." Knowing nothing about electricity, I had to ask; and I give myself credit for this, that I was not ashamed to ask. No good reporter guesses; he gets the facts.

One day George S. Lovelace, a Muskegon attorney, said to me in his office in Muskegon: "Douglas, if you want to write poetry (he knew I did), why don't you write about the lumber business?"

I began to do so. It led to my being called to Chicago to become one of the editors of the American Lumberman. In 1906 appeared my first book, "In Forest Land." The American Lumberman published other books of mine, and other volumes were published from time to time by the George H. Doran Company, the Bobbs-Merrill Company, Doubleday, Doran & Company, and my present publishers the Reilly & Lee Co.

I had, in the meantime, raised my sight a little, enlarged my field of vision, and begun to write about life in general. In 1920 I was asked by the McClure Newspaper Syndicate in New York to begin doing a daily poem. These poems appear daily in the Grand Rapids Press, Muskegon Chronicle, Lansing State Journal, and a large number of the other newspapers of America. With this and my contributions to magazines, I have increased my audience, I am happy to say, to many millions of people—real people, in the stores, on the farms, in the homes. It is a great audience to which to speak, and a great responsibility.

Then there is that audience that I know by personal contact. I suppose I am expected to say something about that. I began by addressing the lumber conventions. Then the Chicago Association of Commerce took a chance and enlisted my services as an occasional speaker. Since that time—well, my office recently compiled a list of 1,562 meetings I have addressed in 562 communities and thirty-nine states.

So, aside from making 1,562 speeches, publishing eight books, writing a poem a day for ten years for the syndicate, and about as many more for other publications, serving as President of the Press Club of Chicago and of the Society of Midland Authors and other organizations, and traveling from thirty to fifty thousand miles a year, I have done very little. In fact, as I said earlier, I have never worked at all, for I have found as much fun in doing the little I have done as E. A. Stowe has found in editing the Michigan Tradesman for forty-seven years.

Douglas Malloch.



Douglas Malloch.

mother the dollar as promised and was still two dollars to the good. It was a story of a thrilling episode in a water mill in Pennsylvania. I had never been in Pennsylvania and I had never seen a water mill, but the magazine commented editorially on the fact that I had been wise enough to write about something that I knew something about. It was an example of that adaptability that all writing men must have.

In this connection, I cannot refrain, even though it may toss a faint and somewhat faded bouquet at myself, from relating that, when the interurban railway was built between Grand Rapids and Muskegon, and when I was still in my teens, I was sent by the Muskegon Chronicle to Fruitport, where the power plant had been built, to write a description of it.

I had never been in a power plant

BANKERS TRUST COMPANY OF MUSKEGON

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The Bankers Trust Company of Muskegon is prepared to serve both individuals and corporations in any trust capacity, and it has the experience, management, and facilities needed to assure the prompt and efficient handling of any matter entrusted to its care.

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**Millions of Pounds Used by Our
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SPIRITUAL AWAKENING.

We Ourselves Must Learn To Save Ourselves.

The article I wrote for the Michigan Tradesman's forty-seventh anniversary was given the title "Millionaire Philosopher" by the editor E. A. Stowe. On Oct. 29 friend Stowe gave me credit for two million dollars. I hope he will entitle this effort as coming from a billionaire.

You know there is nothing so alluring as money. Millionaires and billionaires are invited to the White House. Their utterances are authority on diet, sex questions, prohibition, religion and economics. They are welcomed into all clubs and churches. The only objection I have to being called one of them is that whenever I meet a millionaire money talks. But just because a man has a lot of money is no sign that he is rich. I think it was Emerson who said that any man who lives within his income is a rich man. I would like to add that a rich man is one who is so far economically free that he can afford to express himself without consulting his pocketbook. To be able to live your own life is the urge instilled into every human being and that urge is what I would like to call the Spirit of God. Civilization smothers that spirit. To me civilization is an insane asylum; for if one does not act the same as all the other inmates he is considered queer.

In spite of all that, I like to be called a millionaire. The day after the Michigan Tradesman's anniversary number made its appearance my front doorsteps were filled with black and white folks. They all wanted to go to China or somewhere to save the heathens. Just why I should retire from the cigar business and go into the business of saving heathens I do not know. Then, too, I like the heathens pretty well as they are. They act so natural; they do not pretend and when they look into your eyes they make you feel rather uncomfortable for it gives you a faint suspicion that when we try to save them it stimulates their sense of humor. When we civilizers go out to save is it because of our spiritual outlook? If we could mix a little humor with our ego then the other fellow might not look so bad. I think it was Jesus who said something to the effect that we take the beam out of our own eye before we monkey with the other fellow's eye. We civilizers might take that to heart. He also said "Do unto others as you would have them do unto you." Those few words embody the essence of all religions and no one need be a juggler of words to explain their simple meaning. In the language of the street it means try to place yourself in the other fellow's shoes. As a single taxer to me it means social consciousness.

I maintain that under our present economic condition the teachings of Jesus are impractical. Anyone who tries to walk in our crooked economic path and at the same time follow Jesus must stumble and fall. To me there is as much difference between the teachings of Jesus and Christianity as between night and day. If you doubt this go to California and see the

way we treat the yellow race. No matter how honest, industrious and honorable a Chinaman may be he is not allowed to own a foot of land and he is brutalized by our courts. We hate him here and love him in China. If I were a Chinaman I would probably think that Christianity should be placed in the rascality column. In the apartment in Los Angeles where I was stopping they had black, white and Chinese employees. When there was anything missing no one ever thought of questioning the followers of Buddha. Just imagine yourself in the shoes of our Chinese janitor when he writes home and tells his people that in this apartment children are not allowed, but they allow dogs. At times it smells like an ill-ventilated dog

to fit in with the laws of God will we have real civilization.

Let us ask ourselves, are we seeking a way out or are we politically lazy? Listen to the Hooverites, the American Federation of Labor and the Chambers of Commerce. All their remedies offered to cure us of our economic ills I would liken unto a man who carries a horse chestnut in his pocket to cure his rheumatism. Here we are the richest country in the world with thousands of newly-made millionaires and millions of newly-created paupers.

Here is our muddled condition: Our Government bought millions of bushels of wheat to help the farmers and now we do not know what to do with them. If we sell, it will lower the market

expensive educational institutions sending out graduates who know absolutely nothing about the running of this political machinery. Is it any wonder we are going on the rocks and is it any wonder that the unsophisticated say, "Let us pray?"

If our educational institutions taught the power of taxation we would not need to war for foreign markets. Then we could consume all of our own product. If college graduates understood the power of taxation we would not tax dogs to get rid of them and then tax industry and expect it to flourish. If to-day an employer attempts to cut wages the employees are all up in the air, but if the Michigan Legislature passes a sales tax we in our stupidity do not realize that a sales tax reduces the purchase power of the dollar which is the same as a cut in wages. If college graduates understood single tax they would realize that high priced city lots and tax on homes leads to prostitution, and if college graduates understood the power of taxation they would know that taxing industry reduces the number of jobs, thereby increasing crime and demand for bigger jails. If college graduates understood taxation they would realize that single tax is not a tax on land, but on the social value of land. God made land, but society creates land values and when society takes unto itself what it creates, thereby doing away with our present tax system, then and not until then will we be able to adjust our laws of economics to fit in with the laws of God. What we need is a spiritual awakening. We have yet to learn that we ourselves have to save ourselves. Look the world over and you will realize that Christianity has not yet awakened to the fact that God is the Father of all and that he made the land and all that is in it for all his children and that every birth certificate is a title to a part of the earth and all that is in it. Single tax is not only an economic question. It is a religion.

Let me repeat, it would adjust our economic laws to fit in with the laws of God.

Yours for a better world,
G. J. Johnson.

The Silvery Lining.

Madly he clasped her in his arms. The tears trickled down her cheeks like rain drops on the petals of a beautiful rose. Longingly he gazed into her eyes.

"Darling," he said, "let me kiss those tears away."

