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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 10, 1930

Number 2464

AN OLD SAW RESET

The man who knows, and knows he knows,
To him your homage bring;
He wields the power that waits and wins,
And he is rightful king.

Let him who does not know, and knows
He does not know, be classed
As heir of all things everywhere,
For he will know at last.

But whosoever does not know,
And, here in life's great school,
Knows not he does not know, is doomed
To live and die a fool.

Samuel Valentine Cole.

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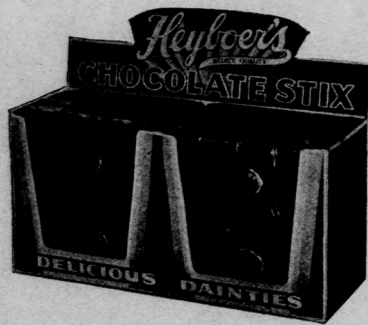
Royal Garden TEA

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

The Blodgett-Beckley Co.

MEMBER INDIA TEA BUREAU
Main Office Toledo
Detroit Office and Warehouse
517 East Larned Street

The Newest Sensation by Heyboer CHOCOLATE STIX



A delicious cream filled stick covered with pure chocolate made from the finest materials obtainable. Crisp, Smooth, Creamy, Firm. Splendidly packaged for display.

HOLLAND AMERICAN
WAFFER CO.
Grand Rapids, Mich.

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.

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.

Our sales policy

- 1 To sell no chain stores
- 2 To sell no "co-ops."
- 3 To sell no desk jobbers
- 4 To back every package with a solid guarantee



This policy backed by a quality product like Purity Oats is your weapon against "bargain sales" and other types of indiscriminate selling.

PURITY OATS COMPANY
KEOKUK, IOWA

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



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Forty-eighth Year

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Number 2464

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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3, 1879.

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

FASHIONS IN ANTIQUES.

The recent Antiques Exhibition at the Grand Central Palace in New York has shown again what a tremendous interest there is in antiques. It is growing rapidly. People in larger and larger numbers love to own things connected with the earlier history of our country. Perhaps one of the most surprising things in connection with this development is that articles despised only a short time ago are now eagerly sought for, bought and cherished.

Thirty or forty years ago when girls were beginning in greater numbers to go to college they took courses in art and learned about the old masters. Their eyes were opened and when they came home for their vacations in the New England towns they felt ashamed of the pictures and ornaments in their homes as not being up to the standards of art they had learned about. They went to work and took down the Currier and Ives prints and the old memorial pieces and put them in the attic, substituting for them copies of masterpieces, a picture of the Coliseum or the Parthenon. How much more up-to-date they felt!

Perhaps mother rebelled at the changes, but that made no difference. The "what-nots" with their array of ornaments were removed. The worsted flowers and hair flowers under their glass globes disappeared. The hooked rugs were taken up. In every way the college girl tried to remove things which would make her look as if she were plebeian in her tastes or out of date.

Now the very opposite is taking place—the college girl goes to the attic to see whether she can find the objects which her mother when a college girl relegated there. She is happy if she makes a "find" and discovers things which are associated with the past, for she feels that it gives her family distinction to have had these things.

The Currier and Ives prints are hung again with a feeling of pride, the "what-nots" with all their funny orna-

ments are back, the "Rogers groups" are on the table, the vases which seemed out of date are now used for flowers. The despised hooked rugs are shown with pride. Even the old kerosene lamps which the servants carried are brought out and electrified. Some of the dishes which were hidden because they were old-fashioned and for which modern ones were substituted are now proudly shown.

The extra seat which could be put into the family sleigh or "pung" is now polished to make an "adorable" coffee table or a bench seat in front of the fireplace. The old shoemaker's bench also which could be found in many homes is polished for a coffee table. Even the old milking stool which had "lines" is now a footstool.

Side by side with the craze for modernistic objects is a great interest in antiques and a genuine pride in their possession.

REVIVING THE ZITHER.

The ninth annual convention of the United Zither Players of America, assembled in Philadelphia, has called attention to a form of music which is comparatively rare in this country at present but has a history that deserves a better fate. As Charles Falk of Kansas City, secretary of the organization, pointed out the other day, probably not more than 2,000 Americans are able to play the instrument, while only one factory in the United States makes zithers. But not so long ago many more homes contained them and children as well as adults were able to pick out tunes with the aid of printed guides which could be slipped under the strings when other instruction was lacking.

The war, in Mr. Falk's opinion, was responsible in part for the decline in zither playing in this country, and one of the objectives of his organization is the revival of the instrument, which is very popular in Germany, Austria and Switzerland. It is a lineal descendant of the ancient cithara, which is traced back to 1700 B. C. among the Semitic races, to Egypt, Assyria, Asia Minor, Greece and the Roman Empire, whence its use spread over Europe. It was strummed for the entertainment of royalty in many half-forgotten kingdoms at the Eastern end of the Mediterranean. It was famous as the instrument used by the professional singers of ancient Greece to accompany the voice—mental music—in epic recitations and rhapsodies, in odes and lyric songs, and to accompany the dance. The guitar is one of its comparatively modern relatives.

Another instrument to which the zither may claim kinship is the cittern, which was extremely popular in England two centuries ago. Historians have recorded the curious fact that the cit-

tern was one of the instruments most commonly found in barber shops, where customers were privileged to take it down from a peg on the wall and play a merry tune while waiting to be served. Can it be that this custom, and not vocal harmony, originated the "barber-shop chord?"

The zither has been mentioned as a direct descendant of a musical instrument developed in the German Alps, whence its use spread into the homes and even the concert halls of Germany, Austria and Switzerland. The immigrants of Germanic origin were chiefly responsible for its introduction into the United States.

DINNER IS SERVED.

We are fast becoming a Nation of softies. With labor-saving devices multiplying so rapidly and more and more ready-cooked food products finding their way to our kitchen shelves, our housewives will soon be incapable of any more serious operation than manipulation of the can opener.

This is not an original observation, but it gains significance now that bread can be bought at our grocery stores ready cut and that it will soon be possible to have frozen orange juice delivered every morning with the milk. If the bread knife and the orange squeezer are to be discarded, there is little left except the can opener.

It is, to be sure, a difficult and sometimes risky operation to open a can. Yet even here any suggestions we might make for simplifying the work of the kitchen have been forestalled by the solicitous canners themselves. They are working upon cardboard containers for our soups and vegetables, hash and fish, cakes, puddings and stewed fruits. With meat already put up in packages, we do not doubt that a seven-course dinner may soon be ordered for delivery at 6:30. Whereupon it will only be necessary to open a cardboard package, put half the contents into the oven and the other half into the icebox, and serve as soon as the cocktails are finished.

SPEND AS USUAL.

Some of the well-to-do are inclined to refrain from spending in these times and to abandon their usual social entertainments. They think it in bad taste to make a display of wealth when others are out of work and in need of food.

The motive does more credit to their heart than to their judgment. It needs no argument to prove that when people stop spending money other people must stop earning it. The only way by which unemployment can be decreased is by creating a demand for workers, and there can be no demand for workers unless there is a demand for their services directly or for what they produce.

When a lady decides to abandon the elaborate party which she had planned, she deprives the caterer whom she might have engaged of work for his cooks and his waiters, and she deprives the musicians who would have played for her dancing of a night's work, and the women who would have been engaged to straighten things in the house afterward have to get along without the money she would have paid them. If she had given her party her money would have found its way into no one knows how many channels of trade. The grocer would have got part of it, and other parts would have gone to the merchant who sells clothing, and from him it would have gone to those who make the garments and from them to buy necessities of life, and so on indefinitely.

There is nothing that would give a better fillip to business than for people of means to put their money in circulation by spending as usual.

LINDSEY'S PUBLICITY.

Bishop Manning, it seems to us, has been most unwise in his handling of former Judge Ben B. Lindsey. It was against the splendid liberalism of the Episcopal tradition in America that he should try to prevent Judge Lindsey from expounding his doctrine of "companionate marriage" before the Churchmen's Association. It is almost childish to hear him say now that he "requested" not "ordered" Lindsey's withdrawal. In spite of all this, however, one cannot but admire the Bishop's courage in making the incident the occasion for the delivery of a special diocesan message at the Cathedral. Nor is it possible to uphold the conduct of Judge Lindsey in jumping upon a table and interrupting the service by attempting to shout out a reply. Of course, out of this spectacle will come much publicity for Lindsey. This may be true, but it will be entirely the wrong kind of publicity to win a respectful and intelligent reception for the doctrine which he has been preaching. For our part, we think decidedly less of him. Both Bishop Manning and Judge Lindsey show that they lack balance and have no regard for fairness.

Germany lost the late war because there were too many nations co-operating against her. Now if all of the nations, from both sides, would co-operate for the good of all the world, this mighty depression that is eating the heart out of the world would soon be a thing of the past.

No business can become great and successful without the honest and happy co-operation of each worker in that business. And no nation can become great and permanent without seeing itself with this same idea.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

The San Juan Drug Co., Inc., has moved into the location formerly occupied by the Early Drug Co. at 7446 Six Mile road, West.

J. Kornfield and W. Moskotwitz have opened a new American Cash Market at 11831 Livernois avenue, bringing their total number of stores in Detroit up to seven.

Frank Patay has succeeded John Riggs in the grocery and meat business at 6001 Thirtieth street.

John F. Klota has opened the Riverdale Market at 5649 Grand River avenue, the location formerly occupied by Sydney Goodman.

Morris Rosenberg has opened the Morris Market Co. at 4611 Fourteenth street in a completely remodeled building. The Morris Market Co. was previously located at 4715 Grand River avenue.

Clifford Anderson, for seven years with the Shettler Drug Co., has opened the Anderson Pharmacy at 3049 Vicksburg avenue, the location formerly occupied by the Maloney Pharmacy.

Harry H. Reisman has succeeded M. C. Loewe in the drug business at 9246 Kercheval avenue.

Julius Spielberg, formerly connected with the Elcon Drug Co. at 12401 Fennell avenue, has acquired the drug business of Harry Buckzeiger at 4501 Third avenue and will operate it as the Spiel Pharmacy.

J. F. Cain has taken over the Waverly Drug Co. at 13248 Livernois avenue. A. J. Holland was the former occupant.

The Adler Hardware and Tinning Co. has moved to 10328 Woodward avenue from its old location at 8750 Linwood avenue.

George Felice has recently moved his hardware business to 1530 Vernor highway, West, from its old location at 1153 Lawndale avenue.

Anthony Hass has moved his hardware business, formerly located at 5935 Chene street, to a new store at 5850 Chene street.

The Home Roofing Co. is now located at 14690 Livernois avenue, having recently moved from the old location at 14200 Cloverdale avenue.

Meininger Bros. have succeeded the Community Hardware at 13530 Plymouth road.

The Oakwood Pharmacy is now located in a new building at 301 Oakwood avenue, South, having moved from its old location at 289 Oakwood avenue, South.

Frank Boklarz has increased the size of his grocery store at 185 State street, Ecorse, by including the adjoining store. Mr. Boklarz has also installed considerable new equipment, including a new meat counter of the latest design.

Chas. Bedrosian recently opened a grocery store and meat market at 6654 Fort street, West, under the name of the Economy Market.

The Maynard Pharmacy is now located at 289 Oakwood avenue, South, having moved from its old location at 251 Oakwood avenue, South.

S. J. Damron has returned to the grocery and meat business in Ecorse after an absence of about two years. Mr. Damron's store is located at 4004 Jefferson avenue, West, Ecorse, and is completely equipped with modern fixtures and fresh stock.

Edward E. Kers has moved his meat market from 217 Oakwood avenue, South, to a new and larger store at 305 Oakwood avenue, South. Mr. Kers has also added a large line of fine groceries to his store.

Louis Kristofy has opened a first class grocery store and meat market at 4656 Livernois avenue.

During the latter part of November, George Terrines opened a meat market at 14248 Mack avenue, offering phone and delivery service.

The Arcade Shop, with a full line of furnishings for men and shoes for the whole family, opened at 1445 Mack avenue on November 22. The shop will specialize in handling Nationally advertised merchandise, and is under the management of Jack Tenzer.

The George A. Hornel Co. has opened a district office in Detroit with V. E. Whan in charge. Mr. Whan's address is 4114 Dickerson avenue.

Herman Roth has been appointed buyer of canned goods for the Detroit House of Lee & Cady, it has been announced by E. W. Fitzgerald, manager. Mr. Roth was formerly with National Grocer Co., where he was buyer for more than twenty years.

E. A. Bowman, president of E. A. Bowman, Inc., 5115 John R. street, upon his return from a business trip to Chicago, announced the appointment of his company as master distributor of the entire line manufactured by the Victor Manufacturing and Gasket Co., 5750 Roosevelt road, Chicago.

With the approach of winter weather, shoe retailers are looking forward to a distinct upward trend in sales volume. While sales generally are lower than at this time last year, there is a general feeling of optimism that business is returning gradually to normal. Most of the principal stores are carrying limited stocks but, at the same time, they continue to offer a wide selection of goods. They are featuring at this time heavier footwear for outdoor use, showing principally chaste styles in black and brown. In men's shoes the Zug Scotch grain shoe is proving a good seller, with blacks outselling tans by about three to one. One of the stores recently exhibited one of this type of shoe in its windows for twenty-six days, the shoe being sunk in water. At the end of that time, the shoe showed little deterioration and quickly regained its suppleness. Preference is again being shown for the custom or narrow toe as compared with the broader types. Dealers are again proving the value of carrying such side lines as hosiery, gaiters and other articles. All report a considerable volume of sales in these lines. With the approach of Christmas, stores are making a play for the gift trade, particularly in house slippers, of which there are many attractive styles on display. Some dealers are also promoting schemes whereby shoes may be given as presents by inviting the

recipient to come in and be measured for shoes of their own choice. The National convention which will be held here in January is expected to aid footwear sales generally.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Herman Davis, retail furniture, by Lawhead & Kenney, attorneys, representing Shuler Carpet Co., \$4; C. A. Finsterwald, \$366; Detroit Stove Co., \$185.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Niman Bros., retail furnishings, by Bryant, Lincoln & Miller, attorneys, representing Frank & Meyer Neckwear Co., \$606; Dixie Mills Co., \$112; S. B. Larick Co., \$164.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Solomon Cohn, retail shoes, by Bryant, Lincoln & Miller, attorneys, representing A. G. Walton & Co., \$209; Enjoie Shoe Co., \$390; Lewis M. Falk, \$341.

A composition offer of 25 per cent., payable 20 per cent. cash, has been accepted by creditors in involuntary bankruptcy proceedings against Becker & Redstone, retail men's furnishings, 424 Michigan avenue. Assets are given as \$11,540 and liabilities, \$19,046 in schedules filed in U. S. Court here. Creditors with unsecured claims of \$500 or more are: American Trouser Co., Pittsburgh, \$1,052; C. B. Goorin, Pittsburgh, \$1,154; F. Jackson & Sons, New York, \$1,008; A. Krolik & Co., Detroit, \$873; Larned Carter & Co., Detroit, \$584; Mallory Hat Co., Danbury, Conn., \$1,274; National Cap Co., Toledo, \$563; A. & S. Rothenberg, New York, \$1,264; Wolf Brown Jones, New York, \$1,603; Peoples Wayne County Bank, Detroit, \$500; Cass Michigan Corp., Detroit, \$1,200.

Approach of the National Automobile Show serves to emphasize the fact that not all the new models are out, despite the deluge of them in recent weeks. In addition to its new sixteen, for instance, Marmon is to have two new eights, which will appear at the January exhibition. Auburn, Oldsmobile, Viking, Graham, Dodge, De Soto, Jordan and others remain to be heard from, as do Oakland and Pontiac, although the latter two new models are in production.

With luxury cars turning to twelve and sixteen cylinder engines, of which several yet remain to be presented, engineering interest is centering upon the effect of higher powers on transmission design. Marmon's new sixteen, with 200 horsepower, permits the use of a simple three-speed gearset with a final gear reduction of 3.89 to 1. That is about as low a ratio as is used in any four-speed transmission. It is made possible by a very favorable power-to-weight ratio, just as in the case of smaller, like Chevrolet and Ford.

The week produced additional signs of business revival for Detroit to enjoy. For one thing, the plants of the Graham-Paige Co. re-opened after having been closed down for inventory. For another, Chevrolet announced the re-employment of 500 workmen at the Martin-Parry Body Co. plant in Indianapolis. Chevrolet recently pur-

chased this plant for the production of its commercial vehicle bodies.

Sea Food Products Useful To Human Life.

Minerals occur in marine products in quantity and variety. The diversification of mineral content may be realized and emphasized by calling attention to the fact that scientists have found in sea water at least 34 elements useful to life. It is reasonable to suppose that most, if not all, of the minerals which occur in sea water are present in food products from the sea. In fact, progress has been made towards identifying many of these minerals in marine products.

To date the following mineral constituents have been found in this class of foods: Calcium, phosphorus, sodium, potassium, iron, magnesium, titanium, aluminum, zinc, manganese, copper, iodine, fluorine, sulphur, chlorine, and silica.

Much research remains to be done to determine the role played by minerals in nutrition; in fact, this field of nutrition has hardly begun to be investigated. However, outstanding examples of the importance of obtaining knowledge along these lines are the demonstration of the role played by copper and iron in one type of nutritional anemia, and iodine in the prevention and cure of simple goiter.

Marine products offer the richest known sources of materials for these mineral studies in the science of nutrition. This should appeal especially to scientific investigators. It cannot be too emphatically stated to workers in the science of nutrition that here lies a pioneer field of potential investigation offering rich rewards and a veritable "gold mine" of possibilities in scientific accomplishment.

John Rual Manning.

A Blue Ribbon Day.

This novel merchandising idea was worked out by a Portland marketman who has acquired a reputation for originality.

He sets aside one day each week as a special day when quality goods are decorated in blue ribbons and sold at a reduction. Monday's newspaper advertising always lists the prices for "Blue Ribbon Tuesday." The very words, "blue ribbon," are suggestive of highest awards, and the value of the term is evident. The money this grocer loses by giving up part of his profit on the blue ribbon goods is made up many times over in the additional sales these attractions bring in.

"Quarter's Worth"

The quarter, or 25-cent piece, has been a standard measure of value in many rural sections for a longer period of time than anyone now living can recall.

A grocer in Maine has capitalized on this idea in his store by instituting a "Quarter" department.

"One of the most frequent phrases in my store," he says, "is, 'Oh, give me a quarter's worth of oatmeal, navy beans, split peas, rice, dried fruit, etc.'"

By having unit packages of these popular commodities, a lot of time is saved and the average sale per person is increased.

IN THE REALM OF RASCALITY.**Questionable Schemes Which Are Under Suspicion.**

Forgeries in the United States amount now to \$150,000,000 yearly, according to a statement recently made by William B. Joyce, chairman of the National Surety Company. Forgery schemes, in October netted their perpetrators \$300,000.

The National Surety Company has issued the following list of warnings to the public:

1. Never cash a check for a stranger until he is identified for you through someone you know and upon whom you can rely.

2. Never accept a check just because it looks 'business-like.' Criminals are now counterfeiting checks of well known concerns.

3. Always verify bank certifications through the certifying bank. Certifications are frequently counterfeited by criminals.

4. Never do what a stranger suggests in order to identify him, unless the suggestion leads to identification through someone you know and upon whom you can rely. He may have arranged with an accomplice to give you misinformation.

5. Never sign a check in blank or make it out payable to "cash" or "bearer" unless imperatively necessary.

6. Never leave your check book or cancelled vouchers where anyone else can get hold of them.

7. Always write your checks carefully with good ink, typewriter or checkwriter which will indent the paper. Begin each line at the lefthand side and leave no spaces between your words.

8. Be sure to have a safe place for delivery of your business mail. Do not depend on the type of box that can be easily opened by a criminal.

9. If possible never let anyone else check up your bank book with paid and cancelled checks returned from the bank. This is the one thing that every business man should do monthly and personally wherever possible.

Marshall, Dec. 9—Can you give us any information about the "Magnetic Health Hoop" manufactured by the Benevolent Association for Crippled Adults, Grand Rapids, and distributed by Mr. and Mrs. F. C. Holtz, Jackson. It is a magnetic belt, and they claim it will cure almost anything. The district distributor who is selling the belts at \$30 each is the same person who sold Mt. Forest stock in this neighborhood which helps to make us more skeptical regarding this.

The "Magnetic Health Hoop" is similar to "Theronoid," an appliance in the form of an oval large enough to encircle the body, consisting of coils of wire covered with imitation leather which may be connected to a lighting circuit by means of a plug.

The American Medical Association advises that Theronoid and Ionaco (a similar device) "are solenoids; both when plugged into an electric light socket on an alternating current will produce a fluctuating magnetic field. Both of them are **UTTERLY AND WHOLLY WORTHLESS** as curative devices for magnetism has no curative value whatever." The head of the Physical Therapy department,

University of Michigan, also states there is no evidence of any healing power due to placing a person in such a magnetic field.

The manufacturer's high sounding title—"Benevolent Association for Crippled Adults"—appears to have been taken out of the air for the purpose of attracting customers. We can find nothing "benevolent" about the concern.

Police in Marquette have been warned to be on the lookout for a forger who has been victimizing stores in the Uppen Peninsula recently. His practice is to make a purchase, and as payment cash a settlement check purporting to have been issued him by a health and accident association. The checks have proven to be forgeries, and the company whose name is being used is joining in the efforts to apprehend the forger. Two such checks were cashed in Alger county, according to John I. Penegor, Munising, and his warning was forwarded to Marquette to put merchants there on guard. The man's name is given as W. T. Burtlebaugh, age about 50 or 55, height about 5 feet 11 inches; weight, 170 or 180, hair slightly grey, smooth shaven.

Displays Foods in Jars.

A Waterville grocer believes in selling the contents of a can on the quality of its product, not on the brand alone. With this in mind he has made a practice of cutting a can of each item and transferring the products to glass containers. These are set in a can of cold water which has been placed over the fire and allowed to come to a boil. The tops are then screwed down tightly and one glass container placed in the center of the display of each item on the shelves. It makes an attractive display and shows the customer exactly the contents of the can so she need not guess what she is buying.

Own Radio Broadcast Within Store.

A Rockland grocer has conceived a novel plan of merchandising that is proving exceptionally profitable. He has "rigged up" an announcing apparatus in his office above the store proper. A loud speaker attachment in the center of the store enables him to bring to the attention of the people within the store the items to be especially pushed for that day.

The plan is particularly adaptable to a large market where a person usually sees but a small part of the store at a time.

Trust Law Uncertainty.

President Hoover's reference to an enquiry into the workings of the anti-trust laws and subsequent developments in the Senate during the past week have created greater uncertainty in the minds of business men attempting co-operative efforts to stabilize their industry, with the result that the situation is now more chaotic than ever before, trade association executives and lawyers point out.

The man who loafs when his employer is away will never be set to bossing others.

COFFEE

The recognized quality line with a wonderful list of satisfied consumers.

Morton House

Quaker

Nedrow

Imperial

Majestic

Boston Breakfast Blend

LEE & CADY

MOVEMENTS OF MERCHANTS.

Adrian—The Harvey Boot Shop, Inc., shoes, boots and accessories, has made an assignment.

Brighton—A. C. Stewart has built a hammer feed mill as an addition to his flour and feed store.

Highland Park—The Cut Rate Merchandising Co., Inc., boots, shoes, etc., has filed a petition in bankruptcy.

Detroit—The Mid-West Poultry Co., 3043 Russell street, has increased its capital stock from \$25,000 to \$34,000.

Ironwood—Fire damaged the Lincoln hotel and cafe at Hurley, to the extent of several thousand dollars, Dec. 5.

Grand Rapids—Henry DeRoller succeeds John Vander Meer in the ownership of the Economy Bakery, 335 Sixth street.

Mt. Clemens—The Geml Creamery Co. has been incorporated to deal in dairy products. The capitalization of the company is \$50,000.

Lowell—H. Tribbey will engage in business Dec. 13, under the style of the Tribbey Electric Store, carrying a full line of electric fixtures, appliances, etc.

Detroit—The Dispenser Soap Service, Inc., 8585 Greeley street, has been incorporated with a capital stock of \$15,000, \$5,000 being subscribed and paid in.

Detroit—Maude Wilson, milliner, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$6,281 and assets of \$3,569.

Detroit—The Nuttall Drug Co., 1943 St. Aubin street, has been incorporated to conduct a retail drug store with a capital stock of \$16,000, all subscribed and \$6,000 paid in.

Three Oaks—George F. Jorden & Co. will remove its stock of confectionery, ice cream parlor, etc., to its modern new store building which has just been completed, Dec. 15.

Flint—Crozat, Capitol Theater building, has been incorporated to deal in apparel for women and children at retail with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Grass Lake—Thieves entered the Grass Lake Pharmacy, also the jewelry store of Frank J. Mahrle, Dec. 7, carrying away stock to the extent of about \$2,000, most of it being jewelry.

Montague—Charles Ohrenberger & Son are closing out their stock of groceries at special sale and will retire from trade. Charles Ohrenberger is one of Montague's pioneer business men.

Grosse Pointe Park—The A. G. Wylie Drug Co., 15326 Mack avenue, has been incorporated to deal in drugs, etc., at retail, with a capital stock of \$10,000, all subscribed and paid in in cash.

Alpena—The Square Drug Co. store, located in the store formerly occupied by Fred L. Olds and Co., at the corner of Second avenue and Chisholm street, has been formally opened to the public.

Olivet—A. E. Bartlett, formerly of Brookfield, has purchased the store building formerly occupied by the "R" grocery and will occupy it with a com-

plete stock of new groceries about Dec. 15.

Lincoln—Mrs. William Pschigada, doing business as Betty's Dress Shop, has filed a petition in bankruptcy in the District Court at Grand Rapids, listing liabilities of \$2,002 and assets of \$1,559.

Saugatuck—The J. R. Spelman Co., of South Haven, will open a grocery store in the Leland block. Morris Sheffer, grocer of much experience in Fennville and Flint, will manage the new store.

Sand Lake—M. J. Elder has purchased the Sand Lake hotel, formerly owned by Mr. and Mrs. Jack Adcox. The hotel will be used as a restaurant in addition to hotel accommodations and apartments.

Reading—Arthur J. Downing has purchased the Reading Flour & Feed Mill of its owner, Warren Mitchell, taking immediate possession. The mill will be thoroughly overhauled and electric power installed.

Kalamazoo—The C. R. Greene Store No. 2, corner of Westnedge and Vine streets, has enlarged its store and added more equipment including a soda fountain and fixtures purchased of Hazeltine & Perkins Drug Co.

Detroit—The Main Sales Co., 3440 East Jefferson avenue, has been incorporated to sell autos, parts and accessories at wholesale and retail with a capital stock of \$16,000, \$15,900 being subscribed and paid in in cash.

Detroit—The Burdette M. Smith Oil Co., 3917 Bellevue avenue, has been incorporated to deal in oils, greases, etc., at wholesale and retail with a capital stock of \$10,000, \$6,100 being subscribed and paid in in cash.

Three Oaks—Everett A. Kirby, formerly engaged in trade at Hartford, has leased the store formerly occupied by the Jordan confectionery stock and will occupy it with a complete stock of bazaar and novelty goods, Dec. 15.

Wayland—A. E. Weaver and son, Harold, have purchased the William W. Hooker hardware stock, known for years as Hooker's Hardware, and will continue the business at the same location under the style of A. E. Weaver & Son.

Grand Rapids—The Enterprise Electric Co., 68 Ottawa avenue, N. W., has merged its business into a stock company under the style of the Grand Rapids Enterprise Electric Co. with a capital stock of \$35,000, \$10,000 being subscribed and paid in.

Brethren—Owing to the ill health of H. H. Puryear, who for the past two years has conducted a grocery here, the stock has been sold to local merchants. The building, owned by L. F. Shields, has been rented by Mrs. Edith G. McNamara, postmistress, who will move the postoffice there.

Tecumseh—J. P. Mills purchased the stock and fixtures, including the grist mill, of the Tecumseh Supply Co., at an auction conducted under court receivership. Mr. Mills has acted as receiver for the company for the past two years. He will continue the business under his own name.

Augusta—Miss Birdie Moore, who has conducted the general store of Elliott Moore, since the death of her

father, is closing out the stock at special sale, conducted by C. Ver Cies, of Kalamazoo. Miss Moore will devote her attention to educational work which she was compelled to drop at the death of her father, fourteen years ago.

Iron River—John Zielinski, operator of a short order restaurant in Iron River, has closed negotiations for the purchase of a commercial hotel property at the corner of First avenue and Genesee street, which includes the building in which his restaurant is situated and some additional property besides. The fourteen room structure now on the site, which is operated by Stephen Michkowski, will be demolished in the spring, according to Mr. Zielinski, and a new and modern hotel will be erected on the site. Mr. Zielinski owned the City Hotel on Third avenue for several years, but sold out a year ago last August and about two months ago opened the restaurant. He expects to remodel and decorate the restaurant to carry him over the winter, and when the new hotel is opened the restaurant will be included in that structure as its dining room.

Detroit—S. M. Eaton, who has been manager of the Chelsea hotel, in New York, the headquarters house of the Knott Hotels Corporation, has been appointed resident manager of the Hotel LaSalle, succeeding H. D. Kilets. Mr. Eaton's appointment followed a week after the taking over of a management of the 750-room house by the Knott organization. Mr. Eaton has been connected with the Knott organization for ten years and during his decade with this company has managed a number of the hotels operated under the direction of David H. and William J. Knott and their associates. Mr. Kilets, who was appointed resident manager by Harry L. Pierson, president of the Adelaide Realty Co., owners of the property, several months ago, joined the company on the first of the year as comptroller. He will remain with the hotel as auditor. W. J. Knott, president of the Knott Hotels Corporation, has been in Detroit with the traveling steward, publicity manager, and other officials, re-organizing the house along Knott lines. Although no announcement has been made by the hotel executives, it is said on good authority that the new operators plan another change in name for the house, which was originally opened as the Savoy and was renamed the LaSalle by the late Paul L. Kamper in 1929.

Manufacturing Matters.

Coldwater—The Homer Furnace Co. has changed its name to the Homer Furnace & Foundry Corporation.

Detroit—The Grand River Glass Co., 10622 Cloverdale avenue, has merged its business into a stock company under the style of the Grand River Glass Co., Inc., with a capital stock of \$10,000.

Dowagiac—The Round Oak Heating Co., Beckwith building, has been re-organized under the style of the Round Oak Furnace Co., with a capitalization of 40,000 shares at \$25 a share, \$890,800 being subscribed and paid in.

Detroit—The Fairmont Stoker Corporation, 716 Fidelity Trust building, automatic stokers, pumps, motors, fans, etc., has been incorporated with a capital stock of \$100,000, \$10,000 being subscribed and paid in in cash.

Detroit—The Green Caddie Corporation, 911 Fisher building, has been incorporated to manufacture and deal in golf equipment with a capital stock of \$25,000 preferred and 100,000 shares no par value, \$40,000 being subscribed and paid in.

Detroit—Taylor Engineering, Inc., 3123 East Jefferson avenue, has been incorporated to manufacture and deal in combustion motors and other mechanical appliances, with a capital stock of \$50,000, \$31,500 being subscribed and \$16,400 paid in.

Saginaw—Walton-Morse, Inc., 1044 East Genesee avenue, manufacturer and dealer in sound reproduction apparatus, has merged the business into a stock company under the style of the Walton-Morse Sound Systems, Inc., with a capital stock of \$25,000, \$1,200 being subscribed and paid in in cash.

Unnecessarily Handicapped.

Three Rivers, Dec. 8—I feel that to accept the fine issue (the anniversary) of the Tradesman without a word of thanks and appreciation would be most inconsiderate on my part, so I take this time to express the gratitude I feel toward you. Not every man is privileged to reap in his life the fine tokens of appreciation and thanks which have accrued to you for your wonderful service to the retailers of this and other states. I note in the list of new readers constantly increased numbers, as compared to former lists of four or five. This is quite as it should be. Anyone in business who is doing without this fine magazine is unnecessarily handicapping himself. The best of everything to you.

H. G. Phillips.

Ten New Readers of the Tradesman.

