

# MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 24, 1930

Number 2466

## A Christmas Prayer

God of all the Ages and of the Dayspring within these hearts of ours, we bless thy Name for the Story of long ago, which becomes our story, too, and shall touch with its glory the souls of men for ever. We praise thee for the good tidings of great joy through thy Wondrous Child.

We think of the Babe, so small and tender, lying in the straw of the manger among the patient beasts, whose quiet breathing was his lullaby. And we pray that we may so reverence the Life within ourselves that we may not injure the bird or beast in malice or carelessness, or for the sake of vanity; but, having tenderness for all innocent things, may we rejoice in the friendship of faithful creatures.

We think of that Night of waiting, amid the haste and noise of the time, when Mary Mother lay listening to the hurried footsteps of travelers and all the rough sounds of the inn. And we pray for all the Mothers of babes soon to be born; and pray that the compassion of men may be upon all young Children, lest in our greedy tumult and blind speed we bring upon ourselves the condemnation of those who cause little ones to perish.

We think of the Wise Men, who came with their Gifts, following the Star. And we pray that to-day the knowledge and power which men have gained by discovering the secrets of earth and sky may be devoted to the good of the world and not its ill, and may be used to save life and not to destroy it. We pray that the children of the future may escape the doom of war, and that all the sons of men may come together within the City of the Light.

We think of the Shepherds, who heard the glad tidings while doing their daily work, abiding in the field. And we pray for all Toilers to whom this happy season means weary hands and feet and long hours of labor. May they be visited by the strong comfort which has its abiding place in common things! And we pray for those in distress because no man has hired them. May they find refuge in the help of Man; and may all the world have new hope!

We think of all who heard the Song in the Night, sounding faint and far away. And we pray for those who will keep their Christmas in strange places and away from their dear homes. We pray for those upon whom the enchanted season throws a shadow of happy years gone by. May they light candles of patience, kindness and grateful memory, even when there are dark corners in their hearts. So may all our separations show us how far love can reach, and our broken circles teach us how closely love can bind.

God of all the Ages and of the Light that lighteth every man, we bless thy Holy Name; and, with the multitude of the heavenly host and with the magnitude of the lowly ones of earth, we praise thee, saying: Glory to God in the highest, and on earth peace, good will toward men.

Vivian T. Pomeroy.

**The Brand You Know  
by HART**

Fancy

Fruits



Quality

Vegetables

**Look for the RED HEART  
On The Can**

**W. R. ROACH & CO.**

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Grand Rapids, Michigan

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in the milling**

It takes careful milling, as well as good oats, to give uniformly high quality to rolled oats. Our exclusive process assures your customer a sweet, flaky dish of oats entirely free from the usual mush taste.

Purity Oats and Chest-O-Silver are the best buys for the independent grocer that are on the market today. Our sales policy is rigid. We sell to no chain stores or desk jobbers. Our guarantee backing every package is your weapon against indiscriminate selling.



**PURITY OATS COMPANY  
KEOKUK, IOWA**

**Old Master  
COFFEE**

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


SOLD ONLY BY  
**The Blodgett-Beckley Co.**  
Main Office Toledo  
Detroit Office and Warehouse  
517 East Larned Street

**MICHIGAN BELL  
TELEPHONE CO.**

It's an effort to get out of bed to answer the telephone—especially if it means that you must hurry downstairs to take the call. » » » And during



*Calls are made or received without getting out of bed when you have an extension telephone at hand*

the day when you're upstairs, it's tiring to run down to answer the telephone. » » » You can have a telephone at your bedside—an extension of your present line—at a very small cost—only a few cents a day. » » » To place an order, or for information, call the Michigan Bell Telephone Company and ask for the Business Office. Installation  will be made promptly.

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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

HENRY SPRING.

### Story of Grand Rapids Pioneer Dry Goods Dealer.

In the early days of the present century a young couple of Farmersville, Cataaugus county, N. Y., formed a life copartnership. Sturdy, healthy bodies, sound minds and honest purposes comprised their stock in trade. They were Jared S. Spring and Catherine, his wife. Their simple life moved modestly, in content, through summer's shine and winter's storms, until one cold, blustering morning, while the snow was drifting about and sifting into their humble home, Feb. 7, 1830, a little boy came there to stay. They named him Henry. He was the oldest of six boys who found good quarters in the hearts of this robust couple. The boys were given the advantage of the district school in the winter—in summer they were obliged to lend the might of their small strength for family support. Tired at length of "living from hand to mouth," the parents decided to try life in the then "Far West", hoping thus to better the opportunities for their boys. In the spring of 1845, they started, with their boys. In the spring of 1845, they started, with their sons, their household goods on a wagon, a team of horses and two cows. From Buffalo they took a steamboat for Detroit, and there began the struggle over the log ways and through the deep sands of Michigan. The cows and a bag of meal furnished sustenance until they reached Cannonsburg in Kent county. In Clinton county the horses were exchanged for two yoke of oxen. At the present day the pains and pleasures of such a journey may be more easily imagined than realized. They purchased a farm and the family struggled onward through fever and ague and dire necessities until fairer skies appeared and they felt they were literally "out of the woods." Jared and Catherine lived to celebrate their golden wedding anniversary, all the six boys being present,

each with wife and family, in Cannon township, Sept. 2, 1878.

Henry Spring, the subject of this sketch, began business as a clerk in a small general assortment store in the village of Cannonsburg, where barter was the fashion of the time. Aspiring to something more, he came, in 1849, to Grand Rapids, applied to Jefferson Morrison, then one of the leading merchants of the place, for a position, and received it. Morrison's store stood near the spot where the Spring store functioned for many years. In February, 1854, while in the employ of Lewis Porter as clerk in a clothing store, Mr. Spring had an invitation from two enterprising men of this city—who were looking for some bright young man of good habits to whom they could intrust the management of a large stock of goods—to unite his business ability with their capital. They were David Burnett and Amos Rathbone. He promptly accepted their proposal. In February, 1854, he married Annis Salsbury, daughter of a farmer of Clarendon, Orleans county, N. Y. After a few years his partners retired from the mercantile firm, leaving Mr. Spring sole proprietor. From this modest beginning grew the fine business which for many years was so well known as Spring & Company. From November, 1860, until the spring of 1876 he was associated with Edwin Avery, under the firm name of Spring & Avery. In a subsequent partnership, which was formed in 1880, Richard D. Swartout was an associate.

Mr. Spring delighted to relate an incident of his boyhood which kindled the desire by which he was led into the mercantile life which he so closely and successfully followed, substantially as follows: "When I was about ten years old and we lived near Victor, N. Y., one morning my mother sent me to the village with a basket of eggs, to exchange them for groceries. It was the first time I had been charged with such a duty, and I felt that a responsibility rested upon me to do the errand so well that she would trust me again. At the store I was received politely by a boy but little older than myself. He attracted me. He was dressed nicely. His shoes were black and his collar was white. He deftly and pleasantly waited upon me, and I was kindled to a desire to occupy such a position—to know how to wait upon people, especially boys, as well as he did, and be able to trade and figure up as easily. I remained, asking him questions about the business, until there was no excuse to stay longer. The boy was as polite when I left as when I came in. From that hour my chief ambition was to get into a store; and when, at the age of 15, I entered a little general store at Cannonsburg, I was the happiest boy imaginable."

Mr. Spring led all his competitors in length of continuous prosecution of the dry goods business in this city. Up to the day of his death his eye was bright, his step elastic, his countenance smiling and pleasing, his greeting hearty and cordial. Public spirited and generous, with ready ear and open hand for those in misfortune or distress, he was everywhere recognized as an honorable, whole-hearted and genial citizen.

### If I Were Boss,

I'd assort that fruit and vegetable display every morning, that basket of spotted withered apples wouldn't be so prominent and the over ripe bananas would go out of sight.

I'd not be so curt over the phone even if I were in a hurry. Women don't appreciate an attitude of their being a nuisance and that is the way he makes it sound during a rush.

I'd hire another clerk on Saturdays and not lose trade by having folks walk out because they don't want to wait.

I'd not smoke in folks' faces. Some don't care, but a lot of 'em do.

I'd give salesmen more of a show-down, I've learned a lot from the salesmen and so could the boss if he'd open his ears.

I'd either make our delivery boy drive with sense or fire him. He does not have to risk breaking everyone's neck by speeding, then hang around in the back room kidding the clerks.

I'd pay more attention to the kiddies. Being gruff with them drives them elsewhere and they come and go for a lot of stuff during the week.

I'd provide clean aprons every morning instead of twice a week. Some of the boys can't afford to pay their laundry like I do to have a spotless one every day. Hugh King Harris.

### Loose Statements Not Warranted.

The Bureau of Labor Statistics finds that factory employment last month was only 2.67 per cent. less than in October, a smaller decline than occurred in the same period a year ago—assuming that the returns collected by the bureau from 10,536 establishments classified into fifty-four groups afford a fair cross-section of labor conditions in the country's manufacturing plants. Average employment in November was 76 per cent. of a full normal force working 90 per cent. of full time. Payrolls 6.05 per cent. less than in October. In these figures there is reason for encouragement, especially when the conditions in November are compared with those of the same month last year. Here we find that while employment last month was 18.35 per cent. under that of a year ago, payroll was less by 28.18 per cent. These data do not bear out the assertion frequently heard that although employment has shrunk,

wages have been fairly well maintained in spite of the hard times. The facts here disclosed may be the result of what William Green, president of the American federation of labor, characterizes as surreptitious reduction of wages. They are in any case facts which should be faced if we are to deal with the situation intelligently. The tendency, prevalent in many quarters, to ignore or misrepresent them is conducive neither to clear thinking nor to helpful suggestion. In a few industries—notably the newspaper industry, the food industries and the tobacco industries—decreases in payrolls have not been much greater than in employment. In the great majority of the manufacturing industries, however the amount paid out in wages has declined much more rapidly than the number of persons engaged. The reason for this is plain. Employers have sought to distribute wages as widely as possible so as to prevent as far as they could accessions to the army of the jobless. The dilemma with which they have been confronted has been a cruel one at best. To assume that they dealt with it heartlessly when they considered the welfare of the greatest number is scarcely warranted.

### Death of Life-Long Friend of Grocer.

William Smedley, secretary of the Retail Merchants Association of Pennsylvania and editor of the Pennsylvania Merchant, died last Saturday at his home, Alden Park Manor. Although he had been ill for several months, the seriousness of his condition was not generally known in the trade and his death was not expected.

Mr. Smedley, who was in his early seventies, spent about fifty years in the grocery trade and he was one of the most widely known association executives in the country. He was a pioneer in retailer co-operative buying and under his direction the Pennsylvania Plan of manufacturer and retailer organization and aid expanded until it was represented in 105 communities with about 8,500 members, including grocery, meat and hardware units.

Mr. Smedley was born in England and first became interested in the grocery trade in Pennsylvania as a young man. More than twenty-five years ago he helped to organize the Frankford Grocery Co., Inc., one of the largest co-operative selling and buying organizations of its kind. He was a founder of the Girard Grocery Co. and served as manager until sixteen years ago when he began association work with the State organization.

Relief Information Bureau of  
Citizen's Committee  
Lyon and Monroe Streets  
8:30 to 5 Saturday 8:30 to 12  
Phone 65-632

### MEN OF MARK.

#### Samuel Postma, Manager of Postma Biscuit Co.

In humanity there are different strata of quality. The declaration that all men are born free and equal is absurd, unless it may mean that all are born equal before the law. It is a patent fact that one possesses native talent while another does not; that one is capable of arising to heights which another cannot attain; that one exerts a widespread influence, while the field covered by the influence of another is decidedly limited. In this latter regard it is character principally which makes the difference, and if this character is backed by discipline of the mind the difference is still more prominent.

In this day and generation it is customary for the historian to laud especially the man who has arisen from humble and unpromising beginnings. The student has thus become accustomed to regard early obstacles as an absolute essential to later success and the feeling has become more widespread than perhaps is appreciated that a real handicap rests on him who was not born in a log cabin and studied by the aid of a tallow dip; who trod not the tow path in boyhood or early manhood or did not acquire his rudimentary education between the blows of an axe at the trunk of a tree, or make his first appearance in this vale of tears amid some similarly inauspicious surroundings or unpromising environment.

In the light of the recorded careers of men of note the proposition advanced by the historian seems to be fairly justified. Early privation seems to have been an almost essential element in their stimulation toward higher things. Add to the possession of this stimulation industry and ambition for erudition and a keen determination for advancement, and success of that better kind that is not measured by dollars and cents is almost inevitable. So also is the more material success. A specific illustration of the truth of this contention is found in the subject of this sketch, than whom few Michigan food manufacturers are more widely known, and there is not one who is more favorably known. His name is synonymous with sterling character, and it may be an inspiration to young men, especially to the young men who possess little of the world's goods, to learn that his early accomplishments were acquired under somewhat discouraging circumstances. It may be a further inspiration to them to study the mental characteristics of the man, his cheerfulness of spirit and his uniform courtesy to all with whom he comes in contact. Whether natural or acquired, his regard for the amenities of life is decidedly marked.

The Postma Biscuit Co. was established in a small way by Sipke Postma, grandfather of the present manager of the business, in 1882. The founder lived to the ripe old age of 92. A son, Sipke, continued the business until the close of the kaiser's war, when the management was assumed by Samuel Postma, the present executive.

Samuel Postma was born June 9, 1894. He has four brothers and four sisters, all living, all married and all

residing in Grand Rapids at the present time. Mr. Postma was educated in the public and parochial (Christian Reformed) schools of the city. He entered the employ of the Postma Co. when he was 17 years of age. Two brothers, Leonard and Anton, are associated with him in the factory. Andrew enlisted when the United States declared war on Germany, went overseas with Pershing, remained thirty-nine months in France and came back with Pershing.

Samuel enlisted in the artillery division and was in the service sixteen and a half months, including seven months overseas. He received his training at the Harrison technical school, Chicago, Ft. Schuyler, N. Y., Ft. Totten, N. Y. and Camp Eustis,

of an altogether new product are both now under consideration.

Mr. Postma was married June 9, 1925, to Miss Johanna VanderJagt, Grand Rapids. They have a son three years old and reside at 1130 Broadway.

Mr. Postma owns up to two hobbies—base ball and bass and pike fishing. He played ball as a boy and still takes great delight in witnessing either professional or amateur games.

Mr. Postma attributes his success to hard work, but those who know him well and are acquainted with his methods realize that it required business ability of a high order to rescue the business from the deplorable condition it had been forced into as the result of the kaiser's war and the embargo which was placed on the use of

#### Some Very Significant Business News.

Holiday shopping has been in good volume this week, but total volume for the period will be considerably below that of last year.

Two or three bright spots appeared in the November report of Julius H. Barnes, chairman of the National Business Survey Conference, covering eleven months. He finds that in certain industries production and consumption have been balanced, thereby opening the way for increased activity. He also finds evidence of improvement in the United Kingdom, Germany, Belgium, the Netherlands, Canada, China and India.

Industry is now operating at 86.81 per cent. of capacity, according to John E. Edgerton, president of the National Association of Manufacturers. His estimate is based on returns from 939 companies, employing 477,499 persons. Of these companies 216 have increased their employment since July, 176 have made no change and 547 have been forced to make reductions.

President Edgerton says that "most of the blame for our tardy economic recovery is to be found at the door of the consuming public which has retrenched too heavily in its normal purchase of the ordinary things of life."

International Shoe announced price cuts this week ranging from five to thirty-five cents a pair. For the year ended November 30, net income was \$17,031,434.

Royal Baking Powder has been directed by the Federal Trade Commission to stop issuing statements through a publicity agent tending to prejudice the public against products of Royal's competitors. The company is further stopped from circulating the report of the commission's examiner in the case in such a form as to indicate that his report was approved by the Commission.

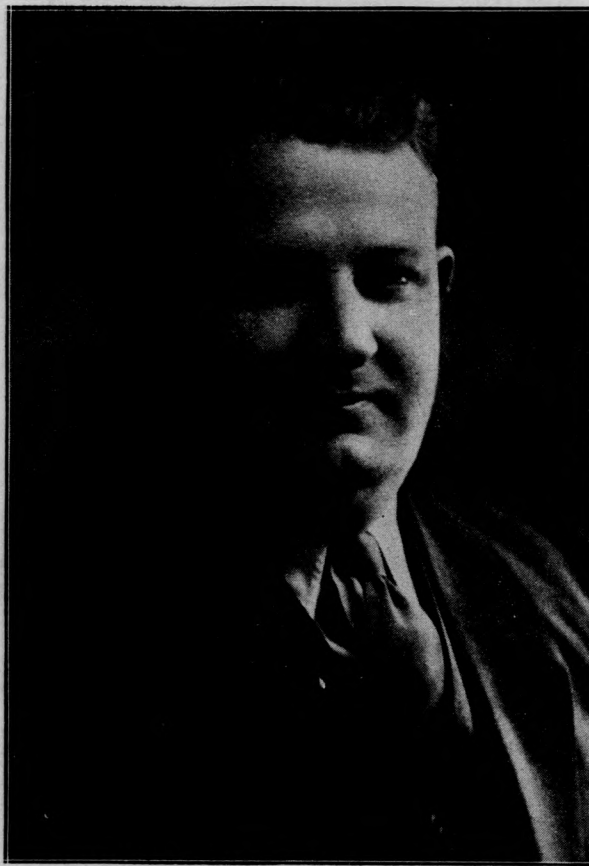
Something like permanent employment as well as better work is the goal of a movement for greater interest in personnel problems now gathering force among relatively small employers, according to W. E. Yeomans, manager of the Industrial Bureau of the Merchants Association of New York.

J. C. Penney inventories at the end of November were only \$41,000,000, a reduction of \$10,000,000 in eleven months, in spite of a considerable increase in the number of stores. This is the result of a new plan for stricter watch of inventories and operating costs.

Prices of branded lines of women's dresses are likely to be revised downwards, according to trade reports, provided enquiry shows that such a step can be safely taken.

The Federal Trade Commission in its annual report recommends amendment of the organic act, creating it so as to put beyond question its right to make trade investigations at the request of either house of Congress.

Canada's gold production is increasing so rapidly that, according to the minister of mines there, Charles McCreagh, the dominion will next year move into second place from third as a source of the monetary metal.



Samuel Postma.

West Virginia. On his return to Grand Rapids he found the business in a bad way, on account of the demoralization attendant on the war, but has succeeded in placing it on a sound position. It is not a corporation, but a co-partnership owned by members of the Postma family. There are twelve employes in the factory and three men who call on the trade. Sales are made direct and through the jobbing trade. Forty different kinds of cookies are produced, in addition to Holland rusks and other specialties. The company ships goods regularly into twenty different states, including New York, Pennsylvania, Maryland, Ohio, Indiana, Illinois, Iowa, Wisconsin, Colorado, Montana and California. An enlargement of the line and the introduction

of flour and other food products during the trying days of that conflict.

Mr. Postma is of almost elephantine proportions. Like most large men, he has a happy disposition and a pleasing personality which makes him a welcome visitor wherever he calls.

Live to-day as if it were the whole of life; make to-day a model of career. You cannot control the course of 1931. You cannot fathom even the things that may open for you to-morrow. But if you will, you can live to-day's brief hours prayerfully and honorably. And living one day is life.

The trouble with most critics is that they are as narrow-minded and mean as the people they criticize.

## FOOD VALUE OF EGGS.

### Interesting Facts Disclosed By Scientific Research.

Eggs of many varieties have been used as food from earliest times, and human experience found them good long before science explained why. Our estimate of the value of hens' eggs in the diet is based on two sets of facts—facts regarding their nutritive importance and facts regarding their adaptability to cookery processes. The extent of their use depends partly on such values, partly on their flavor, and partly on their cost.

Probably no single article of food can be utilized by the housewife in a greater number of dishes than can eggs. They may be easily and quickly served at any meal and in a variety of ways. Alone, or with ham or bacon, or in omelets, souffles or croquettes eggs they may appear in the main dish of any meal. Many quick breads, cakes, salad dressings, sauces, desserts, and beverages are made with eggs. Not only do such dishes look more attractive when made with a liberal proportion of eggs but they taste better and they also have a higher food value.

The versatile cook has long since found a great source of satisfaction in the physical properties of eggs. The colloidal nature of the white makes it possible to incorporate in it millions of bubbles of air. This air-water emulsion can be introduced into food mixtures of many kinds to give lightness and bulk. When properly cooked the walls of these bubbles harden in place and such products as sponge cakes, meringues and fluffy omelets and desserts of many varieties come into being. The emulsifying properties of egg are also depended upon for the consistency of mayonnaise.

On the other hand, the property of certain proteins to coagulate upon heating, makes it possible to use eggs as a means of thickening fluids. Custards, sauces, salad dressings and puddings of many kinds are given a tender thickened consistency by the skillful cook.

For breakfast, luncheon or dinner as a main course, entree, salad, sandwich, dessert, or in beverages, eggs may be used to enrich the diet and to add to the attractiveness of the meal by color, texture and flavor.

From the standpoint of nutrition, it appears that the egg is really two foods instead of one. No one would guess from the outward appearance that such a neatly sealed package could hold two foods, easily separable and distinctly different.

The white part of the egg is almost a pure watery solution of certain proteins of high biological value for body-building and maintenance. The white of the egg is noted mainly for just this one food value. Of this protein material most American diets contain an abundance, especially when we use milk as freely as we should—one quart for each child and one pint for each adult daily—and in addition eat freely of cereals and some lean meat.

Certain British scientists have reported some success in curing symptoms of pellagra in rats with egg white whereas the egg yolk has been found by United States Public Health Ser-

vice to be of doubtful value in preventing blacktongue.

The yolk, on the other hand, is a real gold mine. It contains not one, but many well-recognized food substances. It furnishes not only concentrated fuel for the body, and contains protein of fine quality, but it has an unusually rich store of the minerals and vitamins necessary for growth and development, and for the maintenance of health and vigor.

Every 100 calorie portion of egg is three and one-half times as rich in protein, twice as rich in calcium, three times as rich in iron as we believe the average 100 calorie portion of food for the adult need be. The egg is rich in proteins, fat and compounds of phosphorus and iron in forms especially adapted for conversion into body tissue.

Eggs are one of the richest sources of the fat soluble vitamins, which are so important for building strong teeth and bones, for building up resistance to infection, and for promoting growth. Hess and others have shown one egg yolk daily is an effective means of preventing rickets in a child.

Eggs are more like milk in nutritive values than is any other food—they are richer than milk in iron but less rich in calcium. But eggs should not be considered a substitute for milk—rather they should be considered a supplement to milk; one egg to every quart of milk, being a good proportion in which to combine the two in the diet.

There is reason to believe that an egg a day for children over 2 years of age is a safeguard for the formation of good red blood. Not only do the egg yolks contain the necessary iron, but probably also other necessary substances which are important for blood building.

Not long ago, Professor Rose of Columbia University (1923-25) attempted to find out what difference it would make to young children when one simple addition of one egg a day was made to the diet. She was able to control the food of two groups of children for a period of 21 months. One group was given a fairly good mixed diet, while the other received an egg every day through this long period, in addition to the regular diet. There was a positive, though not large difference in percentage of hemoglobin and of the number of erythrocytes in favor of the children receiving egg, and there was close parallelism between those blood findings and general physical improvement of the children.

For children younger than 2 years the egg yolk only, instead of the whole egg is to be recommended. Many physicians suggest beginning to give egg yolk very early in life. When a child is born, he has a large store of iron in his body. This is rapidly used up because milk which is usually the sole food of the infant does not furnish as much iron as the rapidly growing body of the baby needs, and there could otherwise result a real iron deficiency in the body of the young child.

To prevent this shortage of one of the most important minerals, a noted specialist in child feeding is recommending giving a few drops of egg yolk daily, beginning at the fifth or sixth month—some physicians begin

as early as the third or fourth week—and increasing the quantity gradually until by the time he is 18 months old, he will be taking from one-half to one egg yolk daily.

Dr. Hazel E. Stiebeling,  
Federal Food Economist.

### Attempt To Oust Chain Stores From Nebraska.

Formal demand is made upon Attorney-General Sorensen, of Nebraska, by attorneys for the independent retailers' associations of the State that he begin proceedings to oust the Safeway Corporation, operator of chain stores, from the State, in a brief filed with that officer, in which the evidence taken at recent hearings is summarized. The laws which he is asked to invoke prohibit chains from selling an article at a lower price in one section, and which forbid practices tending to and intended to monopolize any line of business.

The testimony is summarized by the brief as showing that the main requirement of the law has been met, prima facie evidence of unfair discrimination, and that it is now up to the chain corporation to prove that price cutting was not done intentionally for the purpose of destroying the business of competitors.

It is also insisted that the testimony discloses many incidents where the chain units have cut prices where there can be no other conclusion than that it was to injure competitors. In one instance flour of a brand popularized by the independents was bought by a Safeway manager from independent stores through a third party and then placed on sale at 30 cents a sack less than it was customarily sold for. Other practices that are denounced by the independents' attorney as deliberate and ruthless are listed.

The evidence showed that the Safeway Corporation is domesticated in Nevada, has headquarters in California and is controlled by a Maryland holding company. The independents say that it is well organized to stamp out local competition in any one State, and that a revolving fund is maintained in Nebraska out of which losses of the "shock troop units" are paid from profits of the others.

The Safeway Corporation, which operates seventy-five grocery units in Nebraska, in its brief asks the Attorney-General to refuse the demands of independent merchants that he proceed against it as a violator of the law requiring uniform prices to be maintained. Its attorneys quote a number of court decisions to show that the law has always been interpreted as requiring proof that where articles are sold at a lower price in one section or community than in another there must have been an intention to destroy the business of a competitor.

In some of these it is expressly

stated that the legislature cannot create a presumption of guilt unless that presumption has a rational connection between the facts proved and the ultimate fact presumed.

The chain corporation takes the position that the fact that its stores sell at lower prices than do their independent competitors cannot be construed to mean that the managers are guilty of discrimination. It says its stores are all operated on the cash and carry plan, under which it is possible to operate at 15 per cent. below that of service stores, and hence its prices are 10 to 15 per cent. lower to begin with.

It is contended that if an independent decides to meet the competition of a chain store and reduces his prices to its level the chain store has the right to reduce its prices 10 or 15 per cent. more, and that when it does so it is only meeting competition, which the law says is a justification for varying prices.

The main reliance is on the claim that the law is aimed only to prevent one competitor from pursuing a policy intended to destroy his rivals in business, and when that intent is absent a dealer in one locality may make whatever price he pleases. Figures from all of the Nebraska stores are given to show that only five of them were unprofitable during the last year, and testimony quoted to show that these lost money because of small volume and large overhead.

In the meantime Safety Stores on Saturday opened its first unit in Omaha. This store carries a full line of groceries, produce and meats. In its advertisement of the opening the company refers to itself as the "West's largest food concern" with more than 5,000 outlets in twenty states and sales of more than \$100,000,000 a year.

#### This Is My Beloved Son.

From time, the Flood of Light!  
From earth, the Flower!  
Miraculous birth-right!  
Holy the hour!  
Word made flesh! due born to bring  
Gifts of love; while angels sing  
Here on high  
Through the sky:  
"This is My Beloved Son!"

From love most manifest!  
From life! from power!  
Maternity how blest  
Henceforth in dower  
Which endureth now, as then,  
"Peace on earth, good will to men!"  
Heaven so near  
All can hear:  
"This is My Beloved Son!"

The Bright and Morning Star!  
So ended night  
When wise men from afar  
First saw the light!  
He's the Lily of the Valley  
And the Corner Stone long ready!  
He alone  
Will atone—  
"This is My Beloved Soul!"  
Charles A. Heath.

Oppose, if you will, when the matter is being discussed; but once the decision is reached, use all your power to make it a success.

The human relations of a store reflect the personality of the man at the head.

**MOVEMENTS OF MERCHANTS.**

Detroit — Mau, 1227 Washington boulevard, has changed its name to the Washington Boulevard Fur Shop.

Albion—Thieves entered the clothing store of Davis & Campbell, Dec. 18 and carried away considerable stock.

Crosswell—Ennest & Campbell, Inc., dealer in flour, feed and produce, has changed its name to the Blaisdell Stores, Inc.

Lake Linden—Fire damaged the Charles P. Kiefer stock of men's clothing, etc., to the extent of about \$5,000, partly covered by insurance.

Kalamazoo—R. A. McKinney, recently of Toledo, Ohio, has assumed the management of the Home Furnishing Co. store, North Burdick street.

Detroit—The Levitt Co., 1276 Penobscot building, has been incorporated to deal in general merchandise with a capital stock of \$2,000, all subscribed and paid in.

New Haven—The Michigan Grain & Feed Co. has been incorporated with a capital stock of 50,000 shares at \$1 a share, \$1,800 being subscribed and paid in.

Detroit—The Basket Bread Baking Co., 4111 Alexandrine avenue, has been incorporated with a capital stock of \$1,500, all subscribed and \$375 paid in in cash.

Battle Creek—The Michigan Purchasing Association, Inc., has been incorporated with a capital stock of 10,000 shares at \$1 a share, \$4,000 being subscribed and paid in in cash.

Wayne—The Wayne Dairy Co. has merged its business into a stock company under the style of the Wayne Dairy, Inc., with a capital stock of \$20,000, \$2,100 being subscribed and \$2,000 paid in in cash.

Flint—Carter's Dairy Co., 2108 West Court street, has been incorporated to deal in dairy products, cheese and ice cream with a capital stock of 100 shares at \$100 a share, \$10,000 being subscribed and paid in.

Deerton—Fire destroyed the store building and stock of general merchandise of Walter Hougisto Dec. 18. All the mail in the post office, which was housed in the same building was saved. Loss is estimated at about \$7,000.

Detroit—The Ross Coffee Co., 125 West Larned street, has been incorporated with a capital stock of \$20,000 preferred and 1,000 shares at \$2.27 a share, of which amount \$9,997.60 has been subscribed and \$2,000 paid in.

Ann Arbor — The Precision Parts Co., Ypsi-Ann building, has been incorporated to act as manufacturers' agent and deal in automotive parts, etc., with a capital stock of \$10,000, \$2,400 being subscribed and paid in.

Dearborn—The Corey-Wood Motor Sales, Inc., 118 East Michigan avenue, has been incorporated to deal in automobiles, radios, electric refrigerators, etc., with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

St. Johns—Harry E. Mack, 70, veteran shoe merchant, died at his home here. He had lived here thirty-eight years. Funeral services were held at his former home with burial at Saginaw where he formerly lived. He

leaves a widow, two sons, and one daughter.

Jackson—The Dean Fuel & Supply Co., 1400 Francis street, has merged its business into a stock company under the style of the Dean Fuel Co., with a capital stock of 2,500 shares at \$10 a share, \$6,000 being subscribed and paid in in cash.

Kalamazoo—Don K. Strickland has closed his drug store at 241 South Burdick street and removed the stock and fixtures to the Oakland Pharmacy, West Michigan avenue and Academy street, which he conducts with Edward F. Crabb as a partner.

Lowell—T. Gazella, dealer in sporting goods, has purchased the J. W. Rutherford stock of bazaar goods. He will close out the bazaar goods at special sale and remove his stock of sporting goods to the Rutherford store and continue the business.

Detroit—Ben Victor, dealer in dry goods and men's furnishings, 2935 Hastings street, has merged the business into a stock company under the style of the Ben Victor Company, Inc., with a capital stock of \$15,000, \$12,000 being subscribed and paid in.

