

A DOLLAR OR TWO

While with cautious steps we tread our way through
This intricate world as other folks do
May we still on our journey be able to view
The benevolent face of a dollar or two.

For an excellent friend is a dollar or two;
No friend is as true as a dollar or two;
Through country or town as you pass up and down,
No passport as good as a dollar or two.

Would you read yourself out of the bachelor crew,
And for the hand of a female divinity sue,
You must always be ready the handsome to do,
Although it may cost you a dollar or two.

If you wish your existence, with faith to imbue,
And enrolled in the ranks of the sanctified few,
To earn a good name and a soft-cushioned pew,
You must freely come down with a dollar or two

The gospel is preached for a dollar or two,
Salvation is gained for a dollar or two;
You may sin some at times, but the worst of all crimes
Is to find yourself short of a dollar or two.

What's all this fuss about coffee?

WE know what you're saying and thinking. You're wondering what on earth is happening in the coffee business.

Almost every coffee has a different story—a new type of can, a new method of delivery, a new piece of so-called scientific “evidence”, until you probably don't know whether you're selling tin cans, headaches or coffee.

DEL MONTE believes that there is no sense in this confusion. Freshness is important—tremendously important. But *too much* talk about the type of package, or the method of delivery, is beside the main point.

No package in the world will make a poor coffee good. What people want to drink—and what you want to sell—is a coffee that's *worth* keeping fresh. *Then—and then only*—is time enough to talk about how *fresh* it is.

This is the basis on which DEL MONTE Coffee was developed—and *still is*: *first*, every up-to-date improvement that makes for better FLAVOR; *and then*, the most modern, scientific method of protecting that flavor. DEL MONTE Coffee is super-vacuum packed—it always has been.

All this talk among coffee packers only goes to prove one thing—DEL MONTE was dead right when it called itself “the modern coffee for modern tastes.” *From every standpoint*, DEL MONTE Coffee represents the best in flavor, the best in freshness, that you can put on your shelves.

You be the judge. Compare a can of DEL MONTE Coffee with anything in your store. We'd like to see you when you drink your first cup.

And remember—your customers are every bit as particular as you!

It takes more than one thing to produce flavor in coffee—it takes many things! The only purpose of the can or package is to deliver that flavor to you as nearly unchanged as possible. But no package can make any coffee good that was not good in the first place.

First of all, the flavor of DEL MONTE Coffee is the very best that modern resources and skill can produce.

THEN—AND ONLY THEN

Super-vacuum packed, to keep its flavor roaster-fresh.

AFTER ALL—

What you want is a business that keeps building itself—building repeat sales—winning satisfied customers.

The DEL MONTE name, the advertising behind it, and the superlative quality of DEL MONTE Coffee itself—all mean sales. Thousands of grocers have proved it.

Discriminating coffee lovers are turning to DEL MONTE by the thousands. Put DEL MONTE Coffee out where it can be seen. Judge for yourself how readily it sells—how persistently it repeats!



**SUPER-
VACUUM
PACKED**
Uniformly fresh

THE MODERN COFFEE FOR MODERN TASTES

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 4, 1931

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Trade was fairly brisk last week, many reports indicating that the belated fall season was beginning to get under way in earnest. The lag, encouraged by protracted warm weather, is making comparative figures less easy than usual to read intelligently.

Optimistic talk by steel leaders at the semi-annual meeting last week of the American Steel and Iron Institute has given a distinct fillip to feeling in the industry. Recovery there is slow in starting, but few important iron men now seem to doubt that its advent is imminent. Not that rapid strides are expected.

The average price of commodities rose last week, the Irving Fisher index number touching 68.5 compared with 68.2 in the previous week. In England the advance continued, Crump's index number reading 5.9—0.4 above the week before and 5.4 above that in the week in which the Bank of England suspended gold payments.

Cotton spinners working on a single shift basis put out 88.1 per cent. of their capacity in September compared with 81.8 per cent. in August and 76.4 per cent. in September, 1930. This is an industry which in no uncertain manner has moved up against the tide in response to unrelenting intelligent effort.

Large purchases of copper have been made here on foreign account recently, stimulated by the conference called to consider means of checking copper output. Copper at or near seven cents a pound is tempting in view of any prospect, however slight, that overproduction will be taken in hand.

Supporting the view that the country has not gone completely to pot, Director Frederick Feiker of the Bureau of Foreign and Domestic Commerce offered the following evidence last week to the Associated Industries of Massachusetts: \$350,000,000 of Nation-

al wealth, 40,000,000 persons gainfully employed, \$70,000,000,000 a year of business by the manufacturing industries and \$27,000,000,000 of savings bank deposits and \$100,000,000,000 of life insurance as "rainy day" provision.

Cigarette production in September was 9,695,138,683—1.8 per cent. more than in August but 4.8 per cent. less than in September, 1930. The comparative decrease was less than half as much as in August. The comparative decline in production of large cigars was only 3 per cent.

Third quarter earning reports are generally pretty poor, as expected. General Motors' earnings for the first nine months were 21.3 per cent. less this year than last year, while in the third quarter the decline was almost 48 per cent. In the case of National Biscuit the falling off in nine months was 13.3 per cent. and in the third quarter 23.8 per cent.

U. S. Steel was not much worse off in the third quarter than it was in the nine months, the falling off in net earnings as compared with last year being 81.2 per cent. for the three quarters and 86.7 per cent. for the last quarter.

But there are many notable exceptions to this rule. Lambert, for instance, did just about as well relatively in the September quarter as in the first three quarters, the decreases being 6 and 5.4 per cent., respectively.

Radio Corporation of America earned its preferred stock dividends in the first nine months of this year, according to preliminary estimates. As this contrasts with a \$3,029,647 deficit after provisions for these dividends in the same period last year, the evidence of improvement in the industry is impressive.

New passenger cars registered in forty-five states during September numbered 121,610, 28.5 per cent. less than were registered in the same states in the previous September. This year low-priced cars accounted for 74.3 per cent. of the total and medium-priced cars for 22.9 per cent. Last year the percentages were 71.9 and 24.5 respectively.

The North Carolina chain-store law, the U. S. Supreme Court finds, is just as valid as the Indiana chain-store law. Both are revenue measures which treat chains as belonging to a separate taxable class. The rule may now be regarded as settled in principle. How far legislative bodies may go in making it difficult for the chains to do business remains to be determined.

Stories of a Nation-wide investigation of manufacturing concerns which have shown an increase this and last year appear to have been exaggerated. The President, of course, is furnished almost daily with the accumulations of facts and figures by various govern-

ment organizations. Several investigations of the kind have been under way for several months, and it is likely that the President is being armed against uneconomic schemes and expedients by existing sources of information, rather than by a special investigation that has been described as "the most elaborate enquiry into the relationship between governmental policies and business stability ever undertaken in an important industrial country."

The modification or repeal of trust laws continues to be a live subject for discussion in Government and association circles. Congress may modify, but it will not repeal, the so-called trust laws, and modification will not go as far as the hope and expectation of the proponents. The greatest need is for a clarification of questions regarding certain specific practices. For instance, there have been many recent enquiries regarding the legality of the adoption by an industry of a uniform cost-finding system under an agreement not to sell below cost. If generally adopted, this policy, according to several authorities, would eliminate predatory price competition and furnish a major factor in rehabilitating industry; but the Department of Justice considers such a policy to be on the border-line and subject to possible prosecution: If trade associations, companies, and individuals will work for modifications that will clearly legalize policies of the kind, they may accomplish great good; but it is probable that striving for repeal will mean a waste of time and energy.

Increased business from local drives has been reported by manufacturers in the building materials field. The President's Organization on Unemployment has been successful in several of the smaller cities in encouraging home modernization and improvement. Now the campaign is being extended, and the organization is working with many communities on a country-wide basis to give an impetus to the work throughout the fall and winter.

Grocery prices are divided about equally between those consumers who buy for price and those who buy for quality, according to the indication of a recent survey of fifty-nine stores in Jacksonville, Florida. Seventeen stores reported that their customers were governed mainly by price; eight said their customers wanted quality regardless of price, and the remainder of the stores reported that their patronage was about equally divided. The information comes from the Department of Commerce and furnishes additional evidence to prove that the National vice of price-cutting is unjustified.