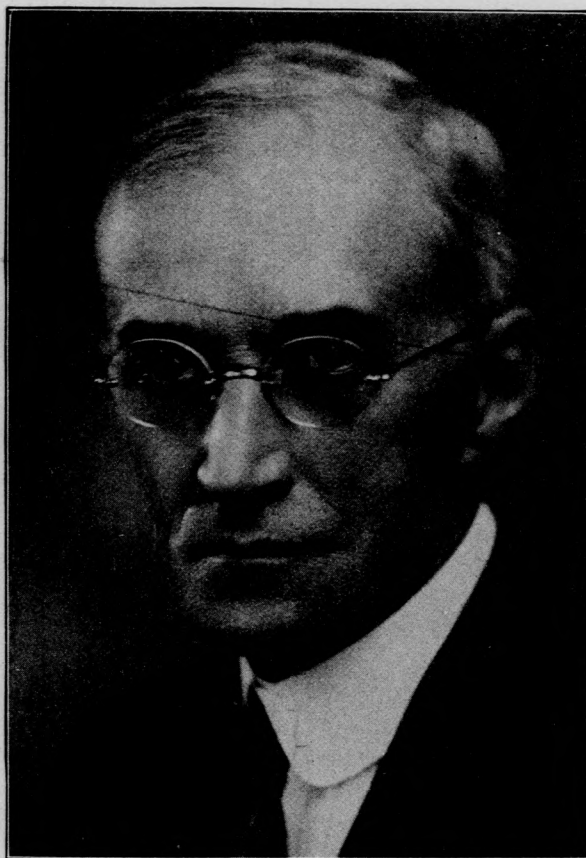
And then he kissed her, and kissed her, and kissed her, and kissed her. But the tears still fell ceaselessly. He clasped her still more madly in his arms and drew her close to his manly breast.

"Dearest," he murmured, looking straight into her tear-stained eyes, "Can nothing stop those tears?"

"No," she sighed, "It's hay fever—but go right on with the treatment."

Since the streets became so congested the question is, "Have we time to take a taxi or shall we walk?"

The duller the visitor the longer he stays.



Gerrit J. Johnson.

kennel. Every morning the owners of the dogs take them out for an airing. In front of this apartment is a strip of grass five feet wide and forty feet long. The dogs all stop there; in fact, so much so that those who attempt to cross this plot of grass to their automobiles must daintily pick their way. If these dogs were children and parents gave them the same privilege in this civilized country there would be a gnashing of teeth and a loud call for the health department. A single taxer knows the reason why people huddle together in apartments and why under the present economic system there is a preference for dogs, instead of babes, and why there are so many families who do not have a home and a plot of grass all their own. Not until we straighten out the laws of economics

still further and it is costing us more than a million dollars a month to carry it. Here we are with more wheat than we know what to do with and American citizens starving. Here we are with workers who made so many shoes they cannot afford to wear shoes, and here we are in Grand Rapids, the furniture city, with warehouses filled with furniture and our charity organizations begging for second-hand furniture to give to the furniture workers. That is the condition all the way down the line. Yes, the United States is the richest country in the world and, economically speaking, it is populated with the biggest bunch of boobs the world has yet produced. Here we are with all the political machinery to cure us of our economic ills and here are the most

This shoe will not sell itself

But it will and does sell the next pair



Mr. Shoe Dealer, you know you can sell almost any piece of merchandise in your store that you make up your mind to sell. You know you sell more of the goods you are sold on yourself, the ones you have confidence in, gained thru your own experience and the experience of your customers.

The most convincing argument to you is to have customer after customer **come back** and say "I want **another pair** like these."

Then, to know that another pair "**like these**" can be sold at a profit, while the customer likes it, and then to know, too, that to get another pair "**like these**", the customer must come to your store and your store only, if he buys in your trading area, is your doubly good reason for having made a real effort to sell your customer his first pair of Wolverine Shell Horsehide shoes.

Wolverine Shell Horsehide shoes have virtues all their own. The Wolverine dealer can tell the story of that **inner shell**, double tanned for double wear,—leather that is mellow, foot comforting and stays so,—leather that wears longer while keeping the foot comfortable,—leather that brings the wearer back for another pair of shoes when he needs them,—Wolverine Shell Horsehide leather that can be had only in the uppers as well as soles of Wolverine Shoes, which are sold only by Wolverine dealers.

Leather and Shoes, whose vital sales points cannot be duplicated by your competitor who sells ordinary cowhide shoes, — Wolverine Shell Horsehide Shoes, which in spite of their virtues and exclusive sales features sell for no higher price than other work shoes **are good shoes for you to sell.**

"Ask the dealer who does sell them, and the man who wears them."

Write to us for details regarding our merchandising plan. No obligations.

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WORK SHOES

Shoe and
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Tanning Corp.
MICHIGAN

OUR CANNING INDUSTRY.

1930 a Most Peculiar Year in Canning Trade.

Michigan's canning industry has had a satisfactory season during 1930. This statement is intended to mean actually as well as comparatively. While it has not been the most profitable year in the history of the industry it has not been the least profitable. Indeed, it has paid dividends in satisfaction aside from those in cash distribution.

The manner in which it has overcome the handicaps of unfavorable crop conditions in many lines and met a trying commercial situation has marked a satisfactory condition in resourcefulness and solidity all along the line.

It proves, rather definitely, that the canning industry is on a sound basis, through a survival of the fittest and the adoption of advanced scientific practice in manufacture and well proven methods in merchandising.

The canning industry is in a satisfactory condition in Michigan at this time because the men engaged in it, for the most part, have experience in the undertaking and faith in its future. They have vision, rather than visions. Practically all of the "weak sister" organizations have fallen by the wayside and the industry is on a bedrock foundation.

Dependent as it is upon the vagaries of wind and weather, in the supply of raw material, the bounty of nature, to a large degree, determines the volume of output and being circumscribed to an equal degree with other industries by the measure of prevailing prosperity, its destiny must be worked out within its peculiar limitations by the enterprise and genius of those who have it in hand.

Weather conditions during the season of 1930 cut down the volume of raw material for various canning products, thus holding the output below the normal capacity of many plants. In some instances nature may have been more wise than the full desires of the proprietors would have proven.

Had there been full crops of all the fruits and vegetables entering into canning operations in Michigan what would have been done with the output is not only difficult to state but sad to contemplate.

Cherries, a crop which has, within a comparatively few years, advanced to the first place in volume and value among Michigan's canning products, was an exception to the reference above. According to the best information obtainable the cherry pack in Michigan this year — including both heat and cold processing—was 31,243,000 pounds, as compared with 16,340,000 pounds for 1929 and 29,564,000 pounds in 1928; or, by more than a million and a half the largest poundage in the history of the industry in this State.

In passing, a table on the estimated cherry pack of 1930 East of the Rocky Mountains may be of interest. These figures are from a survey made by Mr. H. C. Schau, of the Dunkley Co., Kalamazoo, generally accepted as an authority on the subject:

Michigan 32,243,000 lbs.

Wisconsin 10,401,000 lbs.
Ohio 1,290,000 lbs.
Colorado 5,248,000 lbs.
New York 42,370,000 lbs.
Nebraska 25,000 lbs.
Pennsylvania 459,000 lbs.

The Michigan estimate for 1928 and '29 are from the co-ordinated reporting service of the U. S. Department of Agriculture, Verne H. Church, statistician, and the Michigan Department of Agriculture, Herbert E. Powell, Commissioner.

In 1928—except for this season the peak crop year — the cash paid by Michigan canners for cherries was, according to this combined agricultural survey, \$2,019,453, as compared with \$792,756 for all other fruits, including

ed to induce Michigan canners to defy natural economic law.

Pears have been growing in favor and volume as a canning commodity in recent years through more intelligent harvesting and scientific processing.

Among the vegetables, asparagus is being looked upon with more favor and the 1930 Michigan pack was probably its largest, following a drop of more than 50 per cent. in 1929 from the 1928 output. The Michigan product is declared by authorities to have superior dietetic properties over the California bleached article, being richer in vitamins and devoid of toxic elements. It is a crop which might easily outgrow the demand and canners un-

a sufficient profit for any large action, except by canners whose plants are especially adapted therefor and with a well established market.

String beans are third to dry beans and peas in their first hand value. They have been a bit overdone in recent years. There was a surplus crop and canned output in 1929 and an 18 per cent. estimated acreage increase in 1930. Owing to the drouth, however, the crop was cut short and a better market condition is now indicated.