Grand Rapids—The Borgman Stores, which celebrated their 11th business anniversary Dec. 20, are closing out at special sale, their stock of dry goods and shoes at 820 and 822 West Leonard street and will confine their entire attention to the cash and carry grocery business.

Kalamazoo—Harold Dietrich, druggist at Cork street and Portage Road, has sold his stock and store fixtures to his brother, Alfred J. Dietrich, for the past ten years pharmacist with the Don K. Strickland drug store on South Burdick street. Mr. Dietrich will continue the business at the same location under the same style, the Lakeway Pharmacy.

**Manufacturing Matters.**

Belding—The Smyrna Milling Co. has been incorporated with a capital stock of \$25,000, of which \$8,950 has been subscribed and paid in in cash.

Detroit—The Anti Freeze Wiper, Inc., 303 Bass building, 7338 Woodward avenue, has been incorporated with a capital stock of \$11,000, all subscribed and paid in.

Benton Harbor—The Saranac Patents Holding Co., West Main street, has been incorporated with a capital stock of 3,120 shares at \$1 a share, \$3,120 being subscribed and \$1,000 paid in in cash.

Detroit—The Electric Crane & Hoist Service Co., 1111 Beaufait avenue, has been incorporated with a capital stock of \$10,000, of which amount \$1,500 has been subscribed and paid in in cash.

Detroit—The Michigan Automatic Merchandising Co., 2366 Penobscot building, vending machines, candy and tobacco, has been incorporated with a capital stock of 2,500 shares at \$10 a share, \$25,000 being subscribed and \$2,800 paid in in cash.

Detroit—George A. Hormel & Co., meat packers, with headquarters at Austin, Minn., have opened a district sales office at Detroit, with V. E. Wham in charge. The company is

planning a heavy advertising campaign on its line of tinned meats and chickens.

**Thoughts Inspired By the New Year.**

Grandville, Dec. 22—All hail New Year which follows so soon after glorious Christmas.

New Year and Christmas constitute a week and more for general rejoicing. The New Year for the forming of good resolutions which are very frequently broken almost in their conception. Nevertheless it does young hearts good to feel that for the new year they will be better than they were in the past.

Sleigh bells jingle as well on the New Year as on the birthday of a Savior. There we mistake. There are no sleighs any more, no prancing Dobbins, hence no bells. Well, we shall do the best we can by celebrating in an automobile sort of way. The writer, however, celebrates at home watching the falling snow if there chance to be any, and listing to his memory of holidays long gone away.

New Years in camp or on the river skating. Such grand good times were those, but to-day no tall pines rear their heads skyward to sigh in the breeze while husky woodsmen hie themselves away behind the family horse to take their best girls to the barn dance a few miles inland.

No use sighing for the good old days when reformatory vows were made to the great spirit of the woods. Smoking, drinking and careening through the city's saloons constituted a part of those iniquities, all gone now to make room for the better things of life.

This is a strange world when we come to think it over and strange people are in it. It would be a good thing if everybody would this New Year turn over a new leaf and make a vow to do good and nothing but good hereafter.

New Years had as many worshippers as Christmas in the long ago. And why not? It was a day for celebrating if not for fasting and prayer such as Thanksgiving day. The buzzing bees, dances and wildwood parties were plentiful enough. Perhaps the human heart was about the same the nas in the rattling times of to-day.

Personality is what counts. Personality and spirituality go hand in hand. This husk in which man lives is but the outer casing for a noble soul or a dangerous villain. We each and all make our mark in the world even though some of us are not bright mentally.

New Years brings new responsibilities which should not be neglected. Congress doubtless enjoys entering upon a new year in which it can dawdle its time away throwing rotten eggs at President Hoover. If we could send such men to the National halls of legislation as that late sterling citizen Gerrit Diekema there would be less fool bills passed and Congress might be regarded with some degree of respect.

Our Congress is a band of bright wits who come together to do the Nation good. All sorts of schemes are hatched for the good of the people. The work sweatingly carried on in Congress for our starving farmers is worthy of all commendation. Why should they not spend a few hundred millions of the peoples taxes to doing something for the soil tillers? Sod-busters they were once called. Moss-backs and hayseeds. To-day the soil-tiller has risen several degrees in the estimation of the Nation.

The New Year should bring much hope for the drought-ridden farmers. When such an august body as Congress takes their interests in hand it is time for other people to take notice.

Why should the farmer's apples be beaten down to less than one dollar and a half a bushel even though said apples are many of them wormy and

the larger share of them sour enough to make a pig squeal. Considering the falling off in labor one must concede that victuals must naturally take a tumble.

The New Year is full of promise. Let us rejoice that so much interest has been brought about in Congress, that prices will not go so low as to bring starvation to the farmer's door whatever may befall the man who buys these products.

There is every prospect of a happy New Year ahead. We should all rejoice to know that the Nation at large is looking after the soil sufferers.

Supply and demand has lost its pull. If there is an over supply of wheat feed it to the pigs and cows. And then you know some there are who have advocated a policy of burning the wheat so that scarcity may fetch the price to normal for the producer.

The cloud of semi-despair which has hovered over the Nation is bound to have a silver lining. We as a Nation have far passed the century mark. There have been panics, years of dull times and lack of work for willing laborers yet no record can be produced that many of our folks have passed out of the world through the starvation route and we are not going to begin that sort of thing at this late day.

Charity begins at home, and right here in America is where the reform is to take place. The coming year has prospects bright with silver lined clouds that speak only good for all.

New Years day is a day to be loved and celebrated. It holds out bright prospects ahead. Let us then get down and do our level best that good times may come again, and that prosperity may again hold sway throughout the Republic founded by Washington and saved by Lincoln.

The peace of a new day dawns that is lighted with the torch of future happiness and work for all. Old Timer.

**Gabby Gleanings From Grand Rapids.**

Ten members of the Quality Service organization of Holland came to Grand Rapids last Thursday as the guests of the Western Michigan Grocer Co. They were treated to a beefsteak dinner at the Hotel Mertens, after which they inspected the plant of the host and devoted the remainder of the evening to the discussion of topics of mutual interest.

Christmas shopping surged ahead in local stores to-day, the volume of business establishing what is believed to be the peak day of the season. The crowded attendance of most stores indicated that much purchasing held off to the last minute was being done. In some quarters the view was expressed that the late buying will materially swell the month's sales figures and that the total dollar volume of the larger establishments may yet approach within striking distance of that of 1929. While the average sale is lower, it is pointed out that gains are being made of from 25 to 33 per cent. in transactions.

The main store of Lee & Cady (Grand Rapids) will be closed for inventory at 1 o'clock Wednesday, Dec. 31, to be open for business Friday and Saturday, as usual. The cash and carry branches will be open as usual all day Wednesday.

A correspondent asks if it is true that the Secretary of the Association of Commerce has been receiving an annual salary of \$15,000. It is not true. He has been drawing a salary of \$10,000 per year. The present occupant of that office has agreed to vacate it immediately after Jan. 1.

**Essential Features of the Grocery Staples.**

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

**Tea**—The market is very dull and will be for some weeks to come. Business is simply day by day for what must be had. Prices show no change for the week. It would not pay to shade at this season of the year.

**Coffee**—The week has not brought a great deal of change to the coffee market. Future Rio and Santos, green and in a large way, have continued easy with one or two slight flashes of firmness. Spot Rio and Santos is possibly 1/2c less than a week before and if prophecies mean anything, is due to go lower. Milds show no change from a week ago. Jobbing market on roasted coffee is showing rather an easy undertone, but is adjusting itself to the lower green market in spots as it always does.

**Canned Fruits**—Canned fruits are in a good position to advance after the first of the year, as they have maintained their strength throughout the long period of inactivity and are still closely held by Coast factors. Cheap offerings have been few and scattered, and have had no effect upon the general stability of the market. Peaches are in excellent position with stocks moving better than anticipated, and the best consuming months just ahead. Grapefruit also is strong, in spite of occasional price shading and an exceptionally low offer made by a Florida canner who has just started to pack.

**Canned Vegetables**—String beans, corn and tomatoes are among the foods which appear to be basically strong, as distributors are carrying only light stocks, as is evidenced by the fact that there has already been some enquiry by the trade for January shipment. Standard beans have moved in such volume that they made up for the dearth of sales in higher grades, so that total sales are running close to last year. The situation in Maine in respect to Golden Bantam and Crosby corn is firmer as much of the recent distress selling is over. Distributors look for a recession from opening prices after the first of the year, however, but as white corn is scarce, it would be premature to predict what the market is likely to do. The outlook for Southern tomatoes is more favorable, as standards have gone into heavy consumption, due to low prices and there should be considerable replacement business done soon.

**Dried Fruits**—With the raisin pool now in control of growers' stocks and packers forced to quote prices on the basis of 5c for choice bulk Thompsons at Fresno, buyers will undoubtedly come into the market soon after the holidays in a larger way, and they will be more in a mood to anticipate their future requirements as the trend is definitely upward. Reports from distributing districts other than New York indicate that consumption measures up to that of a year ago. Prunes are unchanged, but operators on the Coast apparently can move them freely enough if they maintain attractive prices. The shortage of large sized prunes in California has been a firm-

ing influence, while Europe's demand for smaller sizes has cut the huge crop in that State down to proportions where it is more easily handled. Growers are trying to boost prices to packers, who are resisting such efforts in the face of present conditions. A good proportion of the crop, it is believed, will therefore be left on the trees. Apricots are very firm, and top qualities are now about all cleaned up. The operators are working quotations higher gradually and are confident that they can market the small remainder of their holdings at increased prices. The higher grades of peaches are also more closely held, and while buying has not been of a volume nature, it nevertheless has been steady enough to keep the market hard.

**Canned Fish**—The market is very quiet and almost nothing is selling except in a small way from day to day. Prices show no change.

**Salt Fish**—There is little activity in the salt fish market at the present time as the trade has previously covered itself on stocks sufficient to carry it over the new year. Trading is expected to pick up soon, however, as stocks in the hands of distributors and retailers are light and production this year has shown a decline over last year. Prices are well maintained at their present levels and may work higher.

**Beans and Peas**—The one firm item in the dried bean market, red kidneys, also turned weak and shows a decline. Practically all other items are also weak and declining. Demand is very poor. The same is to be said of dried peas.

**Cheese**—Demand for cheese is rather poor. The market has been weak since the last report.

**Nuts**—Shelled almonds from Spain and Italy continue at their present basis and demand is maintained in good volume. Almonds have been a favorite this season, and have found their way into many new channels of consumption as well as being used more freely in assortments. This applies both for imported and domestic types. California almonds in the shell have enjoyed a good year, with some Coast operators anxious to boost prices, but reluctant to do so until the Almond Growers' Exchange joins in the movement. Walnuts in the shell have moved out of California freely, and many independent packers cleaned up their stocks early. The association, however, has found some difficulty in moving its top grades, but still feels confident they will move in the spring. Unshelled walnuts from Europe and China show a very firm tone abroad, and offerings arrive here sparingly. French shellers have eased off from the top prices asked recently. Stocks in the hands of operators are reported as getting down to low levels and European countries have proved to be more attractive markets for shelled nuts than America, owing to the high tariff and rigid inspections here. Turkish filbert shellers are quoting firmer prices all the time, but there appears to be adequate stocks on the spot. Demand on the spot has not followed the bullish trend of the primary market, although Lev-

ants are admittedly low priced, as compared with last year.

**Review of the Produce Market.**

Apples—Current quotations are as follows:

Spies, A Grade	.....\$2.50
No. 2, Commercial	.....1.50
No. 2 Fancy	.....3.50
Baldwins, A Grade	.....2.00
Baldwins, Commercial	.....1.25
McIntosh, A Grade	.....2.50
McIntosh, Commercial	.....1.50
Snows, A Grade	.....2.00
Snows, Commercial	.....1.25
Wagners, A Grade	.....1.75
Wagners, Commercial	.....1.00
Banana, A Grade	.....1.75
Banana, Commercial	.....1.25
Delicious, A Grade	.....2.50
Delicious, C Grade	.....1.75
N. W. Greenings, A Grade	.....1.50
N. W. Greenings, Commercial	.....1.00
R. I. Greenings, A Grade	.....2.50
R. I. Greenings, Commercial	.....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	.....2.50
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
Pippins, 20 oz., 3 1/2 in. min.	.....1.75
Pippins, C Grade	.....1.25
Cooking Apples, all varieties	......75

**Butter**—Unchanged from a week ago, due to light demand and plenty of receipts. Jobbers hold 1 lb. plain wrapped prints at 31c and 65 lb. tubs at 30c for extras and 29c for firsts.

**Dried Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans	.....\$4.65
Light Red Kidney	.....7.50
Dark Red Kidney	.....7.25

**Bananas**—6@6 1/2c per lb.  
**Cabbage**—85c per bu.  
**Carrots**—85c per bu.

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

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

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

**Cranberries**—Late Howes, \$3.75 per 1/4 bbl.

**Cucumbers**—No. 1 hot house, \$2.50 per doz.

**Eggs**—It has been rather a buyer's market during the past week, prices having slumped 2@3c per doz. Demand for fine fresh eggs is good and the receipts are being taken fairly well. Nevertheless, the feeling is rather that it is a buyer's market. Storage eggs are poor and inclined to be weak. Jobbers pay 22c for No. 1 fresh and 17c for pullet eggs. Cold storage operators offer their supplies on the following basis:

XX candled in cartons	.....21c
XX candled	.....19c
X candled	.....16c
Checks	.....15c

**Grapefruit**—Marsh Seedless from Texas is sold as follows:

54	.....\$4.75
64	.....4.50
70	.....4.25

80	.....4.00
Extra fancy sells as follows:	
54	.....\$3.50
64	.....3.50
70	.....3.50
80	.....3.75
96	.....3.25

Choice is held as follows:

54	.....\$3.25
64	.....3.25
70	.....3.25
70	.....3.25
80	.....3.25
96	.....3.00

**Grapes**—\$1.85 for Calif. Emperors in 25 lb. sawdust 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	.....75c

**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	.....\$6.75
150	.....6.00
176	.....5.50
200	.....4.75
216	.....4.25
252	.....3.75
288	.....3.75
344	.....3.75

Floridas extra fancy are held as follows:

126	.....\$3.00
150	.....3.00
176	.....3.00
200	.....3.00
216	.....3.00
252	.....2.75
288	.....2.75
324	.....2.75

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

**Parsley**—50c per doz. bunches.

**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	.....

**Spinach**—\$1.25 per bu.

**Squash**—Hubbard, \$3.50 per 100 lbs.

**Sweet Potatoes**—Indiana, \$2.85 per bu.

**Tomatoes**—\$1.40 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

## WE FACE DISASTER

### Unless We Put a Crimp on the Chains.

It has ever been the history of nations that conditions arise, which, if permitted to endure, will destroy that nation, and the fundamental reason for these conditions is invariably the product of two causes: The greed and avarice of man, which ultimately leads to despotism.

History presents many pages of the example and result of despotism. For a few brief minutes I would ask that you consider with me the life of our own America, which although the youngest Nation in the world is yet the most powerful and which in a brief span of years has won the respect and the esteem of the entire world.

We will turn back to the days of the early colonists. We see them living in their frugal manner blazing the trail for the civilization that you and I to-day enjoy. We see them, sitting happily beside their firesides, proud of their homes and their farms and joyful of their achievements, but, alas, the stern hand of a foreign power was laid heavily upon their shoulders and they were forced to accede to demands that to-day to us seem almost unbelievable. Forced as they were to contribute from their meager earnings and pitiful supplies they were changed from a happy people to underlings and were servants of tyranny. Gone was their pride in their homes; gone were the hopes for their children; despair supplanted joy; and misery descended to stifle out their initiative and their ambitions.

No more did they gather on the commons to discuss their future advancement; no longer did they assemble in the market place to perfect plans for schools and churches. They became cogs in a large wheel to furnish finances for the mother country to do the things they should themselves be doing. Money and products were sailing across the sea to be swallowed up never to return to the source of production.

But there burned in the hearts of those sturdy pioneers the spark of patriotism which finally flashed into flame and destroyed the yoke of bondage and once again the star of progress guided the way for rapid strides in happiness and prosperity.

Their incentive restored, they again took up their work and cities and villages flourished; farms were tilled and mines opened. Each individual toiled in his particular line of endeavor in fair competition to his neighbor. As he prospered, his community prospered and as the community prospered the Nation prospered to the mighty land she is to-day. Why was this? Because the money he accumulated he placed in cir-

ulation in his community; because he was an integral part of that community, and he rejoiced in its advancement. He knew that if he became ill or unemployed, his friends and neighbors would come to his rescue. He had an account at the local bank and should this be exhausted, a credit was established that would sustain him until he was again employed. His earnings he spent in his community, and he had every right to expect that his community would stand by him, and it did not fail him.

Suppose, on the other hand, that this man did not have the community spirit; that he had spent his money in stores that were only receiving depots to send his earnings out of the community under the guise of false economy.

He would have no credit, no bank account, no right to expect aid, from the community to which he was indifferent. He becomes merely a worker who earns enough one day to prepare himself to work another. His whole life is spent in want and toil, and such a life is without value, either to himself, his community or to his country.

To-day, my friends, we of America are facing a situation similar in many respects to that of our forefathers. We have in our cities many stores and industries which are under the guidance of centralized wealth. Even as a tiny rivulet flowing through our fair lands feeds the mighty ocean, so also, do these industries continue in an endless chain to bear to this great sea of wealth, the money which should remain in the community in which it is produced, but which goes to swell the oceanic coffers of Eastern capital.

I would liken this system to the subterranean channels which sap the sparkling waters from the bubbling springs which supply our country. This water is carried down the channel to the oceans where it is lost. Eventually these springs will dry up and the land which they so graciously supplied becomes a barren waste. The stores and industries of centralized capital are even now slowly and surely sapping the strength from our local business men and unless restrained will destroy our prosperity and annihilate our Nation, for a nation is only progressive in so far as its people are progressive.

What will the result be? The wealth of America will in time be controlled by a few upon whose whims and mercy shall depend our citizens.

Business and commerce will be in their hands and we shall be compelled to pay for livelihood whatever sum they demand, even as tribute was extorted from our forefathers.

It might seem to some that in their purchases here, they are saving money by buying from stores known as the chain stores; but

there is a serious side to this situation. By assuming that they can buy some commodities cheaper than they can from the local merchant is it not natural to assume that when the local merchant is no more, the commodities purchased at the chain store will be increased in price. An example of this is shown by the war between the Gould and Mackay cable:

The Gould system had been charging from 60 cents to 80 cents a word; the Mackay charge 40 cents a word. The Gould system undertook to induce the rival to put the price back to 60 cents. The rival refused and thereupon, the Gould combination dropped to 12½ cents for the purpose of destroying the rival. The Mackay Cable fixed the tariff at 25 cents, saying to its customers, "You are intelligent enough to understand what this war means. If our cables are defeated, the Gould system will go back not only to the old price, but will add enough to reimburse itself for the cost of destroying us. If you really wish for competition, if you desire a reasonable service at a reasonable rate, you will support us." From that the people at that time knew that the Mackay system was correct and they patronized the Mackay system, forcing the Gould system to meet its prices, and it is apparent that if to-day the centralized chain stores force their rival, the local business man out of business, they will immediately raise their prices and make you and me pay not only an increased purchase price, but in addition thereto, the amount that it cost to make the independent merchant close his store.

Shall this system continue? Is there no remedy for this condition? My friends, there is a remedy.

It calls for serious thought and united action on our part. It calls for patronage by us of our local merchants, who are the bulwark between us and centralization. It behooves us to consider the inevitable and not remain indifferent to our own welfare.

We must not be dazzled into blindness by the glare of the present. We must see the future. We shall not be duped by the sunshine of the moment or the promise of an hour. We must see beyond the horizon of a penny saved. We must stand as one man and say: "Mr. Local Business Man you are our friend; you are the rival who stands between us and disaster and our friend shall not be allowed to die, because if he dies we necessarily go down in disaster."  
Leo J. Scott.

It's always a tragedy when circumstances prevent a man from expressing the best that is in him.

It's getting mighty expensive for a husband to take an interest in modern household devices.

## Talking Turkey To the Chain Gang.

As this is being circulated over all of Michigan and a wide sector of the U. S. A. folks will be either getting ready to eat turkey, they will be eating it or will be picking their teeth after the feast. For the date line is the 24th day of December, 1930, and isn't it about as good a time, as any other, to talk turkey?

In the automobile industry there are some optimistic reports for the coming year. We can thank fortune the chain gang hasn't quite mastered the auto game in spite of automotive mergers and combinations.

But take the retailers, all lines, any line, and it hasn't been any too wonderful a Christmas. I'm sick and tired of the howling Calamity Janes who think the country has gone to pot and ruin.

I'm sick of those blind folks who just won't see what has done more to gum up the works for 1930 than all the other causes put together. We hear a lot about the "trouble down in Wall street" causing the past depression. Sure, Wall street.

But who hangs out down in that select neighborhood? Is it the corner grocer, the butcher, the baker and the garage man? Not so you can notice it. If we were to see Sears Roebuck, Montgomery Ward, Mr. Kroeger, Mr. Woolworth, Mr. Penny, Mr. Walgreen, Mr. Kresge and more of this same clique down there, we wouldn't be surprised. That's what they are in business for — to keep Wall street on the map.

But the chain gangs haven't been taking quite so much in the way of dividends of late. That's the big light in the sky and the reason there's going to be a better flavor to the New Year's bird.

When we get right down to fundamental facts on the social economy of the so-called hard times of the past few months, don't let anyone try to side-track you as to the facts. Where did a great big percentage of the money in this country go to for the past five years? It went right down to that same little Wall street, and the gentlemen I have named, the chain syndicates, mergers and consolidations, Mr. A. & P. and the rest, took a lot of this good money and we only had the empty bean cans left to show for it.

And bean cans ain't worth a tinker's darn to pay the landlady, the gas man and the dentist, no sir! H. Ford has used some in his flivvers, but he don't buy 'em in the open market.

We have been planking down our cash and seeing it mailed out, carted out and bailed out of town and the banks kept on drawing on reserves to pay local wages, help folks pay taxes and support charity, and still the money oozed, ebbed and poured out. It is common sense to know that we can't



squeeze an orange or a sponge bone dry and expect to have any juice or moisture left.

We cannot squeeze all the money out of circulation and have good times, so we have had a concrete example of the facts we have been trying so hard to get you to see (that is the public, we are talking to now). The money went to the chain gangs and many of our good folks went to the soup houses.

But to get back to Christmas day turkey—

Talking direct to the chain operators of the United States. Here's turkey talk, to you. Listen:

Don't you think on this day of days, this season of seasons, you should be ashamed of yourselves?

Do you think you have made the kiddies of this Nation happy by forcing dads out of work, so they had to get up on Christmas morning to face empty stockings?

Don't you feel just a little stir of conscience (if you have any) when you think at this Yuletide season, of the starvation wages you have doled out, when you consider those thousands upon thousands of traveling men who have been forced to curtail all Christmas giving, all Christmas feasting and joy?

Don't you feel like crawling in a hole when you stop to realize it has been your arrogant, selfish, grasping, mercenary system which has blighted the Christmas trees, quenched the home fires and saddened the Nation by taking away the surplus profits of hamlet, town and city, to leave nothing but depleted bank accounts and not enough for honest citizens to pay their taxes?

Christmas, the day of peace and good-will toward men—what a hollow mockery in the light of the chain store illuminations? How can you, the chain stores of this Nation, face this season with a smile. The facts have been established. Material facts, there have been convictions in court, legal evidence of fraudulent practices, trickery advertising, short weights. It has been a long and a terrible arraignment, but at this season it is not well to harbor anything but the most charitable of feelings.

If we talk turkey at Yuletide, it is because we wonder if it may not aid somewhat in a future solution of the evils of the day.

Really, you chain store operators, the heads, the brains, the sinew (not the local managers or just the district superintendents) what does Christmas mean to you?

Our Puritan forefathers fought and suffered for a free and independent Nation. They were thankful for their blessings and to them Christmas was the most wonderful day in all the world. It meant a visualization, a bringing closer to their hearts, the ideals for which they were giving their lives, their

every effort. To-day that same spirit of independence has been made a plaything for the greedy hands of monopolistic oppression.

Christmas has no significance to the folks who make up your systems, your cliques, your mergers—for corporations are soulless, syndicates are heartless, so empty stockings, broken hearts, blasted opportunities may be but empty phrases to you.

We are talking turkey to you, at turkey time. Through the months to come, having had experience with one lean Christmas due to your chain tactics and ruinous financial juggling, others will be thinking, talking turkey, too.

You who have nearly made a wreck of one Christmas should be eternally ashamed of yourselves. But through these coming months you will do well to scan the stock market value of your own stock, to keep an eye on the dwindling dividends.

Yes, chain gang, folks have had their bitter lesson. You have gone a step too far and the turkey talk of the Nation will be in legislation, taxation, education and in fair play buying and trading. Your sources of supply will not be so easily swayed to the practice of low wages and cutting down the pay rolls.

With your dwindling power normal times will come again. With your system a success, from your angle, normalcy would be but a myth. It is turkey time, the time of peace and good will. It is not the season for argument or for airing unpleasant truths. Yet it is of all times the time you should vision the facts as they exist, realize the misery and sadness you have caused.

What a blessed Yuletide season it would have been had you never appeared to darken the horizon. What has been done may be remedied, and through the awakened public spirit of justice and independent fair play, that remedy will be applied.

New Year is around the corner. We have had our turkey. Now for the bird of freedom.

Hugh King Harris.

Never Too Late.

Ionia, Dec. 19—I trust it is not too late to extend my congratulations in connection with your Forty-eighth Anniversary number. I went through it from "kiver to kiver" with a great deal of pleasure. From the standpoint of both printer and editor it was perfect. You have as much right to be proud of it as a mother has of her new born babe. A splendid contribution to Michigan journalism.

Fred D. Keister.

Thanks, Brothers.

Muskegon, Dec. 22—Enclosed please find a membership card of the Consumers League of Muskegon. This is sent you in appreciation of the many kind things you have said about Muskegon independent merchants and the fine and exceedingly timely and suggestive articles appearing in the Tradesman every week in your intensive and effective fight against the chain stores. F. H. Long, Sec'y.

When You Shout "Thief" Be Sure of Your Ground.

One of the surest ways for a retail merchant to get himself into a peck of trouble is to accuse someone of theft and not be able to prove it. The circumstances may point strongly to the guilt of the accused; yet, unless the merchant has proof that will be convincing to the average jury, he had better go slow in making a charge of this kind.

This is true because, in a great majority of cases, where a merchant fails to make a case against one accused of theft, the latter will have good grounds for a suit for damages. In other words, the merchant may then be called to account for false imprisonment or malicious prosecution, depending upon the facts of the case. There is great danger here in acting hastily, as witness the following.

In this case, when a retail merchant opened his place one morning he discovered that it had been buglarized during the previous night. He checked up and found that a quantity of merchandise, including shoes, hosiery, and other articles were missing, the total value of which he judged to be about fifty dollars.

The loss was not great, but the merchant decided to try his hand at locating the thief, and, accompanied by two other men, he took up the trail from where he found tracks just outside the store window. It had rained the night before just before the thief had entered the store by removing a window, and when the latter left the premises with the stolen goods he made distinct tracks, which were subsequently frozen as it turned cold about that time.

The merchant and his companions followed these tracks down the road, across a field, through a woods and marsh, and finally came to a halt 100 yards from C's house. They did not trace the tracks to the house, but did circle the premises and failed to find where the tracks left the place. Also along the way they found lint from a sack on a fence the thief had crossed, also a wrapper from the hosiery that had been taken from the store. On the above evidence, the merchant made oath to a warrant and had C's premises searched. Nothing belonging to the merchant was found.

Following this, as is usual in cases of this kind, C brought an action for damages for malicious prosecution against the merchant in which he demanded \$15,000. Upon the trial of the cause, C introduced the search warrant that had been sworn to by the merchant, and after proving that no property of the merchant was found after the search had been conducted upon his premises, he rested his case.

The merchant then sought to escape liability on the ground that under the facts of the case he had reasonable ground for thinking that C was guilty. From which it was argued that he, the merchant, was justified in having the search made. The trial court left the case to the jury, and the latter found for C in the sum of \$1,500. From judgment on this the merchant appealed, and the higher court, in passing upon the question of whether the merchant had sufficient grounds to justify him in swearing to a search warrant, among other things, said:

"The tracks in no way suggested the thief, and, while the lint on the fence and the hosiery wrapper by the route of tracks may suggest that the person who made the tracks was carrying the goods in a bag, and did carry them into the clearing and toward C's house, there is no evidence or circumstances that in anyway pointed to C as the guilty party, except the fact that he owned the land, and the goods probably were on his land. This was only a suspicion."

In line with the foregoing, the court affirmed the judgment against the merchant, on the ground that the circumstances did not justify him in making the accusation of theft against C. So the merchant lost the goods, the lawsuit, and was compelled to shoulder a very substantial judgment for his mistake in judgment.

The foregoing case constitutes a striking illustration of the importance of care in making accusations of theft against parties who may be suspected. And unless a merchant has very convincing evidence of the guilt of a party, he had better remain quiet and keep his suspicions to himself. Truly, the case reviewed illustrates the importance to a merchant of being sure of his ground before shouting "thief."

Leslie Childs.

#### OPPORTUNITIES NEVER BEFORE OFFERED TO FURNITURE PURCHASERS

An entire building devoted to the sales of Furniture made exclusively by Grand Rapids Manufacturers.

WHOLESALE and RETAIL.

The Furniture Galleries of Grand Rapids, Inc.

25-27 Commerce Ave., S. W., Grand Rapids, Michigan.

We Wish everyone a Merry Christmas  
and Hope everybody will enjoy  
Prosperity next Year

Western Michigan Grocery Company

GRAND RAPIDS, MICHIGAN

## JEW IN AMERICAN HISTORY.

As the celebration recently held in historic Faneuil Hall, Boston, of the 275th anniversary of the settlement of the Jews in this country called to public attention, the Jews are among the oldest elements of our population. Their first settlement in this continent was made in New York, then New Amsterdam, in 1655. The Santa Caterina had arrived late in 1654, probably from Brazil, with twenty-three Jews on board. They were not hospitably received. Governor Peter Stuyvesant was determined that they should not remain and he changed his attitude only when the directors of the Dutch East India Company in Holland took the side of the newcomers.

Within a few months after their arrival an ordinance was passed providing that Jews should not be permitted to serve in the militia but that in lieu of such service they should each pay a tax of sixty-five stivers—equivalent to several dollars to-day—a month. This action brought to the fore one Asser Levy, who refused to pay the tax and petitioned the Council for permission to perform military duty like all the other citizens of the colony or else for relief from the tax. His petition was rejected. Apparently he appealed to the authorities in Holland, for it is on record that he performed guard duty. He continued the battle for equal rights of Jews and finally they were fully recognized as burghers.

Throughout our history the Jews have played an honorable and conspicuous part in both public and private life. They were among the most patriotic Americans during the Revolution, risking their lives and their fortunes on behalf of the struggling young nation. One of them, Haym Solomon, not only advanced large sums to Robert Morris, the Government's hard-pressed Superintendent of Finance, but also assisted individuals whose names are now household words but who were in need. Among these was Madison.