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

Postma Biscuit Co., Grand Rapids.
F. E. Russell, Battle Creek.
Stanley Derkersherer, Benton Harbor.
E. H. Woodin, Kalamazoo.
C. W. Schwartz, White Cloud.
Charles Renner, LaPorte, Ind.
A. L. Miller, Battle Creek.
Leonard Vander Jagt, Grand Rapids.
Quality Meat Market, Albion.
Tunis Johnson Cigar Co., Grand Rapids.

Honor To Whom Honor Is Due.

Three more gentlemen who were in business when the Tradesman was established forty-seven years ago insist they are still alive and active. They are Gaius W. Perkins, who was engaged in the hide, pelt and fur business on Louis street under the style of Perkins & Hess; Adolph G. Krause, who had just started in the leather and findings business at 126 Canal street under the style of Hirth, Krause & Co., and Charles Dressler, who started in the retail meat business on South Division avenue fifty-one years ago.

A merchant never reaches maximum production until he has won the confidence of his employees.

Eyes and hands can't be replaced. Work safely.

Essential Features of the Grocery Staples.

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

Tea—The feature of the week in the tea market is the announcement that in the products of the leading tea producing countries of the world there has been a reduction in production of about 5,000,000 pounds. So far this season this reduction amounts to about 50,000,000 pounds and is bound to have an effect upon the market. The week has brought no particular changes. Prices are firm and the market healthy.

Coffee—Outside of a very slight degree of firmness in Rio and Santos coffee, green and in a large way, which occurred early in the week, the week has been marked by continued dullness and weakness. The markets in Brazil are in a very irregular condition and the situation is pretty nearly hopeless from a seller's standpoint. Prices of spot Rio and Santos are about 3/4c under a week ago. There have been fluctuations during the week in futures both up and down. Mild coffees show no particular change since the last report. The jobbing market on roasted coffee is marking time. Consumptive demand for coffee about as usual.

Canned Fruits—Strength in canned fruits is now limited in the main to the major fruit items, and the outlook for the future is for firmer prices. Attempts by buyers to bid under the present quotations meet with scant success, except in instances where fruits are weak or moving under pressure, such as blueberries, Royal Anne cherries, fruit salad and pears. Peaches are in a strong position and all sliced varieties have practically been cleaned up. The trade is coming to realize that the limited pack has given the canners a definite advantage. While Libby and the California Packing Corporation, two very large factors, sold under blanket contracts guaranteeing prices until June, all other representative canners who held nearly half the total pack have sold about 75 per cent. of their merchandise, most of it in sliced peaches. For this reason an upward revision on prices by them in the near future would not surprise the trade. The price guarantee made by Libby and the California Packing Corporation has, it is felt here, probably resulted in a considerably larger sale of futures. The situation in pineapple also appears firm, with the Coast reporting that the heaviest demand appears centered on crushed and eight-ounce tidbits. Production in the islands is swinging into more action this month and the final pack will likely approximate 12,000,000 cases. The demand for crushed is expected to be reflected in an increased ratio of this variety in the year's output.

Canned Vegetables—Vegetables are very inactive, with prices generally unchanged. Considerable selling pressure exists in various items such as tomatoes and Maine and New York State corn, and these have caused additional easiness in other producing centers. The desire of some to clean out their holdings before the winter sets in is chiefly the cause for weakness.

Dried Fruits—The movement of prunes is orderly, with the demand for

20s in the absence of 30s on the spot rapidly clearing up this variety. Cheaper prices by retailers have moved large stocks of prunes into consuming channels, and one large chain reports a satisfactory business in its undertaking to sell small sized prunes at very low prices. The movement for export continues heavy while wholesalers are showing more of a disposition to anticipate their futures as they learn that chain stores are taking advantage of low quotations to turn prunes into a real money-maker. Other dried fruits are in a good position, especially as to the higher grades. About 4,000 tons of California apricots remain to be moved, with the higher grades cleaned up and prices generally higher than opening quotations. Dried apples are being taken by Europe, but the movement appears to depend on the low prices quoted. The production season is now about over, and it would appear that New York will have a small surplus. Peaches have been moving in heavy volume and stocks are being more closely held by Coast operators. Present quotations are well maintained, with indications for a fractional advance soon. Figs and other dried fruits are in a fairly good position.

Canned Fish—Salmon has shown some improvement, particularly Alaska pinks and chums, which have been selling very cheap. There has been a lot of business done in these grades at the very low prices. Large stocks were moved. Some shortage is beginning to be felt on account of this and the market is feeling firmer. Other canned fish shows no change for the week and very little demand.

Salt Fish—Preholiday inactivity has checked trading in salt fish, but activity should start up again soon after the first of the year. Primary markets are firm and world production for the year has been short. Firmer prices are predicted by packing representatives here, although general conditions have been a factor in keeping quotations at present levels.

Beans and Peas—The only thing that is showing any pep in dried beans is red kidneys. They have firmed up during the week and prices are at least 50c higher. All other varieties of dried beans are dull and weak. California limas are off for the week. Dried peas are neglected and easy.

Cheese—Cheese had a rather steady week without change, except that the demand is not so good and late in the week the market showed some weakness.

Nuts—Except for the sudden rush of last-minute business, which probably will clean up several varieties now held in light supply here, the nut market remains the same. Many late buyers will be unable to procure Brazils now, for stocks are very low and some varieties already cleaned out. It is doubtful if there will be any on the market next week. Large washed, when they can be bought at all, are at 18 1/2 @ 19c. Large mediums are cleaned up and mediums, in the hands of operators, are strong at 16c. The arrival of Manchurian nuts has stimulated interest in exotics, which are of very good quality this year. Others due to come in later will round out assortments here and make up for the

shortage that has existed all fall. French walnut shellers are offering only negligible amounts at firm prices and are fast cleaning up the remainder of their short crop. Spanish shelled almonds have been a little easier abroad and the filbert situation there is reported to be strong, with some differences in opinion as to what extent, if any, prices may be cut after the turn of the year. California almonds and walnuts are moving in satisfactory volume.

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 2.50
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
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 1.75
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. 3 1/2 in. min. 1.75
Pippins, C Grade 1.25
Cooking Apples, All Varieties75

Bananas—6 @ 6 1/2c per lb.

Butter—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 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 1/4 bbl.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$4.90
Light Red Kidney 7.25
Dark Red Kidney 7.35

Eggs—Local jobbers pay 25c for choice, 22c for general run and 18c for pullet eggs. Cold storage operators offer their supplies on the following basis:

XX candled in cartons 26c
XX candled 23c
X candled 20c
Checks 18c

Grapefruit—Extra fancy sells as follows:

54\$3.75
64 3.75
70 3.75
80 4.00
96 3.25

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\$7.25
150 7.25
176 7.25
200 6.35
216 6.25
252 5.00
288 4.75
344 4.00

Floridas extra fancy are held as follows:

126\$3.75
150 3.75
176 3.75
200 3.75
216 3.75
252 3.50
288 3.25
324 3.00

Choice are 25c per box less.

Onions—Spanish from Spain, \$1.75 per crate; home grown yellow in 100 lb. sacks, \$1.

Parsley—50c per doz. bunches.

Pears—Anjou, \$1.50; Duchess, \$1.50.

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:

Early Springs 20c
Heavy fowls 18c
Light fowls 14c
Ducks 14c
Geese 12c
Turkeys 20 @ 22c

Spinach—\$1.25 per bu.

Squash—Hubbard, \$3.50 per 100 lbs.

Sweet Potatoes—Indiana, \$2.75 per bu.

Tomatoes—\$1.25 for 6 lb. container, hot house.

Turnips—\$1.25 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy 11c
Good 9c
Medium 8c
Poor 8c

Make One Article Suggest Another.

One of our readers stated the other day that he sees anywhere from ten to twenty salesmen a day representing manufacturers or wholesalers, and that each one of these salesmen is fighting for a place on his counter for some one of the items which he sells. As he states, if he granted their requests, his counter would be changed every time a new salesman entered his store.

We all understand his position and are forced to turn deaf ears to most of the suggestions that are made to us for counter display or special displays. However, occasionally a salesman comes along who points out how his products will help to sell another item from the grocer's shelves. Our preferred attention should be directed to those products which do sell additional items and bring in additional profits.

A bottle of sauce won't sell a porterhouse steak, but a porterhouse steak will sell a bottle of sauce. It pays any merchant who has a meat department to display in that department the sauce and condiments which find a ready sale when they are suggested with meats.

Mayonnaise is an item which in itself pays a fair profit and which sells lettuce, cheese, celery and other vegetables and fruits which are used to make a salad. Prior to mayonnaise coming into the market in jars, when the housewife had to make her own salad dressing, salads were not generally consumed as they are to-day. Our fruit and vegetable departments pay us our best profits. We should therefore have a particular interest in any other items which are helpful in selling fruits and vegetables.

Oranges and lemons will help sell syphons of carbonated water. Equally important from a profit standpoint, is the fact that syphons of carbonated water will sell oranges, and lemons and cordials.

A sale of pancake flour should always suggest the sale of syrup or honey. With the sale of package cheese, you can easily sell a can of pineapple and a jar of mayonnaise, because the combination of the three makes a splendid salad.

Mentioning cheese, you can ask your customer if she ever tried celery with cheese and mayonnaise dressing and filling the celery stalk with a generous portion of the combination.

The unusual merchant recognizes the value of such suggestions by grouping items together on his counter or on a table especially provided for that purpose, so that he will have a grouping of items that will tell the sales story.

There is one crime we commit in the grocery business: we use our shelves solely to carry a stock of merchandise for ready access.

We should use our shelves for that purpose and also to display goods in combination. For example, your cordial shelf to all appearances to the casual shopper is merely a number of bottles in a row. The bottles might contain blueing or cordials for all that casual shopper knows; put a syphon of carbonated water alongside of those cordials and immediately they themselves take life, because the occasional shopper recognizes them at once as an item which in combination with carbonated water will make a sparkling drink. That syphon is a dummy and is not there to be taken off the shelf and sold; it is there purely to help sell an idea.

Also the bottle of sauce in your meat department is there solely to suggest a sale. Of course, your stock of sauce should be somewhere near by.

Another thing happens when you put a dummy item next to an item with which it will blend into an appetizing dish or drink. You yourself, as a good merchant, may frequently make suggestions to your customers, but even you will occasionally fall down by not thinking of that additional sale. How then can you blame the clerks for falling down on the same thing? You will find that your clerks will increase their total sales when you call combination ideas to their mind by displaying a dummy package next to the item with which it can be combined by the housewife.

It will pay any merchant to set up in his store a special table which he will use to display items which should always be suggested together. Take, for example, the making of a cake; that cake requires flour; also the housewife must use baking powder, eggs, and either fresh or canned milk or cream, along with a good shortening or butter. Your chance to make a combination sale and perhaps make an egg buyer of this customer is by grouping these items together and calling particular attention to the fact that your eggs are large and guaranteed fresh at all times.

If you wish to feature this grouping as a specialty, you can make a combination price that will show your customers a saving when all items are purchased at one time.

To carry out these suggested selling ideas is to simply follow along the lines that have been laid down in successful selling throughout the ages. The ordinary clerk fills orders; the good salesman educates his customers to better quality and increases his value by selling additional articles that would otherwise, perhaps, be purchased in a competitor's store.

Saturate yourself with the idea of selling merchandise in related groups whenever possible. Make it a daily practice to check over

your shelves to see what items can be sold in combination.

The A. & P. Anniversary Booklet.

One of the best little Sunday School books I have seen lately, is the A. & P. Anniversary Booklet, issued by that company to its employees. It is full of Horatio Alger and Oliver Optic stories, of poor boys who rose through various steps to positions of power and opulence in the organization.

It tells how they buy coffee in South America and fruit in California and wheat in Wisconsin, and the Lord knows what else from somewhere else; but, although your editor had read it very carefully, he fails to find the decisions of the courts awarding damages for selling dead rats. Neither could he find a record of many arrests of A. & P. managers for short weight. Neither could he see in there, the fac simile of the check given to charity by this noble corporation, upon which payment was stopped before it could be cashed.

None of its pages recount the stories of ruined stores—blasted ambitions—and the overthrown prospects of the thousands of independent merchants whom its activities have crushed.

Contributed articles are by well-known sycophants and time servers, whose names we see in other publications.

The book should be filed in the library with Gulliver's Travels on one side and Baron Munchausen on the other.

Increasing the Demand For Fruit Juices.

Here is a pointer that represents considerable income to an enterprising marketman of Portland.

He has hooked up his bottled fruit-juice sales with his regular sales. The housewife who has been serving oranges, grapefruit or prunes for breakfast right along will often appreciate something new. This gives the grocer the opportunity to suggest bottled fruit juices.

He displays some bottles of the fruit juices in stock with or near the stock of fruits? A sign with prices something like "For Variety—Try bottled fruit juices for breakfast" helps suggest them to the housewife.

Many fruit juices such as grape juice, mixed fruit juices, punch and cider, make appetizing and convenient beverages to start breakfast with. They are simple to prepare, and time is often quite a factor in preparing meals—es-

pecially breakfast. Then the economy argument is good—a pint of fruit juice will serve four or five people—and more if diluted.

The idea has proven very profitable to him.

Displays Cakes on Wooden Blocks.

Cakes, pies or pastries displayed in windows usually look better and attract more attention if they are raised from the level of the floor. This is true in showcase displays also.

One grocer found that he could get the right effect by the use of wooden blocks. These blocks are about six inches in diameter and are of various heights, so that some parts of the display may be higher than others.

The blocks have a sloped top face. Some of them have a height of two inches in front and a back height of four or five inches. Another group has a front height of four inches and a rear height of seven or eight inches, and so on. This tilts the cake or pie or pan of rolls forward attractively.

Each block is fitted with a pair of metal rests at the front of the top face.

Pies or cakes are set on a circular cardboard, which has been covered with a fancy paper doily. The cardboard and doily extend over the block so that the block itself is not noticeable.

Just a dream, some may say. But it isn't a dream at all. It's just horse sense.—George Matthew Adams.

Never speed up to the point where you cease to be accurate.

Typewriters and Adding Machines
Reconditioned and Rebuilt
Portable Typewriters, New, \$45.00
\$60 Factory Rebuilt Typewriters \$39
Office Machines Co.
8 So. Ionia Ave., Grand Rapids



STOKELY'S Honey Pod Peas

Distributed by

Western Michigan Grocery Company

GRAND RAPIDS, MICHIGAN

Holiday Dollars For the Entire Year.

A grocer, a baker, a druggist, a hardware man, the entire line up, all down the street, windows trimmed gaily, large advertisements in the papers, or special circulars being distributed, an air of activity about the old establishment, merchandise displays dolled up, and all lights ablaze.

We are coming close to Christmas and the atmosphere of the stores are cheery and optimistic, due to the fact extra dollars and sales volume are in sight. Isn't it passing strange how so many firms bestir themselves at this one season of the year, then slip back into the old, old routine, never accepting the object lesson that is before them? In the name of commonsense-business logic, if the Christmas activities and unusual effort are good for a sick business on December 10 to 24—why are not the same sort of efforts the year around good medicine?

It is much like the dealers who tell me so often, "We got out some hand bills last week and had a nice sale." But in spite of this "nice sale" and the proof of the punch in extra effort, these same dealers drag along with only spasmodic spurts. Nothing steady, nothing consistent.

We find merchants, if we can so term them, who don't even do much to trim extra windows even on Christmas, but why stop at Christmas? That isn't the only big sales opportunity afforded by our calendars. Dealers who are looking for "reason" for a different window or event, can take any holiday, Christmas, New Years, Independence Day, St. Patrick's Day, Mother's Day, Armistice Day, Columbus Day, Easter, Thanksgiving and Father's Day, no end of "reasons why" for unique, compelling windows and the offering of merchandise fitted to the occasion. Think this over seriously and utilize every single holiday in the year for merchandising and at the end of 1931 you'll be counting profits instead of deficits.

The Christmas sales plans are so numerous and so varied it seems scarcely necessary to mention many. The idea of a kiddies Christmas party is a plan which has large possibilities, and can be well worked in the small town, or as a community or neighborhood sales booster. It is not an expense but an investment. Use either handbills or newspaper space liberally and advertise that tickets to a "Kiddie's Party With Free Gifts From Santa Claus," will be handed out free at your store up to noon of the day before Christmas—get some inexpensive 3x5 coupon slips printed, often some bread, coffee or candy concern will pay for these, if you put their advertisement on the back. Nothing elaborate, this coupon states, "20 of these coupons good for a Christmas party ticket—one coupon with every 25 cent cash purchase, when you have 20 exchange for the party ticket good for the big matinee and free gift from Santa, at The Community Theater at 2:30 p. m., December 24th—Smith & Brown Economy Store."

This will arouse every kid in the section, and a Santa Claus, traveling around the streets with a big banner

over his shoulder, announcing the "party" will boost the event. You get \$5 cash trade, the theater manager will co-operate and tickets cost but little, a dime or less, and the gifts Santa gives can be as generous or as nominal as your taste desires. But a good gift of boxed candy, balls, toys of various kinds, makes a lasting impression—with this basic tip, your own initiative should make it easy to work up a mighty fine advertising and sales campaign and there is time do this right now if you hustle.

It is none too early to be figuring on what we are going to do the first of the year, and there are scores of firms who are completing their plans right now for the January Clearance Sales. Every store finds that, during the passing seasons, much "dead stock" will accumulate, there are the slow sellers, the lines we thought would go over and which did not—yet all of those boxes, packages and bundles represent invested cash, not earning their "salt." Why procrastinate? Why take this dead loss year after year? It is high time to "clean house" and make an effective job of it. I will show you definitely how you can add a great big source of actual increase to your business if you will do your part. What I have to tell you now is worth all you ever invested in any trade journal, or ever will invest.

Here Is a Real Money Plan.

Don't hire a high priced sales expert, do this job yourself. Check up, or inventory, everything in your store that you can possibly dispose of at cost, less than cost or a fraction over cost. This means getting all odds and ends, broken sizes and broken lots together, from the warehouse, the basement, from under the counters—the "deadwood."

Now, if you don't find enough of one good item or more, to make sensational leaders, get in touch with your jobber at once, and arrange for the "opening hour shot," a good dust pan with a broom for 39c, a can of baking powder and an aluminum kettle for 31c, small congooleum rugs at 21c. Get an eyeful of the "bait" thrown out by the department and chain stores, and make the specials to get folks coming real leaders. This is part of the advertising-bill. Don't cut on staples and regular selling stock, make odd prices on everything but, keep a profit margin on the live lines. Any sales expert will tell you that if you play up a few big specials, advertise like blazes, and get the crowd milling around in the store, folks will load up on profit lines like nobody's business, except your own.

Advertise on your delivery trucks, in your windows, play up the opening day specials in the windows—have newspaper sheet size circulars printed and use bold type, big price figures. The old, dead items are cleaned up, placed in the center of the store on tables and counters, priced prominently and the opening day bait is, of course, sold from the rear of the store to get folks to pass the other items tempting them as they go. In other words—bend every possible effort to clean house and take in all the cash you can

—then when this clean-up is over, with the cash in hand, follow the example of the biggest mercantile leaders of to-day diversify your lines and add new lines.

By this I mean do what the drug, furniture and department store is doing, buying and selling Nationally advertised specialties which you have not been stocking before. If the furniture store can sell hardware, and the drug store electric goods, the grocer can add diversified lines, the hardware man can add many things which folks are buying in other stores. By checking up on the advertising in the National magazines, the trade journals, and making a careful survey of what folks are demanding in the new lines of merchandise, you can take the cash realized from the "deadwood," invest it in wanted, live merchandise and face the coming year, firm in the conviction that there is a much broader, and far more effective horizon ahead than when tied down to the old and the obsolete. Make the effort, profits

won't fall in your lap, reach out your hand and pluck them!

Hugh King Harris.

Radio Tie Up Advertising.

Maine grocer with a flare for original displays, developed a window that brought many additional sales.

Against a dark curtained background he placed a cabinet radio with a figure representing the housewife seated before it. A series of unit displays of articles which are featured "on the air," were grouped around it. Pictures of radio stars who take part in the food programs were also displayed.

Idea Sells Syrup.

A Battle Creek grocer makes a specialty of Vermont maple syrup. This is how he does it. The contents of a five pound pail of the syrup is poured into seven ½ pint milk bottles and the bottles are capped. They are placed around the cash register and attractively priced. Packages of pancake flour are included in the display.

Accuracy is based on information.



MICHIGAN BELL TELEPHONE CO.

Give Mother an Extension Telephone for Christmas

A most welcome, and *inexpensive*, Christmas gift which Mother surely will appreciate, is one or more conveniently located *extension telephones*.

In the kitchen, for example, a telephone will enable Mother to place and answer calls without having to leave her work.

A telephone upstairs will save running down to answer calls. Mother will appreciate *that convenience*. (So will Dad on cold nights!) And, in emergencies, such as fire, sickness or accident, an upstairs telephone is especially useful.

Extension telephones cost only 2½ cents a day. To place an order, call or visit the Telephone Business Office.



IN THEIR OWN HANDS.

The retail grocers of America now have an excellent opportunity to show whether they are independent in all the word implies or are puppets in the hands of a master.

The National Biscuit Co. has deliberately presented the opportunity by making preferential terms to the chain stores, giving them 7½ per cent. lower prices than are accorded the independent merchant, who is refused any relief through group buying.

Any grocer who carries Shredded Wheat products on his shelves—or under the counter—after this new plan goes into effect has no claim to the name of independent merchant. He is a partisan of the chains and an object of contempt to all fair-minded men.

Through the leadership of the Tradesman some years ago the grocers of Michigan put Maxwell House coffee on the blinkers because the manufacturers played into the hands of the chain stores and forced independent grocers to pay from 6 to 10 cents per pound more than the chain stores paid for that brand. Sales of Maxwell House dropped off to almost nothing, notwithstanding the frantic efforts made by the chain stores to keep the volume of sales up to the former figure. This condition continued until the brand was sold to one of the large food combinations which refused to make two sets of prices to the two classes of merchants.

Independent grocers now have it in their power to show their colors and bring the National Biscuit Co. to time in its deliberate attempt to use the independents as a mop rag and build up the chains at the expense of the independents. Will they use this power or continue to sell the brand at no profit and whine about the encroachment of the chains? Time will tell.

ATTACKING LEGISLATION.

The three legislative proposals upon which the organized retailers are concentrating their opposition fire are the Capper-Kelly price maintenance bill, the Vestal design copyright measure and the sales tax. The first two may get final action in Congress in this session and the last named may be put before many State Legislatures.

From the many arguments and discussions had on the subject of permitting the manufacturer to fix the prices on his products to distributors and consumers, it is clear that the proposal has many unsound features. Some of the more dangerous elements have been removed but, as retailers see it, the measure has a decided monopolistic character. It makes the store a selling agent of the manufacturer rather than a purchasing agent of the community; it forces arbitrary conditions on the store and makes no allowance for varying retail costs of operation.

The stores in their campaign against the Kelly bill have a very strong argument now in the failure of many branded lines to reflect lower costs. Retailers properly point out that consumers of such goods derive little benefit from the lower prices now possible.

In the effort to label the design bill as springing from a desired monopoly, the retailers' case is much weaker. Design protection would not only prove of immense benefit to industry but to the stores themselves, since they would be saved unfair competition from cheap imitations. Such protection would undoubtedly stimulate more originality in offerings, with the increased business which new and attractive products always bring. Contrary to the impression which critics of the bill wish to convey, the store seems amply protected in buying design merchandise because its stocks and purchases of copyrighted goods would not become involved in any controversy, and purchases must be stopped only after a violation has been adjudicated.

DRY GOODS CONDITION.

Holiday shopping got under way in volume last week, but there were varying accounts of how sales compared with a year ago. An average of the reports received would indicate that dollar volume is quite a bit less than last year, while in many cases the number of transactions has increased. Emphasis upon practical gifts is just as pronounced as the first evidence of this trend disclosed. Although the next two and a half weeks will provide accelerated buying, present signs point to the absence of favorable developments which will reduce buying resistance or restore the purchasing power of those who suffer through unemployment.

A year ago sales of luxury items were affected by the stock market collapse but the country in general was not seriously hurt. In fact, the common tendency was to discount serious results. To-day it is mass consumption that suffers and holiday trade will lose much more than its luxury sales.

However, the store managements which are quickly translating lower wholesale costs into lower retail prices are doing much better than their slower competitors. Progressive concerns in the larger cities fall into this category. In the smaller cities and towns where price reductions have lagged, trade also is at low ebb.

Early reports on November results in trade indicate that adverse weather most of the month, combined with other unfavorable conditions, brought declines in sales although lower prices were also an important factor. There was one less business day in the month also. Taking account of all these considerations the showing was not so bad.

BUSINESS INDEX MOVES UP.

The opening of Congress and the President's message were matters of great interest to the business world, which viewed them with mixed feelings. On the one hand, there was the desire to see what further steps might be indicated looking toward unemployment relief and, on the other, the fear that much uneconomic legislation

might be proposed because of the emergency. However, if the co-operative spirit in Congress is maintained and the administration refrains from the kind of politics which insists upon ignoring the Wagner unemployment bills and taking equivocal stands upon important issues, the chances are that a minimum of hurtful legislation is likely and perhaps some measures of benefit may be obtained.

Scarcely second in importance to the legislative opening was the rise in the weekly business index for the first time since last August. The advance was brought about by gains in the automobile and car-loading series and may prove temporary, but is nevertheless cheering. The electric power index has recently been stationary, but power consumption by sections of the country has varied. In the East the rise in the last week reported was 2.6 per cent. The loss in the central industrial region was cut to 4.8 per cent.

Added to the upturn in basic business activity can be put down a small recovery in commodity prices. The Annalist index discloses the second week of firming prices and has moved up to the early November level. Food products and metals furnished the chief gains. Announcement of an increase of \$1 a ton on bars, shapes and plates by leading steel producers during the week was regarded largely in the light of an attempt to bolster confidence, and yet other evidence also points to a turning point in the commodity decline.

POLICIES REVISED.

Pre-holiday dullness has crept upon the wholesale merchandise markets, but there were several features of interest during the week. The rug and carpet opening for spring brought an unexpected reduction of from 10 to 30 per cent. by a leading maker. An important blanket line was opened 15 to 20 per cent. lower. Holiday reorders are not expected to develop in accustomed volume, because the stores are not only well supplied with stocks, contrary to some views, but do not yet find consumer response up to a satisfactory level.

As the season is practically over in the merchandise markets and policies are being formulated for next year, it is plain that the earlier scheme of waiting for the depression to "blow over" like a summer storm will be changed to more aggressive plans. Not a few distributors and manufacturers have recently abandoned their stand-pat attitude and decided to go after business hard, furnishing the prices and values that are wanted.

During the 1920 boom, when extreme prices were questioned, it was the usual custom to justify them by citing high costs. The collapse of that boom demonstrated that costs are by no means the sole criterion of prices. High prices choked off demand, and it became necessary to find prices at which goods would sell. Those who found these prices and the values required first were the first to recover.

Practically the same situation exists to-day, although prices were not inflated last year to their 1920 heights.

Manufacturers of merchandise and other products will first have to find the price levels that will get them business and then discover a way of arranging such values. They may proceed with the confidence that lower prices will greatly expand their markets, particularly if recovery starts before wage reductions spread.

FILTHY FILMS.

Things quite as tense and colorful as anything ever in a movie are happening behind the scenes in Hollywood and in the sanctums of bankers who have to concern themselves with the progress and the ultimate destinies of the cinema industry. It is interesting—and cheering—to learn, for example, after listening to some of the magnates of the film world, that producers have begun to feel that sex themes have been overdone in many studios and that this conviction rises from a study of recent "fever charts" in a good many box offices. Walter Vincent, owner of a chain of theaters in Pennsylvania, has told the producers that on this account many parents are beginning to break their children of the movie habit.

What has been lacking in some of the seats of high authority in the cinema world is a clear sense of the truly magnificent possibilities of the newer movie devices. Even some of the routine output of the Hollywood studios is superb in its pictorial quality. Frequently it is possible to sit in a theater and observe the progress of an appalling conflict between the artists concerned with sheer beauty of light and color and movement and the heavy-handed and heavy-minded supervisors who, thinking only of the box office, insist on covering with dirt and puerility the fine magic of exquisite color photography.

The movies are coming to the end of a phase of their development in which it was taken for granted that anything suggestive of sex was a guarantee of profits. "We have gotten ourselves into a mess," said one magnate of the films, "and now we shall have to get ourselves out of it." The great producers are already thinking in terms of better drama and less of the stuff borrowed from the more reckless of the Broadway revues.

MAIL 'EM EARLY.

If you want the Christmas card or gift to reach the one for whom it is intended by Christmas Day, mail it a week or ten days before. By so doing you will not only ensure its arrival in good time but you will also be making a Christmas present to the postal employes, who ordinarily are overwhelmed on Christmas Eve. They would be staggering under a load on Christmas Day itself if the postal authorities had not very sensibly decreed that they should have Christmas Day at home with their families instead of working to make up lost time for persons who were too negligent to get their gifts into the mail in season for delivery before Christmas Day. "Buy early and mail early" ought to be this year's motto with reference to Christmas presents.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

For twenty-five years or more I have had the pleasure of entertaining several of the old-time newspaper men of Michigan once a year. Several gatherings were held at the Pantlind Hotel and the Peninsular Club. For the past fifteen years the meetings have been held at our summer home at Lamont or our winter home in Grand Rapids. This year's event was held in the city with nineteen guests. Eight others who were invited were unable to attend because of illness or for unavoidable reasons.

The patriarch of the occasion was Col. David N. Foster, who will soon be 90 years old. He has never missed a meeting since his first acceptance, a dozen or more years ago and he insists that only one thing can ever keep him away each year—the call of the Master. Sixty years ago he conducted the Saturday Evening Post in Grand Rapids and also managed a store owned by Foster Bros. on the present site of the Herpolsheimer building. William Alden Smith was a cash boy in the store and Harvey Carr, for many years Superintendent of Police, was the mechanical superintendent of his newspaper. He married the principal of the Fountain street school and removed to Fort Wayne about fifty-five years ago, where he has accumulated a large fortune in merchandising, banking and manufacturing pursuits. He has also acquired a much more valuable asset for time and eternity by devoting much valuable time and large sums of money to the development of parks and boulevards in the city of his adoption. He is the only man I know of who has been given recognition of his efforts and accomplishments before his death in the shape of a public monument, erected by his fellow citizens. Mr. Foster enjoys remarkably good health and has a mind as keen as a Damascus blade and as quick as an arrow. Instead of retiring from business and growing old, as most men of his age would do, he works every day with zest and enjoyment. He confidently expects to round out a century of years and his friends all join in the hope that his expectations may be realized.

Another man who attends these reunions every year and refuses to grow old, despite his dalliance with his 84 year old record, is Charles W. Garfield, who for fifty years has been the most useful citizen of Grand Rapids. Mr. Garfield is the marvel of his friends and all who know him. For a dozen years we have watched him closely, fearing to detect some lessening of his mental alertness and physical condition, but we have, thank fortune, wasted our time, because the older he gets the stronger he appears to be and the more effective work he appears to be capable of accomplishing. Like Mr. Foster, he has a warm spot in the heart of every good citizen. He, too, ought to have a monument erected in his home city before he goes hence

as a public appreciation of his unparalleled services to this community.

Mr. Garfield has a counterpart in years in the person of John W. Fitzgerald, father of Howard H. Fitzgerald, who has made a high mark in the newspaper business at St. Johns, Flint and Pontiac. He now owns and publishes the only daily newspaper in Pontiac, but resides in Grand Rapids, where he is greatly esteemed because of his many virtues. The elder Fitzgerald conducted a weekly newspaper in Ovid over fifty years ago which was a marvel in those days because of its small dimensions, compactness and beautiful typographical appearance. For many years he was engaged in the banking business at St. Johns. He was

I never expected to live in an age when the law abiding citizens of free America were to be held in bondage while murderers, bandits, racketeers and crooks of every known type and character were in the saddle. In an age when public servants in almost every place of public trust are false to their oath. In an age where demoralization seems to face every court, attempting to punish criminals fails, often times when the evidence is sufficient and the judge is faced with the verdict of "Not Guilty."