In view of apparent unfavorable weather conditions tomatoes made a yield generally surprising and the cat-sup supply should be fairly sufficient.

But strawberries, a Michigan super-delight to the palate, were practically nil except in isolated spots, especially favored. The raspberry crop was shortened to a lesser degree but sufficient to make a strong market. Spots are now at a higher mark than the futures at which the major portion of the pack was sold.

Among the specific reasons for the satisfactory condition in the Michigan canning industry, along with up-to-the-minute practices in processing, are the advances in marketing methods such as the use of containers appealing to a larger purchasing public and distributing through more diversified retail agencies. For instance, there is the eight-ounce line of the W. R. Roach Co. This writer has not yet found these miniature meals on a 5-and-10 bazaar counter, but has no doubt that he might and they are popular at delicatessens.

There have also been some new introductions which promise to be valuable additions, such as the Gerber baby food line being developed and distributed by the Fremont Canning Co.

An incident of the season worthy of mention was the action of some canners in the practical dissemination of information upon the legal aspect of a crop contract. Although naturally unpleasant it served to clear the atmosphere befogged by previous misconception. That a contract is something besides a scrap of paper was necessary information, apparently, and it was well impressed in several instances. If there was some provision of law to make truckers guilty of illegal complicity, as receivers and conveyors of contracted crops, it might halt this gentry in their seductive practices.

A year ago a matter of much interest and speculation was that of "grower owned and controlled" entry into the fruit canning business in Michigan, particularly on cherries. The development during the year presented no serious interference with the operation of the industry as established and continued. Perhaps one-fourth of the cherry tonnage in Michigan was canned by or for associated growers operating under the Farm Marketing Act. It is a bit too early to write the history, or even prognosticate the prospects, of this movement. As was pointed out in the Tradesman's anniversary edition last year the undertaking must stand or fall upon its measure of merit and service. That is a proposition



Harry M. Royal.

berries, and \$1,429, 298 for all vegetable canning crops whatever. In 1929 the crop value was \$1,229,902 for cherries, \$860,483 for all other fruits combined and \$1,492,661 for all vegetables.

The bulk of Michigan canned cherries were sold on futures at \$1.90 for 2's and \$9 for 10's and were delivered on that basis.

Neither apples nor peaches were a big pack in Michigan this year. Local prices on both commodities seemed attractive in some canning localities but the demand was too weak to encourage more than a small speculation, in view of a carry-over that was unprofitable and the reports of California's bumper peach crop. The coast state tried out a plan to keep the surplus off the market, but it was not sufficiently develop-

dertaking its promo' on will wisely watch the acreage.

The pea crop got past the drouth in a really remarkable manner and was surprisingly satisfactory as compared with its one time promise—or lack of it.

Beans (white and kidney) take first place in first hand value among Michigan vegetable canning crops. Because of unfavorable growing conditions during 1930 Michigan slipped behind California this year in the bean yield. The story of canning volume and value on this product is, however, yet to be told. Present farm and warehouse prices would seem to be attractive as compared with some other years. But here, again, the prospective demand for the canned product does not promise

FOR MORE THAN HALF A CENTURY

We have been distributing Groceries at Wholesale in Michigan. This year we will sell

More Groceries to More Grocers

Than in any previous year. We make this statement not in a spirit of boastfulness but as evidence of the fact that **Pioneer Quality Foods** are finding a readier and wider sale each year.

We want to thank our retail friends for the patronage that has enabled our business to steadily grow even in times of business depression.

SYMONS BROS. & CO.

Michigan's "Pioneer" Wholesale Grocers

SAGINAW

ALMA

JACKSON

which ought to be held clearly in mind in considering this, or any other, feature of the industry. When the returns are all in upon this year's experience we shall be in a better position to judge the future. Nothing has thus far occurred of a stampeding nature.

There were sixty-four state licensed processing plants operating in Michigan during the season of 1930. This is a considerable decrease from the number existent some years ago, principally because license requirements have been removed from small operators on such commodities as horse-radish and from home kitchens making only local sales.

Michigan's regulations, however, remain as the highest standard for the trade and the Michigan standard has been paid the high compliment of being the universal goal for quality products.

This review would be incomplete without reference to the influence for improved and improving practice, in every detail of the industry, exercised by the Michigan Canners' Association, through the efforts of its officers and the hearty co-operation of its membership. The writer has no hesitancy in saying that this organization, which meets in annual session upon the day when this will be printed, has had a successful year and, in common with the industry which it represents, will enter upon the new year better equipped for future usefulness.

And, we repeat, Michigan's canning industry has had a satisfactory season in 1930.

Harry M. Royal.

The Lack of Inner Spirit Endangers the Average American Home.

If our homes are to be better in the finest and best sense there must be a cultivation of that almost indefinable something that we call the "Inner Spirit." The home is the basic unit of modern society. The very foundations of National glory are set in the homes of the people, and they will remain unshaken only while the home life is strong, simple and pure. I believe the greatest factor in building and conserving the integrity of the home life is the Christian religion. Please do not misunderstand me. I am not now trying to emphasize any particular interpretation of the teachings of the Master of Men. That can be very safely left to the individual conscience. However, I am greatly concerned that each of us shall approach and give consideration to the subject with an open mind and an honest heart.

The homes of America are, in a sense, breaking down. Every phase of modern society seems to be organized against the home. Good roads, the automobile, the rapidly growing interest in all forms of outdoor sport and amusement — golf, tennis, boating, camping; moving picture shows; the ever increasing demand, social and political, upon the time of our splendid women; the apartment house with its sign, "no children allowed;" our present day industrial system seems to be so organized as to make the practice of religion in the home exceedingly difficult. The diminishing estimate of the sanctity of the marriage vows has gone far to break down the integrity

of the home life. The irregularity of hours, the infrequency when families can come together as a unit, afford excuse to parents who are inclined to follow the line of least resistance. The reckless reading of cheap literature and the subtle and dealy anti-home propaganda scattered broadcast in places of cheap entertainment have become a menace to modern life. Perhaps the most fatal danger grows out of the dismissal of religious responsibility from the family group. We have made the home a secondary institution in our whole program of religious education for youth. This has been a great blunder. We have been talking in terms of supplementing the work of the church by extending our program of religious training to the weekday schools and to the home. We must now turn the task end for end. The home holds the place of primary responsibility in the program of religion. There is no priesthood like the priesthood of parents. We have come to the time when we must accord the home the place of first importance, and begin to deal with it as the very heart of our whole religious program—a program that must be defined in terms of life and be considered as an essential, and not a convenience, and made so natural and fascinating that it will be a delight and a joy.

My statement as to the ever increasing social and political demands upon our fine women deserves more than a passing thought. I am fully conscious of our obligation to the community and of the necessity of giving a modicum of our time to creating wholesome conditions: for no matter how well we may

train our own children, they are subject to the influences emanating from the homes of our neighborhood. There are women who have successfully raised their families and who out of a wealth of wisdom gained through this experience can render a great service to the community in this direction without calling upon women who have families to train. The danger hours in the life of our youth are from 3 o'clock in the afternoon until they are safely tucked away in bed, and especially the hours from 3 until 6:30—the dinner hour—and it is largely during these hours of greatest danger that social and political demands take our women away from their homes. A woman has no greater mission in life than to be a good wife and mother, and that means a good home without question. I invite your thoughtful consideration of this point in safeguarding the interest of the home.

Formerly, the home was the controlling center of interest. Let us use our influence and energy to restore it to its old time place. The call to an aroused and rejuvenated parenthood is more insistent to-day. The service of America is in the balance. Youth is summoned on all sides. The world wants to know what democracy means and what it can do. If it means anything, it means respect for authority and law, self-control, individual efficiency, liberty of mind and conscience, high ideals, service for the many. Our grandparents possessed these things. Our parents soberly resolved to maintain them. Our youth know little of them, and these youth will make the Nation of to-morrow. They must car-

ry on the work of armies and of statesmen of the hour. The stirring events of the last few years have compelled us to learn anew the primal things of life. We are going back to the fundamentals of law and order, of individual and social well-being.