In finance, in education, in science and in philanthropy the Jews have written their names imperishably in American annals. If they found in this country a freedom which was not always accorded them in other places, they gave in return the best that was in them. In celebrating their 275 years here, they have every reason to be proud of the contribution they have made to American civilization.

## CONSERVING RETAIL PROFITS.

In retail merchandising, no less than in industry, the problem of conserving net profit is demanding careful thought. While the Harvard figures for several years past have demonstrated a declining retail profit trend, the year now drawing to a close is felt by retail executives to have been an exceptionally difficult one. Combined with the effect of the industrial slump and the reduced purchasing power arising from unemployment, several other factors, arising mainly out of the price situation, have taken their toll.

These factors began to exert their full influence last June, following a Spring season that compared fairly well with a year ago. In midsummer

the decline in retail prices, in readjustment to lower wholesale price and commodity levels, became quite rapid. This produced a sharp drop in the size of the average sale and a lower dollar volume that to date have not been offset by the gain in the number of transactions. Moreover, to clear stocks on hand quickly, the majority of stores took heavier mark-down than usual, while many retailers also lowered the mark-up on new merchandise purchases.

It appears likely that the situation engendered by these developments will continue to affect retailing for at least the first quarter of the new year. This leads many retailers to believe that profits need to be conserved by maintaining legitimate mark-ups, by fewer mark-downs, by avoiding losses by adjusting merchandising more accurately to consumers' demand, and also by soundly conceived expense reduction.

It may well be borne in mind that the current situation discloses sources of merchandising strength as well as weaknesses, and that more than a few merchants laid the foundation for their later success during similar periods of readjustment.

## WE'RE DAMNED BOTH WAYS.

There is apparently nothing the United States can do to achieve popularity abroad. In our recent days of prosperity, when we confidently believed that mass production had eliminated the economic cycle and the future was an endless vision of mounting stock prices, we were bitterly assailed for our materialism and condemned as usurers. Now that our dreams have faded and we face the harsh realities of overproduction, unemployment and even breadlines, does Europe welcome us to the fraternity of the economically depressed and accept us as fellow sufferers in a world sadly out of joint? It does not.

Just as our prosperity was judged to be at the expense of less fortunate nations, so our depression is said to be the cause of their present woes. As spokesman for a disgruntled Italy the omniscient Mussolini waxes sarcastic about our fall from our high estate, tears to threads the theories on which we had built up our prosperity and declares that the late lamented stock market crash pushed Italy into the high seas "and from that day navigation has become extremely difficult for us."

Yesterday we were envied for being so rich, so prosperous, so self-sufficient; to-day we are blamed because we could not continue to live at this high level. There is no health in us.

## BUSINESS INDEX AT LOW.

The principal basic developments during the week were undoubtedly those represented in a further sharp decline in the weekly index of business activity and in another drop in commodity prices. The *Annalist* weekly index of commodity prices has fallen to 115.4, a figure which represents the lowest general price level since some time shortly after the outbreak of the kaiser's war. The only satisfaction that can be derived from these developments seems to be that at its present

level the business index undoubtedly represents a degree of stagnation which, as nearly as can be judged by an examination of comparable monthly indexes extending over the last half century, has never lasted more than a month or two.

At the same time it should be observed that recovery from such severe depression to normal (except in the cycle preceding the war) has always required at least thirteen months and, in one instance, nineteen months. An examination of past records reveals the fact that the bottom of a major depression is also frequently characterized by a fresh onslaught on commodity prices such as that which has occurred this last week.

Other economic factors are favorable to an upturn in business. Short-term, money rates are lower to-day than at the beginning of recoveries from many previous major depressions, and the bond market seems to have been staging a secondary decline such as that which preceded business recovery in 1921. Finally, recent bank failures apparently represent a cleaning out of weak spots in the banking structure which, when completed, should leave the general financial situation in a much sounder condition.

## MOTHERS WHO NEED NOT DIE

More than 16,000 women in this country die every year from causes related to motherhood. This record constitutes the highest death rate in the world. It is not surprising, therefore, to learn that two-thirds, or 10,000, of these deaths are preventable. The proof is at hand. In 4,700 cases cared for by the Maternity Center Association in the Bellevue-Yorkville district in New York City the death rate was reduced to one-third of the general average for mothers in the same section who did not receive such service. In addition, the deaths of infants during their first month of life were reduced by a third. The result of this care at the maternity center was the establishment of a death rate for mothers below even that of Denmark, which has the lowest such rate known. What is needed is a spreading of information regarding proper care for expectant mothers.

## STUDY STABILIZATION.

Reports that producers next year will give considerable thought to the possibilities of stabilizing employment are among the encouraging signs on the business horizon. Responding to pleas of unemployment boards and committees, hundreds of executives are subscribing to the theory that they can benefit their workers, communities and themselves by perfecting stabilization programs.

While the workers' welfare may be uppermost in the minds of those advising steady employment, the benefits to be derived by employers themselves are considerable. Any effort to stabilize employment implies a study of production costs, perfection of more level schedules of output and a thorough enquiry into market possibilities. Business leaders have been urging these considerations upon manufacturers for years, but their progress has been

hampered by the indifference of many producers. Approaching the same ground from a different angle, the unemployment committees have commanded greater attention, possibly because they make their pleas under more dramatic circumstances.

Small plants as well as large factories are starting to experiment with policies aimed at producing year-round employment. Chief among these endeavors is the suggested rationing of output over a twelve-month period. Authorities point out that the greatest possibilities for reducing production expense and eliminating unscientific peaks and valleys in output lie in this direction.

## THE LINCOLN TRAIL.

Kentucky, Indiana and Illinois have undertaken a project of unusual interest and not a little difficulty in the proposed memorial highway to mark the trail of the Lincoln family from the birthplace of Abraham Lincoln, near Hodgenville, Ky., to Springfield, Ill., where he is buried. Official representatives of the three states are in accord on tentative plans for a road 350 feet wide and are preparing to carry forward this ambitious undertaking as rapidly as possible. The route will link three Lincoln shrines—at Hodgenville, Lincoln City, Ind., and Springfield—as well as other places intimately connected with the early life of the martyred President.

One great difficulty will be that of tracing and following the trail from Hodgenville to Lincoln City. Thomas Lincoln made the first journey in 1816 almost entirely by water, floating on a raft down Rolling Fork, Salt River and the Ohio to the mouth of Anderson Creek, near Troy, Ind. The rest of the journey to the present site of Lincoln City, about nineteen miles, was made on foot.

The success of this undertaking will be a boon to thousands of tourists who visit the Lincoln country in Kentucky and Illinois annually and will give deserved prominence to the Indiana district by making it more easily accessible.

## DRY GOODS CONDITIONS.

The general tenor of comments on holiday trade continues to indicate gains in transactions, with a smaller average sale. The decline in the latter, however, is much less than the drop in retail prices. Hence, when it is taken into consideration that each additional sale means either an added customer or the turnover of one more item of merchandise, the situation is seen to have its favorable aspects, at least on the score of more "customer contacts" which reveal that a store is holding or increasing its popularity with consumers.

Just how much the decline in dollar volume for the month will be is, of course, still in doubt. In view of the lower prices prevailing and current economic difficulties, retailers see in a moderate decline no reason for undue concern. Moreover, the fact that the shopping period before Christmas this year has one extra day, as compared with 1929, will influence favorably the total volume of sales.

## OUT AROUND.

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

I have seen many instances of the slaughter of values through the sale of insolvent estates, but the marketing of the assets of the Grand Rapids Body Co. by the receivers of that organization presents about the worst case of depreciation I have ever had brought to my attention. The estate must have about three-quarters of a million liabilities, including capital stock, merchandise accounts, bank indebtedness, bonds and receivers' certificates. The personal property was recently authorized by Judge Brown to be sold for \$10,000, of which \$8,000 will be claimed to pay the 1930 personal tax. The land and buildings will be sold at public auction Jan. 7. It is doubtful if little is realized above the 1930 property tax, which amounts to \$10,000. The real estate comprises five acres of land bounded by North Front street, the Grand Trunk Railway and the river. It has a side track on its own land from the main line of the Grand Trunk. It is located on a paved street, only one block from the Scribner street car line. The city assessors tax the property on a valuation of \$50,000. The buildings would cost around \$200,000 to replace. They are completely equipped with an up-to-date sprinkling system. The power plant is ample to drive all the machinery needed for the entire factory system. The office building is comparatively new, with a beautiful assembly room on the second floor which was intended for the use of the employes of the factory. This building alone would cost more to replace than the receivers are likely to realize from the entire property remaining unsold, which would be considered dirt cheap in good times at \$200,000.

For many years Grand Rapids has lacked adequate facilities for small concerns which require a little assistance in the way of small spaces suitable for manufacturing purposes. For twenty years the old Comstock factory on upper Monroe avenue was the kindergarten institution of Grand Rapids. It furnished a home and habitation for many a new undertaking in the manufacturing line. Several of the most prosperous factories we now possess started originally in the old Comstock tub and nail factory. With the revival of business soon due to appear the Grand Rapids Body Co. plant would be an ideal institution for the Association of Commerce to acquire to supply the requirements which will face the industrial department during the next few years. The building can be occupied by one tenant or by several tenants, depending on the space required by occupant or occupants. Nothing the Association of Commerce could do to assist in the growth of Grand Rapids would be so helpful as this action at this time.

Will the Association of Commerce avail itself of this opportunity? I doubt it. The policy of the organization has been to increase the wages of incompetents who occupy places of power and responsibility (without ade-

quate functioning) to such an extent that it probably has no surplus funds on hand to enable it to acquire such a property at this time. President Schouten is currently reported to be on the Sunny Side of Easy street, having from half a million to a million dollars in his strong box, most of which has been accumulated on out-of-town investments. He could acquire the property and hand it over to the Association of Commerce with the understanding that the organization pay the taxes and insurance for twenty years. By the end of that time the five acres of land will probably be worth a quarter of a million dollars or more. Whether he will accept this suggestion in the spirit in which it is offered remains to be seen. Nothing he could do would contribute more to the growth and prosperity of Grand Rapids than to act on this suggestion, which would reverse the general policy of the Association of Commerce for the past twenty years, which has been destructive instead of constructive.

I am exceedingly sorry to put these statements in cold type, but I cannot lay any claim to truthful writing unless I record the truth as it looks to me. I can easily see why the facts are as I have stated, bluntly as they may appear to a superficial observer. For twenty years the Association of Commerce has been controlled by a clique bent solely on continuing themselves and their friends in control of the organization. No public function can accomplish anything worth while if it is dominated by class, clique or clan. No organization ever gets anywhere in this world if it is subservient solely to human selfishness of the most sordid character, which soon develops—as has been the case with the Association of Commerce—into an engine of destruction for those who would not consent to work with the conspirators or who ventured to think or act in opposition to the big boss of the clique. This policy has finally reached the culmination which I have predicted for it for several years. Supporting members are in arrears in their subscription payments to the tune of between \$12,000 to \$15,000 and the organization is behind in its payment to its officers and others. The arrearage is growing larger every month, which means that a radical reduction in salaries and other expenses will have to be adopted for 1931 in order to maintain its existence. It is exceedingly fortunate that the body has as its President a man of dominance and determination like John Schouten, who will take the bull by the horns and clean out the deadwood which has kept the organization from functioning as it should have functioned during the past dozen years or more.

When I was elected President of the organization, more than twenty years ago, I found we had 1,200 members on our list, 400 of whom had paid no dues for several years. I immediately instructed the secretary to strike off our list all who were more than a year in arrears on their membership payments. This reduced our list of paying members to 800, to which we made many

valuable additions during the two years I served as chief executive. Within a month after I took this drastic action, a gentleman who never cared much for me or my methods circulated this report: "Stowe has busted the Board of Trade. Four hundred members have quit the organization since he was elected President." I have never been able to figure out any reason why any man should receive the benefits of any organization unless he is willing to do his full share in contributing to its support.

The location of the Grand Rapids Body Co. is one of historic interest to Grand Rapids people. It was the original site of the Wonderly Lumber Co., which came into existence with a great flourish of trumpets in the early '70s. As I recall the circumstance the stockholders were Joseph H. Wonderly, John Widdicomb and Wm. H. Jones. The company met disaster and made a most wretched failure, which culminated in the bankruptcy court, which freed the stockholders from further liability. John Widdicomb refused to accept the situation and paid every creditor of the company his share of the total indebtedness, which was one-quarter, according to his ideas, his stock ownership having been one-quarter of the entire amount. He was thirty years in doing this, but succeeded in liquidating every penny of his portion of the indebtedness long before he died. When Wonderly saw that disaster faced the organization, he requested John Widdicomb to induce his wife to sell her \$30,000 interest in the Widdicomb Furniture Co. and put the proceeds in the Wonderly Lumber Co. William Widdicomb once told me that when he heard of the proposition he went to his brother's home and on bended knees implored his sister-in-law not to acquiesce in this arrangement. He told her that the Wonderly Co. was doomed to failure and that if she gave up her stock in the Widdicomb Furniture Co. his brother, John, would have nothing to start in business with again, while if she retained her holding her husband could come back to the Widdicomb Furniture Co. on a fine footing. Mrs. John Widdicomb very wisely coincided with the sane judgment of her brother-in-law and when the wreckage of the Wonderly Lumber Co. was cleaned up John Widdicomb resumed his former position with the Widdicomb Furniture Co., where he remained many years.

In 1880 Mr. Wonderly organized the Kent Furniture Co. and engaged in business on the same location in the manufacture of sideboards and center tables and painted and ornamental goods for cottage use. This undertaking was never very successful, but did not swing into the bankruptcy court until after Mr. Wonderly's death.

The next occupant of the premises was John Widdicomb, who occupied the buildings as a branch of his main factory, producing cheaper goods than he turned out in his main factory. On

the termination of his lease he surrendered the property to the owners. It has served other occupants until it finally passed into the hands of the Grand Rapids Body Co., which added one more to the long list of failures which have occurred on that location.

In writing recently to George B. Catlin, librarian and morgue manager of the Detroit News, I asked him to give me some particulars regarding the wonderful department he has created for the newspaper which enjoys the largest advertising income of any American publication. His response was as follows:

It is the common experience among newspaper workers that "each man in his time plays many parts." My permanent and continuous endeavors in newspaper work began with the Morning Telegram of Grand Rapids in the fall of 1884, as circulator. From that I shifted to a job as reporter and soon was made city editor. In the summer of 1892 I came to Detroit to begin work on the News. The first business of a newspaper man in a new habitat is to make himself well acquainted with the town, its officials and its people. So my first labors were on the police beat and the municipal courts. In my idle moments I wrote feature articles for the Sunday edition and in 1896 I was made an editorial writer. Successfully dodged two opportunities as city editor, having wearied of the job which makes a man a sort of bumping post between the policy of the newspaper and its public.

Wrote editorials, book reviews and feature articles and European war articles until the fall of 1917, when I was appointed to the task of providing the News with a reference library, with no restrictions as to my discretion and no limitations as to the money I would see fit to spend. During the next three years I spent more than \$50,000, with the result that the News now has the best reference library of any newspaper in the country and probably in the world. The endeavor is to keep the library at its present volume—a little more than 22,000 volumes—and to grow only by elimination and replacement. The fiction section contains about 1,000 volumes of standard works. All the remainder is reference material. The morgue or scraparium is maintained as a supplementary department, with its own staff of nine people while the library has a staff of eight.

Visitors from Chicago, New York, Philadelphia and other big cities at first wonder how we can make profitable use of so expensive and complex an adjunct to a newspaper but we are soon able to show them its utility.

A newspaper attempts to publish the current news of the day and to tell the public what the publishers think the public wants to know and ought to know. The library and scraparium are collateral branches of the institution which function in telling the public what it really wants to know but does not know how to find out. It really functions as an invisible newspaper because very little of its product figures conspicuously in the printed page. We receive daily from 60 to 100 enquiries for information of every conceivable variety. Science, biography, history, politics, sociology, information about countries, people, inventions, discoveries, etc. In fact, it is impossible to even suggest the range of private enquiries which come to us by letter, telephone and personal calls. Very little of this ever appears in the published columns of the News, most of it being furnished direct and by private letter, even if no stamped envelope is enclosed with the enquiry.

Advertising men make constant use of such materials. Students of a large

class in high schools and colleges are assigned a subject which calls for certain books. The first to call at the public libraries get the books and the rest of them come to us. Here they find not only the books they seek but a vast amount of supplementary materials in indexed clippings and magazine articles, which are not available at the public libraries. Club women who prepare papers come to us, lecturers and even congressmen and ministers of the gospel, because we are generally up to the minute with the sort of information they seek.

At the public libraries the book wanted is often "out." With us it is always "in" and where we can lay hands on it at once. Our catalogue combines with the usual Melville Dewey system a most elaborate analytic index which sets before the seeker a very complete schedule of all the available material on every subject. In addition we have a very elaborate illustration and picture index which lists by volume and page every book illustration in the library and more than 400,000 illustrations (portraits and views) in the scraparium; more than 60,000 cuts and more than 2,000,000 clippings. All this material is instantly available on demand for we allow nothing to go out. We have alcoves and tables where the seeker for data can sit down to work and have everything brought to his hand by the attendants.

This, of course, involves a pretty sizeable original investment and a heavy cost for maintenance and service; and it does not produce a dollar of direct revenue. One might say, offhand, that it is a prodigal waste and a venture entirely outside the proper field of newspaper work. But they forget that the two biggest assets of a newspaper are the good will and the public confidence and reliance. These are what we earn day by day and every day and the endeavor earns reputation which could be won in no other way.

The newspaper is bound to become more and more an educational institution and resort for information that its daily news columns do not and cannot supply. It also affords certain accommodations of incalculable value to all sorts of people. For example:

You knew Will Chalmers, who was for several years superintendent of schools in Grand Rapids and later a congressman from Ohio. One day he bustled into the News library to see me. Said he: "I am booked to deliver a speech in Buffalo to-night. Through some sort of accident I have lost my speech. The substance of it is in a speech I delivered in Congress not long ago. I have been to the public library and there I was told that my last resort would be to you. Can you help me?"

In two minutes I laid the text of his speech in his hands and he had a typewritten copy made and went on his way rejoicing. Said he: "I cannot tell you how much that means to me. Your institutional service amazes me."

A stranger came in and explained that he had just arrived from Chicago where he was a member of a big legal firm. "We have an important case coming on this afternoon in the Federal Court. One of my partners has had all the handling of it and he has all the papers. He is desperately ill in a Chicago hospital. We cannot find his records of the case. The trial cannot be postponed again and I know nothing about the case, which has been dragging on for months. Can you help me out?"

Again I was able to hand him an envelope full of clippings about the case and he sat down, took notes and said he was ready now to go to trial. Such free service costs the News a lot of money, but it buys something that cannot be found at the chain grocery or any other place except the

News library. And such things are happening every day.

I have written at this length because I am an enthusiast with a personal theory with regard to the function of the invisible newspaper, as an instrument of human service and general public education. Maybe I'm daft, but the scheme works beautifully and our visible reward is the manifested gratification and appreciation of those who are served. We don't know where we are going, but we are on our way.

The seventy-five year old mercantile house of M. Hale Company, South Haven, writes me as follows regarding the cracker and cookie situation:

South Haven, Dec. 20—We have read with interest the Tradesman of Dec. 10. We are particularly interested in your reference to the National Biscuit Co. and Shredded Wheat products. We believe with you that every independent merchant should refrain from handling the product of manufacturers who favor the chain stores, such as the National Biscuit Co., Loose-Wiles, etc., but what are the independent merchants to do? They must have crackers, cookies, etc., to offer to their customers or they would deliberately drive their trade to the chain stores. If you, Mr. Stowe, can direct us to some manufacturer of similar products, who will play fair with independent stores, we stand ready to drop every unfair manufacturer, and we believe at least 75 per cent. of our independent grocers in South Haven would do likewise. We believe the least independent merchants can do in appreciation of your earnest endeavor to better conditions of the independent merchants, and for their own good, is to heed your advice, and thereby assist and encourage you in this worth-while fight. Wishing you success in your unselfish fight for the betterment of conditions for the independent merchant.

M. Hale Company.

Although the National and Loose-Wiles organizations have been pretty active in acquiring independent bakeries, yet there are many independent plants still in the field, some of which produce goods fully equal to the high standard of the companies above named.

I have the definite promise of Edmund Schust that no more Loose-Wiles goods will be sold to chain stores in Michigan. Any merchant who observes any goods produced by the Loose-Wiles concern going into chain stores hereafter is requested to acquaint me with the facts at once.

Following the lead of Sears, Roebuck & Co., whose next mail order catalogue, to be issued some time in February, will carry the advertising of other products than its own, it has been reported that the National Bellas Hess Co. and Montgomery Ward & Co. will follow suit and sell advertising space in their catalogues to "outsiders." This is only another way of securing price concessions from manufacturers, so that the mail order houses may be placed in a position where they can undersell the regular merchants. Of course, the arrangement is neither ethical nor honorable. It is only another name for blackmail. As time goes on and the practice becomes thoroughly established no manufacturer will find himself able to secure any orders from the mail order houses until he has first signed an iron-clad contract for so-called advertising space in

the mail order catalogues. In order that this programme may embody the feature of price discrimination the price made on space will probably be several times more than circumstances justify, thus enabling the mail order houses to sell the products thus exploited much less than buyers who have no blackmail advantage can possibly obtain them. It will be interesting to note how anxious manufacturers will be to grasp this opportunity.

A happy thought flashed through my mind as I was concluding this week's Out Around. It would involve a little effort on the part of my many friends in trade, but the results would be so cumulative in the aggregate that I believe it would be worth the expenditure of time. Briefly stated, I think it would be a fine idea for every Tradesman patron to request any neighboring merchant who is not on our list to hand over \$3 to be sent on to the office the last week in December for a 1931 subscription. A promise that such will be done does not usually amount to much, because we are all forgetful creatures and too often overlook our promises to do things we ought to do. If every merchant now with us would act on this suggestion it would automatically double our list in a single week. It might bother us somewhat to handle such a large influx of new customers, but we are willing to accept the responsibility.

E. A. Stowe.

#### Under Consumption Instead of Over Production.

Greenville, Dec. 18—We have seen it asserted many times through the press, minus any proof, that the cause of the present, the worst panic ever experienced by this country, was caused by over production. I contend instead of over production that we have the worst stages that we ever experienced of under consumption. I will present proof: Last year the crops pertaining to agriculture were normal. The people well employed. You did not hear a word about over production. The crops all over the United States this year were more than one-half less than last year. If the people were as well employed this year as they were last year, they would consume all of this one-half crop in six months. You call this over production.

Now let us see about under consumption. It would be safe to say that last year the common laborers in the factories averaged \$3 per day or \$18 per week. One-half of these have been supported the past six months by the public. They get \$1 per week for each member of the family. Where there were two or three in the family, they would in the latter case have \$3 to spend, compared with \$18 in the former. Now if such conditions are not under consumption, what is?

Instead of overcoming these bad conditions by increasing the buying power. The Hoover men are increasing the present condition by cutting the men's wages from one-fourth to one-half.

The Hooverites told us during their campaign of 1928 that they wanted the duty increased on imports, so they could pay the men better wages. The duty was raised to such an extent that it increased the cost of living to the amount of about four billion dollars per year.

Then give me any good reason why the soldiers of the kaiser's war should not be paid, when the Government has owed them for twelve years. Tell me of any Government official who would wait twelve years for his salary. The

amount we owe them put in circulation would give immediate relief.

Mr. Mellon, the Treasurer, says, "That that amount of money put in circulation would hurt business." He meant the banks. Do they need any sympathy? But to favor them he would starve millions of poor people who are much better citizens than he. How much more of these conditions will it take to wake up the people and cause them to elect statesmen instead of politicians? E. Reynolds.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Detroit Hotel Co., Detroit. Phelps Corp., Detroit. Eveland Co., Inc., Detroit. Keystone State Corp., Detroit. Mason & Co., Detroit. Manzell Estates Corp., Detroit. Dancer Brogan Co., Lansing. Medical Products Corp., Detroit. Schliedter Corp., Detroit. Hartford Fruit Growers and Farmers Exchange, Hartford. Huron Hills Estates, Detroit. Autorad Electric Corp., Detroit. Decem Development Co., Lake. Jefferson Auburn Co., Detroit. W. R. Keasey and Co., Pontiac. Doty-Salisbury Co., Flint. Strifling Realty Co., Detroit. Automot Beverage Co., Detroit. Wade Products Co., Detroit.

#### Rayon Uncertainty Persists.

The reported failure of the rayon conference in London to achieve stabilization of prices has resulted in the creation of greater uncertainty among producers of rayon underwear. Some knitters of rayon underwear fabrics are reported to be selling their product at low prices, made possible because of special quotations on "discontinued" numbers of rayon yarn. The feeling persists in some quarters that a rayon price cut is inevitable and that it may be sharper than expected. In the meanwhile underwear manufacturers are operating very closely, due to the fact that buyers are purchasing only small quantities of goods, and say they will continue to do so until the situation is clarified.

#### See Unlined Hats Health Menace.

The present mode of wearing tight-fitting, unlined hats is dangerous to women, according to a communication sent by the Hat Lining Association of America to the health research bureau in the women's apparel industry. The hat lining group contends that the unlined types of millinery cause excessive perspiration, which absorbs the dyes used and brings them into direct contact with the skin of the wearer, a condition "likely to cause diseases of the skin or hair." Jerome Samuels, head of the bureau, which was organized recently to study the effect on health of style fads, says an investigation will be made.

#### Will Start Future Trading in Potatoes.

Chicago, Dec. 23—At to-day's meeting of the Board of Directors of the Chicago Mercantile Exchange it was decided to start future trading in potatoes for March delivery on Jan. 5. One potato house, Bacon Bros., consisting of John Bacon and Henry Bacon, have joined the Exchange and will join the Clearing House. The Exchange has planned the inclusion of fruits and vegetables in its scope of future trading for a long time, and this is the first actual step in this direction.

**NATIONAL STANDARDS.****Formulating Requirements For Staple Canned Foods.**

The McNary-Mapes bill, which amended the Federal Food and Drugs Act and which was passed by the last session of Congress, authorizes the Secretary of Agriculture to determine, establish, and promulgate from time to time a reasonable standard of quality, condition, and fill of container for each generic class of canned food, except meat and its products, and canned milk.

It also authorizes the Secretary of Agriculture to prescribe a form of a statement which must appear in a conspicuous manner on each package or label of canned food falling below the standard and which will indicate that such canned food falls below such standard.

The word "class" means, and is limited to, a generic product and does not mean a grade, variety, or species of the generic product. By "canned food" is meant food hermetically sealed in containers and sterilized by heat.

Since the passage of the amendment, the Food and Drug Administration of the Department of Agriculture has been formulating standards for some of the staple products. Material progress has been made in preparing tentative drafts of standards for the following canned products: Tomatoes, corn, peas, string beans, peaches, apricots, apples, pears, cherries and salmon. Before these standards can be put into form suitable for public hearings a large amount of laboratory

work will be necessary to determine certain physical and chemical constants essential to enforce the standards.

The food control laboratory of the administration is devoting much attention to this work. Some of the factors being considered are size, texture, color, consistency, blemishes, and the presence of extraneous material. The aim, so far as practicable, is to devise simple and accurate methods of measurement that can be applied readily by the canner and distributor and interpreted readily by the consumer.

Existing commercial grades are of little value in formulating standards under the McNary-Mapes amendment, because they are based largely on individual and expert judgment of qualities which do not lend themselves to accurate measurement and which are frequently local in scope. The standards under the McNary-Mapes amendment must be National in scope, must be equally applicable in all localities, and must be sufficiently accurate to withstand possible court action.

Consideration will be given to trade practice and consumer understanding as to what constitutes a standard product. Public hearings will be held at which the tentative standards will be discussed and criticism and suggestion invited. Announcements of these hearings will be made, giving sufficient time to those interested to arrange to be present or represented.

If additional information is brought out at the hearings, the standards will be revised when necessary and submitted to the Secretary of Agriculture for adoption and promulgation. At the

present rate of progress it is anticipated that hearings on some of the standards will be held before the end of the year. The amendment provides a period of 90 days after the promulgation of each standard before becomes effective.

The amendment, as passed, in no way relaxes the enforcement of the Federal Food and Drugs Act. It actually widens the scope of that law. Foods which fall below the established standard may not violate the act in any respect. Like standard products, they must be honestly labeled, must be pure and wholesome, and in addition must bear a label clearly announcing their sub-standard quality.

The Food and Drug Administration is devoting much time to determining the form of this statement. It was obviously the intent of Congress that the required labeling shall clearly inform the purchaser that the product does not conform to the standard, but it is also apparent that the designation should not be of such a stigmatizing character as to convey the impression that the product is unfit for food. The amendment recognizes that there are classes of canned food products which while not of a quality entitling them to be sold as United States standard, are none the less legal under the Food and Drugs Act if sold under an informing type of label.

The Food and Drug Administration has sought from many sources, including manufacturers, distributors and consumers, suggestions as to the proper designation for substandard goods to be recommended for adop-

tion by the Secretary of Agriculture. Numerous suggestions have been received. Although no official decision has been reached, many of those who have been consulted believe that the simple statement, "Below United States standards," conspicuously displayed on the label, will meet the requirements of the law. It is urged that this statement has the merit of brevity.

Those who propose it believe that, as the result of the interpretation which the Department of Agriculture will make public, it will be accepted promptly by the consumer and used intelligently in purchasing canned goods. Although the suggested designation has not been acted upon by the Department, it is undoubtedly one of those that will be advanced for discussion at the public hearings.

From the standpoint of the housewife, the enactment of this amendment should be advantageous in that she will be able to buy canned foods with a much more definite knowledge of their quality than has heretofore been possible. If her means are limited she can select goods of substandard quality at reduced price, with a full knowledge of their character but with assurance that they are pure and wholesome and have satisfactory food value.

If, on the other hand, her means permit a more expensive article, she is assured, through the label, against the unwitting purchase of a substandard article.

W. G. Campbell.

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**"FRESH COFFEE  
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|  | 5—Nation-wide advertising.                      |

**CHASE & SANBORN'S  
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## FINANCIAL

### European Drives Home Some Lessons

Years will pass before many Americans will look on this world depression objectively but in the current Foreign Affairs Dr. Gustav Stolper as a European, draws some unpleasant lessons that our Nationalists must learn if we cure this menacing economic ill.

This editor of Der Deutsche Volkswirt dares to lay his critical hand on our standard of living, which all Americans regard as holy, not to advocate its reduction but to expose the futility of its perpetuation along the lines we now pursue. Previous to the war a free movement of capital and labor tended to equalize the standard of living among all civilized nations. In the rush of modern life not many authorities emphasize so clearly as Dr. Stolper the divergence in this respect that the war inspired.

Like it or not, the fact is that just as the world outside is dependent on the United States economically, the latter is dependent on the vicissitudes of the outside world. Says this authority: "The drop in raw materials could never have gone so devastatingly far if the greater part of Europe had not been economically disorganized and therefore suffering from greatly reduced powers of consumption. The American worker is paying the price of this dependence to-day in increased unemployment and in a decline in wages. The trend toward an equalization of standards of living which people thought could be avoided is slowly asserting itself in spite of everything. Before the war, however, it was a trend upward, whereby the so-called backward nations were lifting themselves to the standards of the better developed countries. Now it is a leveling downward, with the standards of the wealthier nations threatening to fall."