We have permitted the old ship of state to lose both its compass and its rudder; the captain has been bound and many of the crew have mutinied. There is no use denying it. What is to be done? My mind runs back half a century when the newspapers of the country were edited with a class of men who were not afraid to say dam it. They had on fighting boots; they

the nations of the earth. I believe we have many reformations to make and that speedily. Let us take a few lessons from the mother country in law enforcement; let our judges be appointed for life, take them out of politics and, next in importance, declare all laws which have become obsolete removed from the statute books.

Since the criminal classes have taken possession of the saddle, they have accumulated untold millions in wealth; they are to-day able to put across almost any measure of obstruction to the prompt conviction of criminals; they are able to employ counsel from among lawyers whose chief duties are to dig up obsolete laws and thereby obtain delays which prove fatal, defeating justice, and making a farce of many trials of criminals.

What this country needs to-day is men of courage and daring; needs thousands of them; needs editors who are not afraid of the cars; who will not write beautifully, but who will arouse public sentiment to a point which only plain language will accomplish. The day of playing to the grand stand in America has just about reached its end. Let us quit talking so much about our modern inventions and discoveries and the cause of the present depression and our greatness as a Nation and take such steps as will make it safe for a man to open his place of business in the morning without the expectancy of being robbed before sunset.

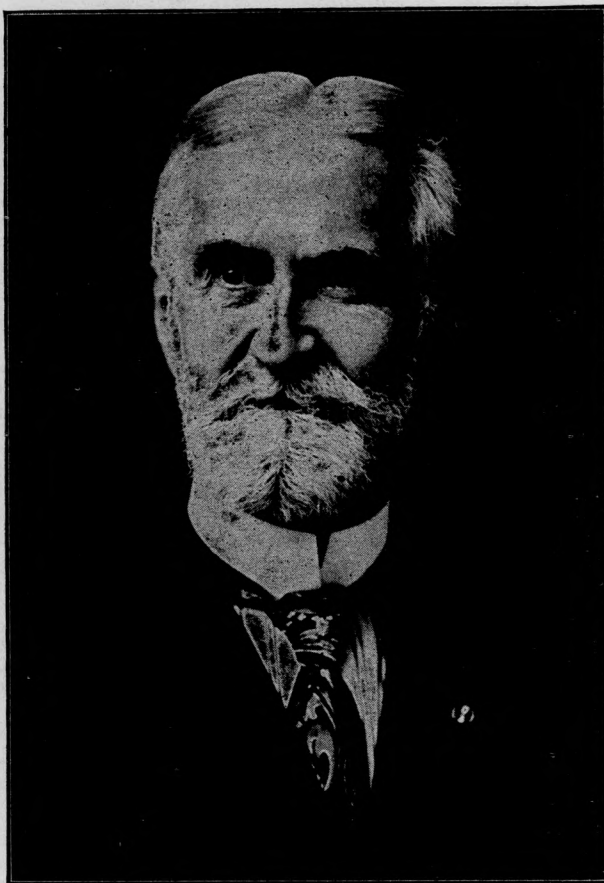
The states need not wait for the Government to start the ball rolling; let us start it now; if the modern editor is afraid to express his honest views, call in some of the Old Timers. They have still left over some of the swear words of the long ago and can still wear their fighting boots. The greatest force for good or for evil to-day in America is the press; hundreds of daily journals are ably edited and published by men of scholarly attainments. The Old Boys salute you and acknowledge your power. All together now, never mind who is senator or who is President; who is to settle prohibition, or who is to settle unemployment; cut loose and put the gangsters of this Nation out of the saddle.

The indictments of the editorial and legal professions were answered by representatives of both branches, but none of them made as good cases for themselves as Mr. Fitzgerald made out against them.

All present conceded that the country is completely at the mercy of the most brutal gangs of hijackers, abductors, bank robbers and trades union racketeers any country has ever tolerated. In most cases contractors are too cowardly to oppose the illegal and criminal exactions of their labor union employees, so they join hands with the crooks in plundering their customers.

An instance was cited of a new employe in the composing room of the Grand Rapids Press who was given a two page advertisement to set up for the next day's paper. He completed the job in seven and a half hours, when another union printer told him that if he ever undertook such an accomplishment again he would have his "head knocked off;" that the union had ruled that one page in eight hours was a day's work for a union printer and that anything in excess of that would result in the perpetrator being expelled from the union.

One reason why there is so little building at this time is because union men have to be employed in some de-



Col. D. N. Foster.

unable to be present at this year's reunion, but sent the following letter, which was discussed at some length and much warmth after its presentation:

I fully realize we are living to-day in a civilization far separated from the days of half a century ago. We have traveled far and discovered many things; discovered that with all of our modern utilities, accumulated riches and speed in everything, not forgetting the advancement made by the newspaper and its scholarly editors of to-day, we can still remove our hat and extend our congratulations to the Old Editors, both living and dead, who were never afraid to express their opinions of public men and public policies, whether in Government or state, and who so far as my recollection goes, never played "over and under" in their editorial utterances.

could often raise hell when a crook or a scoundrel had proven false to a public trust.

What did they do in the early days of riot and bloodshed in San Francisco when courts were threatened and witnesses murdered? When conviction of criminals was impossible? They formed a vigilance committee and notified the courts that as there was no law or order enforcement, they would take the law into their own hands. They did this and commenced hanging to the nearest lamp post the murderers and the crooks until they were more feared by the law breakers than all the laws on the statute books. They brought order and safety to the frightened populace and strength to the courts and witnesses.

I have an abiding faith in the American people, in their honesty and trustworthiness. I believe the Nation has a future that will be recognized by all

partments and they do less than half a day's work for three times the money they formerly received for a day's employment. Under these conditions there is no incentive for anyone to engage in building operations which can by any possibility be avoided.

I hope every grocer who reads the Tradesman will act on the advice I present in this week's issue and discontinue the sale of Shredded Wheat products until such time as the new owners of the business—the National Biscuit Co.—recedes from its present attitude toward the independent merchant by marketing the goods in such a way as to give the chains a 7½ per cent. advantage over the independents. I am confident the Biscuit Co. can be brought to time if every independent will do his duty in this matter.

I am very much gratified over the reception our forty-seventh anniversary edition received at the hands of its patrons. I have never received so many congratulatory letters over any previous accomplishment of the Tradesman, which leads me to conclude that in scope, variety and thoroughness of treatment the subjects selected for this issue meet the unqualified approval of our readers. I worked very hard to make this year's special issue memorable and am glad to be made to realize that I succeeded in creating a worth while edition. I propose to do my level best to make our forty-eighth anniversary edition equally worthy of commendation.

This country has an ample supply of organizations made up of retail merchants in the different lines of trade. They mostly masquerade under the name of National this or that. They hold annual meetings, eat \$10 dinners, listen to \$100 orators, adopt high sounding resolutions which none of the members ever read or observe when they go back home—and adjourn with the feeling that their meeting has made a marked advancement in the trade they represent. No attempt is made to secure proper representation at Washington or at any of the state capitals where legislation inimical to their interests is quite likely to be cooked up and put on the statute books.

A glaring instance of this neglect is seen in the attitude of many of these organizations toward the so-called Watson bill, which has been before Congress for several years. This bill makes it a misdemeanor for anyone to send out unordered goods, punishable by fine and imprisonment. Representative Watson represents the Ninth Congressional district of Pennsylvania in the House of Representatives. He has done his level best to secure the consideration of his bill, but every time he has undertaken to secure its enactment he has met absolute indifference from the merchants who would be greatly benefited by such a law. I wrote him the other day and asked him if he proposed to continue his advocacy of the measure. Here is his reply:

Washington, Dec. 6—I am in receipt of your letter of Dec. 4, asking

if I intend to introduce an Unsolicited Merchandise Bill. I presented one last year, had a hearing, no one was present to support the measure but many to oppose it, therefore the Committee refused to make a favorable report. I doubt the advisability of introducing another bill at this session of Congress.

Henry W. Watson.

What I would like to know is where the legislative committees of the various so-called National organizations I have described above were when this proposed measure was up for consideration. There are some things which make me very tired. Apathy such as I have herewith described is one of them.

For the first time in twenty-five years Hon. Arthur S. White was unable to attend the re-union of the Old Heroes of the Pen this year. Mr. White has been confined to his bed for the last seven months, where he awaits the final summons with the courage of a Stoic and the heroism which has been a distinguished characteristic of his long and useful life. Mr. White's fine, ever-pulsating humanity, his high interpretation of loyalty to friendship, his scrupulously high regard for the fine standards of business ethics, all combine to make him a very remarkable personality. Along with these wonderful qualities he has exceptional business sagacity. He is an indefatigable worker. He achieved success and made a name for his enterprise which will live forever in the annals of the furniture trade. He has always played the game fairly and courageously. He has shown a fine attitude of co-operation in every worthwhile endeavor which was launched by his contemporaries in business and he has always played through, even at a sacrifice to himself, with a fine sense of living up to what is finest and best in his business contacts.

E. A. Stowe.

Let the American Voter Decide.

Grandville, Dec. 9—Repeal of the Eighteenth amendment is inevitable.

Thus reasons one of the leading magazines in this country. It sees only evil in further sustaining the prohibition of whisky and points with unrighteous glee at the numerous wet candidates lately elected to Congress. Certainly the explosion is father to the thought, and there is little doubt but that the agitation for more whisky will continue until the American people has another whack at the business through the ballot box.

Although the issues in the late election had nothing to do with prohibition there were certain candidates who posed as wets who were elected this fact being hailed as a victory for plenty of whisky rather than to retain the present status of prohibition.

That the Nation which has been freed from the baleful curse of the open saloon is aching to go back to those old days is not likely. So many laws are defied, so much law-breaking in the land it is not a matter for wonder that the Volstead act is not wholly enforced. No law is for that matter: and this one, affecting as it does the public morals, has had as near an enforcement as the law against bank robbing and murder.

Because our criminal laws are set at defiance so continually is it a reasonable conclusion that those laws should be wiped off the statute book?

This Nation has had to contend with the liquor animal ever since the Revolution. It has even a more tenacious cling than had slavery yet the latter

was wiped out and there is no reason to expect that liquor will not meet its Waterloo in the end.

State prohibition in Michigan proved a failure. Now that the Nation wields the baton of law enforcement there is much better hopes of final success.

Back in the early days when nearly every wayside house on main traveled roads sold liquor there was very little effort put forth to stay the flood. In the lumber woods where no saloons existed the stores kindly supplied the supposed liquid want by furnishing stomach bitters of various brands, some of which was really very good whisky just tinged with a bitter drug which gave the gargle a medicinal front.

Some of these bitters contained good whisky and the lumberjack made his weekly pilgrimage to the settlement store to obtain his medicine. A whole crew of loggers with now and then an exception, have been known to get gloriously drunk on ague bitters. One old German that I knew filled up to the chin on a big bottle of sarsaparilla. He was down and out for nearly a week.

One grocer got in a supply of bottled aromatic scheidan schnapps which sold freely among the thirsty jacks. Pinewoods dances were seldom pulled off without some sort of "bitters" to wet the woodsman's whistle. Our present prohibition law is the first attempt in a National way to destroy the liquor traffic and while it has failed in spots, taking the whole field over it has been surprisingly successful.

Many a housewife can thank her lucky stars for the enactment of a prohibitory law that prohibits. We have thousands of fatal auto accidents caused by drunken drivers to-day. What would be the harvest with the old saloon days back again? Oh, but say these latest advocates of a return to whisky drinking and selling, we are not favoring return of saloons since everybody admits they were evil, but instead Government supervision.

When our Government stoops so low as that, the selling of whisky to men who spend their earnings over the bar we may indeed despair of the Republic. To see the United States join hands with whisky sellers in a traffic that damns more souls to perdition than all other crimes put together will spell a sad day for the Republic founded by Washington and saved by Lincoln.

That such a consummation will be brought about we do not believe. The men and women of America are fully up to the situation and when the test comes there will be one of the greatest overturnings in this country that ever happened in its history.

Those who advocate a repeal of the Eighteenth Amendment know not what they do. Nevertheless perhaps it is providential that the foes of good government in this Nation are determined to force the issue which cannot come too soon.

A majority of American citizens have not sunk so low as these whisky agitators seem to believe. Their constant harping on the subject of repeal will undoubtedly bring the question to a vote of the whole people and on that vote the future legislation on intoxicants will be made.

In the old days I have seen two score men wild with drink parading the roads yelling like wildmen under the influence of this beloved liquor which our wet leaders are seeking to bring into use once more.

At the last election the question of prohibition was not in the balance. True a number of men classed as wet were elected to Congress but not because of their wet proclivities, more out of a love for the man aside from the wet or dry contention.

The sooner the question of the repeal of prohibition comes to a head the sooner will this vexing matter be relegated out of politics. Old Timer.

How the Clerk Can Increase Business.

The duties of a clerk or meat cutter should not stop with handing out what the customer asks for and saying, "Don't you want something else?" The clerk should make an intelligent and sincere effort to increase the sale by suggesting something appropriate, and without offending the customer or seeming too aggressive.

The clerk who will wrap up an article asked for, and hand it out to the customer and remain absolutely dumb, has no place in the progressive grocery store. That is just order-filling, not selling. If the selling is done in a way which will be appreciated by the customer, such as reminding her of things that she probably does want, it will not seem aggressive or offend anyone, but will be appreciated. It should be done in a personal way, however, not in a parrot-like recitation of articles that you would like to have the customer buy.

Such services as carrying out packages to a customer's car when the packages are heavy, is a sample of service that you can give them.

Another service is having plenty of change in your cash register. You should never be in the position where you have to say to a customer, "Haven't you got anything smaller?" Even though they have, they probably give you the larger bill because they want it changed, and it is an offense to ask the customer to make the change which you should be able to make. If a customer does offer you a bill too big to change, send out and get it changed yourself—by all means don't ask the customer to do it.

Accommodating ways, agreeable manners, willingness to take pains and do the little extra things, ample stock, properly wrapped parcels, strong heavy sacks, cleanliness of store and fixtures—these and other things constitute service that will please customers and hold trade. The store where they are rendered best will profit most.

Toilet Articles Showing Gain.

Late orders for perfume, bath salts in novelty containers and cosmetics for holiday selling are developing in constantly greater volume. Much of the current business is coming from out-of-town retailers who have hitherto been delaying their commitments in this merchandise. Recent retail turnover, however, has been good and the improvement has tended to support the view that the holiday season in toilet goods will hold up well from a unit standpoint. Prices range substantially lower, however, with the drop indicating a sharp falling off in dollar volume.

Holiday Cut Fine Goods Sales.

With the holiday intervening, sales of fine goods are somewhat below the previous week but manage to approximate production. There was a decided demand for oxfords, for shirts, sport dresses and beach ensembles for Southern resort wear. Pongees and dimities sold in a fair way. Odd lots of rayon filled crepes were disposed of at lower prices, but regular goods were fairly well maintained at prevailing prices.

Determination brings success.

CLOVEN HOOF OF THE CHAIN.**Unfair Terms Handed Out To Independent Grocers.**

The Tradesman is in receipt of a letter from the National Biscuit Co. describing new terms which will be accorded purchasers of Shredded Wheat products after Jan. 1. The proposition is so unfair to the independent merchant that we reproduce the letter entire as follows:

New York, Dec. 8—The National Biscuit Co. has sent to members of its selling organization and to the grocery trade important announcements concerning a change in the schedule of discounts effective Dec. 1, and, effective Jan. 1, the discontinuance of recognition of group buying, and the direct sale of Shredded Wheat by National Biscuit salesmen. Extracts from these circulars are contained in a letter furnished to editors of grocery trade papers. Sales agents and salesmen have been fully advised of the working details of these changes, so that they can answer any questions which may arise.

The new schedule of discounts, which goes into effect Dec. 1, allows 10 per cent. discount on purchases, within the month, on any quantity up to a total of \$100. On total purchases between \$100 and \$1,000, a discount of 15 per cent. will be allowed. On any month's total purchases amounting to \$1,000 or more the maximum discount of 17½ per cent. will be given.

Jobbers of National Biscuit Co. products will be allowed an additional 2½ per cent. discount over the above schedule, on their purchases, with a maximum of 17½ per cent.

In figuring the discount earned by customers, sales agencies of the company will deduct 10 per cent. from the face of each invoice, and, at the close of each month, credit will be given for the additional 5 per cent. or 7½ per cent. discount earned by those customers whose purchases have entitled them to these additional allowances.

The letter sent to head offices of buying groups states that the policy of discontinuing recognition of group buying will become effective Jan. 1. Members of groups which are now enjoying larger discounts than their individual purchases would earn will continue to receive this benefit during the month of December, but, after Jan. 1, 1931, these members will receive only those discounts to which their individual purchases entitle them.

In explanation of this change of policy, the National Biscuit Co.'s letter to group operators says, in part:

"The experiment has not proved successful or satisfactory in the distribution of our merchandise and has resulted in much justifiable criticism of our policy by independent merchants everywhere. Those merchants whose purchases exceed average sales to association members cannot earn, under the existing policy, a competitive, volume discount. This condition is manifestly unfair."

The new policies of the National Biscuit Co., which the circular letters announce, now put all customers, wherever located or whatever their classification, under exactly the same schedule of terms. The company has always believed this to be the only fair and honorable basis for its business and has never made any exceptions to its published terms, but, in certain sections of the country, the experiment of group recognition has been tried, and, during the period when this experiment has been in progress, there has been a temporary advantage for members of recognized associations over independent dealers who were not members.

The sale of Shredded Wheat by National Biscuit salesmen will begin on Jan. 1. Shredded Wheat will be hand-

led exactly as other Uneeda products, and the same trade discounts will be allowed on total Shredded Wheat purchases, alone, or combined with cracker merchandise. Shredded Wheat will be wrapped in bundles of four cartons each, listed at 45 cents per bundle, and will be packed and priced as follows:

36's (9 bundles of 4 cartons)
per case -----\$4.05
Individual Shredded Wheat (hotel and restaurant size, 72 cartons)
per case -----\$1.60
Triscuit (new style, bundles of 6 cartons) per bundle) ----- .50

On purchases of Shredded Wheat, as on purchases of cracker merchandise, jobbers will receive an additional 2½ per cent., with a maximum discount of 17½ per cent., on their monthly purchases. Distribution of Shredded Wheat through jobbers will continue as at present, but under the new schedule of terms, and this distribution will be supplemented by the efforts of the Uneeda salesmen. Dealers may now order their supplies of Shredded Wheat through either source. For many small customers, the bundling of Shredded Wheat cartons will represent a great convenience.

Triscuit, a product of Shredded Wheat bakeries, has been improved and will be offered to the trade in a bright, new package, and, with its sales promoted by National Biscuit Co. men, grocers should enjoy the benefit of additional profits on a product which, although not new, is not everywhere as familiar as its merits deserve.

At the convention of regional and district sales managers of the company, held in New York, Nov. 17, the announcement of these new policies was greeted with great applause and the sales forces in agencies throughout the country have predicted greatly increased volume as a result. Especially do these men see, in the new discount terms, an opportunity for the average grocer to conduct his cracker department at greater profit, and therefore, naturally, with new enthusiasm.

National Biscuit Co.

This pronouncement is just what could be expected from the National Biscuit Co., which has presented the most antagonistic position to the retail dealer of any of the great food companies.

In the sale of its own products, the National Biscuit Co. adopted a similar schedule to that now presented for the sale of Shredded Wheat products, giving the chain stores an advantage of 7½ per cent. over the independent merchant. Group buying was then resorted to by retail grocers, but the National Biscuit Co. refused to recognize such groups as entitled the 7½ per cent. discount on large orders, which precluded any ordinary retail grocer from securing such a concession. The group organization appealed to the Federal Trade Bureau and subsequently to the courts, both of which decided against them. The Tradesman has always felt that the Government dealt unfairly with the independents in this controversy.

Emboldened by its victory over the independents, the National Biscuit Co. now seeks to impose the same hardships on handlers of Shredded Wheat products. No independent merchant who respects his calling will handle either National Biscuit or Shredded Wheat products, so long as present conditions are maintained.

As no jobber can do business on 2½ per cent., we do not expect to see either product handled by any jobbers who believes in the policy of live and let live. This will force the manufacturers to find an outlet for their goods by establishing warehouses and sending out wagons to go direct to the hotel and restaurant trade.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 9—The Chamber of Commerce and all of the merchants are going in for a real Christmas spirit. Our main street is ablaze with lighted windows. Christmas trees are on the sidewalk in front of each store. On Friday night the city band paraded on the street, serenading the various business places. A long automobile parade followed. Old Santa Claus had a large car all to himself, with several hundred escorts of the younger generation. Everybody seems to have the Christmas spirit and the merchants are all working the "buy now" slogan. From what we can learn the Soo is the best city for its size in the State to-day. All of our factories, as well as our leading plants, the Soo-Cadillac Lumber & Chemical Co., the Union Carbide Co., Northwestern Leather Co. and Soo Woolen Mills are all working full time and some overtime. All of our banks report an increase in their deposits over last year and with the record breaking Christmas savings distribution which is being spent among the merchants, we surely have much to be thankful for. Our slogan, "The Soo For You," means a lot to us at this time.

The Hodgins grocery store on Spruce street, which has been closed since the death of Mr. Hodgins several months ago, has been sold to Alfred Harris, who re-opened the store last week with a new stock of groceries and confectionery. Mr. Harris has previously been in the restaurant business and will give the store his personal attention.

M. Card, President of the Island Pickling Co., at Eaton Rapids, spent Thanksgiving with relatives here.

William McGuire, one of DeTour's leading merchants was a business caller last week. His stay was brief. He left for DeTour the same day.

The Tradesman is to be congratulated on its forty-seventh birthday edition. Every year it is better than the previous year. Mr. Stowe has done more to make business a success than any other man in this State. His advice and pointers about mutual insurance, the exposing of rascality, financial conditions, and many other features have helped the merchants to make a success in life. We can only wish him continued success and hope that he will be spared for many more years.

C. O. Brown, the well-known grocer, has changed to the cash and delivery plan, starting next Tuesday. Mr. Brown has enjoyed one of the largest distributions in the city, but has decided that he might as well get the cash as the chain stores. This looks like a move in the right direction and may be the means of a still further cash system here.

John M'Larty was re-elected mayor in the Canadian Soo at the election Dec. 1.

Some people sow wild oats all the week and go to church on Sunday to pray for a crop failure.

The number of deer transported by the State ferries at St. Ignace is less this year than last. The number carried across the straits was 5,683. More than 6,000 were carried across the straits last year.

Frank Law has rented the La Mar beauty shop at St. Ignace and has on display many articles of furniture

which he has made. Mr. Law is a skilled artist in making old furniture to look like new.

A. T. Baum, who for the past few years has worked for the Union Carbide Co., has opened a novelty work shop at 167 Portage avenue, West. Mr. Baum will manufacture lamp shades, stands, book stands and other household novelties.

William Calder has been appointed representative of the Citizens Mutual Insurance Co., to succeed his brother, the late Charles B. Calder.

William G. Tapert.

November Men's Wear Sales Up.

Although disappointing in many respects, November retail sales of men's clothing and furnishings were above those of October, and probably compared more favorably with the corresponding month of 1929 than any other month so far this year, according to reports in the trade. Merchants pointed out that it was near the end of November last year that sales started to fall off, although not considerably. The activity enjoyed by local stores on Friday and Saturday were responsible for improving the November showing. What pleased merchants last week was the fact that heavier furnishings were bought, such as wool-lined gloves, woolen socks and similar articles for winter wear.

Trade Now Hitting Holiday Stride.

Gratification is expressed by retail executives at the way in which the month has begun, the feeling now being much more confident than even two weeks ago that the holiday trade will prove satisfactory, if not better than a year ago. In the consumer preference for practical utility merchandise retailers are beginning to sense a trend toward greater sales in some departments not usually in the gift category, particularly items such as rugs, juvenile clothing and medium-price home equipment.

Cancellations Puzzle Gift Trade.

While the number of re-orders coming into the market at this time indicates that business is improving, jobbers of gift items admit they have been puzzled in the last two weeks by the occasional cancellations which continue to reach them. Until this year they maintain, cancellations at this season were unheard of and they are at a loss to account for them now.

Santa's Coming.

It's so long to Santa Claus,
Mama, can't he come to-day?
Do you think he stays because,
Mama, he can't find his sleigh?
He can take a motor-car.
They will go on snow;
I can tell him where they are
If he wants to know.

Don't you think that Santa Claus,
Mama, should not be so late?
If his sleigh is held by thaws,
Mama, he shouldn't dare to wait.
But could come by choo-choo car
Or an aeroplane.
If he lives way off so far
They can't run a train.

I love Santa—yes I do.
Mama: he is good to me
But you know what I think, too.
Mama, every time I see
Santa Claus? That every day—
Now, and all the year.
It would be a better way
If Santa boarded here.
Charles A. Heath.

The square peg in the round hole is at the root of what we call failures.

Just plain everyday pluck is the best cure for discouragement.

FINANCIAL

Christmas Club Savings Should Stimulate General Business.

The return of large numbers of employes to automobile manufacturing plants in the last fortnight, and the announcement of new models at substantially lower prices by a number of manufacturers recently, has focused the attention of business leaders of this country on Michigan. In other years, the announcement of new models has been made at the automobile show in New York during the early part of January.

In general, the volume of industrial production and factory employment in the United States declined in October. Active efforts to provide against unemployment have shown some success in recent weeks, but in at least one important industry, steel manufacturing, operations in November were still lower.

Commodity prices were firm in the first weeks of October and first half of November, but a further decline occurred in the week ended Nov. 21. Fisher's index (1926: 100) declined from 82.2 for the week ended Nov. 14 to 80.8 for the week ended Nov. 21. Among the commodities which have moved against the trend recently may be mentioned the following: coffee, corn, print cloth, silk and zinc.

Department store sales in October increased considerably more than the seasonal amount, according to the preliminary reports of the Federal Reserve System, but were, of course, still below October, 1929 sales in point of volume. If consideration is given to price changes in the last year, the actual number of sales probably exceeded those for October, 1929.

There has been a further inflow of gold recently, the new supplies coming largely from the Orient and from South America. At present, the monetary gold stock of our Federal Reserve Bank is at the highest level recorded since late in 1927. Money rates remain easy. In New York City, average rates to customers on three types of loans have shown further declines, the October rate being 4.26 per cent., compared with 4.29 in September and 6.08 per cent. in October, 1929.

Industrial activity in Detroit has shown a steady gain in recent weeks. At the end of September, employment as indicated by the Board of Commerce index stood at 74.8 (1923-25 monthly average: 100) whereas, on November 15, this index had advanced to 80, a gain which represents an increase in number employed of at least 12,000 persons. Electric power consumption declined slightly during the month but this decline was much less than that experienced during October, 1929. Another series which indicates acceleration in business and industrial activity is the number of passengers carried by the Detroit Street Railways. This series advanced 5 per cent. during October. Postal receipts increased 15 per cent. over September, which is slightly less than the gain recorded in October, 1929. Debits to individual accounts, indicative of retail trade, were off about 6 per cent. from the September total. In the two

week period ended November 19, bank debits were 2 per cent. greater than in the same weeks of October.

Automobile output in Flint was greatly curtailed during October while preparations were under way for the introduction of new models by one of the leading producers of light cars. Industrial power consumption, likewise declined. Since the first of November production has been speeded up greatly. Volume of both wholesale and retail trade is reported fair at present, and the general business outlook seems favorable. Some further improvement in the building industry is expected as industries in that city continue to call back their men. Bank debits in the two week period ended November 19 were slightly ahead of the totals for the same two-week period in October. With employment still increasing, the seasonal stimulus to trade should cause this series to show further gains in coming weeks.

Most of the important industrial cities of Southeastern Michigan showed declines in industrial activity during October similar to that occurring in the cities mentioned above, which may be explained on similar grounds. Bay City and Saginaw were exceptions, for in each of these communities a definite upturn was indicated not only in industrial activity but also in bank debits. Recent reports from bankers in Saginaw indicate a continued increase for both employment and retail trade.

Two new factories were expected to begin operations in Port Huron during November, affording some increase in employment there. A number of building projects, which include a hospital and a bridge over Black River, will also absorb a considerable number of unemployed.

Business sentiment in the Grand Rapids area appears to be the best evidenced in some months. The furniture industry, according to our reports, has shown a marked seasonal improvement and in general the trend is better. Firm prices for butter and eggs and fairly satisfactory prices for potatoes have been favorable to the farming group in this section of Michigan. In point of value, building permits issued in Grand Rapids during October gained substantially. The total for the month of \$442,475 compares with \$159,375 in September and with \$612,140 in October, 1929. Bank debits, likewise, registered a gain, advancing from \$68,750,000 in September to \$71,696,000 in October. Data for the first three weeks of November show similar gains over the same period in October. Other statistical series of this city which registered gains in October were the total readings of water meters, of electric meters, and postal receipts.

At Battle Creek, business continues to be satisfactory. One of the large breakfast food manufacturers there has recently inaugurated a new policy of operating four shifts of six hours each instead of three shifts of eight hours. Returns per worker will not be greatly lessened since the base rate of pay has been increased 12½ per cent., but 25 per cent. more men will be employed. Building increased from \$42,680 in September to \$76,605, a total

well under the \$93,650 of October, 1929. Actual building operations at present are very satisfactory. Bank debits were lower in October than in September, but have improved considerably in recent weeks.

Business and industrial activity in Kalamazoo changed but little during October, the slight increase in building activity and the small gain in paper mill employment being cancelled by a further decline in general industrial activity as evidenced in electric power consumption.

In general, economic activity in the other cities in Southwestern Michigan is still below normal with employment decreasing.

One of the bright spots of Northern Michigan at the present time, so far as business is concerned, is Traverse

City. An exceptionally good cherry crop has greatly augmented farmer purchasing power this year, bank savings are increasing, industrial activity and employment are nearly normal, and there is no pessimism. In most cities, except for the seasonal increase in retail trade, little activity in business is expected throughout the winter months.

Much the same conditions exist in the Upper Peninsula as are found in Northern Michigan. The hunting season has accelerated trade in some sections, but this is only temporary. Low prices for copper and lumber have resulted in marked curtailment of mining and lumbering operations, two of the important sources of revenue for this section of the State.

Recovery from previous business de-



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pressions has, in a number of cases, been greatly accelerated by better than normal crop yields. The 1930 crop season, however, has been one of the most unsatisfactory, both from a yield and price standpoint, that farmers have known for years. The wheat crop and other early crops were damaged only slightly by the drouth conditions which developed in July, but the corn crop is the smallest we have had in this country since 1901, a period of twenty-nine years. The Michigan corn yield was reported at 21.3 bushels per acre by the State Department of Agriculture, the lowest yield in the sixty-five years during which official records have been kept. In other years, Michigan has ranked first in the production of beans; this season, with the United States crop the largest on record, this State's yield was the lowest ever recorded. Michigan's potato crop, likewise, is unusually small, being less than any recorded since 1899.

Ordinarily, small crops are sold at very satisfactory prices so that the total value which accrues to the farmer is not greatly below what he would realize on a good crop. This year, however, with widespread unemployment the rule, and with unsettled foreign markets, prices have been abnormally depressed.

The principal point, therefore, which is made by bankers and other business leaders throughout the State on the condition of agriculture in their several communities, is with regard to farm prices, which are reported generally unsatisfactory. In some areas, the drouth has continued into the fall months, which, of course, makes fall plowing difficult and the result of fall seedings problematical. In other areas where moisture has been sufficient, as it was in the Central and West parts of the Lower Peninsula, the farming outlook is much better. The mild weather has been favorable to the late pasturing of livestock and to fall plowing, and fall seedings have developed well.

A recent census report indicates a decrease in the number of farms cultivated in Michigan from 169,915 in 1925 to 147,503 in 1930. It is of interest to note that bankers in various parts of the State, such as the Thumb area, the Grand Traverse Bay area, and the Upper Peninsula, report a significant increase in the number of abandoned farms now being brought under cultivation. Apparently, the unsatisfactory condition of the farmer since the war is preferred to the uncertainty connected with employment in industrial centers.