Revised or changed rules in trade practice conference proceedings have been accepted by fifty-four industries,

and twenty-one industries have been granted time extensions by the Federal Trade Commission to accept or reject rule revisions. The status of Group One rules is, of course, unchanged, since this group deals with illegal practices; but Group Two rules, covering unethical and demoralizing practices that are not against the law, have had all of their teeth extracted.

Gabby Gleanings From Grand Rapids.

The Ben Krause Co. has moved its stock of shoe findings from 20 to 28 South Ionia avenue—from the Krause building to the William Alden Smith building on the corner. One hundred and seventy-five invitations have been sent out to near-by customers to partake of a dinner in the old location of the house at 6 o'clock Thursday evening. Prizes will be distributed and entertainment features will be introduced, after which the new location will be thrown open for inspection. It is expected that most of the guests will be accompanied by their wives, in which case fully 300 will be present.

Harry Mayer died at his home, 240 Calkins avenue, last Friday afternoon. He had been ill the past two weeks with a heart attack. Mr. Mayer was an ardent church worker and had been in charge of the Martin Bible school on Cascade road more than ten years. He had been a member of the Gideons twenty-seven years. Funeral services were held Monday afternoon at the Open Bible church on Labelle street. Burial was in Greenwood cemetery.

How Hen Makes Good.

Speaking of the goose that laid the golden eggs—the Department of Agriculture says that 760 eggs are produced every second in the United States, and \$20 worth of wealth is created. The Department has prepared an exhibit showing that the chicken and egg income in one year for the country is estimated at \$1,175,000,000. In the exhibit a mechanical device resembling an old-fashioned coffee grinder appears to take in eggs and turn out gold coins. A ratio of intake and output is maintained so as to give spectators an idea of the value created. The goose that lays the golden eggs, however, in this case is not a goose but a chicken.

Demand for novelty soaps for the Christmas trade is developing strongly and a fairly large volume of business is now being placed on these items. Considerable favor is shown to small animal figures, wrapped in a wash cloth and tied with a ribbon. These are especially popular in the 50 cents retail range. Alphabet blocks have also been prominent in the orders received. While these two types have been outstanding, other novelty soaps, to retail at 25 and 50 cents and \$1, have also been in active demand.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Word was received last week of the death of John M. Bowman, president of the Bowman-Biltmore hotels, following an operation in a New York City hospital where he underwent an operation on Oct. 12. Until last April the Bowman management had control of the Detroit-Leland hotel in this city and Bowman was well known to local hotel men.

The recently consolidated Economical and Cunningham drug companies, owners of a chain of drug stores in this city played hosts last week to 1000 employees, furnishing them with an evening of entertainment and a buffet supper and a dance in the Crystal Ballroom of the Masonic Temple.

More than 300 members of the National Retail Lumber Dealers Association attended the convention which opened here last Wednesday at the Book-Cadillac hotel.

William Ehlers, of this city, representing the Charles A. Berkey Co., wholesale jewelry, was robbed of jewels valued at more than \$5,000 in Madison, Wisconsin on Oct. 26.

Melody Bros. department store in Wyandotte has been closed out in a sale conducted by H. J. Gilles Co., Inc., who purchased the stock. The Gilles Co., a Detroit organization, also took over and disposed of the Detroit stocks of Arthur Glazer department store, Wm. Baillies, shoes, and Arthur's clothes shop.

The largest meeting of State bankers held since the National Credit Corporation was organized at the suggestion of President Hoover met last week in Detroit and complete the organization of the Michigan Division to cooperate in the movement. An overwhelming majority of the bankers pledged themselves to urge their respective Board of Directors to participate to the fullest extent in the movement, which is designed to assist in the restoration of business, finance, agriculture and the individual through loaning money on sound but slow moving assets. Robert O. Lord, president of the Guardian Detroit Union Group, Inc., who presided, congratulated the bankers and pointed out that once again Michigan banks were playing their part at a time of need as they have in the past.

The work of nearly 175 commercial artists of the country has been received for the Second Annual Exhibition of Advertising Art to be held during the entire month of November at the Scarab Club, 217 Farnsworth avenue, under the auspices of Advertisers Inc. The exhibition, inaugurated last year to acquaint Detroit advertising men and the public generally with the works of commercial artists, has been made an annual affair and its duration extended from a week to a whole month.

Charles T. Fisher, Jr., of the Guardian Detroit Bank, was appointed Secretary of the Michigan Division of the National Credit Corporation. Mr. Fisher has been with the bank for two years as assistant to the executive vice-

president. He is the first of the second generation of the famous Fisher family to hold high position in the Michigan business and financial world.

Preliminary to the opening of the new Leonard Thrift Bank, liquidation of all present accounts of the Edwin D. Leonard Co., is announced by its president, Edwin D. Leonard. Liquidation is being made because all loans will be handled by the bank, which will confine its operations solely to loaning money to individuals. The Leonard Thrift Bank will open for business with resources of more than \$2,000,000.

The Union Guardian Trust Co. has been appointed receiver in the bankruptcy case of Benton's, retail women's ready-to-wear and shoes, 1145-1151 Griswold street. Schedules have not been filed yet in the U. S. District Court here.

Galperin Bros., Inc., dealer in women's wear at 10214 Jos. Campau avenue, has increased its capital stock from \$15,000 to \$50,000.

There will be no "war of warranties" in the motor-car industry. If, as some predicted, the industry was headed in that direction with the possibility of serious consequences, it has reversed itself. At present those comprising the sales managers' committee of the National Automobile Chamber of Commerce are engaged in working out a uniform and standard warranty and owners' service policy to put the industry back on the basis which prevailed until about a year and a half ago.

Just what form the new guarantee to buyers will take is not definitely known. Assurance is given, however, that it will be fair to the public as well as to the car manufacturer and dealer. The general opinion is that it will be considerably more liberal than the old flat ninety-day guaranty against defective parts; more akin, in fact, to the generous warranties that have been extended by some manufacturers during the past eighteen months.

The latest explanation of Ford's deferment of a possible new model until the first of the year has the virtue of logic. The "experts" now have it figured out that the delay is due to the fact that the company wants the new model to start with a clean dealers slate, just as did the Model A when it came into the picture. The only change in the predicted specifications is that regarding wheelbase. It is now put at 112 inches instead of 109, as it was originally when the crystal gazers got busy.

The industry was just a bit pessimistic in estimating September sales figures at 120,000. It turns out, according to figures by R. L. Polk & Co., that 125,000 will be the more exact figure.

Whether or not it has anything to do with the 1932 car, it is significant of an improvement in employment here that Chevrolet's foundry has resumed operations. The payroll includes 3,200 men working in three shifts.

It isn't the mountain ahead that wears you out—it is the grain of sand in your shoe. Be master of your petty annoyances and conserve your energies for the big worth while things.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 26.—We have received the schedules, order of reference and adjudication in the matter of Jessie A. Chatterton, Bankrupt No. 4632. The bankrupt is a resident of St. Joseph, and her occupation is that of a housekeeper. The schedules show no assets, with liabilities of \$739.16. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 26. We have received the schedules, order of reference and adjudication in the matter of Lee B. Gates, Bankrupt No. 4633. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a factory worker. The schedules show no assets, with liabilities of \$1,417.40. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Howard Trask, Bankrupt No. 4360, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Aug. 28. The trustee was present in person. No creditors were present or represented. No claims were proved and allowed. An order was made for the payment of expenses of administration and the balance on hand to the trustee in bankruptcy in the matter of Central Market & Grocery, Bankrupt No. 4359, to apply on the partnership debts, the bankrupt Trask being a partner of Central Market & Grocery. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Cadillac Hardware Co., Bankrupt No. 4649. The sale of assets has been called for Nov. 10, at the premises formerly occupied by the bankrupt at 222 North Mitchell street, Cadillac. The entire stock of sporting goods, paints, fittings, stoves, general hardware, glass, fixtures, tools and automobile will be sold. The total appraisal is \$3,904.05. All interested in such sale should be present at the date and time above stated.