Through tariff measures American statesmen seem to believe that they can halt any serious decline in our standard of living imposed through contact with world difficulties. They believe that the American wage level can be maintained indefinitely through this erection of a high customs barrier and through restrictions in immigration but this authority believes "both of these policies mistaken. The consequence of them only can be that the effects of American depression on the rest of the world will be intensified, and that there will be a similar intensification of the counter-effects of world depression upon America. When one is creditor to the rest of the world and the world can, in the last analysis, pay interest and amortization only in goods or in labor, one cannot adopt the exclusion of man power and the exclusion of commodities at the same time. Sooner or later the circle reveals itself as vicious—sooner rather than later, would be my present opinion!

"The discrepancy in standards of living between America and Europe is not by any means the only such discrepancy that is causing international tension, but it is certainly the most important. The danger from the discrepancy in living standards arises

from the working of the economic law. America cannot avoid this danger so long as she clings to her isolation and believes she can regulate her economic life all by herself. Tendencies toward class struggles within a nation can be exorcised only by one remedy: democracy. Democracy would seem to be the only remedy available for softening and moderating class differences between nations."

That Americans so universally adopt a Nationalist rather than a world attitude toward matters economic is unfortunate, but not hopeless, since it results from an inexperience in international politics that time is correcting.

Paul Willard Garrett.

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### Ayres Sees 1931 Recovery Slow.

Colonel Leonard P. Ayres in his bulletin this month sticks to the hope that 1931 will usher in recovery, but the Cleveland prophet surrounds his prediction this time with a caution not usual for him.

That this depression in business is "profoundly disconcerting and disillusioning" many an individual had come to recognize, but when a distinguished business commentator, such as Colonel Ayres, openly makes that statement it is significant. For right or wrong, this authority usually speaks with assurance.

What he now says is that "this business depression is very much more severe than anyone expected it to be. It will take rank as one of the important major depressions of our entire economic history. To the typical American business man it is not only unexpectedly severe; it is also profoundly disconcerting and disillusioning. It is hard for him to understand why we should have a serious depression. Our manufacturing plants have an unparalleled productive capacity. Our industrial workers are skilled and eager for employment. Our stocks of raw materials are more than adequate. Our banks have immense resources. Our people are great consumers as well as active producers. But business depression is here."

Interesting it is to have the Cleveland Trust Company recapitulate as the three reasons for the 1930 international depression a combination of economic maladjustments any one of which would have been sufficient in itself to depress business but which all fell at once. These were (1) the international race to increase production and capture markets, (2) the breaking down of price control schemes in the commodity field and (3) the period of acute credit stringency.

Nobody is warranted in expecting a rapid recovery from this depression in view of conditions as interpreted by many economists, including Colonel Ayres. That the various stages of a business cycle are prosperity, decline, depression, recovery and back once more to prosperity is a bit of history suggesting that "the next development will be recovery, and the records of the depressions of the past half century combine to support the hope and even the qualified opinion that the evidences of its beginnings will be apparent in the spring of 1931."

Interesting it is to get the views of

this authority on the prospect for 1931 which he summarizes as follows: "Business recovery will begin as a combination of many minor improvements, and that will be accompanied by the developments that normally occur in such a period. These should include rising trends for short-term interest rates, bond prices and stock prices, and advances before the end of the year in wholesale prices, and industrial employment. Some increases over 1930 seem probable in building construction, iron and steel output and the production of automobiles.

"The average levels for industrial wages, the cost of living and the cost of building will probably be lower for 1931 than for 1930. Increases are probable in our export and import trade, the net profits of railroads and

utilities and, unfortunately, in the total numbers of business insolvencies. The year 1931 will probably be a year of slow recovery, with activity not getting back to normal by the end of the year. There seems to be fair prospect, however, that it will be characterized by progressive improvements, instead of by recurrent declines."

Paul Willard Garrett.  
[Copyrighted, 1930.]

When we see ourselves in a situation which must be endured and gone through, it is best to make up our minds to it, meet it with firmness, and accommodate everything to it in the best way practicable. This lessens the evil; while fretting and fuming only serves to increase your own torments.—Thomas Jefferson.



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### Trust Urged For Savings Banks.

Formation of a large investment trust under the sponsorship of savings banks whose shares would be retailed by the banks for the benefit of thrifty depositors who wish to buy securities has been suggested by Harvey Blodgett in a discussion of investment problems in the Savings Bank Journal.

The fixed type of investment trust, based on a few selected common stocks of leading corporations, has had its widest appeal among small investors. Persons with \$100 to \$500 to invest have found these trust shares make a simple and satisfactory form of investment.

Mr. Blodgett believes if savings banks sponsored an investment trust they would save millions of dollars for depositors that otherwise might go into fraudulent securities.

The portfolio of the proposed trust, according to Mr. Blodgett's suggestion, would be composed mainly of securities of the character which mutual savings banks are permitted by law to buy instead of common stocks.

"The mutual bank is the ideal investment trust," says Mr. Blodgett; "yet there are only about 600 to serve 120,000,000 persons. These banks are inaccessible to the majority of the population. Depositors of 25,000 banks stand in need of diversification facilities now enjoyed by the wealthy.

"With such an investment trust serving small investors—and large ones, too—the depositor with \$100, \$500 or more could diversify his funds among a large number of expertly chosen and managed securities. Contrast that with his present opportunities."

Advantages of such an arrangement outlined by Mr. Blodgett would be obtained by depositors as well as banks, it was pointed out.

The public would be educated on sound investments, investment programs would be concentrated in banks where savings were accumulated and banks would be in a position to assist depositors in founding estates. Banks would have a ready answer for depositors who wanted higher rates than paid by savings banks.

William Russell White.

### Disregards Old Rules For Evaluating Many Stocks.

Extreme emphasis on earnings in evaluating stocks these days, and the pressure from distress selling, is driving the market of many good issues down to levels under their "net quick assets."

When prosperity runs high investors go to an extreme in reckoning what they will pay for stocks on the basis of prospects. They do not then think much about assets. They do not even think much about current earnings. Their evaluation comes from calculations on possible future earnings.

Depression breeds an extreme conservatism in evaluating stocks. It leads to the philosophy we see to-day. Investors take very little on faith. They do not even accept at face value statements on "net quick assets." No fewer than 150 going industrial corporations in the present market sell at quotations less than the "net quick assets." By "net quick assets" we mean cash

temporary investments, raw materials, finished products and receivables after allowance for preferred stock eliminations at par.

You do not need to reach into the lists of unimportant industrials to find examples. You will find such conspicuous stocks selling below "net quick assets," taking the last available reports, as follows:

American Car and Foundry  
Aviation Corporation  
Bohn Aluminum  
Case Threshing  
Chrysler  
Certainteed Products  
Congoleum  
Continental Motors  
Endicott Johnson  
Firestone Tire  
General Cigar  
Goodrich  
Gulf States Steel  
Hupp Motor  
Julius Kayser  
Lima Locomotive  
Lorillard  
Miami Copper  
Manhattan Shirt  
Mack Truck  
Montgomery Ward  
Murray Corporation  
Remington Rand  
Simmons  
U. S. Pipe and Foundry  
Willys Overland

In times like these the question arises in any analysis of a balance sheet: How quick are the net quick assets? Its answer involves an analysis of the positions in raw materials and receivables.

But leaving all that aside the interesting decline in these prominent stocks to levels under their "net quick assets" focuses the attention of investors on the broad future for industry. Have good companies lost their ability to earn? To answer this question we must know whether the market in its present evaluation is swinging to an extreme in its emphasis on earnings and its disregard in many instances of assets or simply overdoing pessimism as in 1929 it did optimism. Paul Willard Garrett.

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### Retail Bread Prices Under Investigation.

An investigation of bread prices in Washington and other cities is being conducted by the Anti-trust Division of the Department of Justice, the Attorney General, William D. Mitchell, orally announced Dec. 9.

This investigation, the Attorney General said, is being made to "ascertain the reasons for the spread between the cost of raw materials and the finished product." Assistant Attorney General John Lord O'Brian, in charge of the Anti-trust Division, is directing the investigation. Mr. Mitchell indicated that the only concern of the Department with the prices of bread and the bread situation generally is in connection with violations of the anti-trust laws.

The Attorney General stated that the investigation was initiated within the Department of Justice and was not commenced at the request of the Federal Farm Board.

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16 CONVENIENT OFFICES

### Random Notes Made While Crossing the Atlantic.

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Fugitive thoughtlets: Wine very pleasing. Deck chairs in bad order, despite high cost. Splendid laundry work on the Roma for less than in good American hotels. Passed Azores afternoon of Oct. 15. Rushing to see them, find ascensore—elevator—out of order; works well when ship does not roll. Two large islands near at hand dotted with pretty villas and small towns.

Advertising posted in ship informs that a manufacturer of pastes has been knighted by the king as the maker of the best spaghetti in the world; 104 forms, each with its name! Has only one place of business—Via della Scrofa, which suggests scrofula—in Roma. We make note to see and sample. Cakes, ices and desserts in general on Roma are masterpieces. The chef sure knows his biz.

Inspection of first-class quarters brings out the truth that these Italian boats cater far too strongly to that crowd and neglect equitable provision for comfort and luxury of second-class. The disproportion in size, character, luxury, convenience is glaring. Difference is not even partly justified by the small variation in cost—\$70 spread on the minimum fare. And this, too, on a purely passenger boat, for the vast ship carries a total of only 2,400 when filled—1,800 passengers and 600 personnel.

Time rushes by. Weather so good that we are slowing down so as not to reach Gibraltar too soon. Days which dragged at first now flit past like scenery on a train. We shall be sorry to land. After eight days of loneliness we now see many ships, all converging toward the Straits or coming from them. Our room steward who "Spic Inglis." Name of Al Marconi seems familiar—like you know me, Al.

The Roma is driven by four propellers. Those are geared direct to eight turbines, two on each shaft. Turbines run 1600, propellers 400 revolutions per minute. Gears are angled and so precisely cut that there is absolutely no vibration or noise. It is really watch-making. What seems like vibration comes from the varying density of the water on the propellers and there is mighty little of that. Formerly it was standard practice to lubricate shaft bearing — all large bearings in fact — with a mixture of oil and water. But all these bearings are oil lubricated only, and they run much cooler than in olden times. The oil is recovered, passed through a centrifugal separator, just like in a creamery, and used over until completely consumed. There are thirteen oil fired boilers, with sixty-six burners. That would have meant a crowd of toiling, sweating men in the old coal burners. Here it means five or six who walk about in perfectly fresh air forced down by the blowers, touching a burner here and there. Shafts are about fourteen inches in diameter. Size of propellers I am not sure of. It was stated as five meters; but that would be sixteen and one-quarter feet, and I

would have to be shown that any engines at all could turn up such propellers to 400 revolutions. The only reciprocating engines — except the winches—on the ship are the condensing pumps.

Last impression of this ship's company in Seconda Classe is of the evening gatherings in the music room. There these natural born violinists and cellists with piano accompaniment discourse music, the antipodes of jazz. These are classic operas and it would illuminate many of our American provincials to sit among these "ignorant foreigners"—surely it is to laugh—and note how they enjoy such marvelous harmonies. There is content in their faces, and peace, and that perfect understanding which betokens daily contact with some of the really fine things of life. Men and women, people who work with their hands, listen with rapt attention, quite oblivious to their surroundings; and it is not uncommon for one—perhaps a grizzled veteran—to take the tune and carry it perfectly through several bars.

What is education? It is the process of education—a drawing out of what we have within. If, then, there be nothing within, nothing can come out. Let us, to whom have been given boundless opportunities and resources, have a care how we look down on folks like these. For not from the earliest dawn of their history, a history which is measured by centuries while ours is limited to decades, have they manifested any lack of latent forces and capacities; and where there is innate capacity, education will eventually find a way.

October 18. Up at 4:30 to see Gibraltar. Sea perfectly smooth, but rain sprinkling intermittently. Many ships converging to the Straits. After 5:30 everybody was up and we anchored in Bay of Algeciras, under the great Rock, at about 6:30. The water under our bows was dotted with row boats which seemed to be fisher's craft; but these turned into bum boats, each with a line of merchandise to offer these tenderfoot tourists. The variety was remarkable. The little cockle shells lay, alongside, tossed in the foam of the propellers, men standing on the thwarts apparently in imminent danger of being spilled overboard; but one soon realizes that these are men and boys who literally live on the water and keep their balance as automatically as on a sidewalk.

Here we see the first specimens of oarsmen whose ancestry goes back to the galleys. Of these we shall have plenty exemplars in Naples and other seaports. They row forward or backward, standing or sitting, with equal facility, and they row with an exactitude of science to be acquired only by a lifetime of practice. The stroke is what we find in Venice which, to an amateur, seems to start in the middle and end altogether too soon with half its possibilities accomplished; but in fact we get here the most speed and progress for the effort, for it is the after end of any oar stroke that does the work.

The gondoliers of Venice operate

one oar and on one side only, yet they shoot their craft forward with fine speed—when so inclined—and not only do they guide their craft straght, but swing corners either way with a precision, without waste effort, not to be learned in a day or many days. It is a delight to watch these rowers, men and boys, dip in perfect unison, hardly forward of directly abeam, throw their weight onto the oar with a quick pressure, end with a jerk into which is put the last ounce of strength, then recover for the next stroke. Fine torsos they have and hard arm muscles. It was such as these that moved the commerce of the world for ages—a fiercely gruelling labor under which only the fittest could survive. Those were times when men's lives were cheap—slaves to be had for the taking—so many of them that it did not "pay" to care for them. If one fainted at his task in the galleries or fell under the lash, it was short work with him. He was dumped overboard—another being at hand to take his place. Has the coddled man of to-day much chance for long survival as against such as even now come forward out of comparable surroundings? Let's re-read Ben Hur and think it over.

These boatmen offered candy and cigarettes, baskets of fruits, Andalusian shawls—made in Philadelphia likely enough—Roman scaris and what have you in great variety. Here, too, was old-time chaffering, with the usual consequences to the chafferree, who got left regardless of the price he paid. For a "Roman" scarf was started at "Tena dollah" under the first-class rail, "Fiva dollah" in second class and "Whata you give?" among second class intermediate. From thence the price dropped the minute one manifested willingness to bargain until, maybe, one offered \$1.50. Then he found it worth 75 cents in real money. Baskets of fruit sold for 25 cents at the start; but as the single hour of our stay elapsed, the price went to three for 25 cents and finally a nickel would buy all one wanted.

Merchandise was sent up on a line which was cast aboard with long practiced skill. What one bought or desired to inspect was put into a basket and the money—if any—was sent down that way; and this up and down about forty feet from deck to boat. Will Rogers never cast his lariat with greater precision.

The harbor of Algeciras is pretty, peaceful and safe. In the quiet of such a peaceful morning it was difficult to realize how nearly the Agadir Incident, played in and near Algeciras, precipitated a world war some years before 1914.

Paul Findlay.

#### A Display of "Whims."

The manager of a large store in Detroit divides into two classes the merchandise which is displayed on open top tables. In one of these groups he places all novelty items and similar articles, and in the other he includes the more staple demand articles. One group he designates as "Whim Goods;" the other as "Essential Goods."

The whim goods are displayed at the front of the store where they are

sure to be seen by all who come in. The essential goods are placed on the rear tables as it is presumed that the customer will either ask for such items, or look over the tables until he finds them.

This system has materially increased the sales of "whim" merchandise without apparently affecting the sales of the more staple goods.

#### Wrong Number.

"Look here," said the angry customer. "I came in here yesterday and asked for a dozen rolls and when I got home found only ten in the sack."

"Excuse it, please," said the baker, "that girl who waited on you used to be a telephone operator."

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## MUTUAL FIRE INSURANCE

### Pertinent Suggestions on Farm Fire Prevention.

The next time you are out of doors on a beautiful, starlit night, look upward at the wondrous display in the heavens. Then try to realize that we in America burn through carelessness in one year enough property value to cover each of the stars you see with \$80,000 in currency and still have a little left over.

Or imagine a city of 80,283 modern homes, with a population of 482,000 persons, destroyed each year by fire, mainly through carelessness.

The fire loss in 1929 was \$473,000,000 or more than \$1,000 a minute. It is almost one-tenth of all the money in circulation in the United States in 1929. It represents the interest on ten billion dollars. It means that ten billion dollars must stand idle each year to produce enough to cover our fire losses.

The property loss is utterly astonishing, but the loss of life is equally so. Ten thousand lives are sacrificed to fire each year. Take a crowd of 60,000 persons filing out of one of our baseball games. Strike down every sixth person as the stream of humanity emerges from the gates. This is a fair picture of what fire does to human life in the United States each year.

I am going to tell you something which may be still more startling. One third of all this loss, both in life and property, occurs on the farms. Every time the sun goes down, nearly a half million dollars in farm property goes up in smoke. It amounts to about \$150,000,000 a year in property and 3,500 lives.

One farm fire every 15 minutes is the record, or 100 fires every 24 hours. The farm fire never dies out. Before the smoke has cleared away or the ashes have cooled on one loss, the wild cry of "Fire" is heard in another farm community.

It is a rather recent discovery that such a large part of our National loss occurs on the farm. It means that fire prevention on the farm from now on will be one of the major activities of the entire fire prevention movement.

Our fire loss is nothing to be proud of. It is a disgrace. It is a confession of carelessness and neglect, because 80 to 90 per cent. of all fires are the result of carelessness and neglect. Four out of every five farm fires are preventable. The same proportion is true as to loss of life.

Governor Emmerson said in his Fire Prevention proclamation, "To prevent fire is the personal responsibility of everyone. It should be taken seriously."

I say that all this desolation of preventable fire will not cease until our people generally accept and discharge this responsibility.

You on the farm are especially interested in protection against lightning, because most of the lightning losses fall on the farm. Many of you are confused on the lightning rod question, because in years gone by a great many farmers were victimized by sharp and unscrupulous salesmen. The fact is that lightning rods, properly installed, furnish almost 100 per cent. protection. But the system will not function prop-

erly unless it is grounded to permanent moisture. Remember that. The grounds must be deep enough to reach subsoil which always is damp. Wire fences should be grounded at intervals to protect stock in fields.

Defective chimneys and heating plants are a serious hazard. Clean out your chimneys once a year, especially if you burn soft coal. Repair cracks and open joints promptly. They allow live sparks to get out. If this happens in the attic you may not discover the fire in time to save your home. Always build flues from the ground up. Flues built on brackets are likely to crack from settling and vibration of the house.

Keep heating plants in repair. Smoke pipes should be a safe distance from anything which will burn. Do not try to get up your heat all at once on a cold morning. It is safer to take your time. Besides being a fire hazard, overheating is likely to damage your heater. If you use stoves, set them a safe distance from walls, or protect the walls with metal over a sheet of asbestos. If the stove pipe has to pass through a partition, use a well-ventilated, double thimble. Always use a metal mat under stoves to take care of any hot coals which may fall.

Wooden shingle roofs have been outlawed in many cities and should be on the farm. When they get old they catch chimney sparks, causing roof fires. Use only fire-resisting shingles or roofing material.

If you are one of those who uses kerosene to start fires in the kitchen range or heater, stop it now. Yours may be the next name to be added to the long list of dead or horribly injured if you do not. Kerosene has a habit of exploding and kicking back when used in this way. Those who have escaped are just fortunate, that's all.

Do not allow smoking in barns or outbuildings. Use lanterns in these buildings with utmost care. If it is necessary to strike a match, be sure that it is extinguished when you are through with it.

Electricity has come to be a blessing to many farms, just as it is in the cities. It ends the hazards of kerosene lamps and lanterns, but brings some of its own. Be sure that your wiring is properly done and do not overload your circuits. If your fuses blow out, find the trouble. Never put pennies behind fuses. They do not stop the trouble, but simply permit it to go on until, perhaps, it causes a fire because of a short circuit or overload.

If you use an electric iron, always turn off the current before you leave it. Otherwise it may burn its way through the ironing board and start a nice little blaze.

Dry cleaning with gasoline or naphtha is dangerous business. The smallest spark will ignite the fumes. If you must do your own dry cleaning, do it out of doors. Do not rub silks or of static electricity and you may be enveloped in flames before you realize woolens. Rubbing may cause a spark what has happened.

Store gasoline and kerosene outside the house or barns altogether. A separate, well ventilated shed is the thing. And keep children away from it. Your

insurance policies prohibit the storage of gasoline in your buildings and if you violate this provision, you may find your policies void if you should have a fire. This is true even if the gasoline had nothing to do with the fire. The fact that you stored it in a building in violation of your policy is sufficient. A court decision is on record which holds that gasoline in the tank of an automobile constitutes gasoline storage. So you had better have separate buildings for your automobiles and gasoline driven machinery.

Spontaneous combustion causes many mysterious farm fires. Green hay will heat and ignite. Be sure that it is thoroughly cured before you store it. Oily rags and clothes also are subject to spontaneous combustion. Keep them in metal lockers or containers.

Many farm buildings are so close together that if one burns the others are likely to catch fire. Plan your buildings so that they will be a reasonably safe distance apart. Then you will not be entirely wiped out if fire should occur.

Keep everything tidy and clean. Rubbish is the starting place for countless fires. Do not let it accumulate. Remember, a clean place seldom burns.

Throughout the entire Nation interest must be concentrated at all times on the prevention of fire. The total loss in the Nation is great, but it is made up of thousands of smaller losses scattered throughout the land. If these individual losses are reduced, the total will take care of itself. In other words, we must have

(Continued on page 31)

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## RANDOM NOTES FROM ROME.

## Made For Tradesman Readers By Our European Traveler.

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Thoughts while approaching Italy: Europe has plenty for us to see. I know that from many voyages during the last sixty years. Each trip widens my horizon, even as any European who visits America with open mind will find his outlook broadened. But to go abroad and draw comparisons is provincial, narrowing, the reverse of open-mindedness. It is not that Europe is "better" or "not so good" as America. We go not to find such comforts and conveniences as we have at home. We shall not find such except in hotels which ape America. And if we go to such places, we might as well stay at home, for we shall achieve no fair measure of acquaintance with what we have ostensibly come to see.

We properly go, for example, to Brunswick to see such wooden buildings as exist nowhere else; to Pompeii to sense what life was like 2,000 years ago in a city centuries old when destroyed; to Rome for background of our 1930 civilization; and we shall miss the spirit of it all if we do not mingle with the people in their homes, their markets, about their daily lives, with eyes, ears and hearts open to take impressions. Let us know folks intimately in their native environment, in their wonted habitations. Seeking the good that is in them, the sweetness of their lives, we shall find the good will that never fails anyone who carries a similar cargo with him.

In this spirit would we have Europeans visit America that they, too, may take back with them a truer conception and understanding of our country and of ourselves—a worthy aim surely, since understanding among peoples bringeth peace to the nations.

Our luck to have a beautifully clear morning, Oct. 20, to enter Bay of Naples. Attempted description taboo for me. Plenty others have tried that. But "See Naples and die." Why die? What I have seen of Naples makes me want, frankly, to live longer. I like the place—all of it—every feature appeals to me. Even the backward aspects, of which there are plenty in this town which the Caesars seem to have called Neapolis or New Town, do not to my mind evince the sordidness of dingy poverty one sees in the modern city of Glasgow. What adverse comments I make—and I expect to make them frankly when such are indicated—are intended to be good-natured, helpful—shall I say "constructive?"

The Aquarium, for example, is heralded as a prime attraction and it is municipally owned. It comes then as a jarring note to be asked twelve lire entrance fee. Then "Acquaria di Citta" takes on sinister significance—Citta being pronounced cheeta. All Naples is "guide" infested. "Services" are thrust forward from every corner, in front of every museum or monument, with a persistence difficult to discourage. "No" is not taken at par. "Not any—no guide wanted—do not want any auto—nothing doing," these only bring the response: "Fine drive—low

rate—good car." They all speak enough English to have these few phrases well articulated. One must learn to ignore them with silence or say plainly: "Niente—no volenta" against moderate persistence and "basta" which translates "enough" but idiomatically means emphatically and finally NO, Cut it Out, Absolutely Nothing Wanted—Shut Up!

Having a marvelous Aquarium in San Francisco which the city maintains for its citizens' free enjoyment, we passed the 60 cent place and felt that Naples was making a real mistake.

One vast improvement one finds in Italy over old conditions; and I am told El Duce is to be credited with the extension and strengthening thereof. This is the rule that every employe in any national museum, monument or other national feature is prohibited from accepting tips or other gratuities.

Knowing this, we have quite rigidly abstained from spoiling such a meritorious custom. But it is difficult to resist the officiousness of the "ufficieri" and dodge the proffered attention of official guides in museums. This is doubly difficult for an American in present circumstances of exchange. One must continually remind one's self that a lire to an Italian is still 19 cents, and, moreover, what's the use kicking about the tipping evil if we do nothing about it? If we can buy lire for 5¼ cents, why not enjoy our advantage? During thirty-six years experience as a grocer, either as a boy or man, I never knew a customer to hand out a tip regardless of the plethora of extra service so frequently rendered. From that angle I am getting much pleasure out of things as they now obtain in Italy.

Imagine the fun of checking an umbrella in a museum. You hand it to a uniformed functionary, who takes it with extreme gravity and gives you a check for it. When you reclaim it, he rings up 20 cents on his cash register. Your smallest change is 50 cents, which he takes with smiling acknowledgement and with no evident intention to return any surplus. But if you are right minded, you wait for the 30 cents overage—and of course, he hands it out. He does not exactly fall on your neck as he does it, but I am bound to say he makes the best of the situation. The joke is that the 20 cents he rang up translates into a tiny fraction over one cent in real money. One can be quite an important financial personage with mighty little American cash.

Things are otherwise vastly improved in Italy since we were over last in 1924. Then it was really not safe to give anybody more money than he was entitled to receive. Change was not returned in any except the hotels and a few of the high grade shops. It behooved one to have the exact amount not only for the cabby, but for everybody. We were attracted one night in Venice by a display of chocolate in a window with prices marked for so much. We bought half that quantity, tendered twice the price—and got back exactly nothing. For some reason, volubly explained, there had been an error in the marking. One excuse was as

good as another to us, for they all meant mulcting of the unwary.

But El Duce has instituted a fixed price system. Not only is each cabby provided with a meter which keeps track of his proper charges, but goods in stores are all marked in plain figures. There is some disposition among Neapolitans to slip it over on the tenderfoot, though not very much—unless the opportunity is particularly good. In Rome the disposition to deal fairly is quite evident and very comforting, but it is hardly quite accurate—nor is it fair, whatever may have formerly been the case—to say, as was said to us: "It is impossible to find honesty anywhere in Naples."

During our first day in Naples we got our bearings in surprisingly short order. We tried out a Hotel "de Lusso," meaning de lux, and were not much impressed. For one thing, the elevator was in sad need of the "riparations" which seem to be a chronic process in connection with Italian "facilities." And there were so many flies about our breakfast table that we decided to move. We also sampled the uneven stone pavements of this busy city, almost with real disaster to our no-longer-youthful bones and joints. The fact that we two rode for what seemed to be miles for the equivalent of 25 cents was hardly an offset to our shaking up.

Reminded that "you must get used to dirty linen in Italy." Eagerly willing direction is given any stranger with plenty words plus graphic pantomime. Say "Grazie" or "Thank You" in return and the rejoinder is "Don't mention it." Tried Pensione Maurice—not so good. Dined at Hotel Continentale where there is such good French cooking that we decided to stay here. "Continental Breakfast"—not the hotel this time—unchanged. One gets two small rolls, sweet butter, a bit of jam and cafe-au-lait. Any thing else, within very narrow range, obtainable at extra cost.

Fruit for breakfast simply is not done. Canned grapefruit obtainable at 5 lire, or 26¼c per portion. Some travelers recommend the Latterias—might say Milkeries—for low-priced satisfactory luncheon places, but that depends on the point of view. We have seen only one so far that was not repulsively filthy. Of that one, see later notes. Same holds good of sidewalk tea places—cups rinsed in cold water, none too clean. Standards of public food serving about on a par with our third-grade eating houses of 1880. Saturday Evening Post costs 42 cents, but ordinary wine, large and small bottles, comes at 45 cents and 25 cents. Might say 25 cents, two for 45 cents.

Continentale Hotel—Albergo Continentale—has a cook who is really a public benefactor. Reminds me of early experience with Amos P. Wilder, father of Thornton. He graduated from Yale some thirty-six years ago and immediately went to Madison, Wisconsin, as editor of the Wisconsin State Journal. Quite properly, he made the rounds of the stores and came to Findlay's.

His New Havenese jarred on me.

I thought him a big head. But quite soon I learned that he had much on the bean, was a genuine gentleman, a thorough man. We became fast friends and now, after more than a generation, he in New Haven, until lately on the famous Courier-Journal, and I in many places, we remain close friends across distances of time and space.

Wilder was a Findlay customer so long as he resided in Madison. One evening he dropped in just as I had cut one of the New York cheddar cheeses for which Findlay's was highly reputed, and I had him sample it. He was as pleased with it as real cheese connoisseurs always were. "Paul, he said, "any man who sells such cheese is a public benefactor. I am going to run a local about that cheese."

Wilder was young. I was somewhat younger. We have not met now for over twenty years and in the long interval he has been United States Minister to China. On two visits to New Haven of late years I have missed him. But we keep in desultory touch now in the fullness of our mutual years.

One wonderful Italian dessert is made of chestnuts boiled, blanched, mashed, impregnated with chocolate and pressed through a potato ricer. The mass is then covered with sweetened whipped cream and believe me, Theobroma had nothing on this. It is called Mont Blanc. If we could grow such chestnuts—castagna, pronounced cas-TAN-ya—we might equal this delicacy.

The narrow ways of Naples are not straight. Only light or air that penetrates the "homes" therein must come through the open door, for that is the only aperture in the most typical and commonest specimens. There is one room, the bed in the midst of it—a living-cooking-sleeping-room and workshop combined. Women run sewing machines therein which, as dusk comes on, are moved into the doorway, and young girls sew on black cloth, straining their young eyes in the dingy light. Others work on lace and various products, while children sprawl everywhere in the indescribable filth of those narrow alleys.

Artificers in iron work at their benches, assisted by boys of ten or so who operate the vises. These everywhere work in the light of small electric lamps of, say, 25 watt strength, all right in the open doorways. Rain in such places must stop all work except what may be possible in the darkened interiors. But rain also furnishes the only cleansing of the unspeakable dirtiness of these ways of incredible squalor. The slums of New York and its Ghetto regions have been characterized as without parallel for congestion, but we thought almost any of the slums we know in New York would be a vast improvement on "living conditions" in these workmen's homes in Naples.

Indeed, the germ theory is hereabouts entirely disproved, for if it were true, none of these folk would be alive to tell the tale of their sordid lives. And the kindly climate of spring and autumn, plus the wholesome refrigeration of winter, must be credited that they are able to live at all. Summer

must be a reflection of Dante's Inferno.

Mid all of this are found food shops clustered about limited marketing spaces, portions of the roadway barred from vehicular traffic. Specialization runs to the limit—must; because shops are mere closets. A woman egg merchant sells nothing but eggs; one who vends chestnuts has nothing else to offer; the dealer in verdura — fresh vegetables—sells no fruits; the cheese merchant carries no other items. And with all that, displays are remarkably good.

Naples is naturally strong on fish—some of it, incidentally, being altogether too strongly flavored for us. The stocks present great variety. Prices, such as we could interpret, were unbelievably low. One kind was utterly unknown to us. It remained unknown until we got it in Rome. Then we found it quite a delicacy. It is little cuttle fish, devil fish, the octopus, taken in its harmless adolescence. It is delicious fried in batter.