Money conditions in the State remain very easy. The demand for money in a number of cities of Southwestern Michigan is reported greater than a year ago, but local funds are sufficient to care for such calls.

Over the next month or two, the increased activity of the motor industry should make for improved conditions in the centers of automobile manufacture, with some diffusion of this improvement to other cities probable. The seasonal stimulus to retail trade and the release of something like \$12,000,000 in Christmas Club

savings, should also stimulate general business somewhat.

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

Leading Utilities Expected To Share in Business Pickup.

Leading American industrial companies are most favored for common stock investments in the coming year, according to a preliminary consensus of statistical and investment services conducted by Arthur A. Winston.

Prominent utilities, which in the past have been warmly recommended, have not been neglected because of fears of adverse legislation. American Telephone and Telegraph, which usually is ranked first in such surveys, falls to fourth in the current enquiry, while food stocks come to the front.

American Can is placed first, with General Foods and National Dairy Products tied for second place. The fact that this industry is favored may be taken to indicate expectations of a slow industrial recovery.

Consolidated Gas and Electric Bond and Share, two of the best-known utility investments, rank close behind American Telephone and Telegraph in investment favor, showing apparently that advisers expect the utilities to share in any business revival.

Air Reduction, a favorite in the chemical industry, finds a high ranking, while Sears, Roebuck & Co., General Motors, Paramount, Standard Oil of New Jersey, United States Steel and Woolworth come next, representing several fields of business.

Steel common ordinarily receives a high rating in similar surveys, but Paramount ordinarily is not ranked so high. The two representatives of retail distribution have long been investment favorites. General Motors once was held in high esteem, but in the last year or two has dropped back in reflecting discouraging conditions in the industry. Standard of New Jersey seems to have been picked in spite of continued unfavorable conditions in the petroleum trade.

In all fifty-nine stocks were recommended for a year's holding by twenty-five students of markets and business. The list of candidates was divided into twenty-two groups.

A few rails found their way into the selections, representatives of this classification being Atchison, Pennsylvania, Union Pacific, New York Central, Southern Pacific, Chesapeake & Ohio and Baltimore & Ohio.

William Russell White.

[Copyrighted, 1930.]

View Is Blackest Before Turn.

Draw on history for confirmation or throw the bull philosophy of the summer of 1929 in reverse and you will recognize the wisdom of the observation that "it is the usual thing for the outlook to appear more and more unpromising in inverse proportion as the depression nears its end."

Reason out the logic of this conclusion offered by the National City Bank in its monthly bulletin to-day and the conspicuous absence of any tangible evidences of improvement will take on a different meaning. For at the onset

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16 CONVENIENT OFFICES

of depression only a few lines suffer the ills of economic indulgence, but as the diseased parts come in contact with others the whole body economic gradually is drawn in.

That is why the future usually looks most hopeless at the stage of a depression when actually it is on bottom. The circle of disturbance grows constantly wider right up to the moment or indeed beyond the moment when the basis for the cure has been definitely set.

The bank puts it this way: "The processes of deflation operate in a vicious circle, each unfavorable development bringing in its train a series of other unfavorable developments, each of which in its turn constitutes a potential source of further difficulty. But obviously this sort of thing has to come to an end some time, and, by the very nature of the circumstances, the turn comes at the time when to most people everything looks the blackest. Just as the basis of every depression is laid in the preceding period of prosperity, so the basis of every prosperity is laid in the preceding period of depression. It is at such times that we correct the mistakes and remedy the abuses of inflation."

It is interesting to recall in this connection that business in 1921 did not for a considerable time recognize the turn after it had come. Presumably it will not this time. It seldom does by the very nature of the disease. For not even the economists, with all their equipment for measuring minutely the changes in business, knew that the 1929 prosperity had reached its climax until months after the decline began. It will be exactly as difficult to recognize the bottom of this depression when it comes or to say for a certainty whether we are on bottom right now.

For in the beginning the "corrective factors work beneath the surface and are often obscured by the more spectacular happenings that usually mark the culminating phase of either a bull or a bear market." That is why the bank warns us that we must make allowance for the human tendency "to project the present situation forward in a straight line."

Paul Willard Garrett.
[Copyrighted, 1930.]

Growing Use of Canned Foods.

The steadily increasing use of canned foods is ascribed to greater public confidence in the wholesomeness of such products under the operation of the Federal pure food laws according to an oral statement Dec. 3 by Dr. P. B. Dunbar, Assistant Chief of the Food and Drug Administration.

Adulteration, misbranding and poor preparation of canned goods were common practices previous to the passage of pure food laws, according to Dr. Dunbar.

Now, despite the growing competition of fresh fruits and vegetables, the consumption of canned foods is increasing, he said. Dr. Dunbar furnished the following additional information:

Following the passage of the pure food law the best element in the canning industry at once gave the Federal food officers hearty co-operation and supported the movement for scientific

research on the part of the Government. Canned foods to-day are produced according to methods which twenty-four years of laboratory research and field experience have determined as the safest and most wholesome possible. No system, however, is infalible and the final inspection must be made by the consumer when the cans are opened. Bad odor, gas formation, and cloudiness of the liquid, or swelling of the container are all danger signals.

Authorities are constantly on the alert to prevent dishonest and ignorant manufacturers who have entered the field from cheating consumers and destroying the good reputation which the canning industry has earned.

The Federal pure food laws prohibit the importation or the shipping from one state to another of any food or drug that is adulterated or misbranded. Under this law food is adulterated if it is entirely or partly decayed, if it contains any added harmful substance which may be bad for the health, or if any valuable part has been taken out, or if any substance has been substituted for the food, or if anything has been mixed with the food so as to lower its quality or strength, or if it is colored in a way to conceal any inferiority or damage. The law also states that a food is misbranded if its package or its label contains any statement or picture that is false or misleading in any particular. The law requires that any packaged or canned food must bear a clear and true statement of its net contents.

Government research covers the ground from the apparent defects in the raw product to the microanalysis of the finished product. One notable instance is the invention of a machine by which wormy blueberries are removed before canning. The Department developed a method for accurately determining the percentage of decomposed material in catsup and similar products, which proved to be of practical value to manufacturers.

The Government inspectors visit factories each year, follow the entire canning process, and as they go along point out changes in practice which would improve the products. As an illustration, the following is quoted from an inspector's report:

"An inspector employed by the firm stops each truck bringing in the tomatoes, takes three or four boxes at random from different parts of the load, and dumps the contents into trays for a close examination of each tomato. If the boxes contain any considerable number of green or partially bad tomatoes the truckman must sort the bad ones from his load, otherwise it will not be accepted. After this preliminary inspection the tomatoes are dumped onto a moving belt where two women remove some of the blemished fruit. The tomatoes continue their journey on the traveling belt to a revolving washer. Here they pass through 14 water sprays under a pressure of 80 pounds.

"From the washer the tomatoes pass on to a final sorting table where five more women carefully remove any unfit tomatoes that may remain. As this is the final separation of the good

from the bad, the inspector took three bushel baskets of tomatoes that had passed the sorters and examined them carefully. The examination shows the sorting at this point is very efficient. The raw material going into the firm's catsup compares favorably with what a housewife might use in her own home.

"Next the tomatoes are scalded with steam, pumped through clean glass-lined pipes to the 'cyclone' machines, similar to the household utensils known as a ricer, except, of course, on a much larger scale and driven by electricity. In passing through these the tomatoes are first pushed through a coarse mesh sieve and then through a fine mesh sieve where the skins, cores, and seeds are removed.

"The resulting thin pulp is pumped to the 'kitchen' where it is cooked until the desired thickness is obtained. Vinegar, spices, and other flavoring materials are next added. While the mixture is being constantly stirred with wooden paddles it is cooked and concentrated still more. The finished pulp is run into porcelain lined tanks and cooled, and then pumped through a machine similar to the cyclone where the pieces of whole spice are removed. The catsup is heated to 200 degrees Fahrenheit and bottled.

"Steam and hot water are used to clean the entire system three times daily, in the morning before canning starts, before the operations are resumed after the noon hour, and at the close of the day's operations. In addition to this, laboratory tests are made upon samples of the catsup taken every hour. This examination is made according to the method developed in the microanalytical laboratory of the Food, Drug, and Insecticide Administration."

Public confidence, based on such security, assures the continued increase in the use of canned goods, and as a result, a larger market for the farm products used in canning.

Was His House Behind Him?

Sometime ago I published something about an exposure of a fraud which Sears-Roebuck & Co. perpetrated in one of its stores by advertising of Palm Olive soap, and then giving customers Palm soap instead. The matter was first exposed by the Michigan Tradesman. Editor Stowe, of that paper, wasn't content with exposing it in his paper; he brought it to the attention of the firm by letter and received in reply a letter reading as follows:

The instance you have referred to in your letter in regard to Palm Olive soap has already been brought to our attention and we can only say that it is the rankest kind of an error on the part of the store manager at Grand Rapids.

The Sears-Roebuck people exhibit a certain amount of frankness in owning up, but their letter wasn't wholly frank at that, because nothing like this could be an "error." It must have been deliberate—to advertise one thing and fill resultant orders with an imitation.

I still believe that frauds like this happen through dishonest managers rather than by the planning of the heads of the firm, but I admit it does

seem nearly incredible that a manager would have the nerve to pull something as raw as this, if he didn't feel that his house was behind him.—Grocery World.

Urges Vigilance on Food Bills.

In a special bulletin to grocery jobbers, the National Wholesale Grocers' Association urges its membership to pay close attention to legislation considered at the present session of Congress and the forty-four state legislatures which will be in session next year. Attempts to discover a legislative panacea for present economic conditions are numerous, the bulletin points out, and many such movements are directed against the food trade. Changes in the labeling requirements of the Federal food and drugs act and new measures intended to destroy valuable trade-markers and private labels of food distributors are cited as examples of the legislative trends.

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In Minnesota four general classes of insurers are recognized, namely, stock companies, mutuals, reciprocals and Lloyds. Stock companies are those corporations having articles which provide for engaging in insurance activities and which maintain a capital created by the sale of shares of stock.

The mutuals are voluntary associations wherein each member is both an insurer and an insured. Mutuals include fraternal beneficiary associations, township mutuals, and co-operative or assessment associations.

A reciprocal is an association of individuals, partnerships or corporations which exchange contracts of insurance with one another, providing indemnity among themselves for any loss which is authorized by law for the class.

Lloyds are defined by our statutes to be those insurers where each individual becomes an underwriter, liable for a proportionate part of the whole amount insured by a policy.

Much misunderstanding exists concerning Lloyds and reciprocals and this extends even to those individuals who are fairly conversant with stock and mutual companies. A brief explanation of the general plan is, perhaps, worth while. This description will apply to such as may be organized under our laws.

In a Lloyds organization any number of individuals, usually a small group, known as members or subscribers, enter into an agreement to associate themselves for the purpose of engaging in business as insurers.

The agreement to which they subscribe is somewhat analogous to the articles of incorporation of a stock company. Each subscriber specifies in this agreement the amount to which he subscribes, which is usually the same for each member. A part of this amount, usually one-half, is set aside as a deposit fund and may not be used for operating expenses.

This sum is paid in cash or in approved securities immediately upon making the subscription. If he be one of the original subscribers it is paid when the organization is formed. The remaining part of the subscription, for which the subscriber's note is usually given, is set apart as a guaranty subscription fund to meet future contingencies.

Frequently the articles of agreement provide for an advisory committee, empowered to act as trustee to hold the legal title and entrusted with the care, management and control of all monies and other assets of the organization. This committee selects one or more individuals, or a corporation, to act as agent or, as is usually designated, attorney in fact for all subscribers.

Each subscriber executes an instrument known as a power of attorney appointing this agent as his attorney in fact.

All the business affairs of the organization in its relations with the insuring public are conducted by the attorney in fact. He issues the policies, collects the premiums, secures new busi-

ness and, in fact, performs all the functions usually performed by officers of a stock or mutual company.

The funds and accounts of each member are kept separate, as there are no joint funds. Each member specifies in his subscription agreement his maximum liability on any policy, which is usually the same for every member. Policies are issued in the names of all members but usually recite that they are so issued by each subscriber named therein as a separate underwriter.

These organizations are voluntary and unincorporated. The members need not be policyholders, in which respect they differ materially from those of reciprocals. In Minnesota a Lloyds may be organized to write any class of insurance business excepting life. To receive a license here it must have aggregate assets of at least \$500,000.

A Lloyd under our law, as has been described, differs very materially from Lloyds of London. Here all members join in every policy issued, while in Lloyds of London the subscribers on one risk may be an entirely different group than those on any other. Also, in Lloyds of London, each individual subscribes whatever part of any risk he wishes to assume.

A reciprocal is also a voluntary and unincorporated association. It may be comprised of individuals, partnerships or corporations. The members are known as subscribers but they are not subscribers in the same sense as are those of a Lloyds. In a reciprocal each member must be a policyholder and, therefore, each is both an insurer and an insured. It must maintain a guaranty fund of at least \$25,000 in convertible securities, but this fund is not ordinarily provided or maintained from contributions thereto by the members.

Each member upon associating himself with the group executes a power of attorney appointing an attorney in fact, who carries on all the business activities of the organizations much the same as do the corresponding attorneys in fact of a Lloyds.

In lieu of contributing considerable amounts for the carrying on of the business, as is done in a Lloyds, each member of a reciprocal usually deposits with the attorney in fact an amount corresponding nearly to an ordinary premium. From the aggregate deposits are paid the operating expenses, including the compensation of the attorney in fact.

In the power of attorney which each member executes is specified the extent of his liability, which is several but not joint; that is, each member is liable for his proportionate share of every policy issued and for his proportion of the aggregate liability. It will thus be discerned that reciprocals more closely resemble mutuals while Lloyds are more nearly analogous to stock companies.

We have in Minnesota at present an instance of a reciprocal against whose members an attempt is being made to enforce the subscribers' or policyholders' liability. The license of this organization was revoked by the Department late in 1928 because of its failure to maintain the guaranty fund re-

quired by statute. Soon thereafter a receiver was appointed by the District Court of Hennepin county. Subsequently, several creditors filed a petition against it in involuntary bankruptcy.

The Federal Bankruptcy Act expressly exempts an insurance corporation from those which may be adjudged an involuntary bankrupt, but applies to unincorporated companies. This reciprocal, the alleged bankrupt, contended before the United States Court that the Federal Bankruptcy Court had no jurisdiction over it in involuntary proceedings.

Judge Sanborn, whose order was filed Dec. 4, 1929, held that a reciprocal "is something more than a partnership and something less than an insurance

corporation and falls within the classification of unincorporated companies and is, therefore, subject to adjudication in bankruptcy."

So far as I have been able to learn, this is the first instance in the history of insurance in the United States where such an organization has been adjudged an involuntary bankrupt. Proceedings are now being instituted to levy and collect an assessment upon the policyholders. C. P. Diepenbrock, Deputy Insurance Commissioner of Minnesota.

The problems of to-day cannot be solved by the ignorance of yesterday.

The man who is upset by criticism lacks the stuff leaders are made of.

Have You Received Full Value For Your Money?

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

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

THE FINNISH MUTUAL FIRE INSURANCE COMPANY
CALUMET, MICHIGAN

444 Pine Street

Phone 358

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

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Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

MEN OF MARK.

**T. William Hefferan, Vice-President
Old Kent Bank.**

There is a wide difference in bankers, and consequently in banks. This difference has a marked effect, not only on the dividend end of the banking institution but also on the interests of its customers. Much depends upon whether the banker is a born and bred banking man—or, if not born to be a banker, at least properly educated for such a career—or whether he is what may be termed a banker by accident. However, of greatest value to the institution which he represents and whose destinies he directs, and at the same time of greatest value to the financial interests of his community, is the man who not only has a talent for the banking business but also has a business experience outside of the perfunctory task of loaning money. Such a man is the very highest type of banker, higher even than the banker to whom such a career is a birthright or the result of long experience behind the financier's desk.

The banker who has had some experience other than that of pure finance is broader gauged and comprehends the complex conditions of commerce to a much greater degree than the man to whom the bank has been a lone interest, who has no experience outside of that which comes to him in the bank and who has enjoyed no business contact with the outside world except that which comes to him in the stockholders' room. Such a banker, one who has gained a valuable experience in some other line besides the banking business, is the man of greatest value to the community and who brings the largest ultimate profit to his stockholders. This is a simple rule which may be said to apply to all conditions of life. Contact with man is essential to every man and is the most broadening influence that any man can encounter.

An essayist has said that the proper study of mankind is man. He might also have said that the greatest teacher of mankind is man. No book has ever been written, no picture ever painted, no lecture ever delivered which told its story and conveyed its lesson so well as actual experience. A banker cannot tell the thoughts, the feelings or conditions of the business public, appreciate either handicaps or disadvantages under which business men labor, unless he has to some degree experienced the life of the business man himself.

The banking business is based on legitimate speculation. The bank itself is a speculator but surrounds itself with certain immunities and safeguards which render it one of the safest investments in existence. Surely nothing contributes so much to the safety of a banking institution as a proper knowledge on the part of its administrative force of the people with whom it has to deal, upon whom it is dependent for its business and who are dependent upon the bank for the vehicle of their success.

The banker has to deal with one of the greatest forces in the world. Money

and language represents two of the greatest elements in civilization. Language is the great civilizing force. Let the newly born child of highly civilized parents be cut off from communication with men and he will grow up the veriest savage, his only redeeming features developed by natural instinct. On the other hand, let a race of savages fall into easy oral communication with a highly civilized people and their progress toward better things is rapid. But if language is the advance agent of civilization, money is its handmaid. Give people the medium by which to sell their wares and their labor, with which to buy the comforts of life according to their ability and opportu-

nary experience which goes to make a banker, for banking has been his occupation since youth. His business experience outside of the bank has been the thing to add the finishing touch to his all around ability as a banking man.

The banking business, because of the service it can be to the community, the opportunity it affords for advancement in the world of business, and the alluring profits its holds out to those who possess expert knowledge of the business has always taken high rank in every city of importance. No branch of business requires keener intellects, better understanding of men and their methods, greater executive capacity,

was Amelia Kent. She was born and raised in Vermont, her ancestors having come to this country from England.

Mr. Hefferan attended the public school at Eastmanville, graduating from the Grand Rapids high school in 1895. In the fall of 1896 he entered Yale college, graduating from the academic course in 1900. He returned home July 3 and two days later entered the employ of the Peoples Savings Bank as messenger. He remained with that institution twenty-one years, occupying every position in the bank except that of President. In 1921 he was tendered the position of Vice-president and director of the Kent State Bank and continues in the same position with the Old Kent Bank.

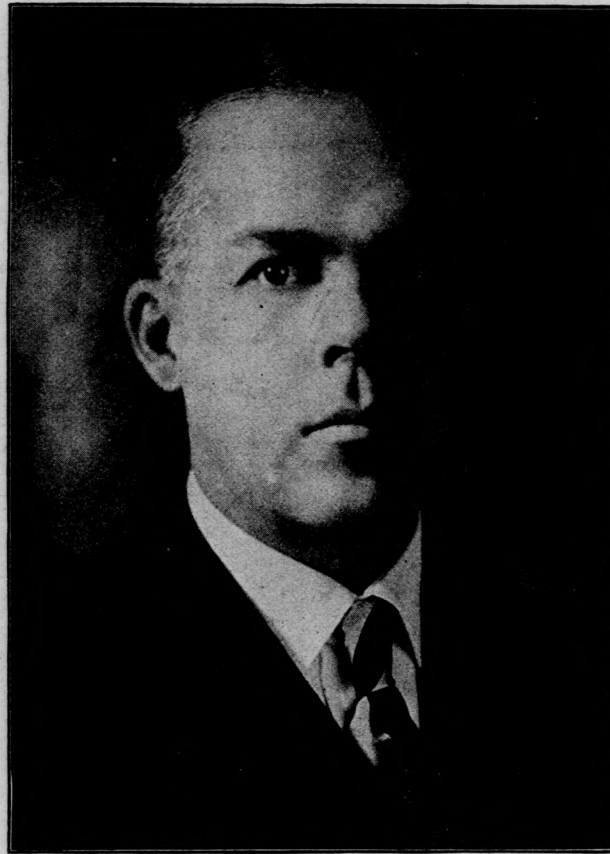
Mr. Hefferan was married Oct. 18, 1904, to Miss Blanche Fuller, daughter of the late Dr. William Fuller. They have had six children, four girls and two boys. One daughter died in infancy. The oldest daughter, Mary, graduated from the University of Wisconsin in 1929; the elder son, Thomas William Jr., is a Senior at Yale; the younger son, Robert, is a Junior at the University of Michigan, Emeline is a Junior at Central High School and Patricia attends Fountain street school. The family live in their own home at 648 Fountain street in the winter and in their home at Eastmanville summers. There on the bank of Grand River, where his father operated his lumber mills fifty years ago, Mr. Hefferan has one of the most beautiful homes in Ottawa county, with land enough to operate a small farm.

In addition to his active banking affiliations Mr. Hefferan has been a Director of the Michigan Trust Company for twelve years; Trustee and Treasurer of Blodgett Memorial Hospital for thirteen years; Director of the Anti-Tuberculosis Society; Member of the Welfare Union Council; Trustee of Grand Rapids Foundation; Trustee of Union Memorial Foundation; Trustee of Foster Welfare Foundation. Elected first Treasurer of Grand Rapids Chapter of the American Red Cross and serving throughout the kaiser's war he has been first and foremost in every philanthropic and humanitarian movement for many years. A member of Park Congregational Church, he served as a Trustee and its Treasurer for several years.

Mr. Hefferan is a consistent patron of most of the manly sports, including golf, boating, sailing, horse back riding, skating and college rowing. He is a member of the Masonic order up to the 32nd degree and the Shrine; the University, Kent Country and Peninsular clubs. His college fraternity is Zeta Psi, at Yale.

Mr. Hefferan is highly regarded in every circle in which he moves—religious, social, fraternal and financial. His word is as good as his bond—and both are above par. His judgment is sought and frequently given to those who are worthy of his confidence.

In his early days in the lumbering business, sometimes in periods of financial stress, Thomas Hefferan learned certain elements of the banking business from outside the counter and fre-



T. William Hefferan.

ity, and one creates industry and the other the beginnings of civilization.

Looking at the matter from an ethical standpoint, it will be seen that the filthy lucre is not such an unclean article after all and that the profession of the banker is a high one. However, it is much more so when the banker is a man in sympathy with his customers and possessed of a business experience which enables him to deal with them intelligently, with fairness and helpfulness to them and with justice and at the same time with advantage to himself. One can search in vain for a better type of the banker with business experience than the subject of this sketch. Mr. Hefferan combines all the three essentials which have been mentioned in this article. It is certain that he has had the neces-

sary combined with daring and caution, than the banking industry. Grand Rapids has developed many strong men in banking lines, but no devotee of the business commands greater respect because of his prudence, dependability and integrity than the subject of this sketch, who this year celebrates the thirtieth anniversary of his career as a banker.

Thomas William Hefferan was born in Eastmanville, July 22, 1876. His father, Thomas Hefferan, was then operating a sawmill at Eastmanville, subsequently moving to Grand Rapids, in October, 1889, and becoming President of the Peoples Savings Bank, which office he held until his death in 1915. Mr. Hefferan's ancestors came to this country from Tipperary county, Ireland. His mother's maiden name

quently said that he might not so readily have gained success had it not been for the confidence, sympathetic consideration and encouragement of his banker, Mr. James M. Barnett, then President of the Old National Bank. These precepts and an understanding of the importance of the problems of the small customer entered into Mr. Hefferan's practice as President of the Peoples Savings Bank, and to some degree were handed down to the son who worked with him there for fifteen years. Therefore our subject, as Vice-President of the Old Kent Bank, never attempts to "ride" his customer, as is frequently the case with the banker who has learned—or thinks he has—the rudiments of the banking business in the small town and then comes to the city without discarding the arbitrary methods and narrow vision which too frequently make the small town banker so obnoxious to men of broad ideas and large vision. He accomplished his purpose quietly and effectively, without ostentation, boastfulness or self assertion. In other words, he is a diplomat as well as a banker and makes steadfast friends of the customers of the bank, instead of brutally driving them to other banks for the courteous service they are entitled to receive at the hands of their banker.

Pioneer Days Not All Hardship.

Grandville, Dec. 9—There were famous cooks among the pines and these women prided themselves on their accomplishments in that line learned in New York and New England kitchens. There were some women from the good old State of Penn who understood cookery to perfection.

How the pioneer boys reveled in the sweets and famous venison dishes of mother who handled the kitchen reins. We boys were never scantily fed be sure of that. Ah! mother's dried apple pies, we can taste them yet. Even young boys learned to drink coffee, a habit that was afterward broken off with difficulty.

How we suffered from those buckwheat pancakes and maple syrup! Nothing in the whole line of pioneering was really a hardship; it was mostly fun and good times generally.

Dried apple pies predominated at every settler's board in the way of dessert, and the children liked them. They were absolutely good although later times brought the green apple and mince. Boys liked these dried apples and one lad I call to mind helped himself to a plentiful supply from a bag standing in the barn, the result being a severe case of colic which had to be attended too quickly. No time to go thirty-five miles after a doctor. A thorough lobelia emetic relieved the lad's bursting stomach, the lesson lasting him ever after.

Dried apples were good when rightly used. They were the staff of life in one sense, supplying the principal substance for all our pies. The dried apple is not understood to-day as it was of yore. So many other things have taken its place we do not wonder, but I would give more for a slab of mother's good old dried apple pie to-day than all the confections ever put together.

Later on, of course, there came the wild berries from which pies were made, which helped out the menu. Brown sugar for sweets, aside from the product of the maple tree, was the standby with the pioneer mother. Muscovada sugar, as it was called, was well liked by the children.

As for hardships the early settlers had not so much of that as is imagined.

It was really no hardship to do the daily stunts required in the pine woods. It certainly was no hardship to haul your best girl up a long hill on a hand-sled and then seat her in front and flop behind and steer the little sled down the slope to the bank of the river. Said girl was as enthusiastic as yourself and enjoyed very much the sport of riding down hill.

Our religious natures were fairly well supplied and we dare say that religious attendance was even better then than the same is at the present time. There were circuit riders from far and near and the gospel they preached was equal in quality to many a city sermon of to-day.

Church attendance was far more carefully considered than now. Those old time circuit riders did a good stunt for spiritual man and their memories will be honored for ages. While church spires pierce the heavens on every hand in these modern days the pews of many of these religious tabernacles are not filled as they should be with enquiring sinners.

The big pine forests shielded the settlers from the winter winds, making that season of less torture than it is to-day when the blizzards have full sway across country and lake.

The river offered one fine swimming pool during the summer, and it was far better patronized than are most fashionable bathing beaches of to-day. No, the early settler was not overcome by hardships which have been over stated by present day chroniclers, whether for a purpose or from ignorance I am not prepared to say.

Now and then an attic chamber, the usual slumber room for the kiddies, was not the warmest spot, and frequently when arising in the morning the youngsters had to shake the snow off the bedspread if not from the pillow. Laughter and cheers greeted these incidents, however, and young America went on living as before.

Good old days gone never to return. The hardships of pioneering were never so severe as has been painted, yet, of course, there were at times real hardships, as is always the case in every new country and in later times as well.

Sleighting was improved by cutter riding down the dim aisles of the great pine woods. It was a pleasure to dash down the road to the music of bells, your girl companion enjoying it to the full.

In the fall nutting parties sallied forth to gather the nuts as they fell from the trees along the river flat and at times into the river itself. Sometimes bushels of butternuts were gathered and taken home and placed on a shed roof to season for winter. Butternuts were the usual spoil. There was an abundance of beechnuts, but these were not considered as equal to the larger butternuts.

All things considered the early settlers had their days of good cheer and happiness with the best people of to-day. Out in the fields with God was one of their favorite enthusiasms. If people to-day would take pattern from the early settlers and seek God in the fields and woods and less in ancient creeds written in a book they would enjoy their religious life far better.

Old Timer.

May As Well Ignore Malt Tax Law.

Saginaw, Dec. 3—Complaints reach this office with regularity to the effect that the malt tax law is very unsatisfactory because there are so many violations. We hear rumors of many violations, but we do not hear of many convictions. The enforcement of this law was placed in the hands of the Secretary of State. We have written to the Secretary requesting a record of the number of convictions since this law became effective.

These nuisance taxes never have been popular and never will be. An unpopular law is always difficult to

enforce and its administration is usually very expensive.

If this law is not being enforced, then it should be repealed. We would like to hear from all of you on the subject. If any action is to be taken, the time to start is now.

P. T. Green,
Sec'y Michigan Wholesale Grocers' Association.

Letter to Secretary of State:

Saginaw, Nov. 28—Would it be possible for us to secure a record covering the number of convictions for violation of the privilege tax on malt syrup and malt extract covered in the bill that was passed during the 1929 session?

In this connection we are in no way interested in securing the names of any violators, but simply the total number

of convictions since the act became effective.

If this information is available, and you can supply us with it, it will be very highly appreciated.

P. T. Green, Sec'y.

Secretary's reply:

Lansing, Dec. 3—Replying to your letter of Nov. 28 I regret to advise that this office is unable to furnish you the information requested, inasmuch as no record has been kept of the convictions resulting from violation of the malt tax law.

John S. Haggerty,
Secretary of State.

A city official of Dayton, Ohio, says Kroger had 153 stores at one time, but now the number has been reduced to eighty-eight.

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DEMANDS
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DELICATESSEN
PAPER

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

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

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

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MANUFACTURING WORLD-FAHIOUS FOOD-PROTECTION PAPERS

We Want To Help You

That is the reason our salesmen and trucks call so often—so that you can always have a well-stocked assortment of oven-fresh "Uneda Bakers" products.

The complete line of fresh "Uneda Bakers" products quickly turned, will give you a better profit and your customers a better product.



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

WHOLESALE and RETAIL.

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

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.

Stocking Colors Are Darker.

Whether the stocking hung by the chimney or the gayly wrapped package containing a pair of silk stockings is the surer emblem that Christmas has arrived is a moot point from the feminine angle. Certainly it would be a blank Christmas to a young lady who failed to receive at least one pair of stockings!

Hence these few words on what's news in the stocking world—and pass them quickly on to those most concerned. For even worse than no stocking gift is a gift of the wrong stockings.

Let us say first—and firmly—that Astrakhan beige goes perfectly with either black or brown outfits, not to mention many other gayer shades that are doing their bit toward a festive search.

This same shade is also a happy choice for black or very dark colored evening gowns and is equally at home in plain, clocked or mesh stockings. Mesh, by the way, is correct for either afternoon or evening and offers a large variation as to sizes of meshing. Plain stockings in this Patou color must be very sheer, really to beguile the wearer.

Evening gowns in the fashionable lighter colors require stockings that approximate, as closely as is possible for a mere mortal dyer, the natural skin tone. And, of course, they are positively gossamer in construction.

The accuracy of feminine arithmetic has long been the marvel of the slower masculine mind and in the matter of stockings its calculations are particularly Einsteinian. For it has been proved beyond a shadow of a doubt that two pairs of stockings in the same color are easily the equal—in wear—of three pairs all in different colors. And against three pairs of like nature, five unrelated pairs would be completely routed.

Handkerchiefs, like stockings, fall into the class of gifts that are always welcome. Here there is a wider choice, and a number of new ideas to play with.

The evening handkerchiefs carried in New York are seldom under eighteen inches in size or over twenty-five. But word reaches us of a Paris craze for perfectly enormous handkerchiefs, usually in bright-colored chiffon, which the wearer tucks nonchalantly in the crook of her elbow when dancing. The ends are left to flutter as they will. Chiffon is the big favorite, while triple voile and chiffon and ninon have their followers. Most evening handkerchiefs have a bit of lace trim—either a border or a corner, or sometimes a center incrustation, and for the elaborate taste there is the all-lace handkerchief. But handkerchiefs with no lace whatever can be most effective when they are chosen to provide a definite color note. A perfectly plain monotone or a delicate print may be

just right—it all depends upon the costume it accompanies.

New prints with small patterns are appearing in daytime handkerchiefs and the background stands out. We have black backgrounds for black costumes, likewise dark green, red and brown, and pastels to wear with lighter colored dresses. If you don't like prints, all the season's smart new colors can be found in monotone linen squares. They're smartest matched to another accent color rather than to the color of the costume.—N. Y. Times.