Oct. 29. We have received the schedules, order of reference and adjudication, in the matter of Eugene J. Hammond, Bankrupt No. 4635. The bankrupt is a resident of Ada township, and his occupation is that of a laborer. The schedule shows assets of \$50, with liabilities of \$5,199.66. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 30. We have received the schedules, order of reference, and adjudication in the matter of Charles S. Storms, Bankrupt No. 4686. The bankrupt is a resident of Grand Rapids, and his occupation is that of a boiler maker. The schedule shows assets of \$425, with liabilities of \$1,464.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 30. We have received the schedules, order of reference and adjudication in the matter of Carl C. Dunklee, individually and as a partner in the copartnership known as the Capitol Indoor Market, Bankrupt No. 4687. The bankrupt is a resident of Kalamazoo, and his occupation is that of a stock keeper. The schedules show assets of \$9,700, with liabilities of \$13,456.83. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 30. We have received the schedules, order of reference and adjudication in the matter of Emmett F. Roche, individually and trading as Emmett F. Roche Co. and Emo Mfg. Co., and Michigan Merchandise Brokerage Co., Bankrupt No. 4688. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedule shows assets of \$26,184.23, with liabilities of \$15,234.56. The list of creditors of said bankrupt is as follows:

Taxes, Grand Rapids	\$130.00
Jams McDonald, Grand Rapids	253.00
Rob Roberts, Grand Rapids	25.00
Citizen's Industrial Bank, Grand R.	600.00
Nathaniel McCarty, Grand Rapids	200.00
Apex Motor Fuel Co., Chicago	52.20
S. J. Barkwell, Grand Rapids	46.93
Brechtling Printing Co., Grand R.	5.22
Consumers Power Co., Grand Rap.	15.96
H. F. Cox Co., Grand Rapids	39.71
Curtis, Incorporated, Cleveland	13.50
Dilley & Dilley, Grand Rapids	282.00
Evart Review, Evart	5.00
Excel Products Co., New York	8.25
Filmore Co., Union City	22.82
General Distrib. Corp., Grand R.	121.28
Gold Seal Electrical Co., New York	387.09
G. R. Directory Co., Grand Rapids	12.00
G. R. Furniture Co., Grand Rapids	3.86
Herald, Grand Rapids	125.00
Press, Grand Rapids	39.06
Great Western Oil Co., Cleveland	90.33
Griffey Mfg. Co., Indianapolis	6.00
Handee Accessories Co., Coal City	7.65
Hastings Lumber & Coal Co., Has.	24.93
Hercules Products Co., Inc., Evansville	7.78
C. G. Kuennan, Grand Rapids	3.16
Tony Koran, Grand Rapids	19.19
Leitelt Iron Works, Grand Rapids	12.38
Lenawee Textile, Inc., Adrian	33.12
Line-O-Scrub, Inc., Adrian	2.34
Liverance & Vant Antwerp, G. R.	28.00

Lynch-Clarissay Co., Chicago	72.00
Merchants Service Bureau, G. R.	72.15
Mich. Bell Tele. Co., Grand Rapids	93.80
Michigan Trust Co., Grand Rapids	400.00
J. C. Miller Co., Grand Rapids	23.52
C. W. Mills Paper Co., Grand Rap.	4.25
Multi-Selecto Phonograph Co., G.R.	16.00
New Haven Clock Co., New Haven	9.11
Pacific Carbon & Ribbon Mfg. Co., Chicago	3.00
Popper Addison Co., Cincinnati	1.86
Protection Products Inc., Kalamazoo	44.16
Radiator Seal Co., Council Bluffs	15.65
Reese Padlock Co., Lancaster	18.00
Rola Co., Cleveland	25.90
Royal Manufacturing Co., Toledo	246.56
Schroeder & Tremayne, Inc., St. Louis	30.33
Wm. E. Stewart Mfg. Co., Flint	38.05
Temple Mfg. Co., Chicago	90.00
Tiffany Products Co., Inc., St. Louis	3.16
United Engine Co., Lansing	50.00
U. S. Guage Co., New York	18.24
Utah Radio Products Co., Chicago	3.65
V. C. Desk Co., Grand Rapids	60.00
Western Rubber Co., Goshen	23.50
Hill Machinery Co., Grand Rapids	10.00
H. T. Reynolds, Grand Rapids	250.00
Corona Cord Tire Co., Butler	2,695.91
Marathon Tire & Rub. Co., Akron	400.00
Mason Tire & Rub. Co., Kent	900.00
J. B. Allen, Battle Creek	2,000.00
Ralph Holmes, Battle Creek	2,000.00
Old National Bank, Battle Creek	2,000.00
American Home Security National Bank, Grand Rapids	1,000.00

Nov. 2. We have received the schedules, order of reference and adjudication in the matter of Charles Marks, Bankrupt No. 4690. The bankrupt is a resident of Kalamazoo. The schedules show assets of \$22,370.19, with liabilities of \$23,842.72. The list of creditors of said bankrupt is as follows:

A. Krolik & Co., Detroit	\$1,586.54
Richardson Garment Co., Kala.	1,077.42
Melcher & Landay, Chicago	88.71
Deutsch & Strauss, Chicago	310.25
N. Y. Mfg. Corp., New York City	7.50
Jesse Herff & Co., New York City	593.90
E. Stern & Co., New York City	58.61
Richter, Friedlander Co., Chicago	24.18
Dodge Textile Co., Providence	283.75
Jenoff, Landy Co., Philadelphia	33.58
Paragon Bag Co., Schwenksville	93.00
Platt's, Chicago	138.25
Freerose Dress Co., New York	1,110.50
Barnett, Slaven, Inc., New York	373.50
Weiss, Pollak Co., Cincinnati	273.13
Junior Girl Dress Co., New York	154.00
Ribner & Wachs, Philadelphia	127.00
Oriental Hat Co., Chicago	36.00
Stannor Hat Co., New York	24.00
A. & J. Friedman, Levinson, Inc., New York City	2,327.00
M. Broder, New York City	39.00
Cameo Costume Co., New York	56.25
Quintette Hat Co., New York City	84.00
Salfelt's Hat, New York City	141.00
Fogel Bros. Hat Co., New York	110.25
Mercy Hat Co., New York	33.50
Cooper Rainwear Mfg. Co., New Y.	65.25
Argonne Hat Works, New York	12.50
H. Lufting & Son, New York City	24.75
Muriel Hat Co., New York	18.00
Duane Hat Co., New York City	18.00
L. Schwartz & Sons, New York City	262.25
Ritz Hat Co., New York City	22.50
Silver Style Dress Co., New York	90.63
Flora Dora Costume Co., New Y.	171.25
Roxy Dress Co., New York City	80.50
Supreme Garment Co., Chicago	75.00
C. & H. Hat & Frame Co., Clevel.	36.00
Commander Dress Co., New York	286.14
Shaff & Newman, New York City	42.00
Right Line Dress Corp., New York	582.75
LaFrance Dress Co., New York City	49.50
G. & G. Dress Co., Chicago	175.00
Stone-Simon Hat Co., New York	66.00
Admiral Dress Co., New York City	52.50
Paul-Anna Frocks, Inc., New Y.	126.00
Violet Dress Co., New York City	271.50
H. D. Garment Co., New York City	103.75
Little America Dress House, N. Y.	109.63
Cohen & Kappell, New York City	93.75
Level Dress Co., New York City	222.50
Greenberg & Miner, New York	45.50
Dan Spero Co., New York City	371.25
Ever Style Dress Co., New York	256.00
Euclid Knit Co., Cleveland	67.50
Millinery Mfrs. Corp., Cleveland	48.00
H. Pollack & Sons, Philadelphia	288.00
B. C. Corset Co., Battle Creek	327.77
Early Hat Co., New York City	24.50
Alvy Hat Co., New York City	81.00
Northman Hat Co., New York City	48.00
Teitelbaum & Rose, Philadelphia	126.00
Gurlitz Bros. Hat Co., New York	48.00
Roseman Garment Co., Chicago	304.00
Eagle Dress Co., Philadelphia	154.00
Raab Blouse Co., Philadelphia	112.50
Liberty Hat Co., Cleveland	24.00
Savon Hat Co., New York City	24.00
Fashion Millinery Co., Baltimore	36.00
Kiddies Cunnings Cloes Co., Chicago	48.12
I. Kleinberger, New York City	289.75
Classy Dress Co., New York City	59.63
Max Mayer, Inc., New York City	37.75
New Style Hat Mfg. Co., Cleveland	48.00
Jenice Hat Mfg. Co., Cleveland	54.00
Kahavey-Antaky Co., New York	16.63
S. Feldman & Co., New York City	36.00
Fashionmade Sportwear, New York	87.00
Fine Sportwear, Inc., New York	54.00
Garmen Hats, Inc., New York City	12.00
Roffer & Joseph, New York City	77.00
Fairview Garment Co., New York	42.00
Gazette, Kalamazoo	691.00
T. R. Pub. Co., Three Rivers	252.75
Niles Daily Star, Niles	87.46