But despite this aspect of squalor, filth, apparent misery of surroundings, these folk are placid faced. A specialty of all the women is to sit. They sit endlessly. They sit and grow fatter. They talk with endless vociferousness. They seem, in a word, to do a tremendous lot of nothing. They are strong, all of them; distinctly a sturdy race, their menfolk consumers of vast volumes of richly oiled foods, backed up with immense helpings of favorite selections from their varied pastes, washed down with liberal libations of vino di castello, rossi or bianci—meaning wine of the walled town, the city, the locale, red or white, according to choice.

Their hordes of children play in the gutters, on the roadways, mixed with the dogs, which are numerous, the cats, which are legion, and the chickens, which are plenty; and we have yet to see a child who was not vigorous looking, placid of expression, the reverse of abused, neglected, ill fed or unhappy.

One can not judge hastily of the cumulative effects of ages of hereditary background. Maybe it were as well that we judge not. Paul Findlay.

#### Producer Advises Chain Rivals To Use Chain Methods.

Having studied the types of people in various cities who are now out of employment, a work clothing manufacturer has come to the conclusion that a very large percentage of them have been thrown out of employment by the growth of the chain store system. The chain, by making it impossible for many jobbers and retailers to continue in business, have caused loss of employment to thousands of salesmen, clerks and other office help, workers in shipping rooms, etc., he declares.

He estimates that at least 50,000 retailers have been put out of business by the chain stores, and because these merchants and their clerks, drivers, office help, etc., are not accustomed to work on farms they have drifted to the cities in the search for white-collar jobs.

He contends that only occasionally is the ex-merchant or his clerk employed by the chain store. The latter gets along with considerably fewer

employees than the old independents did, and the warehouses which the chains have, and which in a sense have replaced the jobbers, also employ fewer people than the jobbing houses.

Despite the fact that the chains operate with less help, they do not undersell other retailers and they use the extra profits to pay dividends on watered stock, he claims. The chains undersell only on a few leaders, he says, but make a good profit on all other items.

His belief is that individual retailers can meet chain competition only by adopting chain store methods. They should select two or three articles as leaders, sell them at cost, or below cost, and get a profit on everything else. Such a policy will not only improve their business, but will tend to limit the chains because the individual retailer has the added advantage of personal acquaintance with his trade.

#### Return of Passenger Pigeons.

The passenger pigeon, which was common throughout the East and Middle West up to about 50 years ago, was killed in such great quantities for food that many biologists believe that it has been entirely wiped out as a species on this continent.

A staff writer in the Detroit "News" of Jan. 5 reports that two men from different sections of Michigan, both of whom had shot and plucked many of these birds in Michigan and other states in the 1870's, had observed a few passenger pigeons in Michigan and Indiana last year.

Pennsylvania was once famous for the passenger pigeons seen there. The sudden and complete disappearance of this species was not only a great tragedy to bird lovers generally, but was a biological phenomenon which even the wholesale killing of the birds does not entirely explain.

It is expected that students of bird lore of the Northern Peninsula of Michigan will make special effort to report additional discoveries of the species. It is hoped, too, that old residents of Pennsylvania who were familiar with the birds during the past century will take special care to recognize and report any passenger pigeons if they should be so fortunate as to see them.

Previously, reports of passenger pigeons were believed by experts to have concerned the dove or the band-tailed pigeon of the West. Now, however, that observations have been reported by men who are said to have known the species too well to have been mistaken, it is expected that if the passenger pigeon actually has come back more will be seen and these discoveries recorded. Henry Clepper.

#### Lull in Knit Goods Activity.

The knit goods market expects a lull in buying of merchandise for the next two weeks, but is looking forward to a good deal of activity after the first of the year. Some interest is being accorded the opening of Fall sweaters, which is expected to take place after Jan. 1. Prices are expected to be revised downward in accordance with the reductions in the Spring lines opened recently, ranging in some instances as high as 15 per cent, it was said.

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## DRY GOODS

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### The Date of the Annual Convention.

Lansing, Dec. 22—In fixing the date of the next annual convention for April 23 and 24 we had two or three ideas in mind. We wish to avoid the storms of March which interfere with automobile traffic and get beyond the usual Easter trading season. We also had one thought in mind and that was that many of our members, especially the heads of department and larger dry goods stores, spend their winter vacations in a warmer climate, such as Florida or California.

A letter has recently been written to a few, urging them to plan their winter vacation so that they can return and enjoy the convention with us. We need their presence and counsel. We hope that our members generally will take heed of this item in this bulletin and plan your return from your winter vacations in time for the convention.

Our Program Committee will meet immediately after the holidays and a worth-while convention will be staged for the Hotel Statler, Detroit, Thursday and Friday, April 23 and 24.

After fifteen years of effort by the champions of this measure, the Capper-Kelly bill (H. R. 11) was reported out by the committee at the last session of Congress and has passed the Rules Committee for preferred consideration on the floor.

This bill is too much involved to admit of discussion in this letter. Many amendments have been made and it appears by an editorial in the last number of the Business Weekly that quite a number of wholesalers and retailers are supporting it.

The National Retail Dry Goods Association, representing the department stores, is opposed to the measure. We will be prepared from time to time to give our members the arguments for and against this measure. In the meantime we trust you will be getting in touch with your member in Congress so that he may know what your opinions are. The chances are that the bill will come to a vote in the near future.

The National Retail Dry Goods Association have made arrangements with George V. Sheridan, of Columbus, Ohio, to keep the mercantile associations of the country informed as to sales tax bills which are introduced in the legislatures of the different states.

Here at Lansing we will keep an eye on all bills of that kind which are introduced here. We are sufficiently in touch with the National Association and with Mr. Sheridan so that we can get our ideas across to them. Keep your eye out for letters and communications on the subject of sales tax during the next two or three months.

During the last few weeks we have had occasion to take over some of the worries of five or six of our members in their efforts to terminate their pattern contracts and make satisfactory settlements.

In some of these controversies we find that the pattern companies are not entirely at fault. From the nature of the business it is quite necessary for pattern companies to make a contract for a definite length of time so that they may know how large a supply to have on hand to take care of their patrons.

Styles are constantly changing and patterns soon become out of date so far as their practical use is concerned. Merchants should carefully take care of their discards at the proper time, as specified in their signed agreements, and do what they can to shield pattern

companies from unnecessary loss. We urge our members to be fair in their settlements.

It is not our intention in this letter to discuss the cunning provisions in the pattern contracts which are intended to protect the interests of the pattern companies. They are there evidently because they need certain protection from those who are not diligent in following up the details of their agreements.

Our advice to our member is: When making new contracts make them for one year at a time, at least not more than two years, and insist that the period of notice shall be thirty days, at least not more than sixty. Carefully avoid the six months' termination period notice. Do not let the agent beguile you into the notion that the demand for patterns is going to increase. You have had experience enough along this line to know that they will not. Carefully avoid ordering more monthly supplies of all kinds than will be needed, and whatever happens, do not make any supplementary agreement that continues the life of the contract you have already signed. Better terminate it entirely and begin over again. Whatever you do, bear in mind that there are two sides to every agreement and deal with pattern companies accordingly. Jason E. Hammond.  
 Mgr. Mich. Retail Dry Goods Ass'n.

### The Two-in-One Fur Coat Fashion.

Fashion may, and frequently does, do things with a lavish hand, and it would seem this year as if she had particularly concentrated on providing every known form and degree of elaboration. It might appear at first glance that this would prove costly for those of us who wish always to be in step with her, but many a time, among her diversified offerings, are items that are the acme of economy.

Such a style was the collarless tweed or cloth coat presented early in the season with a separate jacket or postilion-like cape of fur—the jacket giving the coat additional warmth for really chilly days, or being sufficient in itself over a wool dress for balmy days. That this gesture of economy was a popular one and will continue into the Spring is evidenced by Patou's recent collection in which his outstanding coat was a collarless one, with his fur salon offering ten or twelve pelerine suggestions to go with it.

But there are several months to go before we can brave the elements in these combination fur and coat fashions, so that still another two-in-one idea is now presented to take care of immediate needs. This time it is all in fur, yet still well within the limits of an economically budgeted income because the fur is lapin.

Its claim to two-in-one adaptability lies in the fact that it may be either a fashionably brief fur garment ending at the waist with a belt, or a long belted coat. The secret of this versatility is the single length of metal slide fastener concealed under the belt. According to the direction in which one pulls the talon slide, one removes the skirt from the jacketed top or attaches it firmly to it.

For the North-bound traveler, in search of Winter sports, this two-piece coat solves not only the problem of excess baggage but that of a coat for every kind of occasion. Should one abandon the role of an active participant for that of a spectator, there is the long coat; for skating or a hike,

one has a short one; and should the resort require a certain amount of formality of an evening, the jacket version again fills the bill. And it is well within reason that on a way-below-zero night the skirt might fill the role of an extra blanket! Then again, in its shortened state, it is ideal for early Spring wear, with one of the new collarless coats or with a wool frock.

The two-in-one idea has also been incorporated in a velvet and white lapin wrap for evening wear. A long velvet skirt is slipped under a packet top of ermine-cut lapin and is fastened to its lining by a talon slide arrangement. Thus one achieves in a single purchase the fashionable long black velvet and white fur wrap and a short white fur wrap, a smart evening accessory at any time of year.—N. Y. Times.

### Warm Underthings Are Brought Up To Date.

The red flannels of prehistoric times and the long-legged, long-armed creations of our childhood will never again return to haunt our waking hours, and with their passing one can now mention "Winter woolies" without fear of recalling those old bogies from their justly earned limbo. Anyone who goes in extensively for Winter sports in really wintry climes, such as Quebec or Lake Placid boasts, knows that woolen underthings of some kind are so essential as to merit more than a passing mention.

For nothing but wool, or wool in combination with silk or cotton, can give one the warmth without bulk that is required nowadays by the sports-woman who insists that even her most active and business-like sports clothes have a smartly trim look.

Knickers, or bloomers, are probably the most important of the sports wool underwear, since one can, of course, always add another sweater or so for warmth about the shoulders and waist.

The cut of the new wool knickers carefully considers the requirements of sports garb. Since the knitted weave allows ample give, there is no superfluous fullness even where there is elastic.

If one wishes an all-over effect, so to speak, one may add a vestee of the same material as one's knickers or one may take to a combination where the same carefully tailored construction is again evident.

The materials of which these sports woolies are made deserve especial mention, for they are often as fine and sheer as a chiffon silk jersey, and certainly they are every bit as feminine in appearance. In their colors, one will find the same delicate flesh tones, the same enchanting pinks and peaches that Paris usually reserves for her daintiest bits of silk and lace lingerie.

Rabbit's wool is a favorite because of its smooth soft touch. To give it greater wearing qualities and more permanence of shape it is frequently combined with silk or wool. Merino, which is a woolen version of the popular cotton halbriggan weave, is another excellent material, and this, too, is combined with either silk or wool.

Study your employer to learn how he does it.

### Will Seek Enduring Foundations.

The National Retail Dry Goods Association is to hold its twelfth annual convention in New York next February under the slogan "Build Sound Management—From 1930 Experiences." The slogan is a good one if by "1930 experiences" is meant the fruits of older bad practice. Studying our misfortunes of this year may teach us how to bear them with a grin. But if we want to smile with confidence in the future we shall have to go farther back to the sources of our present suffering and make sure of avoiding them in the future. This does not imply that the retailers should spend their convention labors in trying to discover the origins of our present straits. The world is full of such delvers. It implies only that merchants seeking to profit from the lessons of sad experience should make sure that they know the roots of their own difficulties and resist the temptation to be satisfied with scrutinizing the all too apparent growth from these noxious roots. Sound management built from the experience of 1928-29 will seek enduring foundations in merchandising policies which measure results in steady growth, not in volume that swells with the rise of enthusiasm.

The danger to America is not in the direction of the failure to maintain its economic position, but in the direction of the failure to maintain its ideals.—Calvin Coolidge.

Generosity by a man who can't afford it is mere four-flushing.

• During 1930 •

you have  
 shown your  
 appreciation  
 of our

Dur & Belle

and

UNICUM  
 Real  
 Human  
 HAIR NETS

by substantial orders.

At this holiday season we  
 extend to you our sincere  
 wishes for a most prosperous  
 year to come.

NATIONAL GARY  
 CORPORATION  
 M. HERZOG, Pres.

Successors to  
 NATIONAL TRADING CO.  
 and THEO. H. GARY CO.  
 251 Fourth Ave., New York, N. Y.  
 535 South Franklin St., Chicago, Ill.

## 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.

### What Sets Shoe Prices?

Behind all this chain store price-cutting there are shadows cast upon centrally operated organizations. It is an exceedingly significant thing that in one month nine of the major shoe chains in the United States started a store-wide 10 per cent., 15 per cent. or 20 per cent. off sale. Remember their price levels already were between \$4 and \$6 grades—for volume and existing only through volume.

At first hand, it looks as though some of the chains were a bit panicky, for the net result is that when all chains cut no one chain gets the benefit. There has been no perceptible increase in sales to justify the reductions made.

These reductions, then, may reveal in back of them large inventories collected in spite of central control.

It is a habit for any one shoe store to gather odds and ends and when you multiply that by a hundred and more stores, the result is a dead mass of shoes that dynamite alone can only move.

In still other cases, the leases so high, overhead so heavy and expenses going along—multiplied by a hundred similar stores—and you come to the point where a sale has got to be put on to get ready money.

So let's not take the hysteria and panic of some of the big cities and let it run like wildfire through the trade. Present opinion is molding current opinion into the belief that all price trends are downward. People are seeking lower priced goods with quality. Many merchants are meeting that demand with shoes that stand up and serve the purpose well. The happy middle ground on which shoe prices will settle isn't very far off.

The average of stores throughout the country show a better inventory standing than a year ago and many stores have money on hand to buy "values" and "sweeteners." Pity the store that is so loaded with old stock and is so restricted that it cannot brighten and freshen with new goods in mild and necessary doses.

There is such a thing as over-stimulation of sales, building up a false public opinion—that all shoes are not worth the price.

When the public finds it difficult to get proper sizes and fits then the public has forced upon it the proper appreciation of the right shoe for the right purpose at the right price.

The public doesn't know any more about shoe prices than it ever did. Many a merchant has been able to take one or two shoes out of a line and step the profit up to a phenomenal point and has been able to do that in this day and time—depression or no depression. What the public wants it will buy and pay for it. All people are not cheap price minded.

In the last analysis, there never was a time in late November and December when conditions weren't almost exactly as they are to-day; people in-

terested in other things; merchants not particularly interested in buying. Then the alibi was: "We are not buying until the 'Convention'—now the alibi is: "We are not buying until the public starts buying." All the negatives, are in force but here and there is a positive merchant who is doing better than he expected. If price is the big story after all, do all that you can to meet it. One thing remember always—follow public opinion. It will set your shoe prices.—Boot and Shoe Recorder.

### Round-Up of Shoe Salesmen.

The annual winter sales meeting of the Herold-Bertsch Shoe Co. will be held Dec. 29, 30 and 31, attended by the fourteen traveling representatives of the house, as follows:

F. W. Clugg, Marquette.  
W. M. Caldwell, Appomattox, Va.  
W. L. Callahan, Asheville, N. C.  
L. Rubin, Rochester, N. Y.  
S. J. Wertzberger, Scranton, Pa.  
M. S. Green, Cleveland.  
J. Stout, Indianapolis.  
L. J. Sup, Chicago.  
P. J. Karman, Grand Rapids.  
C. T. Yonkers, Grand Rapids.  
G. Studley, Grand Rapids.  
F. M. Buursma, Grand Rapids.  
A. Reitsema, Grand Rapids.  
Cleve Smith, Mexico, Mo.

The annual dinner will be held at the Pantlind Hotel, Monday evening, followed by a bowling match confined to the travelers who will be divided into two teams. The following two days will be devoted to study of the shoe situation and listening to addresses by men familiar with the production of shoes and leather. Among the speakers will be Van A. Wallin, who has had a life-time of experience in the tanning business, and W. A. Wadsworth, of Wadsworth-Snow, Inc., of Milwaukee, who has devoted his life to the production of patterns. Two reels of motion pictures showing the process of tanning leather and the manufacture of shoes in all branches of the business will be presented with remarks appropriate to the occasion. These reels come from the Leather Producers organization, composed of the tanners and leather jobbers of America.

### Cheap Scheme To Fleece Unemployed.

Warning against a shrewd group of workers with a new "racket" to fleece unemployed was broadcast Saturday by the Marquette Chamber of Commerce.

Three men and a woman have been traveling through Wisconsin and apparently are headed for the Upper Peninsula, according to reports, working a new swindle. The first step is an advertisement in a local newspaper promising profitable home work in plain sewing.

Women who applied were told they could get a piece work employment from a Minneapolis firm which manufactures house dresses. They were to make up a sample dress from material furnished by the company through its representatives and if the work was satisfactory, they would be engaged to do work regularly.

Actually to make a quick profit, but under the pretense of securing a deposit, \$1.50 was collected from each

woman who received one of the dress patterns. Any dry goods store would supply an equal amount of material for one-third of the price.

Those who returned the dresses completely sewed were required to leave them for inspection. Persons in on the swindle took the dresses out and sold them.

Investigation shows that the alleged Minneapolis firm is a myth. The trick is an old one, but has, in the past, been worked through the mails. The Federal Government, however, has been so active in matters of this kind that the swindle is now being carried out by the fakers in person.

The Chamber of Commerce requests Marquette people approached on any scheme of this character to communicate with the Chamber headquarters at once.—Marquette Mining Journal.

### Specialty Shops Holding Own.

While women's specialty shops have been affected by current economic conditions, on the average they have fared no worse than have the department stores, according to a well-known specialty store executive. Dollar volume is off in about the same proportions in both cases, he said yesterday, while the number of unit sales has increased. The greatest error some of the higher-grade specialty shops are making, he asserted, is the effort to do both a class and a volume business. This usually results, this executive maintained, in a sharp decline in the former type. He predicted the well-to-do buyers will be among the first to return to active buying, thus indicating quick specialty shop recovery.

### Retail Inventories Seen Low.

Indications are that most retail stores will close the year with comparatively light inventories. This is particularly true of holiday goods, reorders of which have been held down rigidly. In seasonal apparel and accessories, stocks for the most part are under a year ago, and no serious difficulty is anticipated in moving them out in post-holiday clearance events. The assertion is made that the number of consumers who have been holding back purchasing in anticipation of these events is the largest in several years. Most stores will take the inventories toward the end of January, but a few will do so at the end of the current month.

### Sees Return of Chinchilla.

A steady decrease in the employment of camel-hair fabrics for boys' coats during the next six months and a corresponding return of chinchilla to its previous favored position is predicted by a leading observer of the boys' wear trade. He declares that the attempt to bring camel-hair coats into a lower price range has resulted in the garments being cheapened considerably, with a minimum of camel's hair in them, and that the cheaper grades are no longer satisfactory to consumers. Retailers have frequently complained of being compelled to refund the purchase money on them, after they were worn a short time.

If you can't boss yourself you won't get hired to boss others.

## Announcing

## The Torson Arch Shoe for Boys

one of forty-two  
styles in  
Men's,  
Young Men's and  
Boys'  
Shoes for Spring.

Four, Five and Six Dollar  
Retailers carried  
In Stock.



## 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 VanderHooning, Grand Rapids.

First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors — Ole Peterson, Muskegon; Frank Marxer, Saginaw; Leigh Thomas, Ann Arbor; M. C. Goossen, Lansing; R. J. LaBarge, Pontiac.

American Packed Coffee \$1.58 Per Pound in Rome.

The Paris edition of the New York Herald of Nov. 23 carried the news of the arrival of National Secretary Janssen and our old friend Frank (Fleischmann) Meyer. These are the two advance agents of the projected United States grocers excursion to Europe on the steamship Dresden next summer. It is planned to visit England, France, Switzerland, Italy, Austria and Germany; and the news item indicated that the United States grocers seek an international trade association. Three hundred grocers are expected to go and much of the work will be under the wing of Standard Brands, Inc., the new organization in which is embraced Fleischmann, Royal Baking Powder, F. W. Gillet & Co., Ltd. (Canada), Chase & Sanborn, Widlar Food Products and Wright-Crossley & Co., Ltd., England.

An object of the trip is said to be study of retail conditions in the countries indicated.

This project was outlined in Dayton last June, so it is not altogether new to anybody. Brother Janssen told me all about it in Del Monte last September. It is a fine proposal from any standpoint and my opinion is that any grocer who goes on the Dresden will get his money's worth in full measure; but it may be as well that we go with our eyes open and our ideas and expectations clarified so that we may know something of what we may hope to see and to find in Europe.

Because I have lived for varying periods under British conditions, have at least glanced at France and Switzerland, and am living at this writing in Rome, with the intention to remain some months, perhaps I may get some sidelights which may be illuminating at least so far as Italy is concerned.

For my wife and I are doing what we were told could not be done. We are housekeeping in a little Roman apartment. This "could not be done" for many reasons. First, we did not know the language. This, second, would subject us to all manner of cheating on prices. Third, we could no wise manage Italian servants, who are reputed to be both dense and dishonest.

Well, but as to language I may say more later. I merely say now that it is not such a tremendous task for an intelligent person to get over his meaning in any European country if he has a background of English, because English derives from the same sources as Italian, French, Spanish, German.

As to being stung on prices we were not and are not a bit afraid of that because, so far as food goes, we know values. Funny if a grocer did not know that anywhere. As to other

commodities, the traveler always has the recourse that he can do without. The intelligent traveler outfits himself with necessities and foregoes luxuries. And experience shows that to decline to buy if prices are too altitudinous results in immediate modification of demand. In Italy "no volente," meaning do not want or nothing doing, begets the swiftest price declines you ever saw if one is bargaining. You'd certainly be surprised.

As to the thirdly and lastly—servants—that bothers us not at all for the good and sufficient reason that we don't use 'em. We roll our own. Oh, that was something else again; but there was also business of vigorous headshakings. For how could anybody hope to find such a tiny place as we wanted and could keep together in Rome where all places are big, planned for numerous servants?

Well, you can only tell when you try, and within two weeks we are settled in an absolutely new building with hot water heat, four rooms, etc., and a large outdoor terrace on the roof, six stories up, whence we get an outlook over open country that I do not try to describe; and all at a rent much less than we should pay for it anywhere in America. This, you will note, is largely because we have the American habit of self-reliance—something these foreigners do not understand as we do. There is so much their women cannot do—the simplest things from the standpoint of a grocer and his wife who delight to camp in the Yosemite for weeks and cook their own meals on an outdoor wood burning stove.

But I must not write a travelog nor descriptions of scenery. Let us get on with merchandising experiences and contacts.

First, then, in this new district we have the usual pioneers among tradesmen: the grocer, the baker, the butcher, the shoe repair shop, the keeper of household necessities, the—nowadays to be sure—hairdresser and, of course, the wine, liquor and beer seller; and we have lots of fun shopping among them. Nor have we got stung or seen any sign of desire to sting from or on the part of any of these. On the contrary, a more helpful, willing, good natured folk, more eager to please nobody could hope to find anywhere.

We want, you understand, to get into close contact with Italian conditions and ways of life. We seek to avoid American habits, so we may gain as clear an impression of these people as possible. But some things we feel we must have if any way obtainable. And the quest for these turns up plenty light on the Italians, so it is all to the good.

Coffee, for example. After a month or two of intimate experience with what the Italian calls coffee, we feel that we know just what it is and can safely go back to our own—when and as obtainable.

It seemed to us that in Rome, where great numbers of Americans come, there must be one or more sources of supply of American specialties. Farmacia Roberts, which, you see, is Roberts' Pharmacy, told us yes, go to the Anglo-American Supply Co. We found

(Continued on page 31)

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

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

Established 1904

Call Phones 939

Spring Lake, Michigan

We deliver within a radius of 100 miles.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

Wishing you a  
Merry Christmas  
and a Happy and Prosperous  
New Year

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

## In More Homes Everyday

# HOLSUM

America's Finest Bread

SANCTUM BAKORIUM  
NEWS

Quality — we have found — is  
an invincible salesman. We  
have given him a job for life  
in our bakeries.

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.



Rusk Bakers Since 1882

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

**MEAT DEALER**

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

**Specialty Sales in the Meat Department.**

The preparation of three meals each day occasionally grows monotonous to the average housewife (after she has been doing it for a few years). She frequently finds that her knowledge of foods and food preparation allows her to serve a comparatively small variety of dishes.

The accompanying letter directs the attention of the housewife to your store as a place where she can obtain suggestions in meats and in methods of preparation. If you have some employe who is particularly well versed in these matters, it might be well to give his name and suggest that housewives go directly to him.

The retail meat dealer who can offer advice and good suggestions to the housewife about the planning of her menus and the preparation of various dishes is in an excellent position to increase his patronage substantially.

This does not mean that the meat dealer and all of his salespeople need necessarily be students of home economics. It is sufficient if they have a thorough knowledge of the various cuts of meat, especially of the so-called fancy meats, and can talk intelligently about the uses of them. The housewife is ordinarily fairly well versed in the preparation of the better known cuts, although there are many novel methods of preparing and combining the round steak, for instance, with which most housewives are unacquainted. By familiarizing himself with a few of the outstanding recipes in a reliable recipe book, a salesperson should be able to make helpful suggestions.

The recent impetus which science has given to the sale of liver can be augmented if housewives are advised of new and attractive ways of serving this healthful dish. The combination of liver and onions, which is easily prepared, meets the approval of almost anyone who enjoys good food. Nor is it necessary to confine selling talks on liver to calves' liver alone; scientific authorities do not hesitate to say that beef liver and pork liver are equally as nutritious as calves' liver, which has enjoyed such a tremendous popularity. Braised liver and vegetables make a tasty and extremely nutritious combination, and pork or beef liver can be used in it as successfully as calves' liver. A third possibility is the excellent combination of liver and bacon which calls for two of a retailer's products instead of one.

Few housewives are familiar with different dishes which can be prepared from beef or veal hearts. This meat offers a pleasant surprise to appetites which have become temporarily weary of the more commonly used foods. A unique dish which can be prepared from beef or veal hearts is heart chop suey. It is not difficult to prepare and the recipe is easily available.

It is not the writer's contention that a dealer's volume will be substantially

increased through the sales of heart, liver or sweetbreads. However, the customer's good will which the mention of such things may bring is of a definite value to any store. The housewife who finds the solution of her food dilemma in the suggestion of someone in your store will have a friendly feeling toward your place of business when she wants pork chops or sirloin steak for dinner. The bride who knows how to prepare only the simplest meals will be grateful to anyone who can make suggestions which will enable her to appear a bit more self-confident in her kitchen. The retailer should have the opportunity to get ample returns for his efforts as an instructor in cooking in her future daily buying.

The dealer who has built business through the service which he renders and by selling good products will find that his trade will stay with him even in the face of sharp competition.

**Milk as Food For Persons of All Ages.**

Young people, from infancy throughout adolescence, need an abundance of milk. It has been estimated that the growing child, whose bones and teeth are still forming, needs five times as much calcium and phosphorus as does the adult—an adequate reason in itself for the presence of milk in liberal amounts upon his menu.

And, as the formation of bones and teeth extends into the period prior to the child's birth, every expectant mother, whether she lives in city or country, should receive a large supply of the calcium and phosphorus so easily available in milk.

Milk should be drunk in copious quantities by young men and young women who are getting their start in the adult world. The majority of these young persons are engaged in business. They are adjusting themselves to the routine existence entailed in holding down a city job. Too often they are overworked and poorly paid. The combination of long hours and poor pay frequently results in physical debility with tuberculosis lurking just around the corner. Wholesome food, plenty of rest and moderate exercise are needed to offset the danger. Here again, milk should occupy a place of importance.

As for the tired business man or woman of maturer years and the housewife with the cares of a family upon her hands, they, too, may derive enormous benefits from drinking milk. City life is hard on us all, even the wisest and the most mature. To stand the strain our bodies need the finest nourishment which they can receive. Milk provides such nourishment. In the midst of a busy day it is the most efficacious quick lunch.

Dr. Thomas Darlington.

**To Feature Candelabra Lamps.**

Candelabra lamps will be the outstanding feature of Spring lines exhibited to the trade in Chicago Jan. 12, lamp manufacturers predicted yesterday. Such lamps, equipped with parchment or pleated cloth shades, they said, will outnumber any other styles. Predictions that prices would show an upward trend were made by several producers, but the majority were of the opinion that price levels would remain unchanged.

**EGGS - EGGS - EGGS**

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

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

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

**KENT STORAGE COMPANY - GRAND RAPIDS**

**GRIDDLES - BUN STEAMERS - URNS**

Everything in Restaurant Equipment

Priced Right.

**Grand Rapids Store Fixture Co.**

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

**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.

**HERRUD & COMPANY**

542 Grandville Ave., Grand Rapids, Mich.

**MERCHANT PARCEL FREIGHT SERVICE**

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

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

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

**NORTH STAR LINE, INC.**

R. E. TIMM, Gen. Mgr.

CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

**VINKEMULDER COMPANY**

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges, Onions, Fresh Green Vegetables, etc.

**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.

## 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.

### Hints in Regard to the Annual Inventory.

With the arrival of a new year, stock-taking is once more in order. There are, indeed, hardware dealers who, without waiting for the new year, start this disagreeable bit of store routine immediately after the Christmas holiday.

Such dealers argue that the quicker stock taking is over, the better for all concerned. And they are right. Stock taking is a job which, if given the chance, may drag an uncomfortably long time. Consequently, it should be cleaned up as expeditiously as possible.

There is considerable difference of opinion as to the best time for stock-taking. Most hardware dealers seem to favor the early part of January. Some dealers begin right after the New Year holiday. Others wait until the middle of the month. Still others delay the job until January is practically finished. But the aim all along the line is to get the work done in the dull winter months, when time is plentiful and stock-taking will involve the least possible interference with business.

Another debatable question is the relation between stock-taking and the annual stock-taking sale. Here, again, there is considerable difference in store practice. Some dealers put on the big sale first and take stock afterward; the argument being that the sale will reduce the amount of stock, and the labor of stock-taking. Others hold the sale afterward; their view being that you can't tell what to feature in such a sale until you have completely overhauled the stock and know just what there is to offer.

In both these matters the hardware dealer must be a law unto himself. There is no positive rule to lay down. The dealer knows best his own circumstances, and can be trusted to decide intelligently which of two policies will best suit his individual business. What one hardware dealer may find to be sound policy is apt at times to prove poor policy for another.

It is a safe rule, however, to start your stock taking as early as possible, and to rush it through as expeditiously as possible. Speed must, however, be always a less important matter than accuracy. Your first purpose is to discover just where you stand.

While an early start ought to mean a quick finish, this is not true of all stores. There are many stores where, through lack of efficient methods, the work of stock-taking is permitted to drag. The result in such cases is a serious handicap to business.

The dealer is apt to argue, "We don't do any business anyway, at this time of year." But even in dull January there is business to be done. Because there is relatively little trade, the dealer is wise to make the most of it. And he should permit nothing to interfere with business-getting at this season.

Stock-taking, if inefficiently handled,

can be a decided hindrance to business. Clerks engaged in this sort of uninspired drudgery are apt to display little enthusiasm in regard to sales. They will wait on whatever customers come in; but their selling is apt to degenerate into mere perfunctory order-taking. Customers, too, are apt to shun the store where stock-taking is in progress, realizing that a little later, when the job is done, they will be pretty sure to get better store service.