Youth is looking on, wondering and wide-eyed, is watching the behavior of men and women as never before, and is being asked to exemplify those traits and principles of life and conduct for which we have given little training and less example. In this hour youth needs the guidance of the fatherly hand, the eye-searching love of the motherly heart; and fathers and mothers themselves need most of all in themselves the regenerating fire of chastened spirits, of sobered consciences and purer desires. And in thinking more of their duties toward their children, they must also think more of their children's duties toward them. Just as the Nation must work out its democratic salvation from within, so parents must find the key to the wise direction of the expanding lives of their children from within. They must, in deed and in truth, lose their lives in order that they may find them.

Not gold, but only men, can make
a nation great and strong;
Brave men who work while others
sleep,
Who dare while others fly.
They build the pillars of a nation
deep,
And life them to the sky.

Henry R. King.

Soap will clean the hands, but for
the spirit give us a high wind at sea.



Home Office, New Era Life Association

New Home of New Era Life Association

In Grand Rapids it's
HOLSUM

In Muskegon it's
HOLSUM

In Battle Creek it's
HOLSUM

In Jackson it's
Butter-Nut

In Kalamazoo it's
Creamo

WHAT IS YOUR PROVERB?

You Should Have One You Can Believe In.

In the background of every successful man's life is a proverb or a precept, which a very little psychology will discover has been an impelling force in his life. This does not mean that he has a certain sentiment pinned to his lapel, as he would wear a flower; more than likely he is not conscious that any particular saying influences his actions. It is rather expressed in his personality. It is a mental reaction which will be found to correspond to some proverb more or less familiar to us all.

Of course, we must allow for a large percentage of human driftwood in our population who submit entirely to the current of existing circumstances without sail or compass of their own. They keep going, but they seldom arrive at any particular place. They work, frequently they worship, but they have few virtues apart from smelling of bread and butter; both of which are honest and nourishing.

Then, too, all successful men (as we use the word) are not good men, nor are all proverbs good proverbs; it is a fact that somehow they get together that concerns this article.

We often meet men whose business relations keep repeating, "Every man for himself and the devil take the hindmost." Such men usually observe the letter of the law. They do not shirk their business obligations but, we are careful to cut the cards when they deal. It is a bit strange how this saying will show itself in their conversation. Most of us advertise our natures. Then we have met the man whose ego protrudes so far he cannot see his limitations. "He is sure he can teach crowing because he knows how to gobble." If we bought them at their price and sold them at the market, we would find the stock exchange a better venture.

Sometimes proverbs develop very early in life. This is an age of amusement complex. The facilities for entertainment are increasing and the necessity for responsibility, on the part of the young, is decreasing, very often we meet young folks scarcely out of their teens with a motto in life well developed. "Eat, drink and be merry, for to-morrow we will inherit." We Americans are finding it hard to learn that although much of the power of wealth and position may be handed down to those who succeed us, they descend in the nature of quantities only, as the qualities of judgment and character are built into life through experience which requires a personal contact with nature's laws. It is a process of living rather than the magic of a gift. Inheritance adds more to pride than to appreciation.

What marvels our history recites in the lives of those forefathers of ours. Without the help of rapid transit, modern machinery, telephone service, radio or electricity, and in most cases, lacking the finish of college, both as to culture and sports, most of them would have defined a football as a bunyon; yet these men excelled in the precepts of statesmanship, in the inspiration of eloquence, in the power of personality which grew from obscure

beginnings to the establishing of an intellectual aristocracy that is still the pride of our American life. Albert Bushnell Hart says: "The Federal convention of 1787 was the ablest body of men ever gathered in the United States." Verily, "In these days there were giants."

I do not have in mind to generalize so much as to particularize although it has been wisely said, "People will not look forward to posterity who never look backward to their ancestors." However, the inspiration for this effort came from the Tradesman; particularly through its attitude toward the chain store; I contend that the editor has a proverb hanging up above his medulla oblongata that he has

family was a part of the social order, they had self respect and were respected by others and their prosperity was shared with every movement for the community good. The chain store plan is to send out from headquarters a branch whose purpose shall be to extract whatever profit the community can be persuaded to part with and send it to the city where its real interests are. It may be rather nice to have a new business open up in your neighborhood and see a big name on the front, but there is no proprietor on the inside—just a manager who receives a wage (hardly a salary) and must follow the rules laid down for all managers. He has no initiative nor local interest. He may be transferred at any

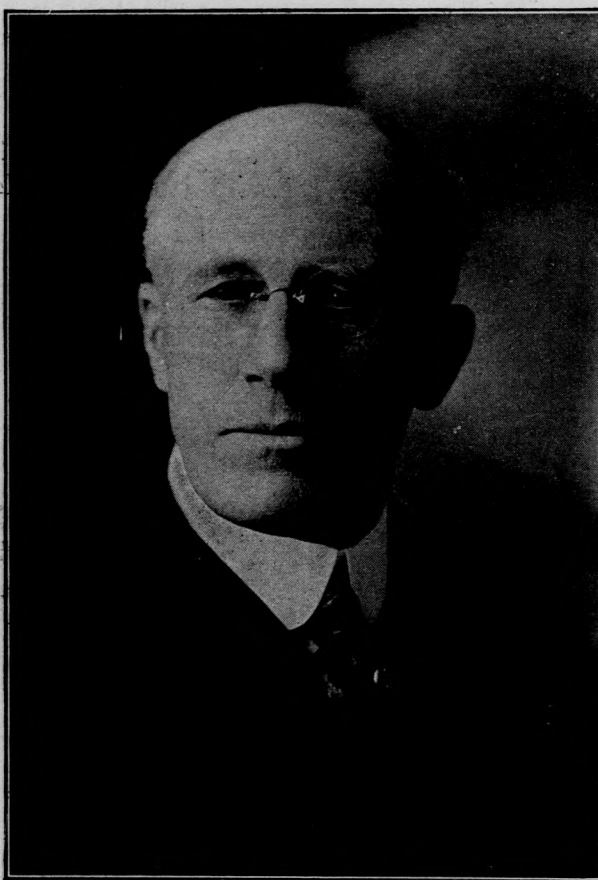
from your location and acquaintance. Taking your money on deposit is quite another matter. A bank charter, as it was conceived by those who framed the law, had in mind that the money of a community when deposited in its bank should be used, under conservative methods, to aid and develop the business and private interests of the community of its depositors first. If there was a surplus it might be otherwise invested to the profit of the institution. It is not primarily a desire to extend a larger service that we have so many banking offices in California. It is because of a bitter competition between banking groups. Not long ago I visited with an ex-furniture merchant in Santa Monica. He is a substantial and reputable citizen of that community. He has two children in the University. His store had grown to occupy several store fronts. He said he could not ignore the installment selling which has become so general in nearly all merchandising and during the life of the independent bank he was able to get all the assistance he needed to conduct his business on a profitable basis. The local officers and directors of the bank knew him and his methods of doing business. But when the bank became a branch of one of the city institutions, his applications had to be passed on by a committee strange to him and not particularly interested in his business. He found it difficult to get loans when he needed them to keep up his stock and carry his contracts, and he sold out and was then the manager of the store he formerly owned. I think this instance well illustrates the change which will gradually overtake the branch idea of merchandising. We might well mutilate the well known lines of Bobby Burns:

Oh wad some power the giftie gie us,
To see oursels' as others (will) see us,
(ten years hence)
It wad frae monie a blunder frae us,
And foolish notion.

Any movement, commercial or otherwise, which replaces independence of action with mere routine of obedience points toward a danger we should think about; because "Where there is no vision, the people perish." This is the proverb which hangs in the editor's mind. Then if you will add to this proverb "A healthy hatred of scoundrels," you have a pretty good line up as to his editorial policy.

In the study of our history, which is but the "essence of innumerable biographies," this desire to look ahead tempered the discussions and decided the acts of our statesmen. In the preamble to the constitution they announce the desire to "secure the blessings of liberty to ourselves and our posterity." This vision of a greater country was the measure of their devotion. No doubt we have much of that devotion yet, but it is so often compromised by the desire for reelection that we find the word politics taking the place of the earlier word statesmanship.