(Continued on page 23)

She's teaching millions of women to buy MORE G. F. products *...by radio!*



"Now we'll whip the frosting," Frances Lee Barton announces—and 2,500,000 women hear the beat of her spoon over the N.B.C. network

EVERY Tuesday and Thursday morning millions of women drop their work to hear Frances Lee Barton, famous food expert, broadcast a new kind of cookery program from the new General Foods Radio Kitchen—a complete modern kitchen

and broadcasting studio combined.

On every program some new and tempting dish, made of General Foods Products, is actually prepared before the "mike." Every whir of the egg beater, every familiar kitchen sound is captured so vividly; every step described so accurately, that the radio audience "sees" exactly what is going on.

And after every broadcast thousands of women get busy and make these same dishes right in their own kitchens. How do we know? Because we receive thousands of letters every week saying so—letters from enthusiastic women requesting more General Foods recipes that mean the purchase of still more General Foods Products—and other grocery items—from you. Increase your profits by displaying products featured each week on General Foods Radio Kitchen broadcasts.

Principal Products distributed by

GENERAL FOODS SALES COMPANY INC.

POSTUM CEREAL
INSTANT POSTUM
GRAPE-NUTS
POST TOASTIES
POST'S BRAN FLAKES
WHOLE BRAN
DIAMOND CRYSTAL SALT
JELL-O
LOG CABIN SYRUP
MINUTE TAPIOCA
WALTER BAKER'S COCOA
WALTER BAKER'S CHOCOLATE
MAXWELL HOUSE COFFEE
AND TEA
FRANKLIN BAKER'S COCONUT
CERTO
HELLMANN'S MAYONNAISE
PRODUCTS
CALUMET BAKING POWDER
LA FRANCE
SWANS DOWN CAKE FLOUR
SATINA
SANKA COFFEE

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"Ask the General Foods Salesman"

MICHIGAN TRADESMAN

MOVEMENTS OF MERCHANTS.

Chesaning—Kimmel's Home Bake Shop & Lunch Room opened for business in the Reid building, Oct. 31.

Detroit—Charles A. Janke, dealer in boots and shoes at 5878 West Vernor Highway, has filed a petition in bankruptcy.

Midland—E. J. LaCroix, proprietor of the LaCroix Shoe Co., is offering to compromise with creditors at 20 per cent.

Adrian—The new store recently opened by D. F. Rockwell, at Sunnyside, carries a complete stock of groceries and meats.

Iron Mountain—Chalmers & Burns, Inc., wholesale confectionery, has increased its capital stock from \$40,000 to \$65,000.

Van Dyke—The Centerline Coal & Ice Co., Inc., has been incorporated with a capital stock of \$5,000, \$2,100 of which has been subscribed and paid in.

Center Line—The Walker Products Co., has been incorporated to manufacture and sell malt with a capitalization of \$5,000, all subscribed and paid in.

Detroit—The Servwell Warren Co., 14357 East Warren avenue, drug store, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Ann Arbor—A liquidation sale of the bankrupt stock of the Home Supply Store, 209 East Washington street, began Oct. 28, in charge of the receiver.

Detroit—Co-operative Enterprises, Inc., 1248 Free Press building, has been incorporated with a capital stock of \$20,000, of which \$1,000 has been subscribed and paid in.

Lake Odessa—Hobart Carpenter, who has operated the Kroeger store here for the past year and a half, has opened a general grocery store Saturday on Main street.

Detroit—Woods Coal Co., 15001 Fullerton avenue, has been incorporated with a capitalization of \$5,000, of which amount \$3,000 has been subscribed and paid in.

Grosse Pointe—Arthur G. Keil, Inc., 657 Neff Road, has been incorporated to deal in carpets, rugs, drapery, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—M. Dunn & Co., 216 South Green street, has been incorporated to deal in fruits and food products with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Saginaw—Adolph P. Krause, dealer in clothing here for more than thirty-five years, died at St. Mary's hospital following an illness of several weeks. He was 69 years of age.

Manistique—Frank Jenks, for twelve years representative of the National Grocer Co. and the Soo Wholesale Grocers, has opened a cash and carry grocery store at 183 River street.

Detroit—Henry Jewelers, Inc., 302 Gratiot avenue, dealer in jewelry and scientific instruments, has been incorporated with a capital stock of \$25,000, \$15,000 being subscribed and paid in.

Royal Oak—Norton Electric, Inc., 524 North Main street, has been organized to deal in electrical merchan-

dise with a capital stock of \$1,000, all of which has been subscribed and paid in.

St. Clair Shores—Leroy Betz, retail dry goods, 22340 Nine Mile road, has filed a voluntary petition in bankruptcy in the U. S. District Court at Detroit, listing liabilities of \$4,944 and assets of \$2,500.

Ann Arbor—Palman Brothers, conducting stores in Adrian and Tecumseh, has opened a store at 217 South Main street. The stock consists of ready-to-wear clothing for men, women and children.

Detroit—Food Terminals, Inc., Lafayette building, has been incorporated to deal in fruits, vegetables, meats, etc., with a capital stock of 100,000 shares at \$10 a share, \$150,000 being subscribed and paid in.

Grand Rapids—The Alexander-Stafford Corporation, 313 Allen street, N. W., has been incorporated to deal in insulating and heating materials, with a capital stock of \$10,000, \$2,200 being subscribed and paid in.

Dearborn—Eugene A. Jenison, 73, president of the Dearborn Hardware Corporation and for twenty years engaged in business here, died at the Henry Ford hospital, where he has been confined since Sept. 28.

Ann Arbor—William M. Laird has been appointed receiver in bankruptcy of George Bittker, retail dry goods, 316 South Main street. Assets are given as \$14,156 and liabilities, \$29,089, in schedules filed in U. S. Court at Detroit.

Pontiac—The Burke Lumber Co., 518 Orchard Lake avenue, succeeds Walter G. Burke in the lumber, fuel and builders' supplies business with a capitalization of \$10,000 shares at \$1 a share, \$2,000 being subscribed and paid in.

Petoskey—N. J. Stone, 523 East Mitchell street, has merged his undertaking business into a stock company under the style of the Stone Funeral Home, Inc., with a capital stock of \$15,000 common and \$10,000 preferred, \$7,000 being subscribed and paid in.

Jackson—Robert F. Lawler, vulcanizing, tires, etc., has merged the business into a stock company under the style of the Lawler Tire & Vulcanizing Works, Inc., 646 East Michigan avenue, with a capital stock of 25,000 shares at \$1 a share, \$25,000 being subscribed and paid in.

Mason—M. Warkley, proprietor of the Broadway Market, has remodeled his grocery store and meat market. The meat department, formerly in a separate building, has been annexed and an archway cut between the two buildings adding much needed floor space to both departments.

Escanaba—Carl Edwin Anderson, grocer, died at his home, 1701 Ludington street, following a sudden heart attack. He was 44 years old and had been in the grocery business here for the past twenty-four years, being a partner in the Royal Grocery Co. at the time of his death.

Maple Rapids—The VanSice & Kaufman store closed Friday and the stock of goods was moved. A truck which was carrying part of the stock

burned near Sanford, the truck and contents being entirely destroyed. The driver escaped uninjured. The fire is thought to have been caused by a short in the wiring.