A first step toward expeditious and satisfactory stock-taking is to have some well defined plan for handling the work.

Here, again, it is difficult to lay down any cut-and-dried scheme of stock-taking applicable to every hardware store. Each hardware store presents its own distinct problem. But in every store it will help immensely to map out the work in advance, and, before getting the actual stock-taking under way, to talk over the problem with your staff and give them a clear idea of just what you expect each helper to do.

A preliminary store conference of this sort is just the thing to get the boys keyed up to the top notch, and to imbue them with the dominant idea of getting through this heavy job with the proper snap. They will do the work quicker and do it better for knowing just what is ahead of them and just what part each member of the staff has to perform.

Before you start work at all, determine just where you are to start, and the order in which you propose to take up the various departments. Have your stock book—or books—ready with an ample supply of freshly sharpened pencils. Impress on your helpers the dominant need of accuracy, and that no guess work is permissible. Next to accuracy, impress on them the importance of getting the work done quickly.

If you are planning to hold an after-inventory sale, it is a good plan, when going through your stock, to set aside in some particular part of the store, or of each department, those odds and ends which, in your judgment ought to be cleared out at a sacrifice.

Every store, no matter how well-managed, is certain in time to collect a considerable amount of slow-moving stock. Often, through oversight or carelessness, such stock is carried over year after year. Some special selling effort is necessary to move these lines; and the stock-taking sale affords a good opportunity to get rid of them. "Keep the stock clean" is a good axiom; and you can start your clean-up by segregating these lines when you take stock.

As you proceed with your stock-taking, weed out these slow-selling items. It may take a little more time, but when the stock-taking is done you know just what lines to feature in your stock-taking sale. If you defer picking out these items until after taking stock, you are pretty sure to overlook a good many of them.

It is important to so arrange the stock-taking that your regular trade will not suffer unduly. One hardware dealer, admittedly successful, gives some drastic advice on this point, based upon his own store policy:

"Advertise your stock-taking ahead of time. Tell the public a couple of weeks beforehand that they will oblige you and benefit themselves by doing their shopping right away, before you start to take stock. Also, intimate that your big stock-taking sale will be launched the minute stock-taking is concluded. What with those who hurry up their shopping to avoid the stock-taking period and those who wait for the special inducements afterward, my trade is concentrated before and after, leaving a fairly clear period in which I rush the inventory through with little interruption. I have followed this plan

for years and can't see that I've lost any trade. Business has simply evened up."

Few hardware dealers are apt to agree with this drastic method, feeling that it is equivalent to telling customers to "get out and keep out." One dealer comments: "I believe in keeping them coming right through the stock-taking period. Just the same, I would advertise stock-taking—tell the public we are prepared to wait on them just the same as usual. The incidental advertising of the stock-taking sale, as suggested by this dealer, is good business. Never try to hide the fact that you are

## A RETAIL HARDWARE OPPORTUNITY

In the Enterprising City of Traverse City, Michigan.

Owing to the death of our President the surviving owners are desirous of withdrawing from retail business, but do not wish to terminate a business which has been satisfactorily conducted in one location for 50 years, and one whose service if discontinued would be a distinct loss to the community. Therefore, we offer for sale, in bulk, the STOCK and GOOD WILL of the "H & L HARDWARE STORE" and will lease the three story and basement store building, with fixtures, to the purchaser of the stock.

**THE HANNAH & LAY MERCANTILE COMPANY**

P. O. Box 96, TRAVERSE CITY, MICHIGAN

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

Wholesale Only. We Protect our Dealers.

**THE BEHLER-YOUNG CO.**

342 Market St., S. W.

Grand Rapids, Mich.

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting  
Goods and

FISHING TACKLE

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN



taking stock. Play it up. By so doing, you set the stage for the sale that is to follow."

As a rule, the hardware dealer will aim to get all the business he can while stock-taking is in progress. How to so arrange the work that regular trade will be helped instead of hampered is the question.

Some merchants take stock only at night-time after the store is closed. This may work well in some instances; but as a general rule, late hours are apt to impair the selling efficiency of the salespeople next day. In some stores, stock-taking is restricted to those hours of the business day, usually the very early morning, when there are few customers. Some merchants detail certain members of the staff to handle the stock-taking, leaving others free to wait on customers.

One hardware dealer has assigned each member of his staff an all-the-year-round specialty. Thus, one man looks after sporting goods, another specializes in households, a third in paint and builders hardware, and so on. At stock-taking time, each salesman supervises the stock-taking in his own department.

It is for the hardware dealer to study the problem and work out the scheme best suited to his business. In this connection, last year's stock-taking and its experiences should afford valuable guidance. You can't go through stock-taking even once without seeing points where your methods can be improved; and the wise dealer profits by such experience.

One important phase of stock-taking should be kept constantly in mind. It is more than a mere inventory of the goods on your shelves. It is an inventory of yourself, your salespeople, your selling methods, your successes and your failures. When you compile your stock lists you should likewise intelligently size up your past year's business, the methods employed, the results attained, all with a view to affording you intelligent guidance in the coming year.

Stock-taking will, properly considered, show where your judgment in 1930 was good and where it was bad; and help you, in your future dealings, to correct your past mistakes. General conditions have changed drastically in the last year; but intelligent merchants who are not rooted in the past will in the long run profit by these changed conditions. The time is opportune for you to give your entire business—not merely your stock but your buying and selling methods—a drastic and thorough overhauling, with a view to adapting yourself to new conditions and making the most of new opportunities. Your store inventory is only a part of your real stock-taking.

Victor Lauriston.

Be thankful every morning when you get up that you have something to do that day which must be done, whether you like it or not. Being forced to work, and forced to do your best, will breed in you temperance and self-control, diligence and strength of will, cheerfulness and content and a hundred virtues which the idle never know.—Charles Kingsley.

### Recalling Christmas Days of the Past.

Grandville, Dec. 24—Everywhere Christmas to-night.

This is true of the whole world, from the snows of the Poles to the sands of Arabia. Christmas is the world's one great and universal holiday, celebrated by both church and state. It is the universal holiday of all the world and one in which the kiddies rejoice with equal zest with their elders.

Santa Claus day and Christmas are synonymous. The log cabin of the pioneer holds to the day as well as the palace of the king. It is the one great mutual thought of a Jovian born on this day that given joy to all lands over which the rising sun throws its rays.

During our civil war Christmas was observed by both the Confederate and Federal armies lined up in battle array. That intelligent men believing in the same God could hurl the thunderbolts of war at each other is one of the mysteries past finding out.

It is puzzling to find war and Christianity going hand in hand through the world. Peace and love to all mankind was the herald that the Babe of Bethlehem bore, and yet the density of man's brain was such as to blur the facts most woefully.

No matter how many disbelievers in the Bible there are scarcely any who discard the belief in the child born in a manger two thousand years ago. It is this general belief that has made the world better and doubtless saved it from itself in times of stress.

Christmas is the great holiday of all time. The woodsman's shanty holds a row of stockings hung beside the fireplace to be filled by that patron saint of childhood, Santa Claus. The idea that there is no Santa Claus has been too many times refuted to call for argument to-day. To every child in Christendom there is a saint who fills kiddie stockings and brings presents as bulky as hand sleds and bicycles, say nothing about warm clothing and brass-toed shoes.

We all of us believe absolutely in Saint Nick and no amount of argument to the contrary can avail. It was this saint of small children who brought skates and boots to a little boy in the heart of the Michigan pines, and later on stood him in good stead when he lay dying on a Southern battlefield.

To ignore Santa Claus would be to ignore the Christ child and turn back the span of time to the dark ages. Christmas everywhere to-night. What a pleasing thought. It soothes the ills of care and sends new life through the hearts of every good man and woman.

Christmas! Let us all celebrate nor forget to give the Father praise for the gift of His son whom we celebrate this day. The world has many holidays but not one to compare with Christmas.

Everybody should remember his neighbor and give him the glad "Merry Christmas" greeting that shows our friendship on this gladdest day of all the year.

Schools will of course suspend for the time, giving the small folks as well as the teachers a time of rest and enjoyment. Christmas bells are ringing out a glad refrain telling to all that the lad of Bethlehem is not forgotten.

We should cast aside all work and make the day one of rejoicing which is the most blessed in the calendar. We do not have the merry sleigh bells nor the cutters and Dobbins of yesteryear, yet there are other ways to make good the celebration of the day.

This is a busy world, yet the Christmas holiday never is neglected for want of being remembered every twenty-fifth of December. To forget it would be to mark us as heathens of the lowest mould.

How Old Timer would like to get out once more, seated in a cutter be-

hind a speedy horse and career across fields and through the pine woods with his best girl at his side and let the music of the bells soothe his senses as of old.

Memories of past Christmases is all that is now left to the gray-haired citizen who sits by the fire and listens to the winds of winter whistle around the corners of his abode. The saying, "All quiet on the Potomac to-night," interests him as much as those Christmas songs which do not reach his ear.

Old times come again no more. In gray and wrinkled old we one time youngsters of merry Christmas days try to content ourselves with the thought that this world for him will soon be of the past.

A great majority of the early day Christmas celebrators have passed over and this world knows them no more forever. Even the greatest of the human race have to pass down the same road to an eternity beyond this world. Is there sadness in the thought? Not if one has the faith which animated the hearts of early followers of the one whose birthday we are engaged in celebrating this year.

Again we hear the chimes of Christmas bells and in thought take our places with the gay throng speeding over the snow to a dance. What a dance on the good one's birthday? And why not? Dancing then was amusement of the purest and best. If no one goes in for anything more sinful than the old time country dance he may be set down as one of our best citizens. Old Timer.

### More Stores Opening Nights.

More of the local stores are participating in night openings this week. Representatives of stores which have tried the experiment express surprise over the successful results obtained. One sales promotion manager said the response on the part of the public was "amazing." He reported that purchases were made not only of gift items, but also of ready-to-wear and home furnishings, a development entirely unexpected. Underlying the action of the stores was the effort to build up dollar volume in the remaining days before Christmas. The cost of obtaining the extra business resulting was said to be comparatively small.

### Low-End Curtain Sales Improve.

Orders for popular-price curtain materials for January and February sales now provide most of the activity for the converters of curtain cloth. Purchases have followed the Fall choices closely, with nets in all pastel shades predominating in the selections. Although buyers have been seeking special concessions for their sales merchandise, the prices have been held firm in most instances. Regular Spring merchandise continues in small demand. Few buyers have evinced any interest in Spring requirements, and producers are uncertain of the style trends likely to develop.

### Axminster Rug Prospects Good.

Axminster rugs are expected to play a greater part in the volume of floor coverings sold next season than they ever did before, according to manufacturers who are now completing arrangements for sending their sales forces out on the road as soon as the holidays are over. Reports reaching the market from wholesale distributors indicate that retailers see excellent promotional opportunities in the wide choice of patterns and qualities avail-

able in the axminster lines. They are credited with being ready to purchase provided they can be assured of a firm market.

The radio is making people so particular about their entertainment that a street band of five pieces will soon be declared a public nuisance.

## 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.

## 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.

### 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

## HOTEL DEPARTMENT

### News and Gossip Concerning Michigan Hotels.

Los Angeles, Dec. 20—Visiting friends tell me that Alvah Brown has made some very substantial improvements in his Hotel Browning, at Grand Rapids. Also that his club meals which he has been serving for some time still retain their attractiveness. I am glad to hear all this for Mr. Brown and I have been very good friends ever since we entered the Michigan hotel field and have fought, bled and died together in the scrimmages at hotel conventions and the like.

Also I hear that Hotel Herkimer, operated by Raymond Reid, is gaining ground every day, notwithstanding the fact that no particular hotel man anywhere is bragging about the amount of business he is doing. Those Reids will get their share—and possibly a little more—every time, if you don't watch out.

Frank Purdy, recently assistant manager of Hotel Pierson, Chicago, and a former clerk at Hotel Rowe, Grand Rapids, has become associated with a Fort Wayne, Indiana, institution.

J. J. Smith, who runs the Piney Ridge Inn, at Hamlin Lake, near Ludington, every summer, has taken a lease on Hotel Homosassa Springs, Florida, and has gone there for the winter to operate it.

Hotel Belding, at Belding, is being much improved by the new proprietor, John Ruhmohr. Among other things electric refrigeration has been installed.

Just now California in general and Los Angeles in particular are trying to explain the failure of one of the largest building and loan associations in the country. By the manipulations of one man, who dominated a board of dummy directors, 20,000 patrons, most of whom could ill afford to lose anything at this time, have been losers to the extent of \$8,000,000. Only a couple of years ago the Julian debacle netted forty millions for a lot of crooks and so far as the public can find out no one has ever been punished. The papers come out every day with screaming headlines, the district attorney rants and spits fire. There is the outraged citizenry on the one hand and the passing of the buck on the other. They have a man in the county jail here, who confessed to the crime, admitted that he was a dirty crook, wanted to be sent up for life, without a trial, etc. Now he has decided he can do more for the sufferers if he goes scot free and gets back behind the counter to help adjust affairs. After he has had his trial, is convicted, the judge has sentenced him for from one to ten years and suspended the sentence, he will open up his cache and proceed with a lifetime of joy at the expense of the poor. But what about that board of directors, whose moral influence was responsible for the degree of confidence reposed in the institution? Are they to be let off when they are as morally guilty as the man who was tempted? You can say what you please about the American public. No one can ever question but what we are gluttons for punishment—we can absorb more jolts on the jaw and come back for more of the proverbial punching bag. Between burglars, racketeers, bootleggers and holier than thouers, Los Angeles certainly has her troubles. Just now the Federal edict cutting down the oil output from one-and-a-half-million to a half-million barrels per day, is going to leave a blue streak in oil speculation. There are still these additional thousands who were to become enormously rich from the investment of a few pennies in oil wells. But the warning I have given from time to time to prospective

investors out here; To keep the moths caged up in your pocket book—still holds good. There is no catch or no risk, however, on our brand of sunshine.

The so-called dries seem to feel that they have won a big victory in the decision of the prohibition director to impregnate alcohol with asfofeditae, leaving out the poison. But when folks will lie down alongside of limburger cheese and go to sleep, what can you expect of the other. First thing you know some bright boy will devise a scheme for skimming out the asfofeditae and using it for a sandwich spread. Liquor long since lost its attractiveness as a work of art. Its appearance or odor cut little ice any more. Effectiveness is the real requirement.

I ran on to Millie E. Wilkinson, on the street here the other day and I was glad to see him, especially in view of the fact I have been looking for him ever since I returned from the East this fall, where I had also tried to find him. Millie was chief engineer for the Sherman House, Chicago for twenty-eight years, prior to his being retired on a pension two years since. During that period he had general charge of all the building and improvement phases of that institution, which grew from a few hundred to nearly two thousand rooms. But away back, before his Sherman House connection he was a resident of Michigan, at Muskegon, and he enjoys the acquaintance of a legion of hotel operators who always knew him as a friend. For their benefit I want to say that Mr. Wilkinson looks particularly fit, is a respected citizen of Glendale and will be glad to have his old friends look him up.

The Detroit hotel men are still hammering away at the telephone charges and undoubtedly will try to get the incoming legislature to do something for their relief. But that will be about all. They will continue to pay and the only solution to the problem is to absorb the charge in a general addition to the room rate or charge it off to advertising expense.

Charley Renner, that boy who operates plenty of hotels in Southern Michigan and Northern Indiana, and then some, has finally succeeded in getting his picture in several of the hotel papers, and he doesn't offer such a bad appearance. If it wasn't for his temperamentality, I could almost admire him.

The other week end a friend with a Model "T" shanghai'd me and took me over to the High Sierras to see some snow, and we kept on going until we got to Las Vegas, Nevada, one might say for the purpose of finding out just what non-employment conditions were prevailing there. They are just as bad as they can be. The plains all around the town are strewn with the relics of jitneys, their former occupants are sleeping in tents and lean-tos and subsisting on iackrabbits while Congress is struggling with the problem as to just what will be done about building Boulder Dam, forty miles away. It is claimed that the Federal Government issued repeated warnings advising laborers and others to keep away, but I have never seen any such warnings, though in crossing the Nevada border lines migratory factors have been to'd there is nothing doing, which is everlastingly too late for the fellow who has loaded his family in the car, his furniture strapped to the sides and top, and proceeded too far to establish a successful come back.

While we were over there we did discover something at Lost City, a few miles to the East of Las Vegas, which I wish every motorist from Michigan could see en route. At a distance of practically 370 miles from Los Angeles

## 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

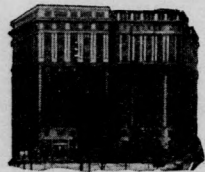
"An entire city block of Hospitality"  
GRAND RAPIDS, MICH.

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



NEW

Decorating and Management --

FAMOUS

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

Rates from \$2.50.

HOTEL TULLER  
HAROLD A. SAGE, Mgr.

In  
Kalamazoo

It's

## PARK-AMERICAN

George F. Chism, 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 Baths  
Absolutely Fireproof  
Moderate Rates  
GEORGE L. CROCKER, Manager.

## Occidental Hotel

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

## Columbia Hotel

KALAMAZOO

Good Place To Tie To

## HOTEL CHIPPEWA

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

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

"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.

we were in the geographic center of an early advanced civilization that offers real close to home as much age and mystery of an unknown civilization as do the excavations of the ancient ruins of Egypt. Driving to the very edge of the newly discovered lost city it is but a few steps from the door of the car until the visitors' feet are treading on virtual millions of chips of stone scattered by arrow makers of this ancient people, on broken pieces of pottery, on small corn cobs, quite apparently a chief item of diet, for they are uncovered everywhere in the excavations. But the most conspicuous evidence of the lost people is the remains of their houses that have also been uncovered. They were apartment dwellers, the houses being built in nearly continuous chains about the highest elevation of the surrounding ground, probably so arranged for defense purposes. The house remains are flat pieces of rock, cemented by mud plaster to form the walls and extending up above the ground level. Plenty of evidences of human existence, in the shape of skeletons and otherwise, are to be seen everywhere. But human agencies of to-day are trying to restore to some extent structures which were in evidence 2,000 years ago. No one lives there now. The Indians have been gone for days beyond record of evidence of definite time of departure. The reason for abandonment of the city, which at one time must have numbered five or six thousand, the destination of the tribe or, in fact, identification of the tribe has been impossible. Nearby are picture writings on the rocks. These even have not been deciphered and their meanings can never be more than approximated, although some studies have resulted in conjectures as to their meaning which may ultimately lead to their satisfactory solution, and that probably place them as the work of the most ancient tribes.

Lost City is but a short distance from the proposed site of Boulder Dam. At this season of the year is hardly accessible with comfort, but should not be overlooked in a summer itinerary.

A lot of people, not living in California altogether, will be inclined to sustain Senator Hiram Johnson in his claim that we had better keep away from any mix-up with World's courts until such a time as our own judicial institutions can function squarely. Just recently the California Supreme Court sent back to the Los Angeles district innumerable cases for retrial with remarks censuring trial judges and other judicial officers, claiming that defendants did not have fair trials as provided by the constitution. It is just that matter of politics which is constantly bobbing up.

In the news column yesterday the statement was made that of all aviators who were flying five years ago 47 per cent. had met violent deaths. This may in a large degree explain why aviation corporations are having their own troubles in trying to declare dividends on very extensive stock issues.

August Vollmer, a former chief of police, of Los Angeles, will head a staff of educators in the University of Chicago who are planning to make a practical study of crime wherein known crooks will be called upon to tell what they know about safe cracking, banditry, hijacking, jack-rolling, purse-snatching and all other forms of law breaking. The announcement was first looked upon as one of Will Roger's jokes, but Mr. Vollmer, who is really an individual of some parts, makes the more serious claim that for protection of the general public police authorities should know more about crime attributes, and that a college course for the expectant fly-cop is an essential. If this doesn't work we shall look for

a return to the days of the vigilance committee.

The farm Federal relief board having refused to supply funds to California grape growers to be used in defraying expenses incurred in pulling up vines to prevent further overproduction, the state growers association announces it is hopeful that prohibition authorities will see their way clear to allow the manufacture of grape juice, the ultimate destination of which is wine, known to everybody as a violation of the Volstead act. The present season has been an unusually satisfactory one for grape producers, and this claim is based on an utter abandonment of law enforcement so far as grape wine is concerned. The dandelion variety which our grandmothers prepared mostly for medicinal purposes, is still a channel whereby some misguided individuals are skidding on in the direction of Fort Leavenworth. Perhaps this is because there is no dandelion growers association to safeguard their interests.

Chicago authorities are said to have discovered that a panacea for overcoming their municipal financial affairs is to reduce the assessment rate where it comes somewhere near approaching the real value of property. They believe it is much better to remove some of the burdens now being carried by the taxpayers, allowing them an opportunity of retaining their holdings and paying the rate thereon, rather than adding to the cities' frozen assets, and supporting the former owners in almshouses. A condition like this exists almost everywhere. Michigan would have few abandoned farms if the owners could be encouraged to do a little something for themselves instead of putting in long, dismal hours trying to satisfy the rapaciousness of the tax gatherer.

There is at least one hotel establishment on this earth of ours which admits it is doing a "going" business. That is at Aqua Caliente, just over the boundary line between California and Mexico. During all the period of so-called depression in the past year, the hotels in that section have been crowded to overflowing, at rates which might be termed as "confiscatory." Once in a while I join a party of friends who just take this 140 mile auto trip for a day's diversion, and once on the ground it is hard to imagine that anywhere in the world could there be the necessity for organizing soup kitchens and martialing bread lines. Millions of dollars are spent there daily, some for gambling, plenty for booze and yet there is no lawlessness, and people down there almost succeed in making you believe that prosperity has finally encompassed that "corner" we hear so much about.

Frederick Warde, the famous tragedian, now retired, lives here in Los Angeles, and is a frequent visitor at the famous Breakfast Club, which I occasionally have the pleasure of attending. At a recent session he told this story, which made a decided hit at a gathering composed exclusively of the male sex:

"When the modern woman looks dumb, look out for her. When she acts dumb she is usually being smart, trying to cover her tracks with a disconcerting coat of seeming indifference.

"One of the smartest women I know came home the other afternoon and found her husband waiting for her with fire in his eyes.

"Look here," he snapped, 'your account at the bank is overdrawn.'

"Of course it is,' replied his wife with simulated indignation, 'but why did you go and tell them about it?'"

This may go down in history as the Capone era of luxurious criminals.

With that in view, it seems fitting that the Government should provide a luxurious prison, "with outside rooms" to accommodate the ultra fashionable of the underworld, who would find it unbearable to change from the creature comforts of \$100,000 mansions and Florida estates to the common, garden variety of penitentiaries. But first a means must be devised for capturing these birds to place in the gilded cages.

While magnificent decorations have been displayed on Los Angeles streets ever since December first, this is the real Christmas week for the City of the Angels, and every evening hordes of happy citizens throng the streets exuding gladness copiously. Already the Christmas spirit is doing much in dispelling the gloom and an acute depression is yielding to optimism. Unemployment is finding occupation in making gifts and coin is coming out of hiding to encourage the world of trade.

It is a simple thing to cry, "Merry Christmas!" If the merry ingredients are conferred by a few words of well wishing, instead of funereal expressions there will be a contagion of smiles, and happiness will result. Christmas is not, as many suppose, just a simple occasion for the exchange of gifts. Expressions and smiles take a deep rooting, and one feels that, after all, the happy custom of twenty centuries' standing, is really worth while.

Frank S. Verbeck.

#### Population Changes.

It is generally realized that our population is no longer increasing by those tremendous strides which marked its growth in the first half of the past century. From the period of the first census to that of 1860 it jumped from a little less than 4,000,000 to 31,000,000; in the past seventy years it has increased to 120,000,000, but this rate of increase is less than half that of the first period. Unquestionably the next seventy years will see a further decline and in the year 2000 we may have only some 185,000,000 people, according to population experts, instead of the three or four hundred million which we once might have expected.

But if this is not a surprising forecast because of the evident effect of a declining birth rate and greatly decreased immigration, it is somewhat startling to realize that it means that the United States will have a population much older than it had in its early history. The death rate is not falling so fast as the birth rate and consequently the average age is steadily mounting. Compared with earlier times, declares a recent article in the American Mercury by Warren S. Thompson and P. K. Whelpton, we shall become a nation of elders.

In an interesting speculation upon what this development may mean to the country, this article points out that eventually we shall have a rising death rate simply because we shall have more old people. "We shall probably need more undertakers, then," it continues, "and more coffins; if we are to have fewer births and more old people, we shall need fewer baby carriages and more wheel chairs, fewer juvenile books and more essays and books of sermons; as we grow older we shall also want fewer dinner jackets and more smoking jackets; fewer baseball diamonds and more golf links."

More important would be the effect

upon the general character of the country and the probable movement toward greater conservatism as property and business interests became more closely concentrated in the hands of older men than is now the case. The young man would no longer have the opportunity he has had in the past and has to-day, because he would have to wait longer for age to make room for him.

This may not be a question which can excite our immediate interest, but population trend is a basic factor in National growth and National development. Already economists are wondering about the future of mass production as the rate of population increase diminishes. This is one reason why our export trade is year by year becoming more and more important. The effects of an increase in the average age may not be so noticeable as Messrs. Thompson and Whelpton would have us believe, but it is obvious that we are going to have to adjust ourselves to unfamiliar conditions.

Pickles—The continued scarcity of genuine large dill pickles appears to be the only feature of the market. The trade has been seeking 800s and 1,000s in good numbers, but packers find it difficult to get the sizes and quality sought. The smaller sizes are plentiful, but demand is inactive.

Rice—Rice appears to be moving in good volume as Federal distribution reports show, and the continued demand by Southern growers for higher prices on rough stocks has aided the market considerably. The trade is still buying on a hand-to-mouth policy, but more active trading is looked for early in the new year. Millers' stocks are very light, and a steady movement of polished rice would not be long in bringing on a shortage.

Sauerkraut—The sauerkraut market is still easy as there is a lack of demand in consuming channels. The coming of cooler weather has not had the expected stimulating effect. Prices are unchanged.

Syrup and Molasses—Sugar syrup is selling a little better, but is still under what it ought to be. Prices are unchanged. Compound syrup seems rather unusually dull, but prices are nevertheless steady. Molasses are moderately active at unchanged prices.

A man who only pushes a truck for a living is entitled to courtesy and a square deal.

#### 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.

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## DRUGS

### Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.  
 Vice-Pres.—Clare F. Allen, Wyandotte.  
 Director—Garfield M. Benedict, Sandusky.

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

### Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.  
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 Secretary—R. A. Turrell, Crosswell.  
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### Featuring Pineapple at the Fountain.

The pineapple is a fruit that cans admirably. In this way so much of its excellence is preserved that we may count on it as a fountain beverage all the year. Such fruits are immensely valuable, writes William S. Adkins in the *Druggists Circular*.

In the old days these tropical products were not to be found on every table. Their appearance was something of an event, as witness this passage from the famous "Vanity Fair." Joseph Sedley is speaking:

"And, eh, Amelia, my dear, I bought a pineapple at the same time, which I gave to Sambo. Let's have it for tiffin; very cool and nice this hot weather." Rebecca said she had never tasted a pine, and longed beyond everything to taste one."

A pineapple was notable, even upon the table of a rich stock broker.

Modern methods of transportation and refrigeration have changed all this.

#### Fresh Crushed Pineapple

To prepare this favorite among crushed fruits, take a fresh pineapple and cut away the rough husk. Then grate the fruit with an ordinary kitchen grater. Avoid getting too close to the core. The pulp is dripping with fragrant juice. Add as much granulated sugar as the juice will absorb. Thin the mixture a trifle with simple syrup. Excellent to serve with ice cream soda or to pour over ice cream.

#### Pineapple Ice Cream

Add to one pint of crushed pineapple one-half pint of concentrated pineapple syrup, and stir. Take one gallon of plain, unflavored ice cream mixture and freeze it until it begins to thicken. At this point add the pineapple mixture and stir it in vigorously. Finish the freezing process, and you will have a delightful pineapple ice cream.

#### Pineapple Sherbet

This is another frozen delicacy, lighter than ice cream.

Take two quarts of pineapple juice and stir in four pounds of granulated sugar. If the juice is slow in taking up all this sugar, you can facilitate matters by applying a little heat, not very much.

Then add one gallon of water, the juice of three lemons, and the juice of three oranges. Strain the entire mixture and freeze.

#### A Winter Salad.

Fruit salads are popular and healthful. Doctors are constantly advising people to eat more fruit. Fountain grills are now serving formal luncheons and complete dinners in which the fruit salad plays a prominent part.

A good winter salad is useful, and in canned pineapple we find the foundation for a fine one.

Upon opening a can of pineapple, we turn out circular slices of the firm fruit. To a salad virtuoso one of these slices is an inspiration, a perfect circle, no core, no trimming to be done. You can arrange one of these circles on salad greenery and use it as the basis of an appetizing edifice. Halve it, and you have a half-moon.

You can quarter it, scallop its edges, carve it into a variety of shapes.

To evolve our salad, we add other fruits, sliced bananas, bottled cherries for a touch of color, preserved strawberries, and so on. We can employ apples, celery, nuts, cheese. And for garnishing purposes we may rely upon strips of pimento, red or green peppers and the like.

#### A Floral Piece

To illustrate the possibilities, a hostess giving a formal luncheon at the fountain grill would be pleased with something of this nature:

Notch your circular piece of pineapple in eight places regularly spaced to indicate petals. Divide the slice into eight sections, if you like, but keep them together. In the center we have a half-globe of cream cheese. Sprinkle this with paprika. Down the center of each "petal" run a narrow strip of brilliant pimento.

We now have an individual salad bearing a fair resemblance to a blossom. Not prying into nature's secrets too far, I shall not attempt to give it a name, but it looks very well. Delighted comment from pleased customers is the store's best advertising. Do not forget your salad dressing.

#### Diced Pineapple Salad.

In evolving decorative pieces, odd bits of fruit accumulate which need not be wasted. No unnecessary waste is the motto of every keen dispenser. Dice odd sections of pineapple, and add other chopped fruits, also a few chopped nuts.

A little chopped pepper will fit in.

Top with mayonnaise dressing, and serve on lettuce leaves.

At a busy fountain broken nut meats, pimento trimmings, and small fruits are piling up all the time. When chopped they are just the thing for fruit salads. Fine berries and whole nut meats are kept intact for garnishing.

#### Pineapple Lemonade

To a glass of ordinary lemonade, add a dash of pineapple juice. The pineapple has a fragrance all its own, and a dash of its juice will give an agreeable tang to finished lemonade. People get tired of the most delicious combinations, consequently a little variety now and then will be relished.

An occasional fruit trim will be in order, either in the window or on the back bar. A profusion of heaped-up fruit is always effective, and to cap the pyramid we turn naturally to the pineapple with its graceful tuft or crown. It is sturdy, too, and will keep in good condition for several days, a quality that adds to its popularity for decorative purposes. For a warm weather trim, few can excel this:

Select a rectangular block of clear ice, and mark out on its top side a rectangle parallel with the edges of the block and about three inches dis-

tant all around. Mark this out by means of an ordinary chisel and mallet. Then chip out a hollow all around to a depth of five or six inches. Heap this hollow with fine specimens of lemons, limes, oranges, bananas, some bunches of purple and red grapes for contrast, and top with a large pineapple. The ice block rests in a shallow pan placed on the floor of your window. This pan has rubber piping attached for drainage. It is no trouble to work ice with chisel and mallet, and an ambitious sculptor might even turn out an urn to be heaped with fruit.