Evening Bag a Welcome Gift.

The dire results of being without an evening handbag are too painful to report. The young lady—or older one, for that matter—who greets her escort with a handful of gadgets, compact; lipstick, comb, handkerchief for him to carry about cannot hope for popularity. No well-ordered wardrobe should be without an evening bag—and with Christmas coming arrangement can probably be made to achieve one as a gift.

For general wear, there are several varieties that lend themselves to any evening ensemble with success. First among these are the pearl-beaded bags, which, with slight changes in size and shape, continue from season to season something of a classic among evening accessories. Among these are two kinds, the all-pearl bag and the pearl and embroidery kind. This Christmas finds the all-pearl bag slightly in the fashion lead.

Second among the practical evening bags for general wear are those of antique Indian or Persian brocade, or of modern metal brocades that simulate in soft colorings and designs the really old ones. This type can be carried with every ensemble. Modern reproductions of antique brocades are frequently used in shoe and evening bag ensembles, a grand combination, as they can appear with costumes of every color.

A third solution to the problem of the general wear evening handbag lies in the all-over strasse or bugle bag, in silver, gold or a solid color that adds a sparkling high light to one's costume.

Of the three types described above, the pearl bead bags and those strasse or paillettes or other spangles run to smallish sizes. The brocades are more variously proportioned, some small and some quite large, so that if you are contemplating one for a gift, to some one who wishes to carry her own cigarette case, wisdom recommends the purchase of one of the larger brocade bags.

Among the mighty array of other evening bags—of velvet, of satin, of crepe and other materials—there is a tendency to glorify frames. Heavy gold frames, curved and square, are set with large pearls, with coral, with turquoise, with crystal baguettes and colored stones that simulate precious ones. Handsome lift locks and clasps of semi-precious or precious stones, real and imitation, add elegance to otherwise simple handbags. Occasionally street bags of couturier design are copied in evening materials with smart effect.

Urge Return of Boy's Two-Piece Suit.

The return of a boy's knicker suit, comprising only coats and knickers, instead of the present four-piece outfit, is being urged by some factors in the boy's wear trade. Both manufacturers and buyers are divided on the question, some feeling that the suit would help the industry considerably and others opposing its return. A group of boys' apparel buyers have held several informal meetings, and sent out questionnaires to the trade inviting opinions on the subject. It suggested that a much better coat and knickers could be offered to retail at \$10 than the present four-piece suit at the same price and that such a suit would be attractive to consumers.

Tie Manufacturers Optimistic.

Neckwear manufacturers attending the semi-annual convention of the Associated Men's Neckwear Industries expressed themselves as well satisfied with general conditions in the industry. At the present time they are engaged in filling last-minute rush orders for holiday goods. The opinion was expressed that many retailers would find themselves short of certain desirable styles if Christmas demand approximates normal. The industry would like to see the maintenance of established price levels, and a general trading-up policy is being discussed in which better qualities for the usual prices would be given to the consumer.

Toy Reordering Starts Well.

Consumer toy buying began briskly and is producing a considerable volume of re-orders and improved demand for better grade toys, according to Fletcher D. Dodge, secretary of the Toy Manufacturers of the United States of America. Production of playthings this year, he estimated, will be about on the 1928 level, following a 4 per cent. gain in that year and also in 1929. Mr. Dodge added that retail stocks of toys are so low that unless consumers buy early they will find a shortage and that the trade will be benefitted in 1931 by only a small carryover of merchandise by retailers into next year.

Pajamas Lead in Resort Wear.

Orders for resort sports wear thus far leave no doubt as to the strong popularity of the pajama ensemble for beach. Developed in a wide variety of fabrics, these ensembles are expected to repeat their favor of Southern wear in the Spring business to be booked later on. Beach robes are also in good demand, particularly blanket robes having blocked patterns. Stores have placed a fair volume of orders for bathing suits for Southern wear, with stress placed on the one-piece type without skirt and also the two-piece style of French jersey. While lines are not complete as yet, jersey blouses are expected to prove notably popular.

More Price Guarantees To Be Made.

Indications are that in many lines guarantees against price declines will be made during the early months of next year. The action, it is added, will be taken to build up a greater degree of confidence among buyers as

to price stability and thus encourage a larger degree of advance orders than could be anticipated if this assurance were lacking. The view is taken that the question of price stability will be a major one for at least the first half of the coming year. The rayon industry recently put into effect a sixty-day price guarantee which is reported to have achieved some beneficial effect.

Sale of Electrical Goods Drops.

Manufacturers of electrical household appliances have experienced two disappointing months from a volume standpoint and will close the fall and holiday seasons with a sales total considerably under 1929 levels, a leading manufacturer said. Orders for percolators, electric irons, toasters and similar merchandise fell below early estimates, he pointed out, due to the small order policies adopted by retailers and to their delays in purchasing. At present, he added, a fair business is being done on last-minute orders for items in the retail ranges of from \$1 to \$5.

New Underwear Price Plan.

With the leading heavyweight ribbed underwear producers indicating that they will not open 1931 fall lines until the middle or the end of February, a change from the usual three-period price plan is anticipated by the trade. A definite desire to get away from this basis has been expressed by some factors in the market, but it is not expected that any new program will be adopted until the views of jobbers have been obtained. Some discussion has been going on as to what months should be named for the lower and higher price levels, in the event that a two-period plan is adopted.

Offer All-China Drip Coffee Pot.

Introduction of a new model drip coffee pot, said to be the first electrically operated type in which the coffee is protected against contact with metal, has been successful in the local market. The new model is of all-china construction with the exception of a detachable metal base in which the heating unit is housed. The article was placed on the market in a limited way to retail at \$9.95 two weeks ago, but will be produced in volume quantities early next year. The call for electric percolators and drip coffee pots has been limited this year, with the cheaper grades in best demand.

See Large Demand For Sheets.

The approaching holiday season will see the largest business in sheets and pillow cases ever done by retailers. Present low prices, combined with the styling in colored hem and solid colored goods and the novelty packages introduced, should attract buyers in large numbers, it was said. It is also asserted that the success of department stores in disposing of sheets at special sales during the year will bring the year's total of retail sales far ahead of last year in unit volume, although the low prices make it possible that they will be slightly behind in dollar value.

A man is no bigger than he thinks he is.

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.

Spring Style To Crystallize at Detroit Show.

Because of the magnificent facilities of Detroit's greatest auditorium, "The 1931 Pageant of Footwear Styles" will be one of the most gorgeous revues ever attempted by the N. S. R. A. The auditorium in itself is a complete theater, with a tremendous stage and adequate equipment to produce a superior spectacle of unusual beauty. The 5,000 seating capacity of the theater provides sufficient seats to permit each shoe merchant an opportunity to witness each of the three style performances.

The runway will be designed in a manner that will give the merchant a close-up shoe view of the pattern as well as the fit. The Detroit show will unquestionably crystallize the opinion of the industry at large regarding spring styles.

Ed. Beck, style show impresario, has gathered a splendid aggregation of charming girls who will captivate the visiting merchants with their youthful beauty and loveliness. One of the most interesting groups among the girls are four sisters, whose charm and talent will bring admiration from the audience. Beck, well known for his ability to train the manikins in displaying with grace and poise the new notes in footwear styles, is preparing to show at least 100 girls on the runway. Children's shoes will be featured extensively in the style revue.

Spring will be the theme-song of the footwear pageant. Each manikin will appear on the runway garbed in the dictates of the spring modes from the smartest fashion centers. There will be two revues of footwear at each performance.

The introduction of new types of footwear will prove an interesting feature of the style show. The new hostess shoes, the enhancement of last year's pajama shoe vogue, semi-formal and wrap footwear, with increased development in sports types, all emphasize the importance of attending the 1931 Pageant of Footwear Styles.

For the first time in the history of the N. S. R. A. the public will be admitted to witness the style show. The Detroit committee, in adopting this plan, believed that in so doing they would stimulate a shoe style consciousness in the woman of Detroit that would reflect itself into the retail shoe stores.

Great interest on the part of the public has been manifested in the show, although it is still weeks distant. All of the important retail shoe stores will co-operate in creating an attendance at the style show.

Every merchant contemplating coming to the convention can be confident of securing a room in one of the leading hotels. Over 12,000 sleeping rooms are available in the down-town section of the city, with an additional 13,000 rooms near the area of activity.

Few cities offer the excellent hotel facilities enjoyed by the city of De-

troit. There will be no increase in hotel rates during the convention. To avoid confusion, it is suggested that reservations be made in advance by writing to the National Shoe Retailers Association, Convention Headquarters, Book-Cadillac Hotel, Detroit, Mich.

Shoe Travelers To Meet in Detroit.

Formal notification of the annual convention of the National Shoe Travelers' Association has been sent to member associations by Thomas A. Delaney, National secretary. The warrant for the meeting recites that the business meetings of the convention will be held in the Book-Cadillac Hotel, Detroit, January 2 and 3; that the order of business shall include reading and acting on reports of officers, acting on unfinished business, acting on new business, election of officers and the choosing of the time and place for the next annual convention.

Under the rules adopted for the conduct of the convention all resolutions which it is planned to present must be in the hands of the National secretary prior to the calling of the first meeting. Affiliated associations are entitled to one delegate for every ten members or major portion thereof. All officers of these associations are urged by Secretary Delaney to check up on the membership of their association and see to it that the per capita tax is mailed to the National office, Statler building, Boston, prior to the closing of the books.

In discussing the convention, Secretary Delaney again points to the fact that the usual convention rate of round trip for one and one-half fares will be in order provided a proper certificate is obtained when the ticket to Detroit is purchased and provided, further, that the certificate is validated at Detroit. These certificates can be used in connection with the half fare return ticket privilege until January 12 and arrangements have also been made whereby delegates from the East, in returning, can go back through Canada if they so wish. There will be no extra expense involved in getting these certificates validated.

A feature of the convention will be the presentation of the report showing progress made by the Group Life Insurance Department. To date (December 1) more than \$86,000 has been paid out on death and disability claims.

The convention will open with a meeting of the Board of Governors which will be held at 2 p. m., January 2. The convention proper will be called to order at 9 a. m., January 3.

Inventory Hesitation.

To other causes of hesitation has been added the desire in many quarters to hold down inventories, so that as clean a condition as possible may be shown in annual reports. Since this desire coincides with the continued failure as yet of the commodity markets to indicate that they have reached entire stabilized levels, it attaches little loss, and possibly some gain, to the waiting policy.

From now until the holidays the principal point of interest will be trade results. Operations in the large industries usually taper off. However, there have been gains here and there. Auto-

mobile output, due to the earlier schedule of one of the largest producers, has moved upward, and in the East the industries using electric power have shown a small gain. The weekly business index, nevertheless, is down to a new low in a decline which has not been interrupted since last August.

Building contract awards have picked up a little, but they are moving about 23 per cent. in average daily value under a year ago. Some of this reduction may be traced to the drop in material prices, which are about 15 per cent. below those prevailing last year at this time.

Perhaps the most significant news of the week to industrial interests was the report concerning attempts which the steel industry was making to stabilize prices. Following on the steps taken in the copper and oil industries to hold down production so as to gain better prices and upon the Farm Board's operations in grain and cotton markets, there has developed a campaign for price "stabilization" on a very wide scale.

Corporations Wound Up.

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

- American Solvents & Chemical Sales Corp., Detroit.
- Kibler Co., Detroit.
- Witchell-Sheell Company in Liquidation, Detroit.
- LaRose Beauty Shop, Detroit.
- Crockery Creek Oil Co., Muskegon.
- Catsman Fuel Co., Detroit.
- Mutual Fidelity & Investment Co., Detroit.
- Schumacher Building Co., Ann Arbor.
- St. Cosme Land Co., Detroit.
- Backus Investment Corp., Pontiac.
- Detroit National Co., Detroit.
- Flour City Ornamental Iron Works, Detroit.
- 1-4-U Cookie Co., of Michigan, Highland Park.
- Central Storage Battery Co., Battle Creek.
- Michigan Discount Corp., Detroit.
- Marquette Advertising Corp., Detroit.
- Hickok Specialties Co., Grand Rapids.
- Papco Company, Detroit.
- Luscombe Maytag Co., Royal Oak.
- Albert Schaub Co., Detroit.
- Metropolitan Loan and Investment Co., Detroit.
- Cadillac Color Plate Co., Detroit.

Clean fingernails are no more a sign that you are a snob than dirty ones are that you are not.

You can't fool a woman, but you can keep her guessing.

Twenty-five Years of Harmonious Relations.

Galesburg, Dec. 3—I am enclosing my annual \$3 subscription. If my memory serves me rightly this makes the twenty-fifth time—and far be it from my desire to bring discouragement where others are heaping praise, but the fact is that even after your years of endeavor I realize to-day that I know only a fraction of the things of which I felt so sure I knew a quarter of a century ago.

However, if you have had as much fun navigating your publication as I have experienced in trying to steer a village store from the rocks during this time, I believe we are both entitled to congratulations and I trust that we may continue to find contentment and to give or take assistance with equal pleasure until such time as the Great Master shall tender us a new chart and perhaps an even happier voyage.

M. A. Douglas.



FEET HURT?

TRY THE TORSON ARCH SHOE

25,000 men have adopted this shoe.

Their foot troubles are over.

Your feet will tell you why.

Style 900—Brown Kid Oxford

Style 901—Black Kid Oxford

Style 902—Black Kid Shoe

Style 903—Brown Kid Shoe

All Sizes and Widths.

Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

Saved to Policyholders

Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooping, 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 Marzer, Saginaw; Leigh Thomas, Ann Arbor; M. C. Goossen, Lansing; R. J. LaBarge, Pontiac.

Italian Grocery Sidelights And Some American Whimsicalities.

Ground floor space in all cities is becoming more expensive. Hence what formerly were properly called stores are rapidly changing into shops. Food shops average to-day not more than half the size of ten years ago. But we in America still occupy vast barns of area compared with what one finds in Italy.

When the last Findlay store was outfitted we built an extension entrance. It was permanent, but in size not much bigger than a fairly large storm door. It was, in effect, a permanent show case—two windows with doorway and passage into the store between the windows. That is about the space occupied by any number of Neapolitan stores—shops—of all kinds. I have just seen one devoted to automobile supplies, such as tool kits, spark plugs, grease cups, wrenches, jacks and all that. Total floor space not over 6 by 6 feet with ceiling say nine feet up. Like all other similar shops, the only light and air comes through the open door. Shut the door and you shut the shop. Boss can reach every item from one spot.

Italian "coffee" is like what one gets everywhere in Europe. It is terrible stuff for an American to drink. The beans are roasted until they are black, so that—from our standpoint—every atom of flavor value has been driven off. It is served so strong that it is simply rank. The habit is to make up what the French call cafe-au-lait, literally coffee to the milk, which is a pretty good name for it.

One misses the point badly, of course, if he goes into foreign lands to find fault with what he gets there. He evinces sad provincialism if he continually draws comparisons between what he finds here and the things which are so much better in America. If everything here were like what we have there, why go abroad? Travel is a liberal education if we let it educate us. If we remain smug in our self-satisfaction and the conviction that we are the one and only, we shall not gain much education and we shall certainly curtail our enjoyment a lot.

Then, too, when I find myself objecting to this "cafe" I realize that there can be no arbitrary standards in matters of taste. I also remember that the people of Brazil, Argentina, Colombia, the whole of Europe, in fact those who are closer to coffee in its origins than we are, roast it to a crisp and drink it as it is drunk here. Who then shall say that we are right and all the rest of the world is wrong?

We have some funny ways of our own. On every restaurant menu card, in every hotel and dining car, in every place of public eating in America one finds on the breakfast bill "Oat Meal;"

and throughout America we ask for "Oat meal" in our homes. Suppose we got what we asked for—oat meal. Could we eat it? We could not. What we get is oatmeal porridge or oatmeal mush. If we want to realize the absurdity of what we say, let us think what would happen if we asked for cornmeal—and got it.

The story behind this peculiarity of ours is this: Oatmeal porridge or mush was unknown in America until a little more than fifty years ago. In 1879 folks used to come into Findlay's store and tell how the doctor had ordered them to eat boiled oat meal for their stomach's sake. They bought it from druggists, imported from Scotland, for 20 or 25c per pound; and they asked father if it were all right to eat—if the doctor was not maybe stringing them.

Father laughed and told them to look at him and me. We had both been brought up on oat porridge for breakfast, porridge and milk, and not another thing. At that time we were both eating porridge and milk for breakfast and for supper, with not another thing—no tea, no coffee—one dish and that only; for at that date we were "beating back" after a failure.

In those days there were no gas stoves. The double boiler had not yet been invented and it was a chore to keep a wood fire going and stir the porridge constantly enough to keep it from burning. Hence, Fred Schumacher, in Akron, invented rolled oats and called it rolled avena.

It is because this product has never been digested into our language that we continue to speak of a raw material when we want a food made from it.

Young Americans at our table coming over, reading the breakfast menu which was printed *Al Mattina* on the Italian side, noted that bacon was the same in both lists—also, of course, "oat meal." Reason here is that bacon is a word lifted bodily out of the French language, unchanged.

When old Bill the Conquerer dominated England in 1066, he and his friends held English in contempt. Also, they naturally spoke French. The English said hog, pig; the French said bacon. The English said ox, cow, sheep; the French said boef, mouton, hence beef and mutton. Unwittingly, Bill enriched the English tongue, and, as Macaulay says, his successors a hundred years later were proud to be known as Englishmen. The conquered absorbed their conquerors. That is how things work out generally.

We should grow chestnuts such as grow in Italy, then manage to sell them for a moderate advance over what Italians pay for them. They are cooked here in many ways. We have had, too, experiences with a pudding, called Mont Blanc. It is chestnuts, boiled and blanched, macerated with chocolate flavor and run through a potato ricer with very small holes; and the whole topped off with whipped cream. Believe me, nectar ambrosia had nothing on this for delicacy.

Italian bread is extra fine flavored. There are plenty of varieties. The best, to my mind, is the plain hard crusted bread. Flour is much darker in color than ours; flavor far richer. No question, we eat too much with

our eyes. Result: much of our food is ghost food.

Living, as I do, in California, among so many of Italian and Spanish antecedents, all of whom make and drink their own make wines, I often wonder if our Nation may not evolve into one of moderate wine drinkers. As a law abiding citizen, I do not buy wine at home. More, what little I have tasted, except in one home, has not been attractive.

From former foreign experiences, I had carried away a preference for malt drinks. I enjoy the English ale and certainly the German beer I am sure will be good. I was told also that Italian beer was good. But I drank just one glass of beer on the ship and have turned completely to the wines.

Quite apparently, they know how to make wine. Also they exercise their knowledge. That is to say they make

it and age it sufficiently to result in a smooth drink. Hence it sets well on the stomach.

Of course, it is beside the point to echo the ancient bromide that one sees no drunkenness hereabouts. One need not get drunk to enjoy wine. We also can pass over the well understood fact that wine drinking here largely came about because the water in cities is polluted and unfit to drink. I just write what I find and see and frankly what I find pleasant here. I do not discuss prohibition at all—this is not being intended as any such discussion. Point is, wine is legitimate here. I drink here. It is not with us, so I do not drink at home. Paul Findlay.

Until we try we don't know what we can do, and that's why some people have such a good opinion of themselves.

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America's Finest Bread

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

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

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SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS, MICHIGAN



CHRISTMAS CANDIES

PLEASE YOUR CUSTOMERS
WITH THE BEST

Michigan's LARGEST Candy Manufacturer

PUTNAM FACTORY
NATIONAL CANDY CO., INC. 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—Pius Goedecke, Detroit.
 Next meeting will be held in Grand Rapids, date not decided.

How To Make Money While in Business.

In the midst of the depression of a year ago, when stocks had virtually "hit the bottom," a meat merchant laid some \$4,000 on a broker's counter with a list of stocks he had selected, made his purchase and prepared to leave.

Because at that moment purchasers were few while the number of sellers was "legion," the broker asked how the merchant had arrived at his selection and why he had bought just now. It developed that that merchant had quietly laid away a portion of his earnings in a savings account. Simultaneously, he had studied certain leading stocks until he had become quite familiar with their character. He had talked with his banker on the subject from time to time.

Now that he had selected his list he showed it to his banker. "That's all perfectly good stuff," said the banker, "but the question is, how do you plan to handle it?" The meat dealer told him he planned to buy outright and put the certificates in his safety box for years—had no thought of selling again for the present. "All right," decided the banker. If that was the plan it was sound. If there had been any thought of "making a quick turn," the banker said he would not advise or countenance it.

The broker learned, too, that the merchant had figured out the yield on the selected stocks and that the yield averaged 8 per cent.; hence both security and yield were sound and conservative. He expressed admiration of the man's method and plan—as any sensible man must do. For this is what the merchant had done:

He had conserved his earnings, thus piling up a reserve of capital for not only the "rainy day"—although that too he had provided against—but against any emergency in his business. During the time when stocks were selling at high levels, he had figured out that the returns were 2 to 3 per cent. and that hence prices were too high. When prices got down where returns reached the ratio he felt was sound and secure—8 per cent.—he bought.

Making this change he had not sacrificed a single feature of security. He had, in fact, added thereto. For now he had his \$4,000 just as available as it had been in the bank. He could borrow against those stocks on favorable terms in view of what he had paid for them. Thus he could handle any business emergency. Besides this, he was now getting 8 per cent. returns; and he was mighty certain that as time passed, he would be able to sell the stocks for a fine profit. When the market should recover again, he would sell and reinvest his enhanced capital in bonds or mortgages—and be ready for the next cycle of market change.

In fact, that meat merchant was as perfect an example of the successful

financier as any of the Big Boys of whom we hear so constantly. His act illustrated the soundness of the saying that "There would be little money lost if men could realize that one of the best ways to make money is to keep it." We might say—and say truthfully—that this man ate his cake and had it too.

Statements of small merchants, interviews with them and observations over wide areas during a generation of time have all taught me that the small merchant has little conception of the proper use of money.

It is a characteristic of most men's affairs that they may show all kinds of possessions—stocks, fixtures, book accounts, homes—all things except money. It is quite usual to find possessions totaling thousands in goods and chattels while the bank balance is less than \$100. I seldom find the money end equals 2 per cent. of the whole; but I know that it is a rule among really skillful business men to keep a cash reserve equal to 10 per cent. of their working capital.

If the small merchant is asked why he keeps so little liquid capital on hand, he is apt to say that money in the bank makes him nothing, that it lies there "idle, drawing no interest," while merchandise is the item that makes his earnings. But experience shows us that the man who carries a good cash reserve enjoys great advantages thereby.

He is enabled to buy for cash to advantage at times when cash counts for most. The fact that he is always able to pay cash—that he discounts every bill—is known to every supplier he has, and those men are always eager to favor the man with cash on hand. But there is a consideration much more potent than any other. That is, that the man who piles up money is likely to be slow about parting with it. The habit grows on him. He learns that compound interest is a tremendous force. He realizes mighty soon that 6 per cent. compounded doubles the principal in something over thirteen years.

The habit of piling up reserves thus grows on him. He gets to be a much more conservative, more exacting buyer than formerly. He becomes a wonderful collector. His stock is well trimmed to meet actual daily needs. His warehouse is not filled with what is real "idle money"—stocks far in excess of requirements which cost interest, insurance and the expense of labor to handle and rehandle them.

Before one knows it, such a man is the holder of sound securities—mortgages, bonds and stocks—to an extent which would have seemed altogether unlikely a few years before. He is then provided with working capital in plenty, with ample flexibility of resources, with every dollar really working and producing. His money works daily and nightly, Sundays and holidays, literally "while he sleeps," without thought on his part—once he has taken sufficient wise thought to make a sane investment. Yet it is virtually all on call for any emergency at any time.

The owner of a \$500 or \$1,000 bond
 (Continued on page 31)

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.

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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.

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UNIFRUIT BANANAS

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GRIDDLES - BUN STEAMERS - URNS

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ANNOUNCING

A new installed wash room of our own, enabling us to furnish you daily with fresh Carrots, Beets, Parsnips, Turnips, Celery, Etc. Give us a trial.

VAN EERDEN COMPANY

201-203 Ellsworth, S. W. Grand Rapids, Mich.



Manufacturers of Sausage and Meat Products.

Wholesale only.

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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.

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.

Last Minute Suggestions For the Christmas Campaign.

It is in the last week before Christmas Eve that the hardware dealer realizes the value of whatever he may have done in the way of preliminary preparation. For preliminary work, intelligently done, will make its influence felt as the Christmas rush comes to its peak. Now the store will get the benefit of having displays laid out in advance, advertising copy written ahead of time, and extra salespeople given some preliminary coaching for their work. Special arrangements for efficient deliveries, made weeks ago, will now show results in the easier handling of the heavy business that inevitably characterizes the "last awful week."

If you have done little or nothing along the line of preparatory work, it is too late now. But as you go along you will see, and should note, the places where next year, your selling methods can be jacked up. Even where you have planned carefully in advance, you will inevitably see some room for improvement. As ideas along this line come to you, jot them down for your own guidance a year hence.

Your big job now is to make the utmost of what is left of the Christmas season. It is still possible, by rapid adjustment of your business methods, to increase the business done.

It is sound policy in the last week before Christmas to concentrate on helpfulness to your customers. This means helpfulness in gift selection; and this in turn means the playing up of the actual goods by means of "stocky" displays in the windows and inside the store. The stocky display, liberally price-ticketed, and showing the widest possible range of seasonable lines, will inevitably appeal to the individual who doesn't know what to buy.

Throughout the entire holiday season it is sound policy for the hardware dealer to keep an eye on the Christmas lines and know just how they are moving. Aim to make a thorough clean-up of your seasonable goods by Christmas Eve. Get rid of them while the getting is good, and take a profit while you can get it. After Christmas Eve you will either have to sell these lines at a loss or carry them over to another season and, quite likely, take a loss then.

If some holiday line is moving slowly, push it hard. Rearrange the stock to play up these particular goods, use a striking show card or two, feature the line in your newspaper advertising, give it some window display space if you can, and, above all, encourage your salespeople to bring it to the attention of your customers. In other words, put your entire selling energies behind the line you want to clean out.

Put all the punch at your command into the selling of your Christmas lines; and get your whole staff to work as a unit toward the same end. Half-hearted efforts won't accomplish much, even when the public is in a buying mood. You can't leave the goods to sell themselves.

Suggestion is always helpful in salesmanship. It is particularly helpful at the Christmas season, when the business is largely in gift lines, and puzzled shoppers are eager for suggestions that will help them solve their gift problems.

Here is where your salespeople can help immensely. But as a rule they won't do it of their own initiative. You've got to give them the lead. This is particularly true of your temporary helpers. If you have not already done so, take a little time now to study the trend of the Christmas business, determine in your own minds what lines you want pushed then talk the problem over with your salespeople.

A difficulty with salespeople, and especially with inexperienced salespeople, is that their minds are conventionalized with regard to Christmas gifts. In making gift suggestions to customers, they think only of the lines that at once occur to everyone. Whereas it is the new and different and yet appealing suggestion that will appeal to the harassed buyer.

So talk over the stock, the various gift lines, the gift possibilities of everyday hardware lines, and the proper method of approaching the customer with suggestions. Give your salespeople a good lead in this regard and they will respond by doing good work for the store. In most stores a list is usually compiled of gift suggestions for various members of the family; and all the salespeople have to do is to know this list and interpret it intelligently to customers.

A friend of mine once voiced a saying that is especially pertinent at this harassed season:

"I never worry about anything but illness in the family," he said, "and I don't worry about that because worrying can't help."

Right now the hardware dealer, trying to do the work of two or three men, is apt to do one of two things—either worry or lose his temper. In fact, in the last week before Christmas, the tempers of merchants, salespeople and customers are pretty well frayed. Under such conditions, molehills become mountains.

It will pay you to get a grip on yourself, with the reminder that nothing is to be gained by worrying or losing your temper. Keep cool, keep cheerful, keep polite, and encourage your salespeople to do the same. Customers are apt to be exasperating: what of it? Keep cool, and make the best of things.

If you have any new salespeople on the staff, you're apt to find them rather exasperating. Don't lose your temper. Instead, take a few minutes to encourage them and show them how things should be done. In the Christmas rush, mistakes are bound to occur; but they occur most frequently in the store where the merchant just engages his help, gives them a few general directions or none at all, and leaves them to work out their own salvation. A word of encouragement and advice now and then makes a lot of difference with the new clerk. Encourage them to be courteous and patient in dealing with customers. Also stress the importance of accuracy.

In the busy season it is hardly possible to give individual customers and individual orders the careful attention and the time they would receive at any other season of the year. Yet it is very necessary to avoid carelessness in filling orders.

Mistakes are at all times annoying, but they are most annoying in the Christmas season when everybody concerned is under severe strain. And this is the one season of the year when mistakes are most likely to occur. Unless the stock on display is well looked after, there is always the danger that goods may get mixed. Customers turn things over and fail to replace them where they belong. Clerks in their haste to clean up thrust articles into the wrong boxes or drawers. A clerk may easily pack part of one article with part of another, the difference being so slight that he never notices it at the time. But the customer notices it on reaching home; which necessitates a return trip and a lot of explanations and wastes a lot more time than it would have required to insure accuracy in the first place.

There is the risk, too, of getting articles in the wrong box, marked with the wrong size or description. Then

when a call comes for a particular article or a special size, the clerk may miss the sale under the impression that the article or size is out of stock.

All this can be eliminated in only one way—by constant watchfulness on the part of salespeople.

The matter of accuracy in filling orders and making deliveries is of course very important. In this busy season even the best-organized delivery system works under a certain strain.

Have every member of your sales staff clearly understand the requirements in this respect. When an order is taken for delivery, the clerk should get the name, street and number absolutely right. Put these down legibly so that the deliveryman will have no excuse whatever for making a mistake.

The clerk in a hurry is apt to become careless. He may guess at street or number instead of asking it; he may put down the wrong number; a carelessly written 3 may look like a 5, and vice versa. Take time to be both legible and accurate. In doing so you will save a great deal more time now lost in correcting mistakes.

It is worth remembering that the Christmas season is a sort of clerk's kindergarten. In most stores, extra

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
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Wholesalers of Shelf Hardware, Sporting
Goods and
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BROWN & SEHLER COMPANY

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes
Radio Sets	Sheep Lined and
Radio Equipment	Blanket - Lined Coats
Harness, Horse Collars	Leather Coats

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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.

salespeople are taken on for a week or two. Usually these are beginners. As a rule the beginners are decidedly raw material. But among them you may discover real talent and promise.

You are certain, sooner or later, to have to make replacements in your regular staff; so it will pay you to closely scrutinize the work of any beginners you take on temporarily. If you find a "real comer" keep in touch with him, test him out as opportunity offers, and take him on the regular staff when there is an opening. The extra work at Christmas time represents a try-out for this class of new material, and it is worth your while to see how your temporary help are functioning.

Following the holiday will come two important matters—the cleaning up of odds and ends of seasonable stock left over, and the taking of the annual inventory. It is sound policy to clear out the Christmas stock as far as possible before the holiday; but a "sudden-death" sale staged immediately after Christmas may be found worth while and may be helpful in turning into cash a lot of stock that it would otherwise be necessary to carry over.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 2.—In the matter of William E. Wolfan, Bankrupt No. 3904, the trustee has heretofore filed his final report and account, and an adjourned final meeting of creditors was held Nov. 12. The trustee was present. The attorney for the trustee was present. Creditors were present and represented by attorneys. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and preferred claims, as far as the funds on hand would permit. There were no dividends. The creditors voted that the trustee actively oppose the discharge of the bankrupt. The final meeting then adjourned without date.