Kalamazoo—Godde's Pastry Shoppe, South Burdick street, which was to have closed permanently, Saturday evening and removed to Battle Creek, will continue here, announces the proprietor, Barnard E. Godde. Henry Van Dyken will manage the local store and Mr. Godde will open his second bakery in Battle Creek as soon as fixtures and equipment can be secured.

Ann Arbor—Pierce's Cash Market, located at 118-20 East Liberty street, has remodeled its store building at 220 South First street which it has occupied as a branch market for the past two years and is now occupying it with its Liberty street stock. The store includes a meat market, grocery, bakery and fruit and vegetable department. H. E. Pierce is the proprietor.

Bay City—The executive committee of the Retail and Wholesale Merchants' Bureau, Bay City Chamber of Commerce, has begun plans for a campaign urging the purchase of Michigan-made sugar in the interest of conserving one of the State's important industries. Another committee was organized to sponsor a selling campaign Nov. 19, 20, and 21, in connection with the first payment to the farmers of nearly \$1,500,000 for sugar beets, Nov. 15, by three of the four factories operating in this area. The committee consists of: A. J. Simpson, H. D. Kirchner, Charles T. Trombley, R. Adelman, and H. E. Allman.

Bad Axe—The Thumb group of Michigan retail hardware dealers met in Bad Axe Tuesday evening with a banquet and program at the Irwin House. Over eighty were present, including wives of the dealers. It is said to have been the biggest meeting yet held outside of the Detroit area. The meeting was held under the direction of L. S. Swinhart, of Marine City, field secretary. Warren Slack presided as toastmaster. The principal address was by Harold W. Bervig, State secretary, of Marine City. He said that expenses of hardware dealers had increased 27 per cent. since 1923, but margins had increased only 5 per cent. He advised a more effective control of the hardware business and less expense.

Lapeer—A group of Lapeer merchants appeared before the Board of Supervisors Monday and protested against the buying of supplies for the county poor at the chain stores. C. V. Fenner, of Detroit, president of the Home Defense League, spoke at length on the purposes of the league and what they were attempting to accomplish and stated that chain stores were a detriment to the advancement of any community. He stated that they brought about cheaper prices for farm produce by shipping in large quantities of vegetables and fruits from states where cheap colored labor is available. Attorney G. W. DesJardins also spoke briefly on behalf of the local merchants. Tom Haug, local meat market proprietor, told how much he paid out for meat to farmers of Lapeer county

and felt that poor board funds should be spent locally. The chain stores had no representative at the meeting. No action was taken in the matter by the supervisors, although the general sentiment was that whenever possible county supplies should be purchased locally of home-owned stores.

Manufacturing Matters.

Mason—The Laboratory Products Co. has changed its name to the S. H. A. Corporation. The company manufactures milk and chocolate products.

Saint Clair—The Saint Clair Flour Mills, Inc., has merged its business into a stock company under the same style with a capital stock of \$25,000, \$16,940 being subscribed and paid in.

Detroit—The Langlois Grinding Co., 3340 Lambie Place, has been incorporated to manufacture tools and gauges, with a capital stock of \$25,000, of which amount \$9,500 has been subscribed and paid in.

Detroit—Professional Research Laboratories, Inc., 117 Michigan avenue, has been incorporated to manufacture and sell dental and medical products, with a capital stock of \$20,000, of which \$15,000 has been subscribed and paid in.

Detroit—The Simpson Speed Unit Corporation, 214210 Woodward avenue, has been incorporated to manufacture and sell speed units, power equipment, etc., with a capital stock of \$50,000, \$9,500 of which has been subscribed and paid in.

Detroit—The Paul A. Willsie Co., 1349 East Milwaukee street, manufacturer of academic costumes, robes, hoods, caps, etc., has merged the business into a stock company under the same style with a capital stock of \$10,000, \$5,579.50 being subscribed and paid in.

Menominee—A petition for bankruptcy for the Menominee Sugar Co. sets up assets of approximately \$500,000 and liabilities of \$1,500,000, which makes clear that the company is thoroughly broke. Its plant has not been operated for several years. Organized some twenty years ago, the company entered what was then a promising field. Its plant was the most modern of its kind for the day. It promised not only to make money for the stockholders, but to furnish the farmers in many Upper Peninsula and Wisconsin counties an outlet for a new and profitable crop. It contracted with the farmers for hundreds of acres of beets. Its management was capable and well thought of. It is applying for bankruptcy largely because of conditions beyond the control of those directing it. It is the story, so common these days, of too much of a good thing. Too much of cane sugar beat down the price until beet sugar production, even with the greatest measure of tariff protection which could be secured from Congress, was possible only in a few beet sugar mills exceptionally favored by local conditions. The handicaps imposed by world conditions in sugar proved too much for the Menominee company some years ago. It has long been inactive, with small likelihood that it would ever resume operations.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

Tea—The past week has witnessed some advances in Ceylons and Indias, but prices in this country so far are merely steady. Formosas in primary markets have also been firmer and so have China greens, owing to smaller supplies. Operators say that under normal conditions China greens would be selling for 5 cents a pound higher than they are. In this country Congous of the standard and medium grades have declined slightly. The general demand for tea is ordinary.

Coffee—During the week the market for future Rio and Santos, green and in a large way, has moved up and down, but not very far in either direction. Conditions in Brazil are still very much unsettled and irregular and it is difficult to predict the future of the market, although it seems reasonably safe to believe that prices cannot go much lower. Actual Rio and Santos on spot in this country is quoted the same as a week ago. Milds are also unchanged. The jobbing market on roasted coffee shows no particular change for the week. The coffee business at the present writing, both in a large and small way, is only fair.

Canned Fruits—So much attention has been given to pineapple this week that California fruits have been more or less obscured, at least for the time being. However, packers are ready to ride along on the pineapple wave until its force is expended. At this time no one knows what the future holds for California fruits. Distributors, of course, are inclined to be cautious. There were no price changes yesterday and none is expected in the immediate future. Some of the offerings of standard and choice peaches at the bottom prices reported around town have not particularly impressed buyers as to quality. Efforts are under way in California to work out a stabilization group similar in form to the new Pacific Salmon Sales Corporation. It is understood that the assistance of the American Can Co. and the banks financing the packers is being sought along the lines of recommendations. Should it be possible to line up all canners, through the California Canners' League or some similar group, the demoralization of California fruits might effectively be brought to a close. There is a growing feeling of confidence in the Northwest that the new salmon sales group can succeed in its aims. It should be possible also to thus protect such an important industry as fruit packing. Banks should wield enough influence to bring such stabilization closer.

Canned Vegetables—Attempts to improve the corn market are under way, but this is on such a broad scale, taking in so many sections of the country, that it is hard to say at this time whether any common ground can be found with so many diverse interests. The tomato situation is strong in the Tri-States. On the basis of statistics which appear to-day, a cross-section of what this year's pack will be in terms of the various sized cans can be

had. It will be seen how relatively scarce No. 3 standards are, and this explains their recent advance to \$1, at the factory.

Dried Fruits—The dried fruit market is much more active and indications that the long awaited turn has come are greater than they have been this fall. One of the most hopeful signs is the increased activity in prunes. Jobbers' and packers' representatives report moving prunes in good quantities. Prices, of course, are low, lower than they should be in fairness to growers, first hands and second hands. But, at any rate, prunes move more freely, with demand well scattered over the range of sizes, but with interest mainly centered on 20s, 30s and 40s. The time is fast approaching when raisins will again come into demand. The trade has been so well covered at the easier prices early in the season that there has not been the steady replacement buying which has become characteristic of it. However, raisins have been moving steadily out of wholesalers' and jobbers' hands, and, in turn, out of retailers' hands. The time for restocking cannot be far away. The Coast situation is firm, with the pool controlling the market and making no attempt to force it. All bleached varieties have been moving in a better way to England, it is reported by exporters. Both imported and domestic figs are in very light supply this season. There will be no Calimyrnians in bulk, and Adriatics will be scarce. Importers have held the supply of Smyrnas down to a very conservative level, because of the advancing tendency in Turkey and the uncertainty over the domestic market this season. Apricots are not active, as the season has pretty well passed. Standards appear to be exhausted, and there is only a small amount of choice available.