When the Colonies began to experience difficulties with England, Edmund Burke addressed Parliament with these words: "There is America, which at this day serves for little more than to amuse you with stories of savage men and uncouth manners, yet before you



Frank Welton.

never seen. It is in no way original. It is as old as Hebrew history and as true to-day as it was when first spoken. It was intended for a people who were wrecked because they failed its admonition, and it is as much needed by this Nation, grown strong until envy surrounds its every border.

When chain store merchandising became aggressive in the territory of the Tradesman, the comments and editorials were quite vitriolic. I was rather curious as to the policy. It seemed as if it might lose some advertising and would not increase the circulation much, but it did not take much reading to discover there was something in the background of those articles more than a casual opinion. They looked ahead, to the effect on the local merchant who was a part of the community. His

time. It reminds one of Goldsmith's lines:

Ill fares the land to hastening ills a prey,
Where wealth accumulates and men decay.

Surely it is not big stores which build up a community. It is the people who have built themselves into the humanity of the place; men who can say Yes and No without having to wire headquarters.

In recent years California has been adjusting its banking practice to new conditions. They talk very loudly of the greater convenience offered by branch offices and we surely do have a bank on about every other corner. Each branch has a manager who will accept all your deposits and extend to you the glad hand, but if you desire a loan he can only take your application and submit it to a committee remote

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—[Organized in 1901]—

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Serves a population of

3,100,000 with Gas

385,000 with Electricity

290,000 with Street Railway Service

In 1929

Gas Sales increased 7.35%

Electric Sales increased 47.75%

Street Railway Revenue Passengers Carried increased 1.0%

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taste death it will show itself equal to the whole of the commerce which now attracts the envy of the world." And because Parliament had not this vision the Colonial policies of England perished.

It was the custom of Theodore Roosevelt, when starting on a trip, to go forward and shake hands with the engineer. He appreciated the responsibility this man had in making his journey a safe one. The outstanding ability this engineer must possess was good vision. He must be able to see ahead and recognize a danger signal, if there was one, or they might all perish.

The outstanding urge in American life to-day is speed. We want to travel fast. We want to receive the news quickly. We want wealth early. We want the panorama of life to move constantly and rapidly. It is not so much amusement as it is thrills we are after. Thrills are like dope. The dose must be constantly increased or it fails to satisfy. If we travel leisurely the cop says, "Step on it, you are impeding traffic." If you prefer to play cards for relaxation only, you must be content with solitaire. If you don't smoke, you lack a social accomplishment. If you prefer to read books not reeking with sex, crime or passion, you must wait for occasional issues. It is all a symptom of a neurotic complex. We cannot altogether avoid it, but we should at least have vision to see its dangers. There is a saying, "A man on the street does not know a star in the sky." It must have been said a long time ago, if a man stops in the street to look at a star to-day, his spirit will start for one, pronto. Another wise Hebrew said, "Whatsoever thou takest in hand, remember the end, and thou shalt never do amiss."

Have a proverb, one you can believe in, hang it over the fireplace of your ambition and when you sit before it and "toast the toes of your soul" think upon it, for "As a man thinketh in his heart, so is he." Frank Welton.

High-Swiss Sandwiches.

Swiss cheese is made from the milk of goats which inhabit the Alps Mountains and get their exercise by jumping from peak to peak. Almost every day or so a goat will miss his footing and fall down and go boom. He or she becomes crippled and is obliged to stay down in the low Alps. Only the thoroughbreds can stand the pace at the top. Anyone knows that a healthy, high-spirited goat will give better milk than one which has lost its ambition and is forced to live down in a dark valley. Hence the milk of the high-Alps or high-hat goat is highly prized by the Swiss cheese makers and is used exclusively in the churning of High Swiss Cheese. High Swiss is characterized by a rich, creamy color and pungent savor and by over-size ventilators. On account of the large holes, High Swiss is popular in all parts of the world except Scotland.

Just a Hallucination.

Insurance Agent: Have you any insanity in your family?

Housewife: Well, my husband imagines at times he is head of the house.

Incidents in the Life of a Lodge Man.

The members of the local San Diego B. P. O. Elks have treated me so nicely and made my stay here so pleasant that I enjoy their hospitality very much in their club house and lodge. The other day I spoke to the Rev. J. Osborne, one of the prominent past ex-rulers and local Episcopal ministers, about our Daisy lodge and I referred to an instance that brought my lodge life of thirty-five years ago to my mind. You will remember the little Episcopalian church on the hill, which my wife attended and the young minister they had there. Well, he wanted to join the Elks and spoke about it to his deacons, who, in turn, told him that if he did, he would have nothing to gain and everything to lose, as the Elks were a bad lot. "Well," he answered "If that is the case, it is time for a minister to join." He was elected and initiated. On the following Easter Sunday the Grand Rapids Elks were invited to his church and the front rows were reserved for us



L. Winternitz.

and our families. The little church was nicely and appropriately decorated. We arrived about ten minutes late and about seventy in number. When the contribution plate was passed our ex-ruler fined us \$1 apiece and about \$70 were handed to our little minister—who, in turn, transferred it to the deacons and said, with thanks to the Elks, that this was the largest contribution they had ever received on any Easter Sunday.

About thirty years ago while I was on the road for the Fleischmann Co., working around Des Moines, I was invited to a blue lodge meeting where the chairs were filled by past masters. The hall was crowded and the work was given to perfection. I was enthusiastic and asked to be recognized by the chair, the W. M. I was in every day clothing and I took him for an Iowa farmer. I took it upon myself to congratulate him on the way he delivered the various lectures and asked the brethren to show their appreciation by a rising vote. The old gent stepped from the platform and invited me to meet him on the level and asked me to be his guest the next day. I thanked him and said I would gladly come, but I did not know where to

find him. He said, "I thought you did not know who I am. Come to the Capital and ask for Chief Justice McCarthy and you will dine with us."

L. Winternitz.

Better Marketing of Potatoes Helpful.

With a total crop value approximating \$500,000,000 in 1929, the potato is foremost in value among vegetables produced in the United States, according to an oral statement Nov. 12 at the Bureau of Agricultural Economics, Department of Agriculture.

Potatoes are the chief money crop of many large regions and are an important staple in many others, while they are grown for home supply and local markets in almost every farming district in the country, it was stated. Potatoes are consumed in fairly large quantities in most homes, giving that vegetable a general popularity.

Further information furnished by the Bureau of Agricultural Economics follows:

The many factors affecting the potato crop vary the production greatly, even from one year to another. Bad weather conditions often have a considerable effect in reducing production. Many farmers with suitable land raise potatoes only when prices are attractive.

As a result the total value of the crop often varies considerably. For instance in 1919 with high postwar prices, the value of the potato crop in this country was placed at \$515,000,000. In 1929 the total value of our production reached \$470,000,000, while in an intermediate year with prices low the value of our potato crop in one year totaled only \$250,000,000.

The late or main crop of potatoes comprises about 80 to 85 per cent. of the total production. Unlike the early crop, which is sold as fast as dug, the late crop is sold all winter and through the early summer of the following year, thus requiring different methods of marketing. Most of the late crop is harvested after Sept. 1, while October is the month of heaviest movement to market.

In the marketing process, the handling of potatoes at the shipping point is plainly one of the principal items in deciding how the potatoes from one section shall stand in the consuming market in competition with those from another section. Within the past few years the grading of the crop has come to be considered fundamental to commercial handling.

Federal and state co-operative inspection service at shipping points is available in most of the important producing states. This Federal-State service is offered for a small charge per car. The use of this service is optional with the growers or shippers. Some shipping organizations have their own grades and hire their own inspectors to ensure uniformity of stock shipped under their various marks. Shippers in most sections of the late-crop states have voluntarily adopted the United States standard grades for potatoes, and stock that is not shipped "field run" is graded according to the United States standards.

Finding the Causes For Mental Defects.

It would be foolish for anyone to argue seriously that the increase of percentage of incarcerations of the feeble-minded and insane in any way indicates that the average intelligence of the State of Illinois is on the decline.

On the other hand, it is very clear that the increase is the result of increased discrimination on the part of the general public and an increased determination to separate the socially unfit from contact with the general public. If the figures do not disclose anything else, however, they make it perfectly clear that the time has come when much more money must be spent in studying methods of cure and prevention than has ever been spent in the past.