In the matter of New Era Spring & Specialty Co., Bankrupt No. 3745. The final meeting of creditors has been called for Dec. 16. The trustee's final report and account will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Milo D. Rathbun, Bankrupt No. 3964. The final meeting of creditors has been called for Dec. 16. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Edward J. Luick, Bankrupt No. 3604. The final meeting of creditors has been called for Dec. 16. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

Dec. 2. We have to-day received the schedules, reference and adjudication in the matter of Abe Katz and Barney Katz, individually and as copartners doing business as Barney's Hat Shop, Bankrupt No. 4231. The bankrupts are residents of Grand Rapids. The schedule shows assets of \$1,578 with liabilities of \$7,955.23. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$ 91.89
Philip Klein, Grand Rapids	300.00
J. Adler Co., New York City	7.75
Aetna Window Cleaning Co., G. R.	127.80
G. W. Alexander Co., Reading, Pa.	171.00
J. F. Baker & Co., Detroit	72.00
C. N. Clark & Co., New York	4.86
S. Deeches & Co., Chicago	59.20
Detroit Suspender Co., Detroit	74.63
Engel & Peles, New York City	302.71
FRagner Hat Corp., New York	65.00
Franklin Hats, Inc., New York	647.00
Goodspeed Realty Co., Grand Rap.	225.00
G. R. Paper Co., Grand Rapids	41.15
Ch. Hayland Co., Chicago	9.64
J. Hoogterp, Grand Rapids	275.00
E. Hulett, Cloversville, New York	520.71
International Hatters Sup., New Y.	13.29
Industrial Cap Mfg. Co., Detroit	138.78
S. E. Lavick & Co., Chicago	15.27
M. S. Levy & Sons, Inc., Baltimore, Md.	393.00
Milwaukee Cap Mfg. Co., Milwaukee	175.25
Munsee Hat Co., Grand Rapids	587.78
Mutual Headwear Co., Chicago	112.83
North Bros. & Co., Baltimore	93.75
Novelty Cap Co., Detroit	80.00
J. Rhonheimer & Co., New York	211.00
Standard Glove Works, Milwaukee	29.40
Shack Artificial Flower Co., Chi.	7.00
Seranton Cap Mfg. Co., Cranton, Pa.	80.00

Sel Gor Hat Co., Inc., New York	197.00
Tran & Loerner, New York	201.41
Toledo Cap Mfg. Co., Toledo	440.00
Williams Mfg. Co., Portsmouth, O.	105.00
Wesibaum Bros. Brower Co., Cincinnati, Ohio	157.85
Weiner Cap Co., Grand Rapids	178.50
Old Kent Cap Co., Grand Rapids	700.00
Mollie Katz, Grand Rapids	110.00
Goodspeed Realty Co., Grand Rap.	675.00
Hughes and Hatchers, Detroit	46.75
Citizens Industrial Bank, Grand R.	200.00

Dec. 2. We have to-day received the schedules, reference and adjudication in the matter of Albert H. Scholten, Bankrupt No. 4322. The bankrupt is a resident of Kalamazoo, and his occupation is that of a huckster. The schedule shows assets of \$9,190 of which \$1,885 is claimed as exempt, with liabilities of \$18,584.79. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Adam Drach Co., Bankrupt No. 2559, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Nov. 28. The trustee only was represented by attorneys Hilding & Hilding. No claims. No creditors present. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. No further dividends were ordered paid. The estate has heretofore paid dividends aggregating 24 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Imperial Candy Co., Bankrupt No. 4286, the trustee has filed his first report and account, and an order for the payment of expenses of administration and secured claims has been made.

Dec. 2. On this day was held the adjourned final meeting of creditors in the matter of I. Fine & Sons Upholstering Corporation, Bankrupt No. 4002. The bankrupt was not present or represented. The trustee was present in person and represented by attorneys Hilding & Hilding. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. Another was made for the payment of expenses of administration and a first and final dividend to creditors of 5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Joseph Nadeau, Bankrupt No. 3976, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Nov. 10. The trustee was present in person. No creditors were present or represented. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Dec. 5. We have to-day received the schedules, reference and adjudication in the matter of Foster E. Fetterhoff, Bankrupt No. 4324. The matter has been referred to Charles B. Elair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a foreman. The schedule shows assets of \$15 of which the full amount is claimed as exempt, with liabilities of \$2,879.09. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Dec. 5. We have to-day received the schedules, reference and adjudication in the matter of George Elmer Downs, Bankrupt No. 4327. The bankrupt is a resident of Richmond, and his occupation is that of a laborer. The schedule shows assets of \$1,335 of which \$474 is claimed as exempt, with liabilities of \$2,879.09. The court has written for funds and upon receipt of which the first meeting of creditors will be called.

Dec. 6. We have to-day received the schedules, reference and adjudication in the matter of Homer L. Rexford, Bankrupt No. 4326. The bankrupt is a resident of Grand Rapids, and his occupation is that of a druggist. The schedule shows assets of \$375 of which the full amount is claimed as exempt, with liabilities of \$12,788.66. 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 Treasurer, Grand Rapids	\$270.07
Hazeltine & Perkins, Grand Rapids	180.00
American Machine Co., Milwaukee	175.00
John F. Kelly, Grand Rapids	6,847.00
Herald, Grand Rapids	5.87
Perfect Picture Shop, Grand Rap.	3.26
Press, Grand Rapids	6.40
Creston News, Grand Rapids	77.95
Parker Pen Co., Jonesville, Wis.	235.00
Heyboer Co., Grand Rapids	223.16
Consumers Power Co., Grand Rap.	83.00
Woodhouse Co., Grand Rapids	16.54
G. R. Gas Light Co., Grand Rap.	16.41
S. Whitman Co., Philadelphia, Pa.	22.71
Vandenberg Cigar Co., Grand Rap.	150.27
Val Blatz Co., Milwaukee	4.75
Vadeco Sales Co., New York	50.00
Upjohn Co., Kalamazoo	18.78

Frederick Stearns Co., Detroit	23.20
W. A. Sheaffer Co., Fort Madison, Wis.	24.00
H. Schneider Co., Grand Rapids	11.32
Penslar Co., Detroit	6.31
National Candy Co., Grand Rapids	6.00
Muskegon Candy Co., Muskegon	23.01
C. W. Mills Paper Co., Grand Rap.	8.10
McKesson, Farnard, Williams Co., Detroit	50.00
H. Leonard & Sons, Grand Rapids	20.20
G. R. Nat'l. Bank Bldg., Grand R.	510.00
Lansing Dairy Co., Lansing	210.00
Koeze Mfg. Co., Grand Rapids	40.30
Kelly Ice Cream Co., Grand Rapids	61.50
R. Robert A. Johnson Co., Milwaukee	32.40
Richard Hudnut Co., New York	50.02
Hecht Produce Co., Grand Rapids	2.40
Gray Beach Cigar Co., Grand Rap.	60.00
G. R. News Co., Grand Rapids	31.58
G. H. P. Cigar Co., Detroit	7.50
General Cigar Co., Grand Rapids	21.02
E. B. Gallager Co., Grand Rapids	32.71
DeFree Co., Holland	11.93
Colgate Palmolive Peet Co., Chi.	96.00
Cleveland Fruit Juice Co., Cleveland	29.23
Churhill Syrup Co., Grand Rapids	62.40
Central Mich. Paper Co., Grand R.	67.87
Brown Sehler Co., Grand Rapids	8.00
A. E. Brooks Co., Grand Rapids	46.06
Mable Rexford, Grand Rapids	2,710.00
Lee & Cady, Grand Rapids	90.00
Polk Miller Co., Detroit	25.70
Century Photo View Co., Grand R.	5.35
Grammas Candy Co., Grand Rapids	7.50

Dec. 6. We have to-day received the schedules, reference and adjudication in the matter of Herbert R. Shattuck, Bankrupt No. 4325. The bankrupt is a resident of Lowell, and his occupation is that of a truck farmer. The schedule shows assets of \$4,751.03 of which \$4,500 is claimed as exempt, with liabilities of \$7,023.39. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Dec. 5. We have to-day received the schedules, reference and adjudication in the matter of James J. Doran, Jr., Bankrupt No. 4323. The bankrupt is a resident of Ada, and his occupation is that of a farmer. The schedule shows assets of \$975 of which \$850 is claimed as exempt, with liabilities of \$4,057.25. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Clever Pricing.

Here is a store in which \$6,000,000 of merchandise is sold annually, under a cash and carry system:

In a tour of the store several things in the merchandising system gave us an inkling as to the secret of its success. A careful study of the system of prices is interesting. Most of the display signs read as follows: Carrots, 4 bunches for 25 cents; ginger ale, \$1.75 per dozen; fresh country eggs, \$1 for 3 dozen; coffee, \$1 for 3 pounds; strawberries, 2 boxes for 39 cents. Note how this enterprising independent grocery establishment increases the average sale to its customers. Items are always quoted in twos, threes, etc., not merely one.

Lamp Producers To Trade Up.

Discouraged by the low levels to which price pressure has forced low-end lamps and lamp shades, several manufacturers of these articles are planning to concentrate on better goods only next year. The demand for cheap goods, they complain, has reached a point where volume production is no longer profitable. At present the trade is meeting with difficulties in de-

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.

livering merchandise on late orders from retailers. Stocks of both wholesalers and manufacturers are low and buyers have been combing the market for shades and lamps to augment their stocks of holiday goods.

Jennings' Pure Extracts

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

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

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

Nucoa

KRAFT 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.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, Dec. 6.—Three things are necessary to successful agriculture: a favorable soil and climate, including a plentiful water supply, tillers of intelligence, character and industry and a system of marketing which will assure the disposal of crops to the best advantage. The Federal farm board might possibly be able to render some assistance in the disposition of these products, but further than this they cannot go. It is all very well to talk of this, that and the other plans for financing, creating a fictitious demand and fictitious prices, but the whole program must be started with a basic foundation, and that is the producer and his methods. This has been demonstrated in the case of California. The individual producer, endowed with a sense of discrimination in methods, varieties of produce, and with a sense of responsibility which may not be released by temporary monetary "alms giving," will make the grade. Here there are the three ingredients for success—soil, climate and water, but disposal can only be effected by organization. More recently a system of marketing through co-operative associations has been inaugurated which delivers the crops to the most favorable markets, prevents stagnation and glut at any one point, and secures the maximum of efficiency with a minimum of overhead.

While they have suffered less than others, the industrial districts of Southern California have not escaped the effects of a temporary world-wide depression. But the losses to industry here have been largely offset by the gains of agriculture. The purchasing power of the rural communities has never been so great; and they are taking advantage of lower prices for industrial products by purchasing liberally. Why oranges and lemons should be selling at top prices while the price of the Midwest agricultural products is the lowest in a generation is a problem which President Hoover and his farm board would like to discover. I would say that the demand for citrus fruits has been the result of education and advertising. Where ten years ago there was one "citrus fan" there are now a hundred. This product has become a necessity, and the producer is a top-notch in financing.

The abandoned farms of Michigan, many of them equipped with soil and concomitant virtues, might be utilized more advantageously if behind their operation were business heads, and not helpless beneficiaries of "farm relief" nostrums. As stated recently by a Tradesman correspondent: Why should apples from Idaho sell in Michigan markets for three times the price of the Wolverine product, with its superior flavor and vastly more adequate facilities for disposal? Idaho accomplishes it by applying brain power, coupled with sensible advertising. The Idaho horticulturist raises apples and confines his energies to that one type of fruit. But he strives to produce an attractive article, puts it up in attractive packages, tells the world what he has produced. And the world, believing from past experience that he has done and is doing this, is his oyster. The publicity given to Sunkist oranges, lemons and various other fruits has done all this, and while there have been failures here as elsewhere, the individual endowed with common sense and a good business head, in most cases, arrives.

I am glad that Michigan is considering the proposition of taking the judiciary out of politics by appointing for life of judges of the Circuit courts. The unseemly periodical contest for places on the bench is to be regretted in every state where the dignity of the position is properly regarded. In some

states judicial elections are marred by politics and by the interference of interests that attempt to influence or control the courts. Massachusetts is the only state that has solved the "appointment" system. Of course, this will be subject to some objections as appointments must be made by some one in authority, the governor, for instance. Michigan knows all about that. But some commission might be created for the purpose, and provision be made for the easy shelving of such appointees as proved themselves incompetent after selection.

A great deal of capital is being made by the meddlers who want to impose Federal censorship over motion pictures. Some of the picture houses have, it is true, gone a bit too far in their announcement of forthcoming offerings, by innuendo, and no doubt some of the films produced are of a nature to appeal to the carnal mind, and their offering should be discouraged, more by a discriminating public rather than any given legal authority. That would be a sane and reasonable disposition of the matter. Public librarians meet up with the same problem, recognizing, for instance, that some books are good for growing children, and some are not—but that fact is no reason for barring out the books. A Federal censorship of motion pictures is only one remove from the regulation of books, magazines, newspapers, radio and every other thing which the meddlers can unearth with their evil-seeking minds.

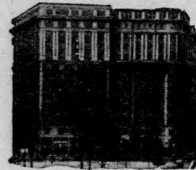
We all love children and want to protect them—but we cannot censor all books, plays, movies, newspaper and radio entertainment on the basis of their effect upon the young. We can—and do—try to direct children's minds along proper lines, by means of good books and pictures, but we would find Federal censorship an added burden for most everybody. There will always be those who will try to make money by corrupting youth—but for every one of these there will be found many who help youth along the perilous highway. And it seems unfair to penalize the many to get at the one.

Holdups in Detroit hotels continue to interest those in the profession who so far have escaped. The latest reported is that of the Palmetto Hotel, formerly operated by Charley Clements, who recently took over the Park Hotel, at Mt. Clemens. Bertram Fields, the new manager of the Palmetto reported a loss of \$150, while two of his guests were relieved of their surplus change, given a forced ride on the hotel elevator, and a suggestion to the effect that they not be in a hurry to embark on the return trip.

The Ramona Park Hotel, at Harbor Springs, was disposed of at public sale recently, the bondholders bidding it in. This hotel has been operated several years, but according to recent information has been far from a paying proposition, though strictly a first class equipment and has more recently been operated by our old friend "Billy" Cartwright, who certainly gave them his best service, and that is something to be proud of. With a return to normal conditions this property should make a good showing.

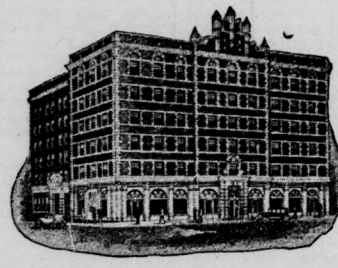
Herman Fischer has been conducting Hotel Fischer, at Frankenmuth, for a long time and his chicken dinners, of which he has served millions, have had a State-wide reputation. But Uncle Sam for some time has been looking askance at the proposition, claiming to have discovered that the joys of the Frankenmuth chicken dinners have been interspersed with forbidden ecstasies in the shape of liquid refreshments. Hence Herman and a neighboring caterer had to make a call upon the Federal judge. If there is

any satisfaction to be derived from this knowledge, Mr. Fischer can have a full measure of it, for the fine was \$8,800, said to be the largest recorded for this species of Volstead violation. When the sectional meeting of the



NEW
Decorating and Management
Facing FAMOUS Grand Circus Park. Oyster Bar.
800 Rooms -:- 800 Baths
Rates from \$2.50.
HOTEL TULLER
HAROLD A. SAGE, Mgr.

MORTON HOTEL
Grand Rapids' Newest Hotel
400 Rooms -:- 400 Baths
RATES
\$2.50 and up per day.



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.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"
That is why LEADERS of Business and Society make their headquarters at the
PANTLIND HOTEL
"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

CODY HOTEL
GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

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

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

Columbia Hotel
KALAMAZOO
Good Place To Tie To

Michigan Hotel Association was held at Saginaw last spring, the members had an opportunity of partaking of one of these dinners. It is not known judicially as to whether the elusive high ball was in evidence at that time. I will say that Fischer Hotel chicken dinners are the real thing and I presume Herman will keep on serving them to the bitter end.

Oklahoma is enjoying another "sooner" land rush—grabbing an abandoned railroad right of way. And after they get it what are they going to do with it? The frenzied zeal with which settlers rush in to grab land is only equalled by the frenzy and zeal which they rush out again. Southern California is dotted with the abandoned cabins of "settlers." Many unsuccessful homesteaders are people who have failed in businesses much easier than farming. If they were smart enough to struggle with the farm problems ahead of them they wouldn't need any free land.

Mussolini wants to strengthen the finances of Italy and to wipe out his personal enemies at the same time. We have quite a number of his countrymen among us whose financial success is unquestioned and whose special line is getting rid of enemies. Why doesn't he arrange for their return and relieve the ranks of the jobless here?

The Los Angeles scheme of street decoration during the holiday season certainly makes a great hit with Eastern visitors, even if the native sons are inured to it. Just visualize miles of Christmas trees, beautifully decorated, lighted each evening by myriads of colored globes, and all set in sturdy vases, and you have the idea. It is a custom which has been in vogue in the City of the Angels for many decades, is sponsored by the city authorities and business men. It is well worth trying elsewhere.

Ben. Frank, manager of Hotel Ambassador, Los Angeles, has just been elected president of the Southern California Hotel Association. Ben. Frank's father, "Abe," one of the owners of the Ambassador, is almost as well known in Michigan as he is in the Golden State, having, in his younger days been connected with Wolverine operation, from whence he went to South Bend as manager of the Oliver. Afterwards, and just prior to coming to California he was manager of the College Inn, at Chicago.

In view of the wide publicity given recently to the unfavorable decision in the patent infringement suit instituted in connection with use of a cafeteria counter rail, there is particular interest in a news dispatch from Chicago stating that a section of battered wooden railing taken from an Evans-ton attic may become an "exhibit" in a patent suit involving millions of dollars and affecting the entire cafeteria business throughout the United States. It is further noted that prominent lawyers are of the opinion that the old rail may prove that a cafeteria was established before the patent was applied for, which would help to defeat the validity of the patent. This will affect a large number of suits on the dockets in various parts of the country.

Our old friend Frank Bering, general manager of Hotel Sherman, Chicago, has just been made an honorary member of the Boy Scouts of America. Frank is just that kind of a guy who may grow up to that station. He is one of the most versatile operators I know of and is a great favorite of the Michigan fraternity.

There need be no wrinkled brows over the apparent indecision of the Federal dry organization concerning

the pernicious habit of California grapes of turning into verboten liquids. The secret of the hesitation to enforce the dry law lies in the fact that the farm board, possibly at the suggestion of the president, is holding the sack for \$16,000,000 worth of credit extended to growers out here. If Mr. Woodcock does his technical duty, a lot of grapes would rot on the vines. If he decides definitely to allow extensive wine-making by the proletariat, the grapes will be sold and possibly the farm board will get its money back. The enforcement commissioner is therefore between the prohibition devil on one side and a nice, purple sea of 15 per cent. wine on the other. And then again there will be this other contingent from the grain raising states who will advance the argument that instead of certain varieties of grain being used for stock feeding purpose, these products be placed on the same utility basis as the grapes. And there you are Mr. Woodcock.

The Detroit hotel men will do their bit to help solve the problem of unemployment. The other evening fifty or more of them went up to Mt. Clemens, as the guests of Charley Clements, of the Park Hotel, and talked it all over. In some other cities the hotel men have established free commissaries to meet the immediate requirements of those who are unfortunately out of work, but the Detroit operators want to be a little more practical and work out a scheme whereby unfortunates may be placed in a position to earn something to meet just such a contingency. The first step was the appointment of a general executive committee consisting of Hugh J. Steidl, associate manager of the Detroit-Leland; A. E. Hamilton, managing director of Hotel Fort Wayne; Clarence Schaller, manager of Hotel Briggs; E. J. Bradwell, manager Hotel Fort Shelby and Harold A. Sage, general manager of Hotel Tuller. The Strauss hotel interests in Detroit have established a soup kitchen which is serving 600 meals per day, but the big idea is to find some way by which the laborer can take home the raw material in a market basket, the contents of which he has earned, and give his family a break. Leave it to those Detroit boys to figure out some way to accomplish this end.

J. C. Reiman, president of the Addison Hotel Co., Detroit, has taken over the active management of the Addison, which is a combination 400 room transient and residential establishment, and plans to operate it without a resident manager, which he will eventually discover is not an ideal arrangement, unless he is differently constituted from the usual layman who feels that successful hotel operation is principally in the taking in of cash at the desk. It may work out, however, and I will watch results with interest.

Edgar E. Pitts, who was at one time president of the National Greeter organization, and who has been associated with Detroit hotels for many years, has resigned as manager of Hotel Lincoln, which recently passed into the hands of P. J. Garvin on a long-time lease. Mr. Garvin will do his own managing. Mr. Pitts was for a long time connected with the Tuller organization of Detroit.

Lawrence W. Burkhart, formerly room clerk at Hotel Madrid, Detroit, has accepted a similar position with Hotel Madison, one of the changes brought about by the death of former manager Ernest Piper who was succeeded by Vernon W. McCoy.

The front office force at Hotel LaSalle, Detroit, have been placed on a 12 hour shift basis instead of eight hours as formerly. These executives, however, will only be employed six

days in the week instead of seven as formerly, so the change has its advantages. Since the LaSalle has opened its new dining room they are reported to be doing a satisfactory business.

The Trumble House, at Evart, has been closed temporarily, after having been operated continuously for many years. H. B. Lynes, who has been operating it recently, has given up his lease, and the owner, Frank Richards, of Orion, is looking for a lessee.

W. J. Amore, formerly clerk at Hotel Palmetto, Detroit, has resigned his position, and contemplates migrating to California. Incidentally, in the way of encouragement for the gentleman, I would like to state that Los Angeles has not yet experienced its first "pumpkin" frost so far this winter.

Jake Hoffman's new hotel, The Hoffman, at South Bend, is to be opened this month. The new hostelry is of fire-proof construction, twelve stories in height, and contains 150 rooms, besides twenty-one apartments of one, two and three rooms. The Hoffman organization now has 525 rooms in its several South Bend hotels, besides controlling Hotel Fort Armstrong, at Rock Island, Illinois.

"Our Frank" Duggan, president and general manager of Hotel McAlpin, New York, has announced a co-operative insurance plan for the thousand or more employes of that hostelry. This provides sick and accident insurance and supplements the group life insurance which was previously established, in which individual benefits are based on salary and both employer and employe share in the payment of premiums. Frank S. Verbeck.

Detroit, Aug. 9—Myron R. Gilbert, manager of the Prince Edward Hotel, in Windsor, is taking advantage of the newly opened Detroit and Windsor tunnel by advertising his luncheons in the Detroit newspapers, together with the admonition to take the bus in Cadillac Square and get off right in front of the hotel just a few minutes later. Mr. Gilbert is featuring a 55c lunch in his coffee shop and a 90c lunch in his main dining room.

C. L. Glasgow and L. H. Cook, of Nashville, have become owners of the Thornapple Lake Hotel, at Thornapple Lake, near Nashville, on a mortgage foreclosure. The hotel furniture was sold at auction and Messrs. Glasgow and Cook are offering the property for sale.

Two bandits invaded the lobby of the Hotel Palmetto early this month and made off with \$147 after holding up three employes, including Bertram Friedman, the manager.

Arnold Ostrom has succeeded Ivan Howell as proprietor of the Hotel Reading, in Reading.

Charles Paquin, operator of the Belvidere Hotel, in Sault Ste. Marie, has reopened the dining room, which was closed during the touring season. Guy E. Mincher, chief electrician of the Book-Cadillac Hotel, was instantly killed when he fell twenty-eight stories down an elevator shaft.

August B. Loevenich, who managed the Hotel LaSalle, in Detroit, for a time last year, and prior to that was manager of the Harmonie Club, is now

with a hotel in Bethlehem, Pa., according to reports.

B. L. Middleton, who has conducted the dining room of the Hotel Auburn, in Pontiac, for several months, has given up that connection and has returned to his home in Cass City, where it is understood that he is operating a restaurant. Before coming to Pontiac, Mr. Middleton operated the Hotel Gordon, in Cass City, for a period of years. He leased the property to an associate in April of this year when he came to Pontiac.

Appreciated Mr. Johnson's Remarkable Contribution.

Kalamazoo, Dec. 9—Last night I finished reading H. G. Well's Outline of History and, wishing for something else to read, I remembered having received a copy of the Michigan Tradesman so I went back to the office, which is right near our domicile, and secured the copy.

I do not know what the purpose of Mr. Johnson was in having you send the magazine, but, having read the article with interest, I wish to thank both of you for sending it.

I am quite familiar with the single tax theory, having read Tom Paine, who was the originator of this theory, even though Henry George gets the credit. Henry George added very little in substantial fact to what Paine had already worked out, even using his terminology, though he did much to elucidate and popularize the idea.

While much in sympathy, still I do not feel that single tax can now solve the problems confronting the race. In my judgment, the axe will have to strike deeper to hit the roots of the System that exploits the workers and creates poverty in the midst of plenty.

Having read Mr. Johnson's fine article I had time to look your magazine over and found many good things in same and particularly enjoyed the article by Malloch. As I have the bad habit of writing verse, I envy him his fine audience, though I would not if I could take it from him.

In closing it is the fact that there are such men as yourself and Mr. Johnson interested deeply in the welfare of others that gives me hope that some day real brotherhood can be established on this old blood-soaked planet and the reign of brutal might and greed be forever ended.

I greatly fear that the Master Class will soon force the world into another war in order to continue their System and be able to exploit the workers who are not killed off. There will probably be enough left, with the improved modern machinery, to do the necessary slave labor, if civilization, so called, is not entirely extinguished.

This letter is unusual, but the incident seemed to call for some reply from me. I want Mr. Johnson to know that at least one man has read his article with interest and approval.

Guy H. Lockwood.

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.

Leading Grocers always have a supply of

POSTMA'S RUSK

as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN



DRUGS

Michigan Board of Pharmacy.

President—J. Edward Richardson, Detroit
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Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.
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Secretary—R. A. Turrell, Crosswell.
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You have a Gold Mine at Your Feet.

None of the romances of history is any more thrilling than any one of a large number of business romances, many of which never find their way into print, writes H. K. Dugdale in the Soda Fountain. Who will say that the struggles of Napoleon, the young Corsican lieutenant, is any more interesting than the commercial struggles of men like Henry Ford, Andrew Carnegie, or scores of others, who through lifetimes of heroic effort have surmounted all obstacles, and in rising to fame carried scores of others with them?

One of the most interesting facts to be gleaned from a study of business romance is the astonishing frequency with which seemingly little things have proven to be veritable gold mines when discovered in their true light and properly worked.

For example, rumor has it that Duco which is now the most popular finish for automobiles and countless other articles, was discovered quite by accident. It is said that after the war the company had on hand a large supply of material which it feared would be entirely wasted unless some practical use for it could be discovered. Chemists were put to work, and quite by accident they discovered that out of what seemed to be waste material they could produce a liquid adaptable to many uses as a finishing agent. At that particular time the automobile industry was facing the great problem of increasing the production of automobiles—one of the slowest steps in the process of manufacture being the painting of the body! This accidentally discovered product was found to fill the bill, and the romance of Duco was added to the archives of business history.

Another outstandingly successful product, which it is said was discovered in connection with the manufacture of rayon, is cellophane—that dainty, sheer, gossamer wrapping for candy boxes and all sorts of products, and whose sales are exceeding all expectations. At first it seemed to be but a little thing. Now it is recognized as one of the most important and valuable contributions to modern merchandising, and another business romance has brought forth fruit.

Who would have believed that the simple process of making a slight bend or hump in the two sides of a wire hairpin would lead to a fortune? Yet that is a fact, and the hairpin referred to, which for years has been advertised

along with the slogan "See That Hump" has been an enormous money maker. There was a simple thing anyone might have thought of—a gold mine within the grasp of millions of people—yet it remained for one man to see it, to recognize it, and to work it.

Another strikingly interesting point to be gleaned from a study of business romance is the frequency with which what seems to be a disadvantage is turned into an outstanding advantage. When a man with vision comes along who can recognize the possibilities and endow the situation with sufficient enthusiasm and hard work to "get out the gold."

The story of Lifebuoy soap is an old story to most advertising and merchandising men, but to most people it is still new. Lifebuoy soap had been on the market for years before its real possibilities were discovered and capitalized. It had never been an outstandingly big seller, most people claiming to object to what they chose to call its strong carbolic odor. Many claimed that it smelled like dog soap. They did not want to use it on their hands, faces and bodies. A man with a nose for merchandising and who understood human psychology enquired into the reason for the odor to which so many people objected. On finding that the carbolic acid was there for a purpose he capitalized the objectionable odor, referred to it as that healthy smell, called it the health soap, told how it killed germs, removed body odors, and made what had formerly been a disadvantage serve as a stepping stone to one of the outstanding successes in the soap business.

A young man named Dahlgren has built a giant industry on a product which, until a few years ago, was a drug on the market. Sugar cane had always been something nobody knew what to do with. After the sugar had been pressed out the cane had to be disposed of. Dahlgren discovered a way to convert that waste sugar cane into a building material whose sales to-day run into the millions, and Celotex has become the leading character in another business romance.

The purpose of this seemingly lengthy introduction is to stress the fact that all about us there are gold mines waiting to be worked—opportunities waiting to be taken advantage of, yet most of us wait for things to happen instead of making things happen in a way that will be to our advantage.

There is a well-known characteristic of human nature that soda fountain proprietors should aggressively take advantage of. The human machine can operate only just so long without requiring rest or nourishment or both. The food and drink we put into our system act as fuel to the human machine and keeps it going at a certain rate of efficiency. Habit largely dictated by man-made laws has established the rule that a human being should eat three meals a day, although this rule is bound to vary in all parts of the world. The Englishman, for example, usually eats three regular meals, with tea at four, and a light supper of some sort later in the evening. After all it is a queer sort of a

rule. Why should we eat by the clock? Why should we not feed fuel to our engine when that engine has a tougher job to do and requires fuel?

The normal American citizen arises in the morning about seven, after seven or eight hours of restful sleep. He feels full of pep and energy. He enjoys his breakfast he goes to work; he tackles his job with vigor and enthusiasm. At lunch-time whether he is hungry or not he partakes of lunch, usually eating more than he needs and eating it too hurriedly. He comes back to the office—digs into work again, trying to maintain the same pace set for himself earlier in the day. About three o'clock he begins to slow down mentally, physically. It is not so easy for him to concentrate on his work. He finds himself looking out of the window—yawning, stretching, wishing the closing hour were not so far off.

The reason for all this is very simple, very easy to understand. He tackled his morning job invigorated after a good night's sleep. He has now been up and at it eight hours. He has been running the engine at pretty good speed and it is beginning to slow down on him. It needs fuel—not a lot of food, but enough easily digestible food to give him that extra ounce of energy and pep to carry him over the rest of the grade and enable him to finish the day refreshed and high spirited.

The Coca Cola Company has hit the nail on the head in their clever advertising campaign in which they make use of the slogan, "The Pause that Refreshes." They are doing a splendid job of selling the American business man and woman the idea that they need an occasional pause in the day's activities, and that a refreshing drink like Coca Cola taken at that time is of enormous benefit to them.

Most of what the soda fountain proprietor sells is food of the most nourishing sort in easily digestible liquid form. Just the kind of food to be consumed by busy hard-working folks during that drowsy hour between three and four. Yet, what is the average soda fountain proprietor doing to stimulate business at that period?

In our big cities it has been discovered that the busiest time at the soda fountain is at that period in the afternoon. This is easily explained in our big cities, where, at that hour of the day, women shoppers are finishing their day's work and are on their way home. Men and women whose work carries them out on the streets are winding up, going back to the office for a final check-up. But in the average American community nothing is being done to stimulate soda fountain trade at that important hour of the day.

It is not hard to sell people almost anything you have in mind to sell them, provided you give them reasons for buying. The patent medicine people have been successful because instead of merely advertising their products they have advertised reasons for the use of their products. They have told people of the benefits they were supposed to derive from the use of their preparations. Many of them are worthless, yet they attract millions

of dollars from American citizens every year. You have a meritorious product, the consumption of which can be greatly increased if you will only give people reasons for buying it and using it in larger quantities.

One manufacturer of a broadly advertised product sold largely, if not almost entirely, through soda fountains, recently ran a striking newspaper advertisement bearing the headline, "Don't Let Fatigue Ruin Your Day." There is the whole gist of this proposition in a nutshell. Afternoon fatigue can easily ruin a person's whole day if something is not done about it, and you soda fountain proprietors are in a position to do something about it by telling your customers more about the value to them of making a daily habit of patronizing your fountain between three and four in the afternoon.