Canned Fish—There is a good movement of all grades of fancy salmon. Chinook and sockeyes are moving out in satisfactory volume.

Salt Fish—In spite of the firm condition of mackerel, buyers persist in buying only what they need at the moment. Statistically, mackerel should be very strong, as production this year is only about half of last year. If business conditions were better mackerel would undoubtedly advance.

Beans and Peas—The market for dried beans has held most of the firmness reported last week. Marrows, pea beans, white kidneys and red kidneys have all shown slight advances and considerable more firmness than for some time. Dried peas are about steady speaking chiefly of blackeye peas. The demand throughout the whole list is better than for quite a while.

Cheese—Cheese market continues steady, but the demand is quiet with the receipts light. Later in the week, the market turned soft.

Nuts—Trading in nuts is showing a better tone now, with retailers filling their needs in a better way. The volume of preholiday business done was quite satisfactory. Unshelled nuts of all varieties are so favorably priced this year that larger consuming outlets are being built up. Pecans, walnuts, al-

monds and Brazils are moving out in good volume, with regular replacement assured. Trading in shelled nuts is improved here. While buyers are not anticipating their requirements very far ahead, there is good replacement buying. Stocks remaining in the hands of importers are generally light. Light offerings of Southern chestnuts dragging heavily at \$1@4 per bushel. The few Southern pecans offered are having very little movement, with a few sales 25@30c per pound. Auction sale of imported chestnuts scheduled for to-day.

Pickles—Demand for pickles continues in fairly good volume. Stocks in distributors hands are light and there has been a good movement of genuine dills in the past week. Prices are being well maintained.

Sauerkraut—The National Kraut Packers' Association, in session at Chicago last week, announces impending kraut famine with National supply for next year falling from 440,000,000 pounds to 300,000,000. So, instead of four pounds, the average American can only get two and a half pounds of kraut.

Syrup and Molasses—The little cool weather that we have had so far has put a little pep in the market of sugar syrup. In spite of this nobody is anticipating his wants and prices are unchanged. Compound syrup is steady and quiet with buyers only buying for actual wants. Molasses quiet and unchanged.

Review of the Produce Market.

Apples—Current Prices are as follows:

Baldwins, 2½ in., A Grade	-----	.85
Bananas, 3 in., A Grade	-----	1.00
Dessert, 2½ in., A Grade	-----	.85
Greenings, R. I. 2½ in., A Grade	-----	.75
Grimes Golden, 2½ in., A Grade	-----	1.00
Grimes Golden, 2¼ in., A Grade	-----	.65
Hubbardstons, 2½ in., A Grade	-----	1.00
Jonathans, 2¼ in., A Grade	-----	1.00
Kings, 3 in., Baking, A Grade	-----	1.25
McIntosh, 2½ in., A Grade	-----	1.25
Yellow Pippins, C Grade	-----	.75
Shiawasee, 2½ in., A Grade	-----	.85
Snows, 2¼ in., A Grade	-----	1.00
Spies, 3 in., A Grade	-----	1.50
Spies, 2½ in., A Grade	-----	1.00
Talman Sweets, 2¼ in., A Grade	-----	.85
Cooking apples	-----	.50
Baskets included 15c extra.		
Washington apples bring \$2.50 per box for fancy Romes and \$3 per box for Delicious.		

Bagas—Canadian, 60c per 50 lb. sack.
Bananas—5@5½c per lb.

Beets—75c per bu.

Butter—The market has been rather soggy since the last report with a series of small declines, probably aggregating 1 cent per pound. Demand is rather poor and the general feeling at the writing is soft. Jobbers hold 1 lb. plain wrapped prints at 30c and 65 lb. tubs at 29c for extras and 28c for firsts.

Cabbage—60c per bu.

Carrots—60c per bu.

Cauliflower—\$1 for box containing 6@9.

Celery—30@50c according to size.

Celery Cabbage—65c per doz.

Chestnuts—18c per lb. for New York stock.

Cocoanuts—75c per doz. or \$5.50 per bag.

Cranberries—\$2 per 25 lb. box of Early Blacks from Cape Cod.

Cucumbers—No. 1 stock, \$1.25 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$2.95
Light Red Kidney	-----	8.70
Dark Red Kidney	-----	9.70

Eggs—The supply of fine fresh eggs is still small and the demand is absorbing all receipts of this grade. There has been an advance of about 1c per dozen during the week. Jobbers are paying 29c for strictly fresh offerings of hen's eggs and 20c for pullet's eggs.

Grapes—Calif. Emperors, \$2; Niagaras and Concord, \$2.25 per doz. for 4 lb. basket; Delawares, \$2.50 per doz. 4 lb. baskets.

Green Onions—20c for Silver Skins.

Green Peas—Calif., \$3 per crate of 40 lbs.

Green Beans—\$2.50 per bu.

Honey Dew Melons—\$2.50 per crate of 12 to 16.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----	\$3.75
Imperial Valley, 5s, per crate	-----	3.75
Home grown leaf, 10 lbs.	-----	.65

Lemons—Present quotations are as follows:

360 Sunkist	-----	\$8.00
300 Sunkist	-----	8.00
360 Red Ball	-----	7.00
300 Red Ball	-----	7.00

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

126	-----	\$6.50
150	-----	6.50
176	-----	6.25
200	-----	6.00
216	-----	5.75
252	-----	5.50
288	-----	5.50
324	-----	5.00

Floridas—\$3.75@4 for all sizes.

Onions—Michigan, \$2 per 100 lbs. for yellow and \$2.50 for white; Genuine Spanish, \$2.75 per crate.

Parsley—40c per doz. bunches.

Pears—Kieffers, \$1 per bu.; California, \$3.75 per box.

Peppers—Green, 40c per doz. for home grown.

Potatoes—On the local market transactions hover around 40c per bu. In Northern Michigan carlot buying points the price ranges from 15@18c per bu.; Idaho, \$2.25 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	16c
Light fowls	-----	13c
Ducks	-----	12c
Geese	-----	10c

Sweet Potatoes—\$2.25 per bbl. for Virginias.

Squash—\$2.75 per 100 lbs. for Hubbard.

Tomatoes—Home grown, \$1 per ½ bu. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	6@10c
Good	-----	9c
Medium	-----	6c
Poor	-----	8c

MUTUAL FIRE INSURANCE

Twelve Stock Companies Perish in Year.

We are informed that over a dozen stock fire insurance companies have gone out of business by merger or voluntary liquidation since the beginning of this present year, and there are rumors and reports of many more impending mergers and liquidations. The New York Journal of Commerce informs us that most of the mergers were effected among companies under the same financial control resulting in a reduction in the number of companies. Some of the companies which have gone out of business were small companies organized during the recent boom in the fire insurance field, while others were older independent stock fire insurance companies which could no longer stand the test of competition and greed for business.

According to the Journal of Commerce the list of stock fire insurance companies retiring during this year is as follows:

The Ajax Fire of Newark (1927) was merged into the Essex Fire. Both were members of the Sussex Fire group, which is owned by the Eagle Fire.

The Chicago Fire & Marine absorbed its running mate, the Presidential Fire & Marine (1923) and now is merging with the Associated Fire & Marine of San Francisco (1928) under the name of the Chicago Fire & Marine.

Insurance Securities Company of New Orleans, which owned three fire insurance companies, has reinsured the business of the Bankers & Merchants of Jackson, Mich., (1922) and that of the Iowa Fire of Waterloo (1905) into the La Salle Fire of New Orleans and is liquidating the two reinsured companies.

The Cherokee Fire of Chattanooga (1929) is liquidating.

The Cotton Fire & Marine of Philadelphia (1922) has reinsured its business in the Quaker City Fire & Marine and is liquidating, both companies being controlled and managed by Mather & Co.

The Fidelity American of Houston, Tex., (1927) reinsured its business in the Industrial Fire of Dallas and is liquidating.

The Germanic Fire of New York (1928) was merged into the American Merchant Marine of New York.

The National Fidelity Fire of Baltimore (1929) was merged into the Great National of Washington.