What is the mysterious affliction which causes a minority of our youth to come to us from birth with inadequate minds? Is there any possibility within the field of science to awaken a sluggish brain, or by remedial operations to cause tissues to function which naturally fail to do so? What truth, if any, is there in the popular notion that limiting the privilege of parenthood to the mentally fit will in time eradicate feeble-mindedness?

Is it true, as so frequently is averred, that feeble-minded parents beget feeble-minded children, or is there merit in the counter suggestion that feeble-minded parents live in unhealthy and squalid surroundings and their children are more likely to be starved from birth, physically, morally, spiritually and intellectually, and that as a consequence of this starvation after birth, feeble mentalities result?

We can get the answer to these questions only by research among the unfortunate group who are afflicted. This research has been made, is being made and will in the future be made. It is hoped that the pain in the hearts of our fellow citizens caused by the feeble mentality of their relatives may be spared in future generations by the discoveries which may be made.

Louis Emmerson.

I Am the Store.

I am the last link in the chain of distribution;

I am the point of contact between the million-dollar factory and the buying public;

I am responsible for the maintenance of mills, the flaring of forges and the humming of myriad looms—for, without me, the products of the world could not be sold;

I am the lever that moves billions of dollars' worth of merchandise every year;

I am the personification of "the store" in the minds of the customers;

I am the recipient of their difficulties, the repository of their troubles;

I am the beneficiary of an occasional "Thank you," the legatee of countless complaints;

I am, in the final analysis, the store—
Even if

I am only the clerk behind the counter.

Getting Back Our Will To Win - - -

It has taken forty years, and seven major business depressions within that period to prove quite conclusively that how quickly or how slowly National business emerges from the valley of depression depends upon good old Yankee initiative. It is easy enough to shift the blame to politics — to over-production—to machinery—to tariffs — or what not; but the fundamental cause of business depression is the free play of pessimism and our initiative or the Will to Win shrivels up because of it.

We see evidences now of unlocking the handcuffs. Those individuals who refuse to drift with the current — who have the ambition to demonstrate that they are masters of their own destiny

are laying the foundation for vast financial gains. The psychological effect of their optimism on the masses will have its obvious results.

Securities and bonds are at new low levels. Therein lies a golden opportunity for every investor. Savings bank deposits are the highest on record—credit conditions are favorable. This is the condition which has always been the foundation of business expansion. To take advantage of these opportunities simply demands proof of our Will to Win.

Drop in and let's talk it over. We shall be glad to analyze your present holdings.

A Capacity To Serve That Wins Everlasting Confidence. 

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GRAND RAPIDS



MUSKEGON

BURDEN ON FARMER'S WIFE.**In Connection With the Duties of the Household.**

How much help does the farm woman receive in her homemaking?

Does her husband give much time to assisting with household tasks and minding the baby? Do the children give mother a hand? Is a hired girl frequently employed to lighten the work?

A study recently made by the Bureau of Home Economics makes it clear that the work of the home on the farm is no longer a family affair. Almost all of it falls to the lot of the homemaker herself.

While farm women spent fifty-one and three-quarters hours a week on the average in homemaking tasks, only nine and one-quarter hours a week were spent by all other persons in their households. Most of this help, of course, came from members of the family—seven and three-quarters hours a week in the average home, or a little over an hour a day. Only one hour a week was given by hired help, and the remaining half-hour came from guests in the home.

Who were the members of the family giving this slight amount of help? Just two hours a week were contributed by the farmer himself, four and one-half hours by daughters and other women relatives in the home, and one and one-quarter hours a week by sons and other men relatives.

Naturally many farm women received less help than nine and one-

quarter hours a week, and some received much more. One homemaker, in fact, was blessed with 111 hours of help during the week, or almost sixteen hours a day. But this was a most unusual household, with five children under ten years of age and a hired girl and a hired man to come to the mother's assistance.

In the great majority of cases the amount of help given the housewife was very small. Seventy out of 559 farm women received as much as three hours a day, in contrast with ninety-nine who had no aid whatever.

How much help a particular homemaker received depended first of all, of course, on whether she had a hired girl. But only twenty-nine of these housewives employed any paid help whatever, and half of these had less than seven hours a week. Only six homemakers, in fact had full-time hired help.

A daughter of high school age or over, or a sister or other woman relative living in the home, was the housewife's next best chance of assistance. Just 103 of the group of 559 had help from this source.

But again the amount of time which each helper gave was small, averaging thirteen and three-quarters hours a week for the women of twenty years of age or over, and only ten and one-quarter hours a week for daughters of fifteen to nineteen years. For younger daughters, the figures dropped still lower—to six hours for girls ten to fourteen, and to three and one-quarter hours for girls of six to nine.

The men of the household, as would be expected, made an even poorer showing. Two-thirds of the husbands lent a hand in some phase of house-keeping, but the amount of help which they gave made but a small dent in the volume of work to be done—three hours a week on the average. The sons who helped gave still less time, even the older ones averaging less than two and one-half hours a week.

The little boys under six were the only ones to keep up with their sisters of the same age, the youngsters of each group doing their bit to the extent of about an hour and a quarter a week. In thirty cases the hired man also joined in, spending two hours a week on the average on household jobs.

Whether the homemaker needed help or not had little effect on the amount which each member of the household gave. Even when there were several small children to be cared for, the husband and the older children spent scarcely any more time than when the homemaker had an easier job.

It was the number of persons in the household old enough to share the work that determined how much help she received, not the quantity of work to be done, and especially it was the presence of another woman or older daughter.

Take, for example, the twenty-four homemakers who received the largest amount of help—more than five hours a day. Twenty-one had the assistance of a hired girl or a daughter or other woman relative over 14, from whom most of the help came. And even in

the three remaining households the chief helper was a young daughter.

In two a girl of twelve gave almost all the help, and in the third a daughter of eight gave half, while her five brothers and her father together contributed the other half. At the other extreme were the ninety-nine homemakers who received no help at all. For seventy-five the reason is clear—they had families of men and boys only. And in all but seven of the other households the daughters were all under ten.

What is the explanation of the small amount of help which the men of the family gave — when they gave any whatever? A glance at the kind of work they did gives the answer. Their main job was carrying wood and caring for fires, and when there was water to be pumped or carried, this chore, also, usually fell on masculine shoulders. For the most part, that is, they were called upon for jobs which take very little time, even in a large household.

It was the meals, the cleaning and laundering which formed three-fourths of the work, and in these jobs it was usually only the women and girls who were expected to help. When there were no such helpers in the household, these tasks were apparently still thought of as women's work and left in the hands of the housewife herself, no matter how heavily burdened she might be.

Ruth Moore.
Federal Bureau of Women Economics.

Some people are as care-free in signing a note as a petition.

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BOOST FOR THE MANUFACTURER

WHO BOOSTS FOR YOU

PUTNAM FACTORY

GRAND RAPIDS, MICHIGAN



MEN OF MARK.

Harold A. Sage, Manager Hotel Tuller, Detroit.

Old age has its advantages over youth, like old wine over immature and unseasoned stocks. But when youth is backed by long experience in a particular and restricted line of endeavor, age usually takes a back seat, for its youthful competitor presents hard competition. All of which is preliminary to the introduction of Harold A. Sage, manager of the Hotel Tuller, in Detroit. A young man calling on Mr. Sage recently said: "I expected to meet an old man with gray whiskers and an enormous amount of dignity—someone who was hard to meet and difficult to know." How the caller arrived at the opinion that a hotel manager—any hotel manager—could be thus catalogued, is hard to comprehend. For if hotel training does any-



Harold A. Sage.

thing definite to a man, it makes him courteous and easy to approach.

Mr. Sage received his preliminary training as a boy in the Statler and worked himself up in the course of several years to the management of the Clifford Hotel and its subsidiaries. Later he took over the executive duties at the Savoy and then the Wolverine. He has been directing the Tuller for nearly two years. How well he is thought of in the hotel fraternity is indicated by his election this year as President of the Detroit Hotel Association.

The theory that "A guest is never wrong" is part of the creed of Mr. Sage, and this accounts for his popularity among his patrons. It is the first instruction he gives a new employe and its importance is thoroughly stressed. He emphasizes also the necessity of quick, kindly and courteous service and the hotel personnel, under his direction, reflects his attitude.