#### The Soft Drink List.

The U. S. Department of Agriculture has prepared an interesting list of what the customer should get when he orders a soft drink.

The committee has proposed definitions for root beer, root beer flavor, birch beer, birch beer flavor, cream soda water, cream soda water flavor, orange soda water, orange soda water flavor, lemon soda water, lemon soda water flavor, lime soda water and lime soda water flavor.

The proposed definitions are as follows:

Root beer is the carbonated beverage prepared from potable water, sugar (sucrose) sirup and root beer flavor, with or without caramel color, and with or without harmless organic acid.

Root beer flavor, root beer concentrate, is the beverage flavor in which oil of sassafras and methyl salicylate (or oil of wintergreen or oil of sweet birch) are the principal flavoring constituents and contains other flavoring substances, with or without caramel color.

Birch beer is the carbonated beverage prepared from potable water, sugar (sucrose) sirup and birch beer flavor, with or without caramel color and with or without harmless organic acid.

Birch beer flavor, birch beer concentrate, is the beverage flavor in which methyl salicylate (or oil of sweet birch or oil of wintergreen) and oil of sassafras are the principal flavoring constituents, with or without other flavoring substances, with or without caramel color. Methyl salicylate is the predominating flavor of the product.

Cream soda water (cream soda) is the carbonated beverage prepared from potable water, sugar (sucrose) sirup and cream soda water flavor, with or without caramel color and with or without harmless organic acid.

Cream soda water flavor, cream soda water concentrate, is the beverage flavor in which the principal flavor is derived from vanilla, tonka, vanillin or coumarin, or any combination of them, and contains other flavoring substances, with or without caramel flavor.

Orange soda water (orange soda) is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, orange soda water flavor and citric acid.

Orange soda water flavor, orange soda water concentrate, is the flavoring product in which oil of orange or terpenes oil of orange, is the essential flavoring constituent.

Lemon soda water (lemon soda) is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, lemon soda water flavor and citric acid.

Lemon soda water flavor, lemon soda water concentrate, is the flavoring product in which oil of lemon, or terpenes oil of lemon, is the essential flavoring constituent.

Lime soda water (lime soda) is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, lime soda water flavor and citric acid.

Lime soda water flavor, lime soda water concentrate, is the flavoring product in which oil of lime, or terpenes oil of limes, is the essential flavoring constituent.

#### Three Friends.

In a banana split dish put one dipper of strawberry ice cream covered with marshmallow and pecan halves; one dipper of vanilla ice cream covered with chocolate and chopped walnuts and one dipper of chocolate ice cream covered with butter scotch and pecans. Put a ladleful of whipped cream between the cones of ice cream.

#### Cocoonut Special.

Place a thin slice of brick ice cream on a sundae dish; cover this with fudge dressing; on this place a portion of chocolate ice cream; cover this with coffee marshmallow dressing; sprinkle with shredded cocoonut and top with whipped cream, nest a cocoonut bon bon in it.

#### Ripe Fruit May Be Available Year Round.

With the successful development of the "quick freezing" process, a possible change in the fundamental basis upon which fruit is distributed, may be effected, it was stated orally Dec. 12 by C. C. Concannon, Chief of the Chemicals Division, Department of Commerce.

The "quick freezing" process apparently has little if any undesirable effects upon the inherent qualities of the product, whether it be meat, fish, fresh fruit or other foods, he said.

This comparatively new method consists in the rapid freezing of the food whereby microscopic ice crystals are formed within the cell walls of the article which do not injure the flavor or break down the body cell or fibrous tissue, Mr. Concannon said. As a result, the quality of the meat or fruit is not impaired, but on the other hand it retains its original flavor, firmness and appearance which render it practically indistinguishable from the article before frozen.

Additional information received at the Department of Commerce and made available follows:

An initial step in the direction of providing fresh fruits, such as peaches, on the market the entire year around, has recently been taken in Georgia. There a plant has been erected to undertake the "quick-freezing" of peaches. The fruit is allowed to ripen on the trees and within a few hours after reaching the plant are frozen. As a result, the fruit has an opportunity to reach its full perfection of flavor, and no opportunity to lose any of it while in storage or being transported.

This method promises greatly to extend the territory to which peaches and other fruits can be shipped with the certainty of arriving in good condition, and by extending the market in

point of time from a short period of six weeks or so to the entire year.

With the development of appropriate and efficient methods of preserving the quality of the product from the plant to the consumer, this "quick-freezing" method presents possibilities of one of the most wide-spread changes in the food business, which is probably the outstanding business of the country, that has occurred. Obtaining an efficient and economical display case and accustoming the public to foods treated by the method are among the chief problems confronting the retail end of distribution.

If proper distributive facilities are developed, the use of this process will enable the transportation of such perishable foods as fresh meats, fish, fruits and vegetables on a Nation-wide scale such as heretofore has been impossible. Many foods, particularly in the fish and fresh meat lines, have either been consumed where caught or slaughtered and shipped comparatively small distances. The extreme susceptibility of fresh fish to spoilage has placed somewhat of a barrier on extensive shipments of that commodity. Other fresh meats have similar tendencies. Consequently it is in these fields that the "quick freezing" process is being pioneered and presents the greatest apparent possibilities.

One of the highly commendable features of this process is the sanitary angle. Through handling meats this way, humans come in contact with the product on but few occasions. The meat can be sliced, frozen and packed by machinery, and then shipped to points of consumption and sold in small packages.

While the present method of handling meat is generally irreproachable, most packing houses being models in attention to sanitary detail, a person can go in most meat markets and see a side of beef hanging in the open air

or otherwise placed in contact with foreign matter. Such a condition would be eliminated through the use of this system.

While many meats, such as fish, are at present frozen and shipped to market, returning to their original state they are in a rather soft condition because the cell walls and fibrous tissue are broken down.

The meat dealer of the future, instead of being required to do his own cutting and handling of meats, may only be required to sell these packages of meat, and thus abandon his meat saws and knives. In connection with the transportation and distribution of meat, the use of carbon-dioxide ice, heretofore not extensive, may achieve its greatest usefulness.

The low temperatures required for maintaining quick-frozen products in a stable condition in central, as well as branch and even retail, points of distribution, may be efficiently met through using solid carbon dioxide. This is particularly desirable in the case of meats, as ordinary ice creates a damp atmosphere, which is conducive to bacterial growth, whereas carbon-dioxide ice evaporates, leaving no residue. One pound of carbon-dioxide ice at 110 degrees below zero is said to be equal to 16 pounds of water ice, thereby requiring less space.

**Robes Lead Men's Wear Orders.**

Buying of men's wear at wholesale has tapered off somewhat. Both silk and flannel bathrobes, however, ranging in price up to \$20 retail, have been an outstanding item, and telegraph orders for them have been pouring in. Demand for shirts has been fair, while requests for neckwear have been declining. Some sweater business has been placed, but not of large volume. Repeat orders on handkerchiefs have been coming in liberally. Wool hose has been in small demand.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Boric (Powd.)... 10 @ 20	Boric (Xtal)... 10 @ 20	Carbolic... 38 @ 44	Cutric... 50 @ 65	Muriatic... 3 1/2 @ 8	Nitric... 9 @ 15	Oxalic... 15 @ 25	Sulphuric... 3 1/2 @ 8	Tartaric... 43 @ 55																																																																			
<b>Ammonia</b>	Water, 26 deg... 07 @ 18	Water, 18 deg... 06 @ 15	Water, 14 deg... 5 1/4 @ 13	Carbonate... 20 @ 25	Chloride (Gran.)... 08 @ 18																																																																							
<b>Balsams</b>	Copaiba... 1 00 @ 1 25	Fir (Canada)... 2 75 @ 3 00	Fir (Oregon)... 65 @ 1 00	Peru... 3 25 @ 3 50	Tolu... 2 00 @ 2 25																																																																							
<b>Barks</b>	Cassia (ordinary)... 25 @ 30	Cassia (Saigon)... 40 @ 60	Sassafras (pw. 60c)... @ 50	Soap Cut (powd.)... 20 @ 30																																																																								
<b>Berries</b>	Cubeb... @ 90	Fish... @ 25	Juniper... 10 @ 20	Prickly Ash... @ 75																																																																								
<b>Extracts</b>	Licorice... 60 @ 75	Licorice, powd... 60 @ 70																																																																										
<b>Flowers</b>	Arnica... 75 @ 80	Chamomile (Ged.)... 30 @ 40	Chamomile Rom... @ 1 25																																																																									
<b>Gums</b>	Acacia, 1st... @ 60	Acacia, 2nd... @ 50	Acacia, Sorts... 35 @ 40	Acacia, Powdered... 40 @ 50	Aloes (Barb Pow)... 35 @ 45	Aloes (Cape Pow)... 25 @ 35	Aloes (Soc. Pow)... 75 @ 80	Asafoetida... 50 @ 60	Camphor... 90 @ 1 00	Guaiac... 87 @ 95	Guaiac, pow'd... @ 70	Kino... @ 1 25	Kino, powdered... @ 1 20	Myrrh... @ 1 15	Myrrh, powdered... @ 1 25	Opium, powd... 21 00 @ 21 50	Opium, gran... 21 00 @ 21 50	Shellac, Orange... 50 @ 65	Shellac, White... 55 @ 70	Tragacanth, pow... @ 1 75	Tragacanth... 2 00 @ 2 35	Turpentine... @ 30																																																						
<b>Insecticides</b>	Arsenic... 08 @ 20	Blue Vitriol, bbl... 07 @ 15	Blue Vitriol, less... 08 @ 15	Bordea, Mix Dry... 12 1/2 @ 23	Hellebore, White... 15 @ 25	Insect Powder... 47 1/2 @ 60	Lead Arsenate, Po... 13 1/2 @ 27	Lime and Sulphur... 09 @ 23	Paris Green... 26 1/2 @ 46 1/2																																																																			
<b>Leaves</b>	Buchu... @ 60	Buchu, powdered... @ 75	Sage, Bulk... 25 @ 30	Sage, 1/4 loose... @ 40	Sage, powdered... @ 35	Senna, Alex... 50 @ 75	Senna, Tinn. pow... 30 @ 35	Uva Ursi... 20 @ 25																																																																				
<b>Oils</b>	Almonds, Bitter, true... 7 50 @ 7 75	Almonds, Bitter, artificial... 3 00 @ 3 25	Almonds, Sweet, true... 1 50 @ 1 80	Almonds, Sweet, imitation... 1 00 @ 1 25	Amber, crude... 75 @ 1 00	Amber, rectified... 1 50 @ 1 75	Anise... 2 00 @ 2 25	Bergamont... 6 50 @ 7 00	Cajeput... 2 00 @ 2 25	Cassia... 3 00 @ 3 25	Castor... 1 55 @ 1 80	Cedar Leaf... 2 00 @ 2 25	Citronella... 1 00 @ 1 20	Cloves... 3 50 @ 3 75	Cocoonut... 27 1/2 @ 35	Cod Liver... 1 40 @ 2 00	Croton... 8 00 @ 8 25																																																											
<b>Seeds</b>	Anise... @ 35	Anise, powdered... 35 @ 40	Bird, Is... 13 @ 17	Canary... 12 @ 18	Caraway, Po... 30 @ 30	Cardamon... 2 50 @ 2 75	Coriander pow... 40 @ 30	Dill... 15 @ 20	Fennel... 35 @ 50	Flax... 8 @ 15	Flax, ground... 8 @ 15	Foenugreek, pwd... 15 @ 25	Hemp... 8 @ 15	Lobelia, powd... @ 1 30	Mustard, yellow... 17 @ 25	Musard, black... 20 @ 25	Poppy... 15 @ 30	Quince... 25 @ 2 50	Sabadilla... 45 @ 50	Sunflower... 12 @ 18	Worm, American... 30 @ 40	Worm, Lavant... 6 50 @ 7 00																																																						
<b>Tinctures</b>	Aconite... @ 1 80	Aloes... @ 1 50	Asafoetida... @ 2 28	Arnica... @ 1 50	Belladonna... @ 1 44	Benzoin... @ 2 28																																																																						
<b>Cotton Seed</b>	1 35 @ 1 50																																																																											
<b>Cubeb</b>	5 00 @ 5 25																																																																											
<b>Eigeron</b>	4 00 @ 4 25																																																																											
<b>Eucalyptus</b>	1 25 @ 1 50																																																																											
<b>Hemlock, pure</b>	2 00 @ 2 25																																																																											
<b>Juniper Berries</b>	4 50 @ 4 75																																																																											
<b>Juniper Wood</b>	1 50 @ 1 75																																																																											
<b>Lard, extra</b>	1 55 @ 1 65																																																																											
<b>Lard, No. 1</b>	1 25 @ 1 40																																																																											
<b>Lavender Flow</b>	6 00 @ 6 25																																																																											
<b>Lavender Gar'n</b>	1 25 @ 1 50																																																																											
<b>Lemon</b>	4 00 @ 4 25																																																																											
<b>Linseed, boiled, bbl</b>	@ 78																																																																											
<b>Linseed, raw, bbl</b>	@ 75																																																																											
<b>Linseed, bld, less</b>	85 @ 98																																																																											
<b>Penroyal</b>	3 25 @ 3 50																																																																											
<b>Peppermint</b>	4 50 @ 4 75																																																																											
<b>Rose, pure</b>	13 50 @ 14 00																																																																											
<b>Rosemary Flows</b>	1 25 @ 1 50																																																																											
<b>Sandelwood, E.</b>	I... 12 50 @ 12 75																																																																											
<b>Sassafras, true</b>	2 00 @ 2 25																																																																											
<b>Sassafras, art'l</b>	75 @ 1 00																																																																											
<b>Spearmint</b>	6 00 @ 6 25																																																																											
<b>Sperm</b>	1 50 @ 1 75																																																																											
<b>Tany</b>	7 00 @ 7 25																																																																											
<b>Tar USP</b>	65 @ 75																																																																											
<b>Turpentine, bbl</b>	@ 47																																																																											
<b>Turpentine, less</b>	54 @ 67																																																																											
<b>Wintergreen, leaf</b>	6 00 @ 6 25																																																																											
<b>Wintergreen, sweet birch</b>	3 00 @ 3 25																																																																											
<b>Wintergreen, art</b>	75 @ 1 00																																																																											
<b>Worm Seed</b>	6 00 @ 6 25																																																																											
<b>Wormwood, oz</b>	@ 1 00																																																																											
<b>Potassium</b>	Bicarbonate... 35 @ 40	Bichromate... 15 @ 25	Bromide... 69 @ 85	Bromide... 54 @ 71	Chlorate, gran'd... 21 @ 28	Chlorate, powd... 16 @ 23	or Xtal... 17 @ 24	Cyanide... 30 @ 40	Iodide... 4 34 @ 4 55	Permanganate... 22 1/2 @ 35	Prussiate, yellow... 35 @ 45	Prussiate, red... @ 70	Sulphate... 35 @ 40																																																															
<b>Roots</b>	Alkanet... 30 @ 35	Blood, powdered... 40 @ 45	Calamus... 25 @ 65	Elecampane, pwd... 20 @ 30	Gentian, powd... 20 @ 30	Ginger, African, powdered... 30 @ 35	Ginger, Jamaica... 40 @ 50	Ginger, Jamaica, powdered... 45 @ 60	Goldenseal, pow... 5 00 @ 5 50	Ipecac, powd... 5 50 @ 6 00	Licorice... 35 @ 40	Licorice, powd... 20 @ 30	Orris, powdered... 45 @ 50	Poke, Powdered... 25 @ 40	Rhubarb, powd... @ 1 00	Rosinwood, powd... @ 50	Sarsaparilla, Hond. ground... @ 1 10	Sarsaparilla, Mexic... @ 60	Squills... 35 @ 40	Squills, powdered... 70 @ 80	Tumeric, powd... 20 @ 25	Valerian, powd... @ 60																																																						
<b>Benzoil Comp'd</b>	@ 2 40																																																																											
<b>Buchu</b>	@ 2 16																																																																											
<b>Cantharides</b>	@ 2 52																																																																											
<b>Capsicum</b>	@ 2 28																																																																											
<b>Catechu</b>	@ 1 44																																																																											
<b>Cinchona</b>	@ 2 16																																																																											
<b>Colchicum</b>	@ 1 80																																																																											
<b>Cubeb</b>	@ 2 76																																																																											
<b>Digitalis</b>	@ 2 04																																																																											
<b>Gentian</b>	@ 1 35																																																																											
<b>Guaiac</b>	@ 2 28																																																																											
<b>Guaiac, Ammon</b>	@ 2 04																																																																											
<b>Iodine</b>	@ 1 25																																																																											
<b>Iodine, Colorless</b>	@ 1 50																																																																											
<b>Iron, Clo.</b>	@ 1 56																																																																											
<b>Kino</b>	@ 1 44																																																																											
<b>Myrrh</b>	@ 2 52																																																																											
<b>Nux Vomica</b>	@ 1 80																																																																											
<b>Opium</b>	@ 5 40																																																																											
<b>Opium, Camp</b>	@ 1 44																																																																											
<b>Opium, Deodorz'd</b>	@ 5 40																																																																											
<b>Rhubarb</b>	@ 1 92																																																																											
<b>Paints</b>	Lead, red dry... 13 1/2 @ 14 1/2	Lead, white dry... 13 1/2 @ 14 1/2	Lead, white oil... 13 1/2 @ 14 1/2	Ochre, yellow bbl... @ 2 1/2	Ochre, yellow less... 3 @ 6	Red Venet'n Am... 3 1/2 @ 7	Red Venet'n Eng... 4 @ 8	Putty... @ 8	Whiting, bbl... @ 4 1/2	Whiting... 5 1/2 @ 10	Rogers Prep... 2 65 @ 2 85																																																																	
<b>Miscellaneous</b>	Acetanadid... 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	Carmine... 8 00 @ 9 00	Cassia Buds... 30 @ 40	Cloves... 40 @ 50	Chalk Prepared... 14 @ 16	Chloroform... 47 @ 54	Choral Hydrate... 1 20 @ 1 50	Cocaine... 12 85 @ 13 50	Cocoa Butter... 60 @ 90	Corks, list, less... 30 71 @ 30	Copperas... 40 @ 10 7/2	Copperas, Powd... 4 @ 10	Corrosive Sublim... 2 25 @ 2 30	Cream Tartar... 35 @ 45	Cuttle bone... 40 @ 50	Dextrine... 6 1/2 @ 15	Dover's Powder... 4 00 @ 4 50	Emery, All Nos... 10 @ 15	Emery, Powdered... @ 15	Epsom Salts, bbls... 03 1/2 @ 10	Epsom Salts, less... 3 @ 10	Ergot, powdered... @ 4 00	Flake, White... 15 @ 20	Formaldehyde, lb... 12 @ 35	Gelatine... 30 @ 90	Glassware, less... 55 %	Glassware, full case... 60 %	Glauber Salts, bbl... @ 02 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 @ 95	Iodine... 6 45 @ 7 00	Iodoform... 8 00 @ 8 30	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 50 @ 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 1/2 @ 10	Soda, Sal... 02 1/2 @ 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
<b>Webster Cigar Co. Brands</b>	Websterettes... 38 50	Cincos... 38 50	Webster Cadillac... 75 00	Golden Wedding... 75 00	Panatellas... 75 00	Commodore... 95 00																																																																						

**Season's Greetings**

Sincerely appreciating the part your friendly patronage has played in our progress we extend to you our Hearty Greetings and Best Wishes for a Merry Christmas and a New Year of great success and prosperity

**Hazeltine & Perkins Drug Co.**



# 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

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



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

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

BAKING POWDERS	
Arotic, 7 oz. tumbler	1 35
Royal, 10c, doz.	95
Royal, 4 oz., doz.	1 85
Royal, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Royal, 5 lb.	25 40
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 85
Calumet, 16 oz., doz.	3 25
Calumet, 5 lb., doz.	12 10
Calumet, 10 lb., doz.	18 60
Rumford, 10c, per doz.	95
Rumford, 8 oz., doz.	1 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50

K. C. Brand	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 30
50c size, 2 doz.	8 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

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

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

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

BEANS and PEAS	
100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 35
Red Kidney Beans	9 75
White H'd P. Beans	5 50
Col. Lima Beans	9 75
Black Eye Beans	16 00
Split Peas, Yellow	6 50
Split Peas, Green	7 00
Scotch Peas	4 95

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

BOTTLE CAPS	
Dbl. Lacquer, 1 gross pkg., per gross	16

BREAKFAST FOODS	
Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	3 70
Rice Krispies, 1 oz.	1 10

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

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

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 3	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 Toasties, 24s	2 70

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

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

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

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75
Blackberries	
No. 2	3 75
Pride of Michigan	3 25
Cherries	
Mich. red, No. 10	11 75
Red, No. 10	12 25
Red, No. 2	4 15
Pride of Mich. No. 2	3 55
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 10

Gooseberries	
No. 10	8 00

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

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

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

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

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

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

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

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

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
Medium, Plain or Sau.	80
No. 10, Sauce	5 60

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

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

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

Wax Beans	
Little Dot, No. 2	2 75
Little Dot, No. 1	2 00
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 90
Choice Whole, No. 10-12	50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

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

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

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

Corn	
Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 00
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen., No. 2	2 05
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

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

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

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

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

Squash	
Boston, No. 3	1 80

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

Tomatoes	
No. 10	6 00
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50

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

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

OYSTER COCKTAIL	
Sniders, 16 oz.	3 15
Sniders, 8 oz.	2 20

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
Imported Swiss	26
Kraft Pimento Loaf	29
Kraft American Loaf	27
Kraft Brick Loaf	27
Kraft Swiss Loaf	35
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

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



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
P	

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

NUTS—Whole Almonds, Tarragona... 19 Brazil, Large... 23 Fancy Mixed... 22 Filberts, Sicily... 20 Peanuts, Vir. Roasted... 11 Peanuts, Jumbo, std. 13 Pecans, 3, star... 25 Pecans, Jumbo... 40 Pecans, Mammoth... 50 Walnuts, Cal. ... 27 @ 29 Hickory... 07

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

HERRING Holland Herring Mixed, Kegs... 95 Mixed, half bbis... 11 35 Mixed, bbis... 1 05 Milkers, Kegs... 12 50 Milkers, half bbis... 22 25 Lake Herring 1/2 Bbl., 100 lbs. 6 50

Gold Dust, 12 Large 3 20 Golden Rod, 24... 4 25 La France Laun., 4 dz. 3 60 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s... 3 90 Rinsco, 40s... 3 20 Rinsco, 24s... 5 25 Rub No More, 100, 10 oz. 3 85 Rub No More, 20 Lg. Spotless Cleanser, 48, 20 oz. 4 00 Sani Flush, 1 doz. 3 85 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 Wyandot Deterg's, 24s 2 75

TABLE SAUCES Lea & Perrin, large... 6 00 Lea & Perrin, small... 3 35 Pepper... 1 60 Royal Mint... 2 40 Tobasco, 2 oz. ... 4 25 Sho You, 9 oz., doz. 2 25 A-1, large... 4 75 A-1 small... 3 15 Capers, 2 oz. ... 3 30 TEA Blodgett-Beckley Co. Royal Garden, 1/2 lb. 75 Royal Garden, 1/4 lb. 77

Pearl Barley 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

Salted Peanuts Fancy, No. 1 14 Shelled Almonds Salted 95 Peanuts, Spanish 125 lb. bags 12 Filberts 32 Pecans Salted 37 Walnut Burdo Walnut, Manchurian 55

POTASH Babbitt's, 2 doz. 2 75 FRESH MEATS Beef Top Steers & Heif. 20 Good S't's & H'f. 15 1/2 @ 18 Med. Steers & Heif. 14 Com. Steers & Heif. 12 Veal Top 16 Good 14 Medium 11

Mackeral Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbis. 18 50 K K K K Norway 19 50 8 lb. pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 16

SOAP Am. Family, 100 box 6 10 Crystal White, 100 3 85 Big Jack, 60s 4 75 Fels Napha, 100 box 5 50 Grdma White, Na. 10s 3 75 Jan Rose, 100 box 4 00 Fairy, 100 box 4 00 Palm Olive, 144 box 9 50 Lava, 100 box 4 90 Octagon, 120 5 00 Pummo, 100 box 4 85 Sweetheart, 100 box 5 70 Grandpa Tar, 50 sm. 2 10 Grandpa Tar, 50 lge. 3 50 Trilby Soap, 100, 10c 7 25 Williams Barber Bar. 9s 50 Williams Mug, per doz. 48

Japan Medium 35 @ 35 Choice 37 @ 52 Fancy 52 @ 61 No. 1 Nibbs 54 1 lb. pkg. Sifting 14 Gunpowder Choice 40 Fancy 47 Ceylon Pekoe, medium 57 English Breakfast Congou, medium 28 Congou, Choice 35 @ 36 Congou, Fancy 42 @ 43 Oolong Medium 39 Choice 45 Fancy 50

Jiffy Punch 3 doz. Carton 2 25 Assorted flavors. FLOUR V. C. Milling Co. Brands Lily White Harvest Queen Yes Ma'am Graham, 50s 2 20 Lee & Cady Brands American Eagle Home Baker

MINCE MEAT None Such, 4 doz. 6 47 Quaker, 3 doz. case 3 50 Libby, Kegs, wet, lb. 22 OLIVES 4 oz. Jar, Plain, doz. 1 15 10 oz. Jar, Plain, doz. 2 25 14 oz. Jar, Plain, doz. 4 75 Pint Jars, Plain, doz. 2 75 Quart Jars, Plain, doz. 5 00 1 Gal. Glass Jugs, Fla. 1 80 5 Gal. Kegs, each 7 50 3 1/2 oz. Jar, Stuffed, doz. 1 35 6 oz. Jar, Stuffed, doz. 2 25 9 1/2 oz. Jar, Stuffed, doz. 3 75 1 Gal. Jugs, Stuffed, dz. 2 70

Lamb Spring Lamb 18 Good 16 Medium 13 Poor 11 Mutton Good 12 Medium 11 Poor 10 Pork Loin, med. 17 Butts 15 Shoulders 13 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, Dozz. 1 35 Shinola, doz. 90 STOVE POLISH Blacknc, 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

SPICES Whole Spices Allspice, Jamaica @ 40 Cloves, Zanzibar @ 50 Cassia, Canton @ 19 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 Nutmegs, 105-1 10 @ 59 Pepper, Black 41

TWINE Cotton, 3 ply cone 40 Cotton, 3 ply Balls 42 Wool, 6 ply 18 VINEGAR Cider, 40 Grain 23 White Wine, 80 grain 26 White Wine, 40 grain 19 WICKING No. 0, per gross 80 No. 1, per gross 1 25 No. 2, per gross 1 50 No. 3, per gross 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz. 50 Rochester, No. 3, doz. 2 00 Rayo, per doz. 75

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 1/2 Half gallon 15 40

PARIS GREEN 1/2s 34 1s 32 2s and 5s 30 PEANUT BUTTER Bel Car-Mo Brand 24 1 lb. Tins 4 35 8 oz., 2 doz. in case 2 65 15 lb. pails 25 lb. pails

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 1/4 20 lb. pails advance 3/4 10 lb. pails advance 7/8 5 lb. pails advance 1 3 lb. pails advance 1 1/2 Compound tierces 11 1/2 Compound, tubs 12

SALT Colonial, 24, 2 lb. 1 05 Colonial, 30-1 1/2 80 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 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 @ 53 Cassia, Canton @ 19 Ginger, Corkin @ 33 Mustard @ 32 Mace, Penang 1 39 Pepper, Black @ 30 Nutmegs @ 43 Pepper, White @ 57 Pepper, Cayenne @ 40 Panrika, Spanish @ 45

WOODENWARE Baskets Bushels, narrow band, wire handles 1 75 Bushels, narrow band, wood handles 1 80 Market, drop handle 90 Market, single handle 95 Market, extra 1 60 Splint, large 8 50 Splint, medium 7 50 Splint, small 6 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 3 to 6 gal., per gal. 16

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

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 33.1 V. M. & P. Naphtha 18.8

Sausages Bologna 16 Liver 18 Frankfort 20 Pork 31 Veal 19 Tongue, Jellied 35 Headcheese 18 Smoked Meats Hams, Cer. 14-16 lb. @ 24 16-18 lb. @ 23 Ham, dried beef Knuckles @ 33 California Hams @ 17 1/2 Picnic Balled Hams 20 @ 25 Boiled Hams @ 39 Mince Hams @ 18 Bacon 4/6 Cert. 24 @ 31

BORAX Twenty Mule Team 24, 1 lb. packages 3 35 18, 10 oz. packages 4 40 96, 1/4 oz. packages 4 00 CLEANSERS KITCHEN KLENZER Hurts Only Dirt Cleans-Scours Scrubs-Polishes 80 can cases, \$4.80 per case

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 Savory, 1 oz. 90 Thyme, 1 oz. 90 Turmeric, 2 1/2 oz. 90

Pails 10 qt. Galvanized 2 60 12 qt. Galvanized 2 85 14 qt. Galvanized 3 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy 4 00 Traps Mouse, Wood, 4 holes 60 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 1 00 Rat, spring 1 00 Mouse, spring 30

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

ISO-VIS MOTOR OILS In Iron Barrels Light 77.1 Medium 77.1 Heavy 77.1 Ex. Heavy 77.1 Iron Barrels Light 65.1 Medium 65.1 Heavy 65.1 Special heavy 65.1 Extra heavy 65.1 Polarine "F" 65.1 Transmission Oil 65.1 Finol, 4 oz. cans, doz. 1 50 Finol, 8 oz. cans, doz. 2 30 Parowax, 100 lb. 8.3 Parowax, 40, 1 lb. 8.55 Parowax, 20, 1 lb. 8.8

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

STARCH Corn Kingsford, 40 lbs. 11 1/4 Powdered, bags 4 50 Argo, 48, 1 lb. pkgs. 3 60 Cream, 48-1 4 80 Quaker, 40-1 07 1/2 Gloss Argo, 48, 1 lb. pkgs. 3 60 Argo, 12, 3 lb. pkgs. 2 62 Argo, 8 1/2 lb. pkgs. 2 87 Silver Gloss, 18, 1s 11 1/4 Elastic, 64 pkgs. 5 35 Tiger, 48-1 3 30 Tiger, 50 lbs. 06

SYRUP Corn Blue Karo, No. 1 1/2 2 84 Blue Karo, No. 5, 1 dz. 4 03 Blue Karo, No. 10 3 33 Red Karo, No. 1 1/2 3 05 Red Karo, No. 5, 1 dz. 4 23 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

Washboards Banner, Globe 5 50 Brass, single 6 25 Glass, single 6 00 Double Peerless 8 50 Single Peerless 7 50 Northern Queen 5 50 Universal 7 25 Wood Bowls 13 in. Butter 5 00 15 in. Butter 9 00 17 in. Butter 18 00 19 in. Butter 25 00

OLEOMARGARINE Van Westenbrugge Brands Carload Distributor Nucoia 1 lb. 20 1/2 Nucoia, 2 lb. 20 Wilson & Co.'s Brands Oleo Certified 24 Nut 18 Special Roll 19

PICKLES Medium Sour 5 gallon, 400 count 4 75 Sweet Small 16 Gallon, 2250 27 00 5 Gallon, 750 9 75 Dill Pickles Gal. 40 to Tin, doz. 10 25 No. 2 1/2 Tins 2 25 32 oz. Glass Picked 2 80 32 oz. Glass Thrown 2 40

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

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

Maple Michigan, per gal. 2 75 Welch's, per gal. 3 25 COOKING OIL Mazola Pints, 2 doz. 8 75 Quarts, 1 doz. 6 25 Half Gallons, 1 doz. 11 75 Gallons, 1/2 doz. 11 30

WRAPPING PAPER Fibre, Manilla, white 05 1/2 No. 1 Fibre 06 1/2 Butchers D F 06 1/2 Kraft 07 Kraft Stripe 09 1/2 YEAST CAKE Magic, 3 doz. 2 70 Sunlight, 3 doz. 2 70 Sunlight, 1 1/2 doz. 1 35 Yeast Foam, 3 doz. 2 70 Yeast Foam, 1 1/2 doz. 1 35 YEAST-COMPRESSED Fleischmann, per doz. 30



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

The convention of the National Shoe Retailers' Association will be the turning point from business depression in the shoe trade, President A. H. Geuting, of Philadelphia, said at a banquet given in the Book-Cadillac Hotel to officers and directors of the Association.