The National Standard Fire of Houston (1927) reinsured in the St. Paul Fire & Marine.

The Queensland reinsured its business in the Union Marine & General and is retiring from the United States.

The Savannah Fire (1911) was merged into the Southern Home of Charleston, S. C., both being owned by the Globe Underwriters Exchange, Inc.

The United Pacific Fire of Seattle (1929) whose business was automatically reinsured by the Phoenix of Hartford as it was written, has quit writing and is liquidating.

The Sylvania Insurance Company (1924) was merged into the Globe of

America under the name of the latter, both companies being members of the Corroon & Reynolds fleet.

Reducing Hazards To Building From Fire.

A total of 1,729 unnecessary fire hazards were eliminated during the year ending June 30 by deputy fire marshals on the staff of the Illinois Division of Fire Prevention.

The fire hazards were inspected by the deputy fire marshals who issue orders to have the property improved in such a way that the danger will be eliminated.

In addition to the buildings which were remodeled in line with the deputy marshals' instructions, 53 structures were removed because of their danger as fire hazards. One of these buildings was an old church which had not been used for six years. The Department brought the hazard caused by this building to the attention of the owner, and the structure was removed.

In nearly every case where we issue orders, the owner voluntarily follows our instructions. Our policy is to secure a compliance through the co-operation of the property owner and to use the authority of the law only where results can be secured in no other way.

It is also the policy of the Division of Fire Prevention to be reasonable in issuing orders and to ask for minimum requirements which will afford proper safety. The large number of people who voluntarily follow our orders is an indication that they are reasonable.

This inspection work is carried on in co-operation with local officials who co-operate with this department. In some communities, however, there is little local inspection work, and this department has more to do in eliminating unnecessary fire hazards.

S. L. Legreid.

State Fire Marshal of Illinois.

Appreciates the Tradesman's Attitude.

Grand Rapids, Nov. 2.—We appreciate your efforts for mutual insurance. You have done much for the mutual insurance cause. I wish that every mutual insurance company in the country would take your paper, so that your efforts would be more fully appreciated.

A statement was made at the last annual meeting of the Federation of Mutual Insurance Companies that, although some thirty-two hundred banks had failed during this present depression, not a single mutual company affiliated with the Federation had failed and all continued to give protection, meeting their obligations promptly and returning dividends to the assureds regularly.

I think this is a remarkable record, don't you? It shows that the principle of mutual insurance is sound; that the management of the insurance companies is in the hands of conservative leaders and that mutual insurance is a business worthy of the support of the general public.

J. De Hoog,
Sec'y-Treas. G. R. Merchants Mutual Fire Insurance Co.

Flat Salary.

To a Jewish ex-service man an acquaintance remarked: So you were in the army, Ikey?"

Oh, I was in de army, was the proud response.

Did you get a commission?

No, only my vages.



SAVINGS

Every business man is trying to get just a little more out of life for himself and his family. Thousands today are saving a substantial amount of money by placing their insurance with the Federal Mutuals. More than 39 million dollars have been saved by

policyholders through dividends. If your risk meets rigid inspection, you too will be eligible for Federal protection. Fill in and return the coupon below for complete information.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

RETAIL HARDWARE MUTUAL
FIRE INSURANCE CO.

Minneapolis, Minnesota

HARDWARE DEALERS MUTUAL
FIRE INSURANCE CO.

Stevens Point, Wisconsin

MINNESOTA IMPLEMENT MU-
TUAL FIRE INSURANCE CO.

Owatonna, Minnesota

FEDERAL HARDWARE &
IMPLEMENT MUTUALS
STEVENS POINT, WIS.

Tell us more about the Federal Plan of insurance.

Name _____

Address _____

City _____

State _____

Finnish Mutual Fire Insurance Company Of Calumet, Michigan

Has paid dividends of 40 to 68 per cent for the past 40 years and have accumulated more assets and surplus per \$1000.00 of risk than leading stock companies.

We insure at Standard Rates and issue a Michigan Standard Policy.

We write Mercantile, Garage, Church, School and Dwelling risk.

Write for further information.

JACOB UTTI, Manager
444 Pine Street
Calumet, Mich.

1909

22 Years

1931

Losses Paid Promptly — Saving 30%
For FIRE and WINDSTORM Insurance

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Bldg.
Grand Rapids, Mich.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Enameled ware and specialties for use in hospitals and sick rooms, will no longer be misrepresented by a distributor-corporation which has signed a stipulation with the Federal Trade Commission agreeing to stop using the words "Stamping" and "Enameling" as part of its corporate or trade name. The company also will no longer apply these words in any way which would deceive buyers into believing that it owns or operates a factory in which the products it sells are manufactured.

Lottery devices in the sale of candy are prohibited by the Federal Trade Commission in an order to R. F. Keppel & Bros., Inc., candy manufacturers, Lancaster, Pa.

Among practices enjoined by the Commission are: Selling pieces of candy containing coins which are packed along with other pieces of candy not containing coins; selling pieces of candy in wrappers containing tickets bearing different prices or the word "Free"; selling pieces of chocolate covered candy having centers of different colors together with larger pieces of candy or articles of merchandise, the larger pieces of candy or the merchandise to be given as prizes to the purchaser receiving a piece of candy with a center of a particular color; and furnishing wholesale dealers, jobbers and retailers display cards informing purchasers that candy is being sold by lot or chance or in accordance with a sales plan which constitutes a lottery or gaming device, or gift enterprise.

A large corporation handling a mail order business in general merchandise signed a stipulation with the Federal Trade Commission agreeing to stop representing that its axes and hatchets are made of crucible steel, when this is not true. It will also stop advertising that its axes are made of hardened steel and that they will not batter and mash.

Two corporations dealing in manicurists' supplies, including wooden manicure sticks, signed stipulations with the Federal Trade Commission agreeing to stop use of the word "Orange" either independently or in connection with other words in the labeling or advertising of their manicure sticks, so as to imply that they are made of the genuine wood of the orange tree.

Textileather Corporation, New York manufacturer of imitation leathers, has been ordered by the Federal Trade Commission to discontinue advertising and offering for sale products not made of leather by use of the following terms: "Regaleather, Marveleather, Royaleather, Modeleather, Drillhyde, Gimphyde, Krafthyde", or words or phrases of similar import. The company is also to cease use of the term "Textileather" as a trade name, brand or label unless the word is accompanied by other clearly discernible words in-

dicating plainly that the product described is not leather. But this part of the Commission's order "shall not prohibit the use of the term 'Textileather' as a part of the corporate name of the respondent so long as the same is not used to advertise or describe respondent's product. The company recently filed an answer to the Commission's complaint, asking for leave to withdraw a prior answer and declaring that it "refrains from further contesting this proceeding and consents that the Commission may make, enter and serve upon respondent an order to cease and desist from the alleged violations of the law set forth in the complaint."

Stimulating Christmas Trade To Be Suggested This Week.

Plans aimed at the stimulation of consumer Christmas trade were formulated during the week and it is understood that definite announcement of the scope of the promotional means to be employed will be made within the next few days. The sales promotion division of the National Retail Dry Goods Association has been working on the problems involved and will submit a series of recommendations involving advertising, radio and store display publicity.

Receiving favorable consideration in retail circles with respect to affecting consumer psychology is the placing of emphasis on the idea "Make This a Happy Christmas, Despite the Depression." If this thought can be put across, it was felt in some quarters to carry more influence with consumers than an exposition of the economic phases of what a good holiday trade means to business. Happiness makes a distinct personal appeal, whereas the bare economics of the situation do not reach the average consumer as effectively, it was held.

Abandon Millinery Shutdown Plan.

With the calling off of the meeting scheduled for last week of the \$6 millinery houses in the offices of the Eastern Millinery Association, the plan of a shutdown of production from Nov. 15 to Dec. 15, has been abandoned. The scheme was suggested as a means of conserving the position of the trade during the off-season, but it was found impossible to secure general adherence. Reports yesterday indicated that the recent millinery demand had picked up. The trade, however, is bothered with a heavy influx of returns, and a general meeting to consider this problem will be held shortly.

See Gains in Low End Gift Lines.