Mr. Sage had redecorated all of the public rooms and practically all of the guest rooms at the Tuller, and has made increased provision for accommodating large meetings and conventions. The hotel has 800 guest rooms, each with bath, and has dining room and other facilities adequate to the needs of the modern traveling public.

The dining room and cafeteria service, which Mr. Sage considers of extreme importance, has been augmented by the oyster bar, to which express shipments of lobsters and other sea food come daily from the East coast. The oyster bar is one of the show places in Detroit and no expense is spared to make it a unique and satisfying feature of the hotel cuisine.

Growth of Roadside Markets Continues.

Growth of roadside markets has passed the "mushroom" stage, the Department of Agriculture announces, and business of markets of this type of the better grade is on the increase.

Increases of 10 to 15 per cent. in the volume of sales during the second year of operation were reported in Michigan during a recent survey, the Department pointed out, and co-operative roadside markets also are said to be successful in certain sections.

The statement follows in full text:

A successful roadside market must front on a road with heavy traffic and must sell high quality, fresh produce at fair prices, says the Associate Agricultural Economist of the Department, Caroline B. Sherman. Attractive display, steady supply, and courtesy to customers also are recommended.

That roadside markets have not invariably possessed these qualifications is attested by several investigations cited by Miss Sherman. She says, however, that apparently the stage of mushroom growth in the roadside market business as a whole has nearly passed. The time has come when farmers, as a group, are inclined to make a fairly careful study of the question before putting much time, money, or energy into roadside markets.

Business of the better roadside markets is increasing, she states, citing as an example a study in Michigan in which many of the better markets reported increases of 10 to 15 per cent. in volume of sales in the second year of business. Co-operative roadside markets also are reported as being successful in some localities.

To aid farmers who contemplate entering the roadside-market business, Miss Sherman has summarized the principal factors of success and of failure in Leaflet 68-L, entitled "Roadside Markets," just issued by the Department. The leaflet contains a list of State publications which set forth the results of roadside-market investigations in specified localities and indicates the states in which state or self-regulation has been tried. Leaflet 68-L may be obtained from the Office of Information, Department of Agriculture, Washington, D. C.

Often Consigned There.

A deceased merchant knocked at the gates of the lower regions.

"Why do you come here," asked Satan.

"I want to collect two old accounts of two of my former customers."

"But how do you know they are here?"

"Well, every time I tried to collect from them they told me to go to this place."

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PERILS OF PROSPERITY.

Security Against Social Decay in Work For Everybody.

As a people we have more leisure time than any other people at any other time in the world's history.

What is our philosophy of life? Is it the idea that we personally have a sacred right to go through life playing and wasting time? Many times, as one goes about, that theory alone could be the answer to many human situations known to us all.

By leisure time we mean that time after all routine duties and work are done—time which can be given over to doing the things one chooses to do from the desires of one's heart.

It is to be doubted that anyone has the right to leisure until he has performed constructive work in the interest of fellow men in general. The rich man or woman is not given any preference. The rich Nation in the family of nations is not excepted in this principle of social service.

Many proponents and advocates of more and better education in the United States have urged better educational advantages for the rising generation to enable them to make more money easier. Fond parents by the thousands have worked, skimped, and denied themselves even the necessities of life for the education of their children and for the spoken purpose that their children should have an education and should not be compelled to work as hard as they—the parents—had worked all their lives.

This is a wrong philosophy of education. If an education is going to mean a life of idleness, then the individual had better not be so well educated, for the welfare of the individual himself and for the added welfare of society at large.

The only true philosophy of education is that which demands a greater, larger, and better degree of social service from the educated man. Education of the individual to increase his capacities for social service to his fellow men is the only defensible goal of education and more education.

The shallow philosophy of educating a child so that he can avoid honest labor by outsmarting his fellow men when he grows up is wholly wrong. This philosophy of education has been prevalent in many American homes. Fathers and mothers save money and leave it to their children, often with the same motive.

Work, continuous work, regularly followed is almost a necessity for bodily, mental, and moral health. We do not have in mind here a type of industrial servitude that makes slaves of men and women over continuous periods of time, with hours too long and no rest days; but we do contend that the gospel of universal work for all classes of people needs to be preached for the morals, health, and welfare of the country.

We are not sure but that the untold wealth of the United States may be to-day presenting us a definite challenge at this point. No nation has yet

in the history of the world ever been able to continue long in the enjoyment of its outstanding wealth without moral decay from within. Men and nations fail because of internal moral degeneracy rather than because of an external unfriendly environment.

From the beginning this country has been a country of individualism—individual rights, individual responsibilities, individual ownership of property, individual relationships to fellow men, individual success or failure in life's undertakings. Work, labor, and continuous personal effort must be the corner stone of success in a Government such as ours.

The universality of work and labor, the universal recognition of one's duty to be economically and socially productive, is one of the essentials of our peculiar American life. We must be constructively productive, not destructively lazy and inactive, in the field of economics and morals if America is to continue to grow in power and prestige.

The greatest blessing we have is at the same time the greatest danger confronting us—I refer to the mechanical age into which we have come. Through all these years the pressure of the economic and social need has been the driving power behind the lives of men. The necessity of regular labor to bring in money for food, clothing, and the other necessities of life has resulted in healthy bodies and minds.

At present a larger and larger proportion of people is being thrown out of work by the installation of machines faster than new demands for labor can be created. This is too often resulting in overenlarged profits for the few at the top of the economic pile, with too much enforced leisure or idleness for too many at or near the bottom of the economic group.

Probably no part of our population has suffered more on account of the machine age than the children. The machine age has brought many blessings to the family, particularly the mothers, but the children have really suffered.

In the old-fashioned home there was always a great plenty of home tasks, so that the mother could keep each child profitably employed around the home in home duties. The child grew up with the idea that labor and work were the common lot and responsibility of all, regardless of age.

He formed physical habits of work and labor. He formed mental labor attitudes of mind. Thus mentally and physically he formed a constructive moral labor character and grew up expecting to work his way in the world.

In other words, he expected to be socially productive in the most helpful sense of the word. He did not grow up looking forward to a life of ease and foolish play, free from any responsibility of work or effort.

He grew up with the idea that money was valuable, hard to get, and only to be obtained by paying the price of hard labor for it. He did not grow up with the idea of receiving money easily or without effort on his part, spending it as fast or faster than it was given to him.

We are here putting our finger on what we believe to be one of the dangers of the present overprosperous times with relation to the rising generation. Whatever of truth there may be in our reasoning, the blame of it all is to be placed at the door of the modern parent rather than to be charged to the young people themselves.

The teachers of the country all these years have been fighting against the moral degeneration of the home as far as the work situation is concerned. We would not appear too harsh on the parents, but all the teaching and moralizing that teachers can do in the classroom will not make industrious citizens, respecting and honoring honest labor in the abstract, unless the individual parents do their part in actually keeping children constructively busy in helpful home duties.

We must not be misunderstood as arguing for abuse of childhood in the field of home work or commercial work, either one. That there are some homes yet going to the extreme on the subject of hard work, there can be no doubt. That there are some industries making dollars out of commercialized childhood, there is no doubt.

Charles W. Taylor.

Vocational Guidance as Benefit To Youth.

A more adequate system of guidance of the boys and girls of the Nation in selecting occupations is recommended by the committee on vocational guidance and child labor in a report to the White House Conference on Child Health and Protection.

Increasing technicalities in the various industrial and business occupations of the country make necessary vocational guidance to meet the needs of the modern world, the chairman of the committee, Anne S. Davis, declares in the report.

Millions of youth in their teens are constantly leaving school to enter a thousand different occupations. They are without conception of the risks or opportunities involved, according to the report. Vocational guidance has been introduced in the states to assist them in making selections and in fitting themselves adequately for whatever occupation they elect, it was stated.

The compulsory education laws pushing the age of the required school attendance higher has intensified the need for vocational guidance. To meet the need, the committee recommends that vocational guidance be established in all school systems and become an integral part of every school organization.

"The committee will present to the forthcoming conference for consideration seven significant recommendations relating to vocational guidance.