"This will not be a convention merely of shoe retailers," Mr. Geuting, a member of the National committee appointed by President Hoover to stabilize business, said, "It is attracting the attention of the chief executive and business men all over America. They are anxious to see what the convention does, what ideas are set forth and how the shoe industry regards the coming year."

President Geuting pointed out that production had been the keynote of industry in the past few years, with the result that a huge surplus was created. "We are now coming into the cycle of distribution in which the retailer will be in the public eye much more than the manufacturer."

James H. Stone, of Chicago, manager of the Association, declared that out of Detroit will come a message that will renew confidence and restore the courage of men in all lines of business. To the Detroit merchants he said: "You will heap glory upon yourselves if you put on a convention that will restore prosperity to industry."

Members of the National and local committees heard reports read which indicated that the convention was attracting ever increasing interest throughout the country and would probably be the largest gathering ever held by the Association. More than 12,000 retailers, manufacturers and tanners from all parts of the world will be present, it was stated.

The success of the convention was regarded as having a direct influence on the immediate outlook of leaders of industry in other lines. Retailers will come to Detroit in large numbers and it is expected that the amount of buying here during the convention will be an expression of the mind of the retailer as to the prospect for a return to economic normalcy.

Directors of the Association complimented the Detroit committee, of which M. A. Mittelman is president, on the preliminary work already done and urged them to continue their efforts.

Edward Beck, who is producing the Pageant of Footwear Styles that will be an outstanding feature of the convention, reported that the revue would be a musical production that will eclipse anything that had ever been seen in connection with an industrial convention. More than 150 of Detroit's most beautiful models have been selected and given their assignments at the Masonic Temp'le, the beautiful edifice where the show will be staged.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against the Colonial Department Store, following which the debtor firm submitted a 100 per cent. composition settlement offer, payable 15 per cent. cash.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Betty Jane Boot Shop, by Bryant, Lincoln, Miller & Bevan, attorneys, representing Carter-Taylor, Inc., \$3,872; Minerva Shoe Co., \$747; National Shoe Co., \$1,852.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against John Roesink, by Marvin B. Ginsold, attorney, representing David T. Nederland, \$500; Walter A. Bauman, \$200; Weisman Bros. & Brawer, \$500.

New York creditors of Abraham Pupko, retail apparel and dry goods, 9030 12th street, with another store on Michigan avenue, in bankruptcy, meeting at the Textile Board of Trade, Inc., in New York, agreed to accept a 35 per cent. composition, payable 20 per cent. in cash and 15 per cent. in three equal notes maturing in six, nine and twelve months, providing a check-up shows the assets and liabilities to be as represented by Harry L. Winston, of Butzel, Levin & Winston, counsel to the debtors. Mr. Winston said the assets of the 12th street store total \$15,002 and those of the Michigan avenue store, \$6,064. In addition there are some \$6,800 in retail accounts receivable, creditors were told. The liabilities were said to be \$35,600, of which \$23,000 is owing to New York merchandise creditors. The original offer was 15 per cent. cash and 12½ per cent. in notes. Creditors refused this offer. In the succeeding discussion, Benjamin Wickel, counsel to the Textile Board of Trade, suggested the final offer of 35 per cent. which counsel for the debtor agreed to meet after talking to his client in Detroit by telephone.

Entrance of the DeVaux, a six, into the highly competitive popular price field of motor cars, is regarded in Detroit as another vote of confidence in the future of the automotive industry. The newcomer, which is priced from \$525 to \$765, will have as its competitors the Ford and Plymouth fours, and the Chevrolet, Essex, Pontiac and Willys sixes. The wheelbase of the DeVaux, 115 inches, is one of its most interesting specifications, in the opinion of observers here. It is longer than any of the cars so far announced with which it will be in direct competition.

The DeVaux will be powered by a six-cylinder engine designed by Colonel Elbert J. Hall. The engine will have a bore of 3¾ inches and a stroke of 4 inches. The transmission design is another interesting feature. A three-speed gearset, it involves constant mesh of the two higher combinations.

Norman DeVaux, the chief sponsor of the DeVaux-Hall Motors Corporation, is well known throughout the automotive industry. As president of Durant Motors of California for several years, he became thoroughly familiar with the manufacturing aspect of the industry. Colonel Hall is best known as an engineer. He is co-designer of the Liberty aircraft engine. The DeVaux, which will not be ready until the Chicago show, will be manufactured at Grand Rapids, as well as in Oakland, Calif.

Contributing to Detroit's growing optimism was Chevrolet's announcement of guaranteed jobs for 30,000 men

until Spring regardless of the trend in the retail car sales. A night shift went to work at the Chevrolet plant last week and the company's pay roll is now \$1,000,000 weekly. The plan is to run on an eight-hour, four-day week, maintaining this schedule until 40,000 workers are employed.

That there will be at least five adherents to free-wheeling by the time of the National Automobile Show now is taken for granted. Auburn's adoption of this type of transmission was to have been reserved for announcement until the New York show in January but it slipped out, by mistake, in connection with publicity for the Detroit automobile show. While it has not been officially announced that Auburn will make the change, it is assumed that the unintentional leak revealed a fact.

Pierce-Arrow's coming change-over to free-wheeling will not be so much of a surprise to many. Studebaker's success with this transmission has been such that most observers anticipated its adoption by Pierce-Arrow, which is controlled by the Studebaker Corporation.

Another hopeful sign in the industrial situation is the report that foreign connections of Durant in the production of the Mathis have agreed that that manufacturing activities be concentrated in this country.

The plant in Strasbourg, Alsace, it is expected, will be used only for the assembly of cars for the Continental and British markets, which are expected to absorb 50,000 units the first year. If parts for these cars and for the 100,000 which Durant has set for American requirements are made in one plant here, it will strengthen the company's opportunity to effect production economies.

## Recent Mercantile News From Ohio.

Walters Corners—Edger I. Farley, Sr., 66, an operator of a general store here for many years, died recently after a long illness. He is survived by his widow, a son, and a daughter.

Columbus—Following the receivership in the case of Joseph M. Feldman, who conducted two retail shoe stores in Columbus, located at 977 Mt. Vernon avenue and 246 East Main street, the assets of the company were sold to Dr. S. D. Edelman, for approximately \$3,200. The stock was moved from the Main street store to the Mt. Vernon avenue store and consolidated under one business, with Louis Block, a son-in-law of Dr. Edelman in charge.

Cleveland—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against Jos. Abody, trading as the Chicago Lingerie Shoppe, by Attorneys Nadler & Nadler, representing Frank Rubinowitz Mfg. Co., \$300; Lehigh Silk Hosiery Mills, Inc., \$300; Miller Hosiery Co., Inc., \$90.

Findlay—Federal Judge Simon L. Adler, in Buffalo, has appointed Robert Fox of Findlay, and G. M. Blackman, of Jamestown, N. Y., as ancillary receivers for the Alis Shop, Inc., retail women's ready-to-wear, this city, with branch at 16 West Third street, Jamestown, N. Y., against which an involuntary petition in bankruptcy has

been filed, under joint bond of \$5,000. Merchandise stock in the Jamestown store was reported by counsel for the Arthur Cohen Dress Corp., of New York, one of the petitioning creditors, to be in excess of \$5,000. Judge Adler also signed an order restraining the sheriff of Chautauqua county from selling the assets of the Jamestown store on execution of a judgment for \$789 obtained in Supreme Court of Chautauqua county against the Alis Shop, Inc., by the Medallion Coat Co., Inc., of New York.

Toledo—The World Millinery Co., trading as the Charmor Shop and Harmony Hat Shop, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$6,135 and assets of \$5,773.

Middletown—Elizabeth J. Russell, trading as the Russell Shop, Middletown and Oxford, files assets of \$12,500 of which \$8,500 is stock in trade, \$3,700 machinery, tools, etc., and \$300 policies of insurance. Liabilities are \$15,574, of which \$15,175 is unsecured.

Cincinnati—Rebhun Last Co., manufacturers of shoe lasts, schedules assets of \$216,775, of which \$76,150 is real estate, \$388 cash on hand, \$15,070 open accounts, and \$125,082 represents carriages and other vehicles, stock in trade, machinery, tools, patents, copyrights, trademarks, and other personal property. Liabilities of \$132,770, of which \$41,000 is secured and \$86,638 unsecured.

## A Milk Truck Tire.

I ran across this in a scrap book the other day and pass it on. It is supposed to be the soliloquy of an old tire resting on the junk heap. A tire from a milk truck—

I know I'm full  
Of reclaimed rubber;  
Hot water bottles, garden hose,  
Old galoshes and ice bags.  
But still  
I had a gay time of it,  
Even if I didn't  
Last long;  
A tire on a milk truck  
Sees a lot of life,  
Especially  
In the early morning hours,  
And here I am,  
Young but finished.  
What could you expect?  
My father  
Was a mail order house,  
And my mother  
A chain store.

## What Is a Merchant?

One who knows the value of real service.  
One who knows the value of the merchandise he handles.  
One who knows the value of cleanliness.  
One who knows the value of display.  
One who knows the value of quality.  
One who knows the value of personality and courtesy.  
One who knows his cost of doing business.  
One who knows his margin of profit.  
One who knows the needs and wishes of his customers.  
One who knows how to get along with his fellow merchants to further the interest of the industry to which he belongs.



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

Grand Rapids, Dec. 16.—In the matter of William S. Kunkle, Bankrupt No. 4293, the first meeting of creditors was held Nov. 24. The bankrupt was present in person and represented by attorneys Mason, Alexander & McCaslin and C. A. Mitts, Jr. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Charles W. Parks, Bankrupt No. 4294, the first meeting of creditors was held Nov. 24. The bankrupt was present in person and represented by attorney Charles H. Lillie. Claims were filed only. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned to Dec. 8, at which time the bankrupt was present in person and represented by attorney Charles H. Lillie. No creditors were present. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The matter then adjourned without date.

In the matter of Edward W. Shimp, Bankrupt No. 4289, the first meeting of creditors was held Nov. 24. The bankrupt was present and represented by attorneys Clapperton & Owen, for the attorney for the bankrupt. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Ralph Bronkema, Bankrupt No. 4257, the first meeting of creditors was held Nov. 25. The bankrupt was present in person and represented by attorney M. R. Bolt. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Clinton Myers, Bankrupt No. 4278, the first meeting of creditors was held Nov. 25. The bankrupt was present in person and represented by attorney Robert S. Tubbs. No claims were proved and allowed by creditors present. One creditor was present in person. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Mrs. William (Betty) Pschigoda, doing business as Betty Dress Shop, Bankrupt No. 4329. The first meeting of creditors has been called for Jan. 7.

In the matter of Earl Crosby, Bankrupt No. 4328. The funds have been received and the first meeting of creditors has been called for Jan. 6.

In the matter of James J. Doran, Jr., Bankrupt No. 4323. The funds have been received and the first meeting of creditors has been called for Jan. 6.

In the matter of Miles F. Williams and Frank J. Otterbacher, individually and as copartners doing business as Williams & Otterbacher, Bankrupt No. 4337. The first meeting of creditors has been called for Jan. 6.

In the matter of Ralph A. Kefgen, Bankrupt No. 4310. The funds have been received and the first meeting of creditors has been called for Jan. 5.

In the matter of Mrs. Ralph A. Kefgen, Bankrupt No. 4311. The funds have been received and the first meeting of creditors has been called for Jan. 5.

In the matter of John E. Gogo, Bankrupt No. 4334. The first meeting of creditors has been called for Jan. 5.

In the matter of John E. Gogo, Bankrupt No. 4334. The sale of assets has been called for Jan. 13 at the premises formerly occupied by the bankrupt, 247 Michigan street, N. E., Grand Rapids. All the stock in trade will be sold, consisting of groceries, etc., together with attendant fixtures all used in a retail grocery store operated by the bankrupt, scheduled at \$1,900. All interested in such sale should be present at the date and time of sale.

In the matter of Miles F. Williams and Frank J. Otterbacher, individually and as copartners doing business as Williams & Otterbacher, Bankrupt No. 4337. The sale of assets has been called for Jan. 13 at the premises formerly occupied by the bankrupt at Sand Lake, all the stock consisting of hardware, agricultural implements, automobile parts and accessories together with attendant fixtures and together with a completely equipped tin shop with attendant tools by the bankrupt at \$2,500, all interested in such sale should be present at date and time stated.

In the matter of Oris L. Chance, Bankrupt No. 4298, the first meeting of creditors was held Nov. 25. The bankrupt was present in person and represented by attorney A. W. Penny. One creditor was present. Claims were proved and allowed. No trustee was appointed. The

bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Morgan Motors, Inc., Bankrupt No. 4283, the first meeting of creditors was held Nov. 25. The bankrupt corporation was present only by C. W. Morgan, president, but not represented by attorney. Creditors were present in person and represented by attorney Seth R. Bidwell. Claims were filed only. C. W. Morgan, was sworn and examined, without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Barney E. Mann, Bankrupt No. 4297, the first meeting of creditors was held Dec. 4. The bankrupt was present in person and represented by attorney W. R. Stevens. One creditor was present in person. Claims were filed only. The bankrupt was sworn and examined without a reporter. S. C. De Groot, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Mable Barnum, Bankrupt No. 4276, the first meeting of creditors was held Dec. 4. The bankrupt was present in person and by attorney William H. Messinger. Creditors were present in person and represented by attorney Frank A. Miller and by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Dick Vlastos, Bankrupt No. 4301, the first meeting of creditors was held Dec. 5. The bankrupt was present in person and represented by attorney Clyde W. Ketcham. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Dec. 17. We have to-day received the schedules, reference and adjudication in the matter of Paul N. Cassault, Bankrupt No. 4338. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$2,259 of which \$650 is claimed as exempt, with liabilities of \$3,119.50. The funds have been received and the first meeting of creditors will be called and note of same made herein.

In the matter of Edward H. Griner, Bankrupt No. 4292, the first meeting of creditors was held Dec. 5. The bankrupt was present in person and represented by attorney Albert D. Wing. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Paul Evans, individually and as Evans Market, Bankrupt No. 4280, the first meeting of creditors was held Dec. 5. The bankrupt was present in person and represented by attorney Francis G. Barlow. No creditors were present in person, but represented by H. H. Smedley, attorney and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Russell Straley, of Muskegon, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

In the matter of Walter Bergman, Bankrupt No. 4296, the first meeting of creditors was held Dec. 5. The bankrupt was present in person and represented by attorney Dorr Kuizema. Certain creditors were present in person. One claim was filed only. The bankrupt was sworn and examined, without a reporter. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Frank E. Lawrence, doing business as Lawrence's Service Station, Bankrupt No. 4295, the first meeting of creditors was held Dec. 5. The bankrupt was present in person and represented by attorney George C. Brown. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Dec. 16. On this day was held the final meeting of creditors in the matter of Edward J. Luick, Bankrupt No. 3604. The bankrupt was not present, but represented by attorneys Van Duren & Van Duren. The trustee was not present or represented. 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 funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

On this day also was held the first meeting of creditors in the matter of Milo D. Rathbun, Bankrupt No. 3964. The bankrupt was not present or represented. The trustee was not present or represented. Creditors were represented by attorneys Wicks, Fuller & Starr and Central Adjustment Association. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. The trustee's final report and account was approved and allowed. No objections were authorized to be financed from the estate, and the matter of recommendation on discharge was reserved by the referee for further consideration. The meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of James B. Timmer, Bankrupt No. 3943, the trustee has filed his return showing no assets over and above exemptions, the matter was closed and returned to the district court, as a case without assets.

In the matter of Carl R. Olson, Bankrupt No. 4216, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

In the matter of Walter Jowalszyk, Bankrupt No. 3578, the trustee has filed his return showing no assets, and the case has been closed and returned to the district court.

In the matter of Carl B. Orwant, doing business as Orwant Jewelry Co., Bankrupt No. 4192, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date has been made.

Dec. 20. We have to-day received the schedules, reference and adjudication in the matter of LaVern B. Blowers, individually and doing business as a copartner in Sunny Club Flyer, Bankrupt No. 4339. The bankrupt is a resident of Grand Rapids. The schedule shows assets of none with liabilities of \$7,383.65. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Eagle Chemical Co., Milwaukee	\$ 23.46
G. R. Spectator, Grand Rapids	15.00
G. R. Creamery Co., Grand Rapids	152.16
Herald Pub. Co., Grand Rapids	165.00
J. B. Hill, Grand Rapids	4.00
Kelly Ice Cream Co., Grand Rapids	26.70
Francis H. Leggett & Co., New Y.	54.86
F. C. Mathews & Co., Grand Rapids	25.00
Nat'l Cash Register Co., Grand R.	110.00
Press, Grand Rapids	22.40
Ryskamp Bros., Grand Rapids	64.18
Reed Engraving Co., Grand Rapids	4.59
Abe Scheffman & Co., Grand Rap.	41.85
Swift & Co., Grand Rapids	134.45
Continental Coffee Co., Chicago	68.50
Commercial Designing Co., Grand R.	5.00
South High School, Grand Rapids	8.00
Central High School, Grand Rapids	6.00
Hammerslag & Tinkham, Grand R.	420.00
Hugo B. Hammerslag, Grand Rapids	500.00
Consumers Power Co., Grand Rap.	32.50
Jerry O'Mahony, Inc., Elizabethh.	5,000.00
Jerry O'Mahony, Elizabethh., N. J.	500.00

Dec. 20. We have to-day received the schedules, reference and adjudication in the matter of Millard P. Beebe, Bankrupt No. 4340. The bankrupt is a resident of Vicksburg, and his occupation is that of a mechanic. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$757.35. The first meeting will be called and note of same made herein.

came—Beechnut and Austin-Nichols Sunbeam—each was blandly quoted at 30 lire. This figured out \$1.58 per pound. Then, finding a few Campbell's soups priced at 25c per tin, I wondered whether this concern was maybe charging exiled Americans all the traffic would bear and that prices would be radically readjusted the minute competition stepped in.

Meanwhile we bought a pound of the coffee—just had to have it regardless—and suspended judgment pending fuller knowledge of tariff and transportation conditions. It is not my intention to accuse anybody without good grounds; and other coffee prices caused further suspension of condemnation. For we then hunted up a store—there are plenty of them—where raw coffees are for sale, and in the light of long experience blending and roasting, I gathered up two kilos. The average cost, allowing 16 per cent. shrinkage and the customary 1c for roasting, foots up to 90c per pound. So without can, case, packing, shipping or tariff—except slow freight on the raw coffee and tariff—the price of \$1.58 may not be for out of line.

Anyway, I have one of those old-fashioned cute little household mills and have ground my first lot, feeling that I have earned my savings.

Paul Findlay.

**Pertinent Suggestions on Farm Fire Prevention.**

(Continued from page 15)

the co-operation of individual citizens, whether in the cities or on the farms. Now is the time to look over your premises and get rid of the things which may cause fires. Now is the time to determine that you will accept your responsibility to do all that you can to prevent fires. It is not a difficult task. It is largely a matter of being reasonably careful. But if every individual would co-operate, what a smashing reduction we could make in our fire loss. Won't you co-operate?

Breaking in the new man is only teaching him mercantile practices.

**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.

Position As Card Writer—Experienced. Will submit samples. Married. Reliable. Write to-day. A. B. Persing, Sturgis, Mich. 362

For Rent—Building for department store, three floors and basement, 47 x 112. Elevator. Best location in city. Long lease. reasonable rent. Business liquidated on account of death. Josephs Department Store, Fremont, Ohio. 363

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

**American Packed Coffee \$1.58 Per Pound in Rome.**

(Continued from page 20)

this a general supply store having a limited line of British and American specialties. The coffee in stock was that ghost drink, synthetic in tins; and that was all. But Beechnut was to be in after a few days.

Prices such as 34c for Shredded Wheat and a tin of Quick Quaker Oats which seemed to hold about 12 ounces, were a bit foreboding of no great good.

I thus looked forward to payment of \$1 per pound for any American canned and branded coffee, thinking I'd be plenty liberal. But when the coffee

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**Late Business News From Indiana.**

Milroy—Voluntary petition in bankruptcy has been filed in U. S. District Court, Indianapolis division, by C. H. Harton, operating a general store. Liabilities are \$6,801 and assets \$213, six creditors holding securities totaling \$4,070, and forty-seven unsecured creditors with claims amounting to \$2,480.

Danville—Liabilities of Mamie S. Hamburger, shoes, total \$12,874, and include about sixty unsecured creditors. Those with claims of \$500 or more are: Friedman Shelby Shoe Co., St. Louis, \$582; Dunn & McCarty, Auburn, N. Y., \$628; First National Bank at Danville, note, \$800; Hibben, Hollweg & Co., Indianapolis, \$1,614; Jeanette Jaffe, Indianapolis, \$2,536; Regina Karlsruh, Danville, money loaned, \$2,600.

Evansville—Funeral services were held here Dec. 17 for Henry O. Amos, well-known wholesale grocer of this city, who died at his home Dec. 15 after a brief illness. Interment was at Fairfield, Ill. After twenty-five years of work as a traveling man in Southern Illinois, Mr. Amos organized the Amos-James Grocer Co., of St. Louis. Later he became president of the Bement & Seitz Grocery Co., of Evansville, and at the time of his death he was an official of the General Grocer Co., of St. Louis. He was sixty-two years old.

Indianapolis—Sale of the personal property of the Booth Furniture Co. to various persons for \$3,294 has been reported by Charles S. Bacon, trustee, and Referee Carl Wilde has ordered that the report be approved. The property included machinery, tools, equipment used in the manufacture of furniture; office furniture, raw materials and work in process, all free of liens and encumbrances. The appraised value of the property was \$2,930. No bid was received for the accounts and bills receivable and choses in action, nor for any of the real estate, the report further stated, and the trustee announced that he would continue in his efforts to dispose of them. Financial difficulties of the Booth company were brought to light early in the summer with the filing of a petition for receivership by the St. Louis Basket & Box Co., with a claim for \$565; Foster Bros. Mfg. Co., St. Louis, and A. Honesberger, Chicago, petitioning creditors. Liabilities were shown to be \$18,415 and assets, \$14,960. There are seventy-nine creditors with unsecured claims of \$13,163 and ten creditors with notes payable in the sum of \$5,252. Debts due on open accounts total \$1,753. Stock in trade, at the time, was said to be worth \$2,000 and machinery and tools, \$3,000.

**Items From the Cloverland of Michigan.**

Sault Ste. Marie, Dec. 24—Santa Claus is a real factor in the prosperity of the Nation. He starts factories which were idle and employment is given to workers all over the Nation. The Christmas spirit is manifested, which helps drive away the blues in many places, bringing joy instead. Amazing values are being offered by our merchants. Prices are considerably lower than a year ago, so the dollar makes a greater showing than it did before the war and buyers realize that their expenditures are the big

factor in starting the National wheels of industry moving again.

In two of our families this year the joy of Christmas is turned to sadness. W. C. Boman, manager for the Gas Co., was called away last Monday by a telegram announcing the death of his father and mother, who were killed in an automobile accident near Flushing. The other is the family of R. C. Pearce, the druggist, who received a message announcing the death of his son, who was driving his automobile to work at Detroit and was struck by a switch engine while making a crossing. The entire community was shocked and all extend to the bereaved the sincere sympathy of their many friends.

Mike Catel is back in business again, after having sold his stock a short time ago to F. Moore, who discontinued last week. Mike still has faith in his home town and is going to take another chance. He will give the business his personal attention, has put in a new stock of confectionery and will serve light lunches.

Ham Hamilton, of the Pickford Grocery Co., will forego much of the joy of Christmas this year, being quarantined at his home with mumps. It seems that Ham missed this handicap when a boy. This is what they call the rush season at Pickford when Ham usually supplies a large share of poultry to our local markets.

There may be less enticement in small towns. There is also less racketeering.

Ivan Hansen, formerly with the Consumers Coal Co., and Frank and Angelo Pingatore, with the Pingatore Dry Cleaning Co., will open a dry cleaning establishment and steam laundry at Newberry. The new plant will be located in the Stunstrom building. Work of remodeling the interior of the plant started last week. Machinery and equipment have been ordered and it is expected that the plant will be ready for the opening about the first of the year. The plant is to be modern in every detail and will be equipped to turn out all classes of work from family washing to the finest of dry cleaning. The young men have had business experience and are live wires and should make a success of their new venture.

"There is nothing harder than a diamond," says a scientist, except paying the installments on it.

J. O. Timmerbacks, one of Rudyard's well-known merchants, was brought to the hospital last week suffering from bruises and minor injuries received in an automobile accident. Jake says he was driving about one mile West of Rudyard when his car skidded on the ice and overturned. He is feeling better and thankful he was not killed.

Charles Zylstra, of the Sault News, returned last week from Ann Arbor, where he underwent an operation at the University hospital. His many friends are pleased to learn that he is feeling much better and he will soon be able to get back on the job again.

Folks who are kind and thoughtful and loving the year round don't have to practice on being that way a couple of weeks before Christmas.

We wish the Tradesman as well as the numerous readers all a Merry Christmas and a Happy New Year. William G. Tapert.

**Suggests Closer Affiliation By Retail Merchants.**

Muskegon, Dec. 22—After ten years absence from Michigan, it is pleasant to note your Christmas greetings in the Dec. 17 issue and I wish you and yours, a Happy New Year, as well as a joyous Christmas.

I am interested in your fight for the independent stores and like your suggestion for the co-operation of all the independents to meet this competition.

I would suggest that all of the independents in a city unite not only in their buying, but in their advertising

and tell what they have to offer and how it compares in actual value and price with the chain products.

To make such an advertisement more attractive, an article could be inserted, telling of the food values of the things offered and how they could be served to best advantage or how they would correct some of the ills resulting from eating the wrong foods.

If the independents could give a better service than the chains, they would get the business, but if they depend on "kicks" or complaints about the chains they must go out of business.

Why not make a test in some city? If you will get the independents to place one advertisement and they will let me know what they wish to advertise or will include some things I might suggest, I will write an article to see what might be expected from further work.

If Washington can form an exchange why cannot Michigan?

Louis P. Haight.

**Instalment Selling Holds Ground.**

The ratio of instalment sales to cash and open account transactions has been unchanged throughout the current depression, the executive of a leading financing corporation points out. The volume of instalment sales has followed the fluctuations of industrial activity accurately and will continue to do so in the coming year. In spite of the fact that business conditions are believed to have grown more difficult since last Spring, the number of repossessions on instalment contracts has not increased in that time. The percentage of repossessions for the entire year, however, will show an increase over that in 1929.

**Grocery Sales Drop 5 Per Cent.**

Manufacturers of grocery products will close the present year with a volume of business averaging 5 per cent. below totals for 1929, authorities in the trade predict. Intensive selling campaigns have limited the decline to this figure. Price changes were slight on most of the manufactured products, while economies in production and greater efficiency in sales activity permitted the companies to avoid substantial losses. Small companies averaged greater declines in sales than the larger organizations, and in some instances the loss in sales volume this year was 15 per cent.

**New Prices on Ribbed Stockings.**

A readjustment in misses' ribbed, combed yarn stockings, which were formerly quoted on a flat price basis of \$1 for all sizes by a number of mills, reported in the market. The new quotations are based on \$1.10 for size 7, it was said, with the larger sizes costing more and the smaller sizes less. The practice of selling these goods on a flat price basis was condemned at a recent trade practice conference of manufacturers in Chattanooga with the Federal Trade Commission, and the revision in prices was regarded yesterday as one of the results of the meeting.

**Lower Costs To Aid Bakeries.**

Low grain prices should soon be reflected in earnings statements of large flour consumers, even though most bakers and manufacturers contract for raw material for months ahead of actual needs. Reduced costs may be passed along in the form of lower retail prices.

Earnings earlier in the year of bakery companies were adversely affected by the shrinkage in inventory values as grain quotations turned downward, but the steadier tone in wheat late'y and a seasonal upturn in sales are expected to have a favorable influence on the fourth quarter showing.

**Dealing With the Common Enemy.**

Muskegon, Dec. 23—Reports have come to our attention that one of our independent manufacturers in Muskegon this year purchased the Christmas turkeys he annually gives to all of his help who have been with him for five years or more from the A. & P. store; also that the cranberries, celery and sweet potatoes which he has heretofore purchased from one of our independent grocers also came from the A. & P. This report was given us by one of the salesmen of Swift & Co. You can write to Fred O. Engle, 1047 Washington avenue, your subscriber, for further information on this subject.

F. H. Long,

Sec'y Consumers League.

**China Trend Changes.**

The preference for better-grade popular-priced chinaware among buyers now placing orders for January and February sales proved a surprise. The type of goods selected for post-holiday sales, will retail from \$4.98 to \$7.98. Dinner sets retailing at from \$2.98 to \$4.98 were the types wanted for Fall consumption. According to the jobbers, many retailers have grown weary of the low-end merchandise on which profit margins are small and are planning to promote the sale of better goods in the new year.

**Glassware Orders Limited.**

Glassware buyers operating in the local market at this time are interested solely in concession merchandise available for post-holiday sales events. Individual orders are small, running about half the average orders at the corresponding time last year. The possibilities of colored glassware as leading items for the Spring season continue to impress the trade. Preparations now under way for the annual trade show next month in Pittsburg, it was said, are directed toward featuring the colored wares to a greater extent than ever before.

**Eight New Readers of the Tradesman.**

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

A. L. Blossom, Big Rapids.  
Don L. Dillingham, Perry.  
C. H. Moore, Sault Ste. Marie.  
Henry C. de Boer, Kalamazoo.  
H. H. Fitzgerald, Grand Rapids.  
E. W. Wilson, Battle Creek.  
G. B. Peary, Battle Creek.  
Howard J. Hutton, Mottville.

**Open Reindeer Meat Shop.**

Seattle, Wash., Dec. 20—What is believed to be the world's first shop dealing exclusively in reindeer meat has been opened here to sell deer meat shipped in from Alaska. The meat is handled in the same manner as are beef and pork. Besides fresh cuts of all sorts, the shop offers an assortment of smoked or jerked meats, canned meat and sausages, including weiners, bologna, salami, Polish sausage and metwurst. Prices as low as ten cents a pound are quoted for fresh cuts.

A little vision goes a long way—too much vision has wrecked more men than too little.