In other words, the gold mine at your feet is the period from three to four—the zero hour in the working day when a little lift makes the rest of the day easy.

Work that gold mine by selling people the idea of the value to them of a nourishing drink at that hour of the day. The Englishman's four o'clock tea is intended for that very purpose, but tea is a drug—soda fountain preparations are healthful, nourishing food.

There is gold for you in this idea, but it is up to you to dig it out.

Community Celebration of Fifty Year Business Man.

Honoring the eighty-first birthday of Sidney T. Beam and the fiftieth anniversary of his entering into business in Lawton, a public reception and program arranged by the school and community was given at the high school auditorium Friday evening. It was a community affair and free to all. The reception was at 7:30 and the program, which followed at 8:

Selections -----Senior Orchestra
 Invocation ----Rev. Scott MacDonald
 Welcome----Grandchildren and Great-grandchildren.

Our Congratulations, Caroline Mitchell
 Song -----School Trio
 "Down by the Old Mill Stream"
 Old Fashioned Quadrille--High School Students. Fiddlers—George Benton, Frank Langdon.

Song -----Rev. Loya Sutherland
 From an Old Friend--Stanley Cornish
 Cutting of the Birthday Cake
 Original Poem -----Eva McKee
 Song -----Mrs. Lillian Hardy
 Duo in Harmony---Leslie Fitzgerald, Lloyd Steele.

To Mr. Beam -----String Trio
 Gladys Lambert, Rae Young.

Willifred Allard
 Selections -----Senior Orchestra
 Remarks -----Sidney Beam Jr.

An interesting feature of the evening was the cutting and serving of a huge birthday cake. The cake was made at the Van Buren bakery by O. T. Buys. The cake was five tiers high, the first section being as large around as the head of a barrel. In its preparation flour was used which had been milled and sacked by Mr. Beam. It required the whites of twenty dozen eggs, and when completed, including the icing, weighed approximately 100

pounds and was sufficient to serve 700 people. The cake was trimmed in white and gold and had suitable inscriptions.

It may be remembered that one year ago, when Mr. Beam celebrated his eightieth birthday, he said he would like to hold a public reception upon his fiftieth anniversary in business here, and his family and friends kept this in mind and arranged the program accordingly.

Although now past four score years Mr. Beam is still very active and is at the mill daily. He keeps in touch with the affairs of the mill, reads and is well informed upon the questions of the day.

Mr. Beam has spent nearly all of his life in and around a flour mill, starting as a boy of ten in his father's mill at Fowlerfield. The flour mill of which Mr. Beam is now the senior owner was built in 1865 and was located three miles east of Lawton. It was operated by water power and the grinding was done with millstones. In 1880 Mr. Beam's father, in company with his two sons, T. W. and S. T. Beam, purchased the mill and eleven years later moved it to Lawton. Before moving they had discarded the stones and substituted a roller system for grinding. The mill is now operated by electric power.

Associated with Mr. Beam in the milling and supply business are his son, Otho, and his grandson, Sidney A. Beam.—Lawton Leader.

Every Business Man Should Know About Contracts.

Although most contracts need not be in writing, it is wise to reduce them to writing. One important reason for this is that man's memory is fleeting. A written contract is permanent evidence of an agreement between parties. Every business man sooner or later,

and it is usually after an expensive and disillusioning experience, decides that he will never make a verbal agreement.

The parties to a contract must be competent under the law. Thus, minors (i.e., males under the age of 21 and females under the age of 18) may disaffirm their contracts, and be free from liability under them. However, it should be remembered that minors are liable for the reasonable value of necessities purchased by them. Minors are also liable for damages caused by their acts of negligence, such as careless driving of an automobile.

Contrary to the belief of many persons, married women as well as unmarried women may enter into contracts to the same extent and degree as men.

1. Whenever possible, reduce all of your agreements to writing.
2. Provide for all possible contingencies and happenings.
3. The friendliness and good spirit which exists when an agreement is entered into oftentimes fades and completely vanishes on closer contact. This should be borne in mind when making the agreement. All promises therefore should be clearly set forth in writing.
4. Where a written contract is subsequently altered by a verbal agreement or understanding, such subsequent verbal agreement must be in writing to be valid. Thus, if a tenant's lease calls for a monthly rental of \$100 per month and is later verbally changed to \$75 per month, the landlord may, if he wishes, require the tenant to pay \$100 per month, unless the change is in writing and signed.
5. A written contract is the best protection against liars and crooks.

Harry L. Rudnick.

The store is the place for work, your bed for sleep.

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		Balsams		Barks		Berries		Extracts		Flowers		Gums		Insecticides		Leaves		Oils	
Boric (Powd.)	10 @ 20	Copaiba	1 00@1 25	Cassia (ordinary)	25 @ 30	Cubeb	@ 90	Licorice	60 @ 75	Arnica	75 @ 80	Acacia, 1st	@ 60	Arsenic	08 @ 20	Buchu	@ 60	Almonds, Bitter, true	7 50@7 75
Boric (Xtal)	10 @ 20	Fir (Canada)	2 75@3 00	Cassia (Saigon)	40 @ 60	Fish	@ 25	Licorice, powd.	60 @ 70	Chamomile (Ged.)	30 @ 40	Acacia, 2nd	@ 50	Blue Vitriol, bbl.	@ 07	Buchu, powdered	@ 75	Almonds, Bitter, artificial	3 00@3 25
Carbolic	38 @ 44	Fir (Oregon)	65 @ 1 00	Sassafras (pw. 60c)	@ 50	Juniper	10 @ 20	Chamomile Rom.	@ 1 25	Chamomile Rom.	@ 1 25	Acacia, Sorts	35 @ 40	Blue Vitriol, less	08 @ 15	Sage, Bulk	25 @ 30	Almonds, Sweet, true	1 50@1 80
Cutric	52 @ 66	Peru	3 25@3 50	Soap Cut (powd.)	20 @ 30	Prickly Ash	@ 75					Acacia, Powdered	40 @ 50	Bordea, Mix Dry	12 1/2 @ 23	Sage, 1/4 loose	@ 40	Almonds, Sweet, imitation	1 00@1 25
Muriatic	3 1/2 @ 8	Tolu	2 00@2 25	35c	20 @ 30							Aloes (Cape Pow.)	25 @ 35	Hellebore, White	15 @ 25	Sage, powdered	@ 35	Amber, crude	75 @ 1 00
Nitric	9 @ 15											Aloes (Soc. Pow.)	75 @ 80	powdered	47 1/2 @ 60	Senna, Alex.	50 @ 75	Amber, rectified	1 50@1 75
Oxalic	15 @ 25											Asafoetida	50 @ 60	Insect Powder	47 1/2 @ 60	Senna, Tinn. pow.	30 @ 35	Anise	2 00@2 25
Sulphuric	3 1/2 @ 8											Pow.	90 @ 1 00	Lead Arsenate, Po.	13 1/2 @ 27	Bergamont	6 50@7 00	Anise, artificial	3 00@3 25
Tartaric	43 @ 55											Camphor	87 @ 95	Lime and Sulphur	09 @ 23	Cajuput	2 00@2 25	Bergamont	6 50@7 00
												Cassia	3 00@3 25	Dry	09 @ 23	Cassia	3 00@3 25	Cajuput	2 00@2 25
												35c	20 @ 30	Paris Green	26 1/2 @ 46 1/2	Castor	1 55@1 80	Ced. Leaf	2 00@2 25
																Cedar Leaf	2 00@2 25	Citronella	1 00@1 20
																Citronella	1 00@1 20	Cloves	3 50@3 75
																Cloves	3 50@3 75	Cocunut	27 1/2 @ 35
																Cocunut	27 1/2 @ 35	Cod Liver	1 40@2 00
																Cod Liver	1 40@2 00	Croton	8 00@8 25
																Croton	8 00@8 25		

Benzoin Comp'd.		Bismuth, Subnitrate		Cotton Seed		Egigeron		Benzoin Comp'd.		Benzoin Comp'd.		Benzoin Comp'd.	
	@ 2 40		@ 2 16		1 35@1 50		5 00@5 25		@ 2 40		@ 2 16		@ 2 16
	@ 2 52		@ 2 28		4 00@4 25		4 00@4 25		@ 2 52		@ 2 28		@ 2 28
	@ 2 14		@ 2 16		1 25@1 50		2 00@2 25		@ 2 14		@ 2 16		@ 2 16
	@ 2 76		@ 2 84		2 00@2 25		4 50@4 75		@ 2 76		@ 2 84		@ 2 84
	@ 1 35		@ 1 25		4 50@4 75		1 50@1 75		@ 1 35		@ 1 25		@ 1 25
	@ 2 28		@ 2 04		1 50@1 75		1 55@1 65		@ 2 28		@ 2 04		@ 2 04
	@ 2 04		@ 1 35		1 55@1 65		1 25@1 40		@ 2 04		@ 1 35		@ 1 35
	@ 1 25		@ 1 00		1 25@1 40		6 00@6 25		@ 1 25		@ 1 00		@ 1 00
	@ 1 50		@ 1 16		6 00@6 25		1 25@1 50		@ 1 50		@ 1 16		@ 1 16
	@ 1 56		@ 1 44		1 25@1 50		4 00@4 25		@ 1 56		@ 1 44		@ 1 44
	@ 1 44		@ 1 28		4 00@4 25		4 00@4 25		@ 1 44		@ 1 28		@ 1 28
	@ 2 52		@ 2 40		4 00@4 25		4 00@4 25		@ 2 52		@ 2 40		@ 2 40
	@ 1 80		@ 1 60		4 00@4 25		4 00@4 25		@ 1 80		@ 1 60		@ 1 60
	@ 5 40		@ 5 40		4 00@4 25		4 00@4 25		@ 5 40		@ 5 40		@ 5 40
	@ 1 44		@ 1 44		4 00@4 25		4 00@4 25		@ 1 44		@ 1 44		@ 1 44
	@ 5 40		@ 5 40		4 00@4 25		4 00@4 25		@ 5 40		@ 5 40		@ 5 40
	@ 1 44		@ 1 44		4 00@4 25		4 00@4 25		@ 1 44		@ 1 44		@ 1 44
	@ 5 40		@ 5 40		4 00@4 25		4 00@4 25		@ 5 40		@ 5 40		@ 5 40
	@ 1 92		@ 1 92		4 00@4 25		4 00@4 25		@ 1 92		@ 1 92		@ 1 92

Points

Lead, red dry	13 1/2 @ 14 1/4
Lead, white dry	13 1/2 @ 14 1/4
Lead, white oil	13 1/2 @ 14 1/4
Ochre, yellow bbl.	2 1/2 @ 2 1/2
Ochre, yellow less	3 @ 3
Red Venet'n Am.	3 1/4 @ 7
Red Venet'n Eng.	4 @ 8
Putty	5 @ 8
Whiting, bbl.	@ 4 1/2
Whiting	5 1/2 @ 10
Rogers Prep.	2 65 @ 2 85

Miscellaneous

Acetanalid	57 @ 75
Alum	06 @ 12
Alum, powd. and ground	09 @ 15
Bismuth, Subnitrate	2 00 @ 2 40
Borax xtal or powdered	06 @ 13
Cantharides, po.	1 25 @ 1 50
Calomel	2 72 @ 2 82
Capsicum, pow'd	62 @ 75
Cassia	8 00 @ 9 00
Cassia Buds	30 @ 40
Cloves	40 @ 50
Chalk Prepared	14 @ 16
Shloroform	47 @ 54
Choral Hydrate	1 20 @ 1 50
Cocaine	12 85 @ 13 50
Cocoa Butter	60 @ 90
Corks, list, less 30710 to 40-10%	
Copperas	03 @ 10
Copperas, Powd.	4 @ 10
Corrosive Sublim	2 25 @ 2 30
Cream Tartar	35 @ 45
Cuttle bone	40 @ 60
Detxrine	6 @ 15
Dover's Powder	4 00 @ 4 50
Emery, All Nos.	10 @ 15
Emery, Powdered	@ 15
Epsom Salts, bbls.	03 1/2 @ 3
Epsom Salts, less 3 1/2	@ 10
Ergot, powdered	@ 4 00
Flake, White	15 @ 20
Formaldehyde, lb.	12 @ 35
Gelatine	80 @ 90
Glassware, less 55%	
Glassware, full case 60%	
Glauber Salts, bbl.	@ 2 1/2
Glauber Salts less 04	@ 10
Glue, Brown	20 @ 30
Glue, Brown Grd	16 @ 22
Glue, White	27 1/2 @ 35
Glue, white grd.	25 @ 35
Glycerine	17 1/2 @ 40
Hops	75 @ 85
Iodine	6 45 @ 7 00
Iodoform	3 00 @ 3 80
Lead Acetate	20 @ 30
Mace	@ 1 50
Mace powdered	@ 1 60
Menthol	7 00 @ 8 00
Morphine	13 58 @ 14 33
Nux Vomica	@ 30
Nux Vomica, pow.	15 @ 25
Pepper, black, pw.	45 @ 56
Pepper, White, p.	75 @ 85
Pitch, Burgundy	20 @ 25
Quassia	12 @ 15
Quinine, 5 oz. cans	@ 60
Rochelle Salts	28 @ 35
Saccharine	2 60 @ 2 75
Salt Peter	11 @ 32
Seidlitz Mixture	30 @ 40
Soap, green	15 @ 30
Soap, mott cast	@ 25
Soap, white Castile, case	@ 15 00
Soap, white Castile less, per bar	@ 1 60
Soda Ash	3 @ 10
Soda Bicarbonate	3 1/4 @ 10
Soda, Sal	02 1/4 @ 08
Spirits Camphor	@ 1 20
Sulphur, roll	4 @ 11
Sulphur, Subl.	4 1/2 @ 10
Tamarinds	20 @ 25
Tartar Emetic	70 @ 75
Turpentine, Ven.	50 @ 75
Vanilla Ex. pure	1 50 @ 2 00
Vanilla Ex. pure 2	25 @ 2 50
Zinc Sulphate	06 @ 11

Webster Cigar Co. Brands

Websterettes	38 50
Cincos	38 50
Webster Cadillacs	75 00
Golden Wedding	
Fanattellae	75 00
Commodore	95 00

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Table with 2 columns: Item name and price. Includes items like 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.



Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like Apple Butter, Quaker, 24-21 oz., doz., 2 10; Quaker, 12-38 oz., doz., 2 35.

Table with 2 columns: Item name and price. Includes items like Baking Powders, Arctol, 4 oz. tumbler, 1 35; Royal, 10c, doz., 95; Royal, 4 oz., doz., 1 85; Royal, 6 oz., doz., 2 50; Royal, 12 oz., doz., 4 95; Royal, 5 lb., 25 40.

Table with 2 columns: Item name and price. Includes items like Brushes, 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.

Table with 2 columns: Item name and price. Includes items like K. C. Brand, 10c size, 4 doz., 3 70; 15c size, 4 doz., 5 50; 20c size, 4 doz., 7 20; 25c size, 4 doz., 9 20; 50c size, 2 doz., 8 80; 80c size, 1 doz., 6 85; 10 lb. size, 1/2 doz., 6 75.

Table with 2 columns: Item name and price. Includes items like Bleacher Cleanser, Clorox, 16 oz., 24s, 3 85; Lizzie, 16 oz., 24s, 2 15; Bluing, Am. Ball, 36-1 oz., cart., 1 00; Quaker, 1 1/2 oz., Non-freeze, dozen, 85; Boy Blue, 36s, per cs., 2 70.

Table with 2 columns: Item name and price. Includes items like Perfumed Bluing, Lizette, 4 oz., 12s, 80; Lizette, 4 oz., 24s, 1 50; Lizette, 10 oz., 12s, 1 20; Lizette, 10 oz., 24s, 2 50.

Table with 2 columns: Item name and price. Includes items like Beans and Peas, Brown Swedish Beans, 9 00; Pinto Beans, 9 85; Red Kidney Beans, 9 75; White H'd P. Beans, 6 00; Col. Lima Beans, 11 00; Black Eye Beans, 16 00; Split Peas, Yellow, 6 50; Split Peas, Green, 7 00; Scotch Peas, 5 20.

Table with 2 columns: Item name and price. Includes items like Burners, Queen Ann, No. 1 and 2, doz., 1 35; White Flame, No. 1 and 2, doz., 2 25.

Table with 2 columns: Item name and price. Includes items like Bottle Caps, Obl. Laquer, 1 gross, pkg., per gross, 16.

Table with 2 columns: Item name and price. Includes items like Breakfast Foods, Kellogg's Brands, Corn Flakes, No. 136, 2 85; Corn Flakes, No. 124, 2 85; Pep. No. 224, 2 70; Pep. No. 223, 2 00; Krumbles, No. 424, 2 00; Bran Flakes, No. 624, 2 45; Bran Flakes, No. 602, 1 50; Rice Krispies, 6 oz., 2 70; Rice Krispies, 1 oz., 1 10.

Table with 2 columns: Item name and price. Includes items like Kaffe Hag, 12 1-lb. cans, 6 15; All Bran, 16 oz., 2 25; All Bran, 10 oz., 2 70; All Bran, 3/4 oz., 2 00.

Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like Post Brands, Grape-Nuts, 24s, 3 80; Grape-Nuts, 100s, 2 75; Instant Postum, No. 8, 5 40; Instant Postum, No. 10, 4 50; Postum Cereal, No. 0, 2 25; Post Toasties, 36s, 2 85; Post Toasties, 24s, 2 85; Post's Bran, 24s, 2 70.

Table with 2 columns: Item name and price. Includes items like 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 doz., 1 75; Whisk, No. 3, 2 75.

Table with 2 columns: Item name and price. Includes items like Brushes, Solid Back, 3 in., 1 50; Solid Back, 1 in., 1 75; Pointed Ends, 1 25; Shaker, 1 80; No. 50, 2 00; Peerless, 2 60.

Table with 2 columns: Item name and price. Includes items like Shoe, No. 4-0, 2 25; No. 2-0, 3 00.

Table with 2 columns: Item name and price. Includes items like Butter Color, Dandelion, 2 85.

Table with 2 columns: Item name and price. Includes items like Candles, Electric Light, 40 lbs., 12.1; Plumber, 40 lbs., 12.8; Paraffine, 6s, 14.4; Paraffine, 12s, 14.4; Wickling, 40; Tudor, 6s. per box, 30.

Table with 2 columns: Item name and price. Includes items like Canned Fruits, 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 65; Marcellus Red, 3 10; Special Pie, 2 60; Whole White, 3 10.

Table with 2 columns: Item name and price. Includes items like Canned Fruits, 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 65; Marcellus Red, 3 10; Special Pie, 2 60; Whole White, 3 10.

Table with 2 columns: Item name and price. Includes items like Black Raspberries, No. 2, 3 75; Pride of Mich. No. 2, 3 25; Pride of Mich. No. 1, 2 35; 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.

Table with 2 columns: Item name and price. Includes items like Red Raspberries, No. 2, 3 35; No. 1, 3 75; Marcellus No. 2, 3 75; Pride of Mich. No. 2, 3 75; Pride of Mich. No. 2, 4 25.

Table with 2 columns: Item name and price. Includes items like Strawberries, No. 2, 4 25; No. 1, 3 00; Marcellus, No. 2, 3 25; Pride of Mich. No. 2, 3 75.

Table with 2 columns: Item name and price. Includes items like Canned Fish, Clam Ch'der, 10 1/2 oz., 1 35; Clam Chowder, No. 2, 2 75; Clams, Steamed, No. 1, 3 00; Clams, Minced, No. 1/2, 2 25; Finnan Haddie, 10 oz., 3 30; Clam Bouillon, 7 oz., 2 50; Chicken Haddie, No. 1, 2 75; Fish Flakes, small, 1 35; Cod Fish Cake, 10 oz., 1 55; Cove Oysters, 5 oz., 1 75; Lobster, No. 1/4, Star, 2 90; Sard's, 1/4 Oil, Key, 2 15; Sard's, 1/4 Oil, Key, 6 10; Sard's, 1/4 Oil, Key, 5 00; Sardines, 1/4 Oil, K'less, 4 75; Salmon, Red Alaska, 3 75; Salmon, Med. Alaska, 2 85; Salmon, Pink, Alaska, 1 35; Sardines, Im., 1/2, ea., 10@22; Sardines, Im., 1/2, ea., 25; Sardines, Cal., 1 35@22 25; Tuna, 1/2, Curtis, doz., 3 60; Tuna, 1/4, Curtis, doz., 2 20; Tuna, 1/2 Blue Fin, 2 25; Tuna, 1s, Curtis, doz., 7 00.

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

Table with 2 columns: Item name and price. Includes items like Baked Beans, Campbells, 16 oz., 1 05; Quaker, 16 oz., 85; Fremont, No. 2, 1 25; Snider, No. 1, 1 10; Snider, No. 2, 1 25; Van Camp, small, 90; Van Camp, med., 1 45.

Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like Red Kidney Beans, No. 5, 3 70; No. 2, 1 30; No. 1, 90.

Table with 2 columns: Item name and price. Includes items like String Beans, Little Dot, No. 2, 3 30; Little Dot, No. 1, 2 50; Little Quaker, No. 1, 2 90; Little Quaker, No. 2, 2 90; Choice Whole, No. 10-12, 75; Choice Whole, No. 2, 2 50; Choice Whole, No. 1, 1 80; Cut, No. 10, 10 50; Cut, No. 2, 2 10; Cut, No. 1, 1 60; Pride of Mich. No. 2, 1 75; Marcellus, No. 2, 1 50; Marcellus, No. 10, 8 25.

Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like 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; Marcol. Whole, No. 2 1/2, 1 85.

Table with 2 columns: Item name and price. Includes items like Carrots, Diced, No. 2, 1 40; Diced, No. 10, 7 00.

Table with 2 columns: Item name and price. Includes items like Corn, Golden Ban., No. 3, 3 60; Golden Ban., No. 2, 2 00; Golden Ban., No. 10-10, 75; Little Dot, No. 2, 1 80; Little Quaker, No. 2, 1 80; Little Quaker, No. 1, 1 45; Country, Gen., No. 1, 1 45; Country Gen., No. 2, 2 05; Pride of Mich., No. 5, 5 20; Pride of Mich., No. 2, 1 70; Pride of Mich., No. 1, 1 35; Marcellus, No. 5, 4 30; Marcellus, No. 2, 1 40; Marcellus, No. 1, 1 15; Fancy Crosby, No. 2, 1 80; Fancy Crosby, No. 1, 1 45.

Table with 2 columns: Item name and price. Includes items like Peas, Little Dot, No. 2, 2 60; Little Dot, No. 1, 1 80; Little Quaker, No. 10-12, 00; Little Quaker, No. 2, 2 40; Little Quaker, No. 1, 1 65; Sifted E. June, No. 10-10, 00; Sifted E. June, No. 5, 5 75; Sifted E. June, No. 2, 1 90; Sifted E. June, No. 1, 1 40; Belle of Hart, No. 2, 1 90; Pride of Mich., No. 10, 9 10; Pride of Mich., No. 2, 1 75; Pride of Mich., No. 1, 1 45; Gilman E. June, No. 2, 1 40; Marcol, E. June, No. 2, 1 40; Marcol, E. June, No. 5, 4 50; Marcol, E. Ju., No. 10, 7 60; Templar E. J., No. 2, 1 32 1/2; Templar E. J., No. 10, 7 00.

Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like Sauerkraut, No. 10, 5 00; No. 2 1/2, 1 60; No. 2, 1 25.

Table with 2 columns: Item name and price. Includes items like Spinach, No. 2 1/2, 2 50; No. 2, 1 90.

Table with 2 columns: Item name and price. Includes items like Squash, Boston, No. 3, 1 80.

Table with 2 columns: Item name and price. Includes items like Succotash, Golden Bantum, No. 2, 2 75; Little Dot, No. 2, 2 55; Little Quaker, 2 40; Pride of Michigan, 2 15.

Table with 2 columns: Item name and price. Includes items like 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.

Table with 2 columns: Item name and price. Includes items like Catsup, Beech-Nut, small, 1 60; Beech-Nut, large, 2 40; Lily of Valley, 14 oz., 2 25; Lily of Valley, 1/2 pint, 1 65; Sniders, 8 oz., 1 55; Sniders, 16 oz., 2 35; Quaker, 10 oz., 1 35; Quaker, 14 oz., 1 80; Quaker, Gallon Glass, 12 00; Quaker, Gallon Tin, 7 25.

Table with 2 columns: Item name and price. Includes items like Chili Sauce, Snider, 16 oz., 3 15; Snider, 8 oz., 2 20; Lilly Valley, 8 oz., 2 25; Lilly Valley, 14 oz., 3 25.

Table with 2 columns: Item name and price. Includes items like Oyster Cocktail, Sniders, 16 oz., 3 15; Sniders, 8 oz., 2 20.

Table with 2 columns: Item name and price. Includes items like Cheese, Roquefort, 62; Wisconsin Daisy, 21; Wisconsin Flat, 21; New York June, 32; Sap Sago, 40; Brick, 22; Michigan Flats, 21; Michigan Daisies, 21; Wisconsin Longhorn, 21; Imported Leyden, 28; 1 lb. Limburger, 26; Imported Swiss, 56; Kraft Pimento Loaf, 29; Kraft American Loaf, 27; Kraft Brick Loaf, 27; Kraft Swiss Loaf, 27; Kraft Old Eng. Loaf, 44; Kraft Pimento, 1/2 lb., 1 90; Kraft American, 1/2 lb., 1 90; Kraft Brick, 1/2 lb., 1 90; Kraft Limburger, 1/2 lb., 1 90; Kraft Swiss, 1/2 lb., 2 00.

Table with 2 columns: Item name and price. Includes items like Chewing Gum, Adams Black Jack, 65; Adams Bloodberry, 65; Adams Dentyne, 65; Adams Calif. Fruit, 65; Adams Sen Sen, 65; Beeman's Pepsin, 65; Beechnut Wintergreen, 65; Beechnut Peppermint, 65; Beechnut Spearmint, 65; Doublemint, 65; Peppermint, Wrigleys, 65; Spearmint, Wrigleys, 65; Juicy Fruit, 65; Krigley's P-K, 65; Zeno, 65; Teaberry, 65.

COCOA



Table with 2 columns: Item name and price. Includes items like Droste's Dutch, 1 lb., 8 50; Droste's Dutch, 1/2 lb., 4 50; Droste's Dutch, 1/4 lb., 2 35; Droste's Dutch, 5 lb., 60; Chocolate Apples, 4 50; Pastelles, No. 1, 12 60; Pastelles, 1/2 lb., 6 60; Pains De Cafe, 3 00; Droste's Bars, 1 doz., 2 00; Delft Pastelles, 2 15; 1 lb. Rose Tin Bon, 18 00; 7 oz. Rose Tin Bon, 9 00; 13 oz. Creme De Caraque, 13 20; 12 oz. Rosaces, 10 80; 1/2 lb. Rosaces, 7 80; 1/2 lb. Pastelles, 3 40; Langues De Chats, 4 80.

Table with 2 columns: Item name and price. Includes items like Baker, Caracas, 1/2s, 37; Baker, Caracas, 1/4s, 35.

Table with 2 columns: Item name and price. Includes items like Chocolate, Baker, Caracas, 1/2s, 37; Baker, Caracas, 1/4s, 35.

COFFEE ROASTED

Table with 2 columns: Item name and price. Includes items like Blodgett-Beckley Co., Old Master, 40; Lee & Cady, 1 lb. Package, 29; Melrose, 29; Liberty, 17 1/2; Quaker, 31; Nedrow, 30; Morton House, 33; Reno, 28; imperial, 40; Majestic, 33; Boston Break't Blend, 27 1/2.



Table with 2 columns: Item name and price. Includes items like Coffee Extracts, M. Y., per 100, 12; Frank's 50 pkgs., 4 25; Hummel's 50 1 lb., 10 1/2.

Table with 2 columns: Item name and price. Includes items like Condensed Milk, Leader, 4 doz., 7 00; Eagle, 4 doz., 9 00.

Table with 2 columns: Item name and price. Includes items like Milk Compound, Hebe, Tall, 4 doz., 4 50; Hebe, Baby, 8 doz., 4 40; Carolene, Tall, 4 doz., 3 80; Carolene, Baby, 3 50.

Table with 2 columns: Item name and price. Includes items like Evaporated Milk, Evap. Choice, 11; Fancy, 13.



Table with 2 columns: Item name and price. Includes items like Dried Fruits, Apples, N. Y. Fcy., 50 lb. box, 15 1/2; N. Y. Fcy., 14 oz. pkg., 16; Apricots, Evaporated, Choice, 16; Evaporated, Fancy, 20; Evaporated, Slabs, 10; Citron, 10 lb. box, 36; Currants, Packages, 14 oz., 17; Greek, Bulk, lb., 16 1/2; Dates, Dromedary, 36s, 6 75; Peaches, Evap. Choice, 11; Fancy, 13; Peel, Lemon, American, 28; Orange, American, 28; Raisins, Seeded, bulk, 08; Thompson's s'dless Blk, 07; Thompson's seedless, 15 oz., 07; Seeded, 15 oz., 10; California Prunes, 90@100, 25 lb. boxes, @05 1/2; 80@90, 25 lb. boxes, @06; 70@80, 25 lb. boxes, @07; 60@70, 25 lb. boxes, @07 1/2; 50@60, 25 lb. boxes, @08 1/2; 40@50, 25 lb. boxes, @09 1/2; 30@40, 25 lb. boxes, @10; 20@30, 25 lb. boxes, @11; 18@24, 25 lb. boxes, @10 1/2.

Table with 2 columns: Item name and price. Includes items like Pet, Tall, 4 20; Pet, Baby, 8 oz., 4 10; Borden's Tall, 4 20; Borden's Baby, 4 10.

Table with 2 columns: Item name and price. Includes items like Confectionery, Stick Candy, Palls, Pure Sugar Sticks-600c, 4 00; Big Stick, 20 lb. case, 18; Horehound Stick, 5c, 18; Mixed Candy, Kindergarten, 17; Leader, 13; French Creams, 15; Paris Creams, 16; Grocers, 11; Fancy Mixture, 17.

Table with 2 columns: Item name and price. Includes items like Fancly Chocolates, 5 lb. boxes, Bittersweets, Ass'ted, 1 75; Milk Chocolate A A, 1 75; Nibble Sticks, 1 75; Chocolate Nut Rolls, 1 85; Magnolia Choc., 1 25; Bon Ton Choc., 1 50; Gum Drops, Palls, Anise, 16; Champion Gums, 16; Challenge Gums, 14; Jelly Strings, 18; Lozenges, Palls, A. A. Pep. Lozenges, 15; A. A. Pink Lozenges, 15; A. A. Choc. Lozenges, 19; Motto Hearts, 19; Malted Milk Lozenges, 21; Hard Goods, Palls, Lemon Drops, 19; O. F. Horehound dps., 18; Anise Squares, 18; Peanut Squares, 17; Cough Drops, Bxs, Putnam's, 1 35; Smith Bros, 1 45; Luden's, 1 45.

Table with 2 columns: Item name and price. Includes items like Package Goods, Creamery Marshmallows, 4 oz. pkg., 12s, cart., 85; 4 oz. pkg., 48s, case, 3 40; Specialties, Pineapple Fudge, 18; Italian Bon Boms, 17; Banquet Cream Mints, 23; Silver King M. Mallovs, 1 15; Handy Packages, 12-10c, 80.

Table with 2 columns: Item name and price. Includes items like Coupon Books, 50 Economic grade, 2 50; 100 Economic grade, 4 50; 500 Economic grade, 20 00; 1000 Economic grade, 37 50; Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

Table with 2 columns: Item name and price. Includes items like Cream of Tartar, 6 lb. boxes, 43.