These recommendations are as follows: The organization of the school system for guidance, placement, and supervision; provision for more research on and study of the individual; provision for specially trained vocational counselors in the junior and senior high schools; study of occupations, vocational opportunities and curricula adapted to curricula needs; im-

provement of instruction to fit the needs of the individual; provision for awarding scholarships; and co-operation with non-public organizations. Further information contained in the report follows:

Since the first White House Conference in 1909, the vocational guidance movement has gained impetus. The extension of high school facilities to a major portion of the youth of the country during the past twenty years has made educational and vocational guidance imperative.

A modern guidance program should take into account the individual pupil and his capacity for a certain vocation, psychological and other tests necessary in studying the individual. Closely associated with this important aspect of a program sponsoring the movement should be a counseling staff of persons qualified to give advice. Provision for a curriculum adequate to the economic demands of society and placement of the trained individual follow as a part of the educational responsibility.

In curriculum work, it was found that about four-fifths of the cities reporting give a one-semester course or more in occupational studies as a part of the curriculum. Three-fourths of the cities stated that information about occupations is included in courses in other fields, such as civics and English.

In its findings the committee called attention to the guidance necessary for the 350,000 American Indians, the thousands of Negroes in the country, and the children of immigrants, as well as that requisite for boys and girls in rural America.

Questionnaire For "Comers."

Those who can answer the questions in the affirmative can depend on it that they are on the road to success:

Do you suggest other purchases in addition to the merchandise requested?

Do you know the names of all of your regular customers?

Do you call them by name?

Are you always pleasant?

Do you take the trouble to look up something special for them?

Are you a booster for your store?

Are you quick to adopt new ideas in selling?

Are you neat and courteous at all times?

Do you read the instruction books, literature and trade magazines on your particular merchandise?

A Recipe For Success.

The late John R. Arbuckle, the coffee king, who left an estate of \$100,000, often said that a part of his success was due to his knowledge of human nature.

"In selling coffee," Mr. Arbuckle once said to a New York coffee broker, "you should exercise the same keen discretion which the druggist showed.

"A woman, well on in years, entered a druggist's and said:

"Have you any creams for restoring the complexion?"

"Restoring, miss? You mean preserving!" said the druggist heartily.

"And he then sold the woman \$17 worth of complexion creams."

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TRUST COMPANY GROWTH.

Increase in Number Has Been Most Remarkable.

To the same fundamental reasons which account for the development of trust companies in America may be credited the development of trust companies in Michigan. The causes to which I refer are general prosperity, the rapid accumulation of private fortune, industrial and commercial expansion, heavy taxes or inherited property, technical legal regulations and the diversity of State laws which demanded specialists in estate management. The growing complications of business and finance created the necessity for the corporate fiduciary. Although the first corporation in the United States, with trust powers, was incorporated in 1822, the development of the trust idea has grown slowly, but in the last decade particularly, the number of individuals who have adopted the trust idea for the settlement of estates has increased phenomenally.

The trust act of Michigan, under which all trust companies in this State are organized, was made effective on May 23, 1889, and the first company organized under this act was the Michigan Trust Company, in Grand Rapids, in July, 1889. The trust idea developed slowly in Michigan as evidenced by the fact that at the time the Bankers Trust Company of Muskegon (formerly Muskegon Trust Company) was organized, on Aug. 21, 1920, thirty-one years after the enactment of the trust act, it was granted the fifteenth charter under the trust act, and, at that time became the eleventh trust company doing business in the State. Tremendous impetus, however, was given to the trust idea by the Federal Reserve Act, which in 1918 granted, by a special permit to National banks applying therefor, the right to act as trustee, executor, administrator, registrar, guardian or in any other fiduciary capacity in which State banks, trust companies, or other corporations, which come into competition with National banks are permitted to act under the laws of the State in which the National bank is located. The powers are conferred by the Federal Reserve Board and are limited by existing State laws. This situation was extremely detrimental to State banks which were not permitted trust powers, but operated in direct competition to such National banks as were rendering a fiduciary service, until the State Legislature in 1925 corrected the condition and granted the right to any State bank to apply to the Commissioner of the Banking Department for permission to act in the same fiduciary capacities in which Trust companies in Michigan may engage. Such banks, however, are required to have a capital at least equal to the aggregate minimum capital required by law for State banks in the locality where such bank is located and the minimum capital required by law for trust companies in said localities. The Commissioner, however, may grant to banks having a capital less than the aggregate minimum capital required by State banks and trust companies in its lo-

cality the power to act as executor, administrator and guardian. This law set up further competitors for trust companies without giving them the right to carry on banking business. The inequitable condition, however, was corrected by the Legislature in 1929 in an act authorizing the Commissioner of the Banking Department to permit a trust company to engage in general commercial or savings bank business or a union of both. Trust companies organizing banking departments are governed by the same provisions with respect to the capital requirements of State banks engaging in trust business with full powers.

At the present time, there are twenty-one trust companies operating in

trust companies and banks as executor and trustee under wills. While it is impossible to give the figures for the State of Michigan, showing the appointments as executor and trustee under wills for the past ten years, probably the same ratio of growth would apply in Michigan as the Nation wide surveys of the trust company division of the American Bankers Association reveal. Appointments reported for each of the last seven years are of great significance to indicate the remarkable rate of growth for trust service throughout the country. The appointments reported were as follows:

1923	5,899
1924	7,878
1925	12,926



Harold McB. Thurston.

the State of Michigan, and of this number, two companies have taken banking powers. There are twenty-four State banks with unlimited trust powers and twenty-six State banks with limited powers of executor, administrator and guardian. There are thirty National banks in the State which have qualified with unlimited trust powers and twenty-nine National banks with limited powers. Consequently, we find that within the brief period of ten years, financial institutions equalized to act in Michigan in a fiduciary capacity total 170, as compared with ten trust companies in 1919.

The increase in the number of corporate fiduciaries is convincing evidence of the growing popularity of

1926	19,128
1927	29,814
1928	44,375
1929	60,036

It is evident from the foregoing figures that the rate of growth which has been established will continue as long as corporate fiduciaries merit the confidence which has been reposed in them. The history of trust companies throughout the United States and in our own State of Michigan is convincing evidence that corporate fiduciaries have met their obligations. Independent studies that have been made with respect to the safety of trust funds handled by the corporate fiduciary have established the fact that the trust company has shown the most

remarkable record of immunity from loss of any financial institution.

Harold McB. Thurston.

Births and Deaths.

Nearly the entire country is now included in the registration area, so that accurate statistics of births and deaths are available for study and discussion. Only two states are outside the area. The figures cover 97.4 per cent. of the total population of the Nation.

In 1915 only a third of the population was included. But if conditions in the other two-thirds were similar, as they probably were, the figures on births and infant mortality for the past year may be taken as significant of a definite trend. It is discovered that in the past year the birth rate was at its lowest level since 1915, or since any accurate figures were available. The rate was 18.9 per 1,000 of population, indicating something less than one newcomer for every fifty regular inhabitants of the United States. A low mortality rate among infants under one year of age—the lowest since 1915 with a single exception—reduces this gain by sixty-eight out of 1,000 births.

The falling birth rate is possibly more impressive than the decline of infant mortality, although it is not easy to account for it with a single factor of explanation. In 1915 the birth rate was estimated at 25.1 per 1,000 of population; it has dropped with almost mathematical regularity to the low record of 18.9. The saving of child life has shown more startling change, but its causes can be considered with fair certainty.

It is obvious that the tremendous population increases of the past in the United States have been slowed down materially, not only by the checking of immigration but also by the change in the birth rate. The conservation of life offsets this decrease to a considerable degree. But out of the statistics there begins to appear vindication of the scientific opinion that our population is progressing by a steadily decreasing curve to a maximum or optimum—a point at which there will be little change from year to year or even from generation to generation. This point has already been reached in such widely different countries as Norway and China and possibly even in England. It has been estimated on the basis of this conclusion that the United States will achieve a maximum of about 198,000,000 in the year 2000. This may seem like speculation or mere prophecy, but there is a deal of scientific theory and experience to support it.

Just a Simple Melody.

"You wouldn't think," said the Mississippi youth, "that my musical talent was the means of saving my life."

"No," remarked his friend, "I would not. Tell me how it happened."

"Well, there was a big flood in my home town and when the water struck our house, father got on a bed and floated down stream."

"And you?"

"I accompanied him on the piano."