Increases of from 20 to above 50 per cent, in the low end and popular price lines of accessories, as contrasted with sharp drops in other price ranges, are estimated as likely to develop in consumer holiday buying, according to well informed opinion. This was held particularly true of such items as handbags, gloves, silks, lingerie, etc. To guide holiday market operation and promotions, a careful checkup of these trends is being made, with consumer shopping early this Fall being broken down to afford a price line comparison with the same period a year ago.

GOOD FOR A LIFETIME



How long do you want the proceeds of your life insurance to last your family—5 years, 10 years, or a lifetime?

Make it payable to us as trustee under a Life Insurance Trust Agreement—and what happens? The principal is wisely invested by us; the income goes regularly to your family. You can plan for withdrawals from the principal to meet any urgent family needs. Or it can be kept intact for distribution as you direct.

Let us tell you more about this plan, approved by the life insurance companies and by far-sighted men in all walks of life.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

TAKING UP THE SLACK.

It was remarked recently that business would have been on the upward turn for many months before it was generally recognized. If this view is correct, it is doubtless because the revival comes so gradually that it is not at first perceptible. A factory which has been closed re-opens in one town. In another town in a different part of the country a factory has been enlarged to take care of new business. In still a third, part-time hands are put on full time and in a fourth the mill is run day and night in order to fill orders.

Current reports from different parts of the country indicate that improved prospects in manufacturing industries are not confined to any one community. Mills in New England not engaged in the manufacture of seasonal goods are re-opening and some of those which have not been closed are increasing their force. The shoe factories, which began to prosper as soon as the Hawley-Smoot tariff law went into effect, continue to feel its benefits.

An electric company in Virginia is reporting that it is selling more current than in any previous period. All the sugar factories in Utah and Southern Idaho are said to be in operation. And reports from the Federal Reserve districts show that the retail stores are doing a normal amount of business, which means that the people are spending their money and the stores are placing orders with the manufacturers and the manufacturers are hiring people to make the goods.

All these things encourage the hope that the worst is over, that there will be a gradual taking up of the slack in employment and that before the winter is ended normal conditions may return.

"BUY NOW" EMPHASIZED.

More than a year ago—on Oct. 12, to be exact—the slogan "Buy Now" was first suggested, and it was explained then and afterward that if those who were able to spend money did not do so in a normal way they would suffer the consequences of deeper depression, salary and wage cuts, and dividend reductions. The slogan was widely adopted, but not emphasized along the economic lines which would have possibly made it more effective.

This bit of history is recalled because the fundamental point made in the report of the committee on employment plans and suggestions of the President's Organization on Unemployment Relief calls for the identical policy which the "Buy Now" movement of last year symbolized. The committee is composed of eighteen business leaders and economists, and in summarizing the first portion of its ten-point program for speeding business recovery it declared:

"United National action to encourage every American citizen now employed to resume normal buying—to

use available income to purchase goods normally needed and in the replacement of which labor is employed—is a condition precedent to any hopeful program to constructively increase employment; continued and further restriction of consumption of goods and of expenditures for improvements and replacement inevitably will offset any and every effort for emergency relief."

It was true of the earlier movement that its handicaps were severe. The chief difficulty was the strained condition of the domestic and foreign credit structure, particularly the latter. Had normal buying been stimulated, the depression in this country might have been arrested last spring. The world collapse ended any chance of immediate recovery.

But now that some headway has been made in straightening out foreign affairs and the banking crisis in this country has been relieved, an effort to stimulate the buying which is necessary for ending the depression should stand much better chances of success. It warrants immediate study and action by promotion interests particularly.

ANTI-TRUST AGITATION.

What unbiased and unselfish research into some of our important business questions might disclose is well worth considering in such a matter, for instance, as the growing agitation for modification of the anti-trust laws. Whether all the time and energy put into discussing this question would help out trade and industry, even if the end were accomplished, is very much in doubt.

The tendency throughout this agitation has been to cry out against the lack of control which the laws apparently force upon business interests. It is asserted that nothing can be done about overproduction, so long as the Government does not permit an industry to set up artificial restraints and to agree upon curtailment. To heed the arguments of those who wish a change in the law, no system of price-fixing is advocated, although, of course, control of production would bring that about.

Now if honest research was brought to bear upon these contentions it would not be satisfied merely with trying to devise amendments to the law, it would also look into the possibilities of such changes. It might find, for instance, that, even if all the suggestions now made were adopted, the situation would not be improved by one iota.

The investigations of such a body would doubtless disclose that there have been many cases where artificial controls where introduced which led only to the most dismal failure. Enquiries would bring out that there are many violations of the anti-trust laws to-day, such as price agreements and price-fixing, and that those who violate the law are little better off than those who observe it.

After all, if members of an industrial group do agree to control output, what is to be done about those who are outside that group where the agree-

ment does not hold? Can heavy production be pro-rated in such a way as to be satisfactory to all elements? Can prices be fixed without encouraging destructive competition?

WIDESPREAD IGNORANCE.

In what is described as the first survey of disbursements made by the leading philanthropic foundations it is disclosed that out of a total of \$52,500,000 paid out last year only \$770,591 was utilized for the advancement of business, industry and finance. Medicine and public health led the list with \$18,627,222, while general education accounted for \$14,171,755.

Just why economic research should rate so small a share of attention from these funds which are seeking to promote human welfare is puzzling, since it can be argued very soundly that many of our health and social problems would be greatly reduced if a fair degree of economic security and progress were attained. In other words, there seems to be a rather obvious effort to tackle effects and permit causes to go unattended.

No doubt these large philanthropies consider that business men are well able to cope with the problems in their own field and are already supplying a big sum in the aggregate for research and correctives. The budgets of our thousands of trade associations, the appropriations for our Government agencies and the endowments of our business schools and colleges may properly be considered as financing such research.

But a distinction must be raised between this kind of selfish and often biased research and the type of study which would be carried on by purely scientific organizations. This comparison would be very much like the one which exists between pure and applied science. Too many of the present studies made in industry are undertaken to prove what is desired to be proved. One might almost rest the case by citing the widespread ignorance which now insists upon calling unemployment insurance a "dole."

AN UNENDING BATTLE.

In his address at Monticello, the home of Jefferson, where a room was appropriately dedicated to the freedom of the press, Representative Beck clarified the various implications of this cardinal American principle. It is one which, as Mr. Beck observed, requires constant vigilance for its preservation. This reasonable contention, of the inalienable right of every person to freedom of thought and expression within obvious limits of decency, having been written into the Federal Constitution, ought, it would seem, to require no further defense. But as Mr. Beck showed, the battle is one that must be fought by every generation.

The earliest attempt to weaken the constitutional safeguard was represented by the notorious sedition law, designed to shield officials from hostile criticism. It was passed despite Jefferson's stand against all attempts to "silence the complaints, just or unjust, of our citizens against the conduct of their agents." The next generation witnessed

a struggle in Congress over the proposal to use the Government's control of the mails to exclude anti-slavery literature. It was fortunately defeated.

And now, within a few months, the United States Supreme Court has invalidated a Minnesota law which empowered any State judge to suppress a newspaper publishing matter he deemed to be "malicious, scandalous or defamatory," without even a trial by jury. Had this authority been upheld, it would have made the constitutional guarantee, as Mr. Beck says, a mere scrap of paper.

DRY GOODS CONDITIONS.

Some improvement is reported in retail trade during the week, but the weather handicap continues to be too heavy for satisfactory results. Special home furnishing promotions are again largely patronized and account for about the best business which has been done in the stores. Apparel trade lags, although accessory volume is fair. Men's wear volume is helped somewhat by special price offerings.

From all accounts, the business done at retail in the month just closed was about 10 per cent. above a year ago in this area and probably still more on an average for the country as a whole.

In these circumstances, it is quite natural to expect that special price offerings will have the right of way, both with consumers and the stores. The success registered in home furnishings sales is accounted for by the marked reductions, which have undoubtedly impressed the public with the values offered.

More seasonal weather and increased consumer confidence are regarded as influences which are bound to improve retail trade within the immediate future. Store executives look for lower average sales checks for the holiday season, but they also feel that transactions will gain.