Table with 2 columns: Item name and price. Includes items like Dried Fruits, Apples, N. Y. Fcy., 50 lb. box, 15 1/2; N. Y. Fcy., 14 oz. pkg., 16; Apricots, Evaporated, Choice, 16; Evaporated, Fancy, 20; Evaporated, Slabs, 10; Citron, 10 lb. box, 36; Currants, Packages, 14 oz., 17; Greek, Bulk, lb., 16 1/2; Dates, Dromedary, 36s, 6 75; Peaches, Evap. Choice, 11; Fancy, 13; Peel, Lemon, American, 28; Orange, American, 28; Raisins, Seeded, bulk, 08; Thompson's s'dless Blk, 07; Thompson's seedless, 15 oz., 07; Seeded, 15 oz., 10; California Prunes, 90@100, 25 lb. boxes, @05 1/2; 80@90, 25 lb. boxes, @06; 70@80, 25 lb. boxes, @07; 60@70, 25 lb. boxes, @07 1/2; 50@60, 25 lb. boxes, @08 1/2; 40@50, 25 lb. boxes, @09 1/2; 30@40, 25 lb. boxes, @10; 20@30, 25 lb. boxes, @11; 18@24, 25 lb. boxes, @10 1/2.

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 ----- 7 75 Harvest Queen ----- 7 50 Yes Ma'am Graham, 50s ----- 2 20

Lee & Cady Brands American Eagle ----- 16 Home Baker ----- 16

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 Dessert, 4 doz. ----- 3 20

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

JELLY GLASSES 8 oz., per doz. ----- 36

OLEOMARGARINE Van Westenbrugge Brands Carload Distributor



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

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

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

Safety Matches Quaker, 5 gro. case ----- 4 25

MULLER'S PRODUCTS Macaroni, 9 oz. ----- 2 20 Spaghetti 9 oz. ----- 2 20 Elbow Macaroni, 9 oz. 2 20 Egg Noodles, 6 oz. ----- 2 20 Egg Vermicelli, 6 oz. 2 20 Egg Alphabets, 6 oz. ----- 2 20 Egg A-B-Cs 48 pkgs. ----- 1 80

NUTS-Whole Almonds, Tarragona ----- 19 Brail, Large ----- 23 Fancy Mixed ----- 22 Filberts, Sicily ----- 20 Peanuts, Vir. Roasted 11 Peanuts, Jumbo, std. 13 Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 27 @ 29 Hickory ----- 07

Salted Peanuts Fancy, No. 1 ----- 14 Shelled Almonds Salted ----- 95 Peanuts, Spanish 125 lb. bags ----- 12 Filberts ----- 32 Pecans Salted ----- 87 Walnut Burdo ----- 27 Walnut, Manchurian ----- 55

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. 5 00 Quart Jars, Plain, doz. 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. Jars, Stuff., dz. 2 70

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

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



PORK Loin, med. ----- 18 Butts ----- 15 Shoulders ----- 14 Spareribs ----- 13 Neck bones ----- 05 Trimmings ----- 10

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 ----- advance 1/4 50 lb. tubs ----- advance 3/4 20 lb. pails ----- advance 3/4 10 lb. pails ----- advance 7/8 5 lb. pails ----- advance 1 3 lb. pails ----- advance 1 Compound tierces ----- 11 1/2 Compound, tubs ----- 12

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

In Iron Barrels Perfection Kerosine ----- 14.6 Gas Machine Gasoline 38.1 V. M. & P. Naphtha ----- 18.8

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

Smoked Meats Hams, Cer. 14-16 lb. @ 24 Hams, Cert., Skinned 16-18 lb. @ 23 Ham, dried beef Knuckles ----- @ 38 California Hams ----- @ 17 1/2 Picnic Boiled Hams ----- 20 @ 25 Boiled Hams ----- @ 39 Minced Hams ----- @ 18 Bacon 4/8 Cert. 24 @ 31

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

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

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

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

RICE Fancy Blue Rose ----- 5.65 Fancy Head ----- 07

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

SALERATUS Arm and Hammer ----- 3 75

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

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

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 Str's & H'f. 15 1/2 @ 18 Med. Steers & Heif. ----- 14 Com. Steers & Heif. ----- 12

Veal Top ----- 16 Good ----- 14 Medium ----- 11

Lamb Spring Lamb ----- 13 Good ----- 16 Medium ----- 13 Poor ----- 11

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

Pork Loin, med. ----- 18 Butts ----- 15 Shoulders ----- 14 Spareribs ----- 13 Neck bones ----- 05 Trimmings ----- 10

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

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

Pure Ground in Bulk Allspice, Jamaica ----- @ 40 Cloves, Zanzibar ----- @ 50 Cassia, Canton ----- @ 52 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, 105-110 ----- @ 59 Pepper, Black ----- 41

Mustard Mace Penang ----- 1 39 Pepper, Black ----- @ 30 Nutmegs ----- @ 43 Pepper, White ----- @ 57 Pepper, Cayenne ----- @ 40 Paprika, Spanish ----- @ 45

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

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

Gloss Argo, 48, 1 lb. pkgs. 3 60 Argo, 12, 3 lb. pkgs. 2 62 Silver Gloss, 8, 1s ----- 11 1/4 Elastic, 64 pkgs. ----- 5 35 Tiger, 48-1 ----- 3 80 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 Welch's, per gal. ----- 3 25

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

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

Washing Powder Michigan, per gal. ----- 2 75 Welch's, per gal. ----- 3 25

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

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HERRING Holland Herring Mixed, Kegs ----- 95 Mixed, half bbls. ----- 11 35 Mixed, bbls ----- 1 05 Milkers, Kegs ----- 1 05 Milkers, half bbls. ----- 12 50 Milkers, bbls. ----- 22 25

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

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

White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbls. ----- 18 50 E. Z. 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 Blackne, per doz. ----- 1 35 Black Silk Liquid, dz. 1 35 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 35 Enameline Liquid, dz. 1 35 E. Z. Liquid, per doz. 1 40 Radium, per doz. ----- 1 35 Rising Sun, per doz. 1 35 654 Stove Enamel, dz. 2 80 Vulcanol, No. 5, doz. 95 Vulcanol, No. 10, doz. 1 35 Stovoil, per doz. ----- 3 00

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Mustard Mace Penang ----- 1 39 Pepper, Black ----- @ 30 Nutmegs ----- @ 43 Pepper, White ----- @ 57 Pepper, Cayenne ----- @ 40 Paprika, Spanish ----- @ 45

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

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

Gloss Argo, 48, 1 lb. pkgs. 3 60 Argo, 12, 3 lb. pkgs. 2 62 Silver Gloss, 8, 1s ----- 11 1/4 Elastic, 64 pkgs. ----- 5 35 Tiger, 48-1 ----- 3 80 Tiger, 50 lbs. ----- 06

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

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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 94 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 Sapollo, 3 doz. ----- 3 15 Soapine, 100, 12 oz. ----- 6 40 Snowboy, 100, 10 oz. 4 00 Snowboy, 12 Large ----- 2 65 Speedee, 3 doz. ----- 7 20 Sunbrite, 50s ----- 2 10 Wyandote, 48 ----- 4 75 Wyandote Deterg's, 24s 2 75

SOAP Am. Family, 100 box 6 10 Crystal White, 100 ----- 3 85 Big Jack, 60s ----- 4 75 Fels Nantha, 100 box 5 50 Flake White, 10 box 3 50 Grdma White Na. 10s 3 75 Jap 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 50 Sweetheart, 100 box ----- 5 75 Grandpa Tar, 50 sm. ----- 2 10 Grandpa Tar, 50 lgc. 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 ----- @ 52 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, 105-110 ----- @ 59 Pepper, Black ----- 41

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HOW MERCHANTS CAN ASSIST

The Farmer of Michigan in Making Sales.

To-day, as never before, we need to study the relationship between the farm and other types of business.

Michigan is essentially an agricultural State. This does not mean that we should discourage the growth of new industries. New industries will aid in the building up of a better home market for agricultural products by tending to increase our population, and will undoubtedly aid in the processing and marketing of agricultural products to better advantage. However, we should not be misled into thinking that the basis of our prosperity is more dependent upon industry than agriculture.

The general agricultural situation this fall continues to be influenced by the business depression and world-wide decline in the community price level. Prices of farm products were at the lowest level since March, 1916, according to figures compiled by the United States Bureau of Agricultural Economics. As usual the price of farm products at the farm have fallen faster and farther than the general price of the prices of any other products. From August, last year, until August, 1930, the average of prices at the farm fell 25 per cent. while the wholesale price of all commodities in the United States fell 14 per cent. and the retail prices of things which farmers have to buy declined 4 per cent.

Even with this further decline in values, Michigan farmers are apparently in no worse condition than we find the majority of people in large cities. While we may not be prosperous, we are able to buy anything we would like to purchase in the majority of cases. We have sufficient to eat and are not confronted with the bread lines that are found in some of the commercial centers.

I do not believe that our trouble are all over. Land is to-day worth less than it was in 1917. The value in dollars is slightly higher than in 1912 to 1914, but it is not worth as much in purchasing value. This land situation is important, not only to the owner of farm land, but to the public at large, as agricultural lands will be our largest capital investment and any shrinkage in capital values affects the economical relationship and prosperity of the state.

Taxation is another phase of the land question that needs careful consideration. Farm taxes are now 262 per cent. of the pre-war, and they have averaged two and one-half times the pre-war since 1923, while farm products have been selling for only approximately one and one-third their pre-war price.

Foreclosure of farms by mortgage companies and others who make loans on farm lands has created a new problem in our farm life, namely, that of chain farming. Some of these companies are adopting the policy of improving these farms both in soil and buildings in orders that they may sell them in the future for enough to prevent loss on their investment. Under present conditions, it would seem that

by improving their holdings, they are not only adopting a wise policy from the standpoint of their company, but they are preventing further depletion of the soil and buildings, thereby helping to build up the resources of the community where the farms are located.

I have often been asked if I feel that corporation farming is coming to Michigan. I do not believe that our type of agriculture will fit as readily into large operating units, as is the case in the Wheat Belt, but there is undoubtedly a move in Michigan toward larger farms and more machine operation. I sincerely hope, however, that farms as a class will remain on a family unit basis.

Even if some of the farms are held by large companies in the future, it may be a good thing for agriculture to have financial interests holding tracts of land and sharing as a common stock owner in the profits or losses of farming. I know that some of our progress toward a fairer consideration of agricultural problems has been due to large financial interests being responsible for the ownership and management of such tracts.

With our rapidly changing conditions from an economic and price standpoint, one of the difficult problems which farmers confront is the study of the relationship of their farm enterprises. In other words, as to whether we are operating our farms so as to produce the crops and livestock which will bring the highest net return. Closely coupled with this problem is that of soil conservation.

Michigan does not have many marginal lands as we think of them in many of the other states, but we have lands that are now producing grain crops that could undoubtedly be managed more profitably from the standpoint of pasture or some other type of production.

As time goes on, we also need to pay more attention to the question of soil fertility. The application of lime and sometimes other types of fertilizers have aided in the growing of legumes and other crops on a profitable basis, thereby not only increasing the returns from the farm, but improving the fertility of the soil and preventing considerable soil erosion. Preserving fertility, preventing soil erosion, and the adapting of our lands to the crop or crops to which it is best fitted seems to me to be a major conservation problem from the standpoint of Michigan land.

Oleomargarine, none of which is manufactured in Michigan, and 60 per cent. of which is imported into the United States free of duty, as compared to a 12 per cent. butter tariff, is now being sold in Michigan in direct competition with butter and is often being published extensively through advertising by the local merchants. Two years ago, when our Department asked for an inspection fee covering oleomargarine so that it would help pay the cost of inspection, the same as other Michigan products, we were refused such a tax.

To-day dairy farmers in Michigan are asking that oleomargarine be put on the same basis as butter from the

standpoint of supporting the Government, and to-day Michigan farmers are coming to the merchants with the same argument that they used with the farmer, namely, patronage of home owned stores and industries. Farmers urge the patronage of home produced dairy products.

J. C. Smith.

Growing Popularity of Pretzels.

The pretzel is making rapid gains in popularity, judging by shipments in the United States last year compared with four years ago, according to information furnished Nov. 17 by the Bureau of the Census. Compared with 1925, there was an increase in shipments in this country last year of more than 8,000,000 pounds, it was stated, but no figures are available on the shipments in preprohibition days. The following information was furnished by the Bureau:

For the first time the figures on the shipments or deliveries of the industries engaged primarily in the production of pretzels, are included in the biscuit and cracker industry. These figures show that last year the shipments in this country total 35,796,651 pounds. This represents an increase in quantity of more than 8,200,000 pounds compared with 1925, when the figures on quantity shipments were first gathered.

Prior to this year, pretzels were included in the "bakery products, other than biscuits and crackers" industry, but it was thought that the present classification would be more correct. It has only been since 1923 that figures on the pretzel industry were secured separately, and in that year the value of the products was \$4,280,660, while the next census year showed an increase of about \$650,000.

Last year there were 108 industries engaged primarily in the manufacture of pretzels, while about 1,500 people were employed by these establishments, and approximately \$1,350,000 was paid out in wages.

The total value of the biscuit and cracker industry was \$271,694,999, an increase of more than \$22,000,000 compared with 1927. There were 33,555 wage earners (average for the year) employed by the industry, while the total wages amounted to \$33,868,740, a decrease of about \$150,000. The number of wage earners does not include the salaried employe of the establishments, and since only a general average for the year is taken, there may be a discrepancy in the monthly figures.

The value of bread, rolls, cake and similar products made by these establishments as secondary products last year totaled \$7,204,845. Manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

The cost of materials, containers for products, fuel and purchased electric current in the biscuit and cracker industry last year amounted to \$105,094,339, a decrease of about \$2,900,000 compared with 1927, while the value added by manufacture was \$166,600,-

660, an increase of more than \$25,500,000 last year.

Prior to 1921, when the census first was taken at two-year intervals, no separate figures were obtained on the pretzel industry. In 1914, the last year for the five-year census, the bakery product industry was taken as a whole. As the purpose of the preliminary report, of which the figures for 1929 are a part, is to make the census statistics available at the earliest possible date, they have been compiled from returns which will be further scrutinized, before the final figures are made public, and are therefore subject to revision, but it is believed that any differences which may occur are not of sufficient importance to have any material effect on the value of the statistics for practical purposes.

Keeping Lettuce Fresh.

In handling lettuce the problem is to keep it not only fresh, but looking fresh.

As the lettuce is picked over, the heads open up more or less, especially if they are not extra hard. They become ragged and outer leaves have to be trimmed off. This takes time and also takes away from the attractiveness of the lettuce.

At a Pasadena, Calif., store each head of lettuce 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 tightly or cut into the lettuce. The band holds the head together. As the head is sold the rubber is removed to be used again.

At this same store 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 keep fresh much longer than when turned up. The display looks neat, too, with its regular rows of firm looking lettuce heads.

To Be Loved.

Don't find fault.

Don't contradict people, even if you are sure that you are right.

Don't be inquisitive about the affairs of even your most intimate friends.

Don't believe the evil you hear.

Don't repeat gossip, even if it does interest the crowd.

Don't go untidy on the plea that everybody knows you.

Don't overdress.

Don't believe that everybody else in the world is happier than you.

Don't use vulgar language.

Good Service Brings Many Customers.

The East End Shoe Store (Grand Rapids) has this gold letter sign on its window—

Walk In Please

Walk Out Pleased.

Mr. Worst, the owner, is doing a fine community business, especially in school shoes in the higher price ranges.

A man with a grouch may be serious to himself, but he is ridiculous to others.

Keeping cool under excitement shows the good clerk.

HENDERSON HENCHMEN.**They Sound "Call To Arms" in a Ohio City.**

An organization of the Modern Merchant Minute Men of America, perfected at a meeting held in Columbus, Ohio, recently, was attended by about 200 men and women from practically every part of the State. The call for the meeting was issued by Henry J. McFerren, Tiffin, Ohio, third vice-president of the National organization. It was announced that steps will be taken at once to organize eight additional states. The organization is affiliated with the National organization, which has headquarters at Shreveport, La., and of which W. K. Henderson is the head.

The objects of the association as announced by its promoters are: To educate the public to the real dangers of outside chains; to fight the continued encroachment upon the business of local merchant in all communities "business which, by every moral and economic right, should be his."

Principal speakers were Mr. McFerren, who acted as chairman; Charles Wharton, Kenton, Ohio, president of the National Federation of Farm Council; Robert J. Beatty, Columbus, an attorney and president of the Columbus organization; Senator Joseph N. Ackerman, of Cleveland; Representative-elect James Foster, of Cleveland; Secretary Trumbull, of the Ohio Wholesale Grocers Association, and others.

The speeches were mostly reiterations of the sentiments expressed by W. K. Henderson over his broadcasting station and were generally very rabid against chain stores and their managements.

Resolutions adopted urged all members to keep their signs displayed prominently in their stores, expressing opposition to certain legislators and favoring others who have given pledges of support to the antichain store movement. It was announced that there are 2,700 members in Ohio.

The schedule of dues as announced is:

Manufacturers, class A, doing business over \$100,000 per annum, \$100 per year;

Manufacturers, class B, doing business under \$100,000 per annum, \$50 per year;

Wholesalers, class A, doing business over \$150,000 per annum, \$100 per year;

Wholesalers, class B, doing business under \$150,000 per annum, \$50 per year;

Retail merchants, class A, doing business of \$60,000 or more per annum, \$25 per year;

Retail merchants, class B, doing business of less than \$60,000 and more than \$30,000 per annum \$12 per year;

Retail merchants, class C, doing business under \$30,000 per annum, \$6 per year.

Individuals and those engaged as clerks \$2 per year.

It was announced that 25 per cent. of the dues collected remain for state expenses, of which sum 62½ per cent. remains in the originating communities

and the remainder going to the state organization. Seventy-five per cent. of dues collected goes to the National organization to be used for paying the expenses of broadcasting to serve the cause, to pay the expenses of nationally known speakers over radio or before meetings, to print and distribute pamphlets, to aid in educating the public to the danger of chains and to bring the serious problem to the attention of law-makers, both State and Federal.

It was announced that for the last three months W. K. Henderson has been operating three additional broadcasting stations on the Pacific coast for the advancement of the M. M. M. A. and it was also announced that he had leased on a part-time basis station WOWO, at Fort Wayne, Ind.

Recent Mercantile News From Ohio.

Columbus—The Walker T. Dickerson Shoe Co. of this place which took over the former plant of the Riley Shoe Manufacturing Co., is very much encouraged over the future, and is planning to start cutting 400 to 500 pairs of welts daily.

Cleveland—The Chisholm Shoe Co. will open a new store at 14824 Detroit avenue, Lakewood, Ohio, about Dec. 10. This will make twelve stores for the Chisholm chain, seven of which are located in Cleveland and the remainder in Columbus, Detroit and Toledo. The new Lakewood store marks their first invasion of this fashionable suburb and the store will be located in the central business district of the city. The manager of the store has not been chosen to date.

Cincinnati—A voluntary petition in bankruptcy has been filed by the Rehun Last Co. in the U. S. District Court here without schedules. The petition sets forth that the company was unable to meet its indebtedness and desired to give its assets for the benefit of its creditors.

Newark—Roe Emerson, 79, the oldest active merchant in Newark and head of a clothing and furnishings store here, died in a hospital at Wolf Lake, Mich., as a result of an automobile accident, sustained while driving to Niles for treatment for his eyesight. He sustained a compound fracture of his right arm, a fracture of the skull and severe bruises. Mrs. Emerson who was in the accident and uninjured was with him when he passed away. Funeral services were held at his former home, 106 Hudson street. He is survived by his wife, three sisters and two brothers.

Columbus—The Nisley Shoe Co., which has headquarters with the G. Edwin Smith Shoe Co. here and of which company it is a subsidiary, announces that in all of its stores excepting the recently established Coast units the standard price of shoes is reduced from \$5 to \$4. The reduction became effective Nov. 22. The company officials, however, announce that it is a sale price and not the permanent policy of the company.

Cincinnati—Frank J. Wenstrup, 67, founder of the Frank J. Wenstrup Co., prominent merchant tailors, died Tuesday night of heart disease.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U.

S. District Court here against General Mattress Co. by Attorney Herbert S. Mendelsohn, representing Excelsior Supply Co., \$270; Freiburger, Inc., \$195; Progressive Printing Co., \$35.

Cincinnati—The Shannon & Sokup Co., retail men's furnishings goods and hats, 118 West Fifth street, has made an assignment in Probate Court to Attorney William R. Benham. Assets were listed at \$50,000, and liabilities at \$40,000. Poor business was given as the reason.

Toledo—Fred H. Granthen, 45, Toledo clothier and president of the Granthen-Van Wormer, Inc., here, died suddenly of heart disease Wednesday in his home, 1149 Prospect avenue. Mr. Granthen had been in the men's clothing business here for a number of years. He was associated with Mockett's, with Thornberry's and with the Granthen-Kulp concern before the organization of the Granthen-Van Wormer Co.

Cleveland—Harry Filiar, trading as Filiar Cap Mfg. Co., manufacturer of caps and retail men's furnishings, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$2,506 and assets of \$761.

Columbus—Payment of a dividend of 10 per cent. at once was authorized at a meeting of the Office Bros., Inc., retail clothing, held Dec. 1. This is the first dividend. Liabilities of the company are about \$40,000, while collections and money received from the sale of stock amounts to about \$7,000. The concern conducted a retail clothing store at 230 North High street, and a store in Springfield. The stock was sold to John Thall, who is continuing the business in the same store.

How To Make Money While in Business.

(Continued from page 21)

on a centrally located building in a large city is as secure therein as the biggest capitalist who may have a similar, although vastly larger, interest therein. He is securer than the owner because the owner's interest comes after all mortgages. Consider what mortgage means and you will get the point. Mortgage means death gauge—death grip.

There is a striking similarity between the dealing in stocks and bonds and dealing in merchandise. This because in each line of business a crucially important element is to know when to sell. It is also much easier in each line to buy than to sell to advantage. Profits are taken in merchandise more as a matter of routine usually speaking; but when markets change radically one way or the other the usual run of men is not quick enough to follow. This holds good now in meats and groceries as it did for many thousands in the stock market last year.

Paul Findlay.

All Depends on the Pin.

The business man was telling a friend of the beginning of his successful career.

"I got my start in life," he said, "through picking up a pin in the street. A wholesale merchant that I had asked for work had turned me down, and on my way out I saw a pin. I—"

"Yes, yes," interrupted the friend. "You picked it up, the merchant was impressed by your carefulness, called you back and made you the head of the firm."

"Not at all," retorted the business man. "I picked up the pin and sold it. It was a diamond pin."

Quick Assets.

Two knights of the road were walking along the railroad tracks and found a bottle of white mule. One took a drink and passed it to the other. And so forth until the bottle was empty.

After awhile one puffed out his chest and said, "You know, Bill, to-morrow I'm going to buy this railroad. I'm going to buy all the railroads in the country, all the automobiles, all the steamships—everything. What do you think of that?"

Bill looked at his companion disparagingly, and replied, "Impossible, can't do it."

"Why not?"

"I won't sell!"

He Knew His Job.

"So you think you can dress a show window so that every woman who comes along will stop and look at it, do you?" asked the manager of a dressmaking establishment of an applicant for work.

"Yes, sir, I do."

"Well, then, what is the first thing you would do?"

"I'd put a big mirror in the window and—"

"That's enough, young man; we don't want you as an employe. We'll take you as a partner."

Profits and pay are linked. They go down and up together.

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, Bloomingdale, Mich. 358

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.
ABE DEMBINSKY
Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

I OFFER CASH!
For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone
L. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

Unfairness of the National Biscuit Co.

For years the National Biscuit Co., in selling chain stores, has permitted the stores of the chain to lump their purchases and collect the appropriate discount, which of course was greater than the discount earned on the purchases of any individual store. In other words the company treated the chain system as an individual buyer.

No reasonable person has any quarrel with that. On the contrary, everybody admits it is perfectly logical and right.

But the company has never been willing to treat co-operatives that way. In some way it saw a difference between a chain store with 100 stores, giving one order, and a co-operative with 100 members giving one order. I can't see any difference, and I never saw or heard anybody who could point one out. For a long time the Biscuit Company stubbornly refused to recognize co-operatives at all, but during the last few months it has been treating a few of the Western ones like chain stores. Now even that is to be stopped because the company says it hasn't worked out. I don't see how it could fail to work out.

I haven't been asked for my opinion but here it is anyway: I feel that the only fair way for the National Biscuit Co. to deal with retail interests is to give them all, chain stores, co-operatives, and individuals alike, the discount based on their purchases. It seems distinctly unfair to compel the co-operative to take itself apart and stand on the individual purchases of its members, without compelling the chain to do it too.—Grocery World.

Late Business News.

Cool weather last week gave a fillip to retail sales which was felt in many lines. Retailers hope that the momentum imparted will carry through the holiday season.

Announcement that U. S. Steel and Bethlehem Steel had advanced steel prices for deliveries in the first quarter of the new year was the most significant news of the week.

Henry Ford's South American rubber plantation experiment is reported by the Para correspondent of the India Rubber Journal of London to be faring badly. A poorly chosen site and labor troubles are said to be the obstacles to successful operation. The local government, the correspondent says, refused to allow the plantation to pay its men the Ford scale of wages. The filial relation between this report and the English interest tends to discredit the news.

Mail order house prices in the January catalogues will be from 5 to 10 per cent lower than they were in the fall catalogues. The fall catalogue prices were 10 per cent under the prices in the spring catalogues. Montgomery Ward sales in November were off more than 29 per cent over November, 1929.

Recent cuts in shoe prices are to be maintained, executives of most of the large chain store companies say, although at least one company announces discontinuance of the 10 per cent concession made last month. Melville Shoe reports a gain of 15 per cent in sales since the price reduction on Nov.

1 and expects record-breaking volume for the year.

Florida citrus fruit growers are urged by the Federal Farm Board to undertake a co-operative marketing program like that of the California Fruit Growers' Exchange. The Florida Citrus Exchange handled half of the state's crop this year.

Every car in the 1931 Hudson-Essex lines is lower in prices than the same type at its introduction last year. The recent statements in this place that the low prices had been reduced and the high prices increased proves to have given an erroneous impression.

Proposed standards for corn, peas and tomatoes under the McNary-Mapes amendment to the Pure Food Law is to be considered at the convention of the Tri-State Packers' Association in Philadelphia Dec. 10-12. The movement to extend food standards is spreading rapidly.

Prices of soft surface coverings were reduced from 10 to 25 per cent with the opening of the spring season this week, Bigelow-Sanford taking the lead.

Decrease in wholesale trade in October was reported this week by the Federal Reserve System as follows: groceries, 12 per cent; dry goods, 24 per cent; hardware, 22 per cent; and drugs, 10 per cent.

An increase in first class postal rates from two to two and one-half cents for each ounce or fraction thereof, except on postal cards and private post cards, was recommended this week by Postmaster-General Brown.

Simplifying an Inventory.

A full inventory, conducted often enough to check slow movers, means a lot of work, but a New Hampshire grocer manages it in this way:

Going carefully through his annual inventory, he makes a list of items that look to him like slow movers. These items he inventories every month.

This work is easier than it sounds. There is no totaling of columns, nor even extending of prices. The grocer only needs the count, so many cases or so many dozens. For comparison, each inventory sheet is ruled in twelve columns. The count of this month compared with the count of last month shows the movement. Purchases in between counts must, of course, be taken into consideration.

Gabby Gleanings From Grand Rapids.

A. J. Long, Jr., former sales manager of the Kroger Grocery & Baking Co., has been appointed manager of the Grand Rapids branch, it has been announced. Previous to working in the Detroit branch as sales manager, Mr. Long was sales manager of the Grand Rapids branch. He originally came to Detroit as advertising manager.

Alvah Brown, proprietor of the Browning Hotel, in Grand Rapids, is engaged upon a complete program of renovation. Among other things, Mr. Brown is redecorating all of his rooms in rough plaster in different shades.

Ernest Lock has been appointed steward of the Hotel Rowe, Grand Rapids, succeeding Thomas Christensen, who resigned recently to go to Florida, where he joined his brother in the operation of a chain of restaur-

rants in Tampa and Miami. Mr. Lock came to the Rowe from the University Club, in Chicago, and previously was connected with the Glen Oaks Country Club.

William R. Roach and wife, who have been at Hot Springs, Ark., for about a month, are both so much improved in health that they will return to Grand Rapids for the Christmas holidays.

The Rademaker-Dooge Co., has sold two new grocery stocks during the past week—M. H. De Vries, 256 Cedar street, and A. E. Heintzelman, 3055 South Division avenue.

Charts Fowl Prices To Speed Sales.

Formerly much time was wasted in figuring the prices on fowl. The proprietor of this store has solved the problem by making out two charts, one for ducks and one for turkeys, listing total prices on these birds from one pound to twenty-one pounds, including halves and quarters.

This chart is changed when prices change and is displayed conspicuously at the meat counter.

Not only does such a chart speed sales but it tends to convince customers they are not being overcharged and that prices are the same to all purchasers.

Says Slicer an Essential.

It is interesting to note how much importance some merchants place on their equipment as "sales builders."

One grocer in a comparatively small Massachusetts town is finding his slicing machine almost indispensable in creating good will.

"Not only does it allow you to give customers meats properly sliced," he says, "but it enables you to better use up the ends and in this way guard against loss. With the high prices at which meats are selling to-day the loss of a half pound in an end may reduce the profit to the vanishing point."

Pushes an Unusual "Grocery" Item.

One in particular made an impression on us in his plan of pushing shoe polish. He has placed a large mirror in front of the door, far enough back and tilted at such an angle that no person can enter without getting a good view of his shoes. Around it is arranged a generous supply of shoe polish and brush outfits. In the top of the mirror is written with soap, in bold letters, "Have You Had Your Shine To-day?"

Extra Measure of Service.

St. Johns, Dec. 8—I congratulate you cordially upon the forty-seventh anniversary of the Michigan Tradesman. Marking, as it does, the forty-seventh anniversary of service to the best interests of business men, subscribers instinctively recognize the extra measure of service beyond the dollar and cents service the Tradesman willingly gives the merchants.

I wish you success in continuing scriptural measure of service to high ideals and public good.

C. B. Mansfield.

May the Good Work Continue.

Ludington, Dec. 6—I note you have forty-seven years to your credit as publisher of the Michigan Tradesman. In the fact that the Michigan Tradesman stands Nationally a shining example of fearless, virile and constructive journalism, you should find reward

for the years you have devoted to its perfection. May your work continue for decades to come. May your recompense be sufficient for all requirements, but not such as to induce retirement. Louie E. Courtot.

The weak man is the who who refuses to do any real thinking, or to make any sacrifices, and he will not take on responsibility for himself or others. He is usually a pessimist, for it takes thought and imagination to be an optimist. A pessimist does not know what is the matter with him, for he is too busy figuring out what would be an "ideal" position for him to be in, and is all the time complaining about what other people are doing that prevents him from having that "ideal" position. The optimist knows he cannot have an "ideal" position and is too busy thinking and working for the position he knows he can get if he will stick to it and make enough sacrifices.

Rice—The ability of the growers in the three large producing states in the South to maintain their fight for higher prices on prolifics and Blue Rose is being put to a severe test, as millers are hesitating to take on any supplies at additional costs when the trade refuses to come into the market for stocks even at the present low basis. Many millers are therefore closing their plants and awaiting developments. This has created at least a temporarily stronger condition in the South, as it will tend to hold down production in the face of negligible demand. The outcome of the fight for higher prices is doubtful. Fortunately for the farmers Farm Board loans will enable them to carry their stocks and avoid demoralization. Long grains continue firm and in light supply. Export demand is fair.

Pickles—Except for a scarcity in large genuine dills of 800 count and over, there is little to say about the market at the present time. Demand is mostly confined to varieties which are very short. Shippers in the Middle West have had much difficulty in grading out their stocks this year, about 80 per cent of them running to bloaters. There are ample supplies of the smaller sizes, with buying rather desultory.

Syrup and Molasses—Sugar syrup has shown a little better demand during the past week. The aggregate business is still poor. Stocks seem to be low nearly everywhere. Prices are unchanged. Compound syrup is very dull without change in price. If business continues as poor as it is now, prices will probably decline. Molasses fairly active at unchanged prices.

Vinegar—Activity in vinegar is limited to replacement demand and there have been no changes in quotations for the week. Cooler weather was expected to stimulate business, but it is still far below normal. Sales are in small lots.

Sauerkraut—The influx of kraut from Wisconsin continues to exert a depressing influence on the market, but prices appear to be stabilized at about their present low levels. Trading is below normal for this time of the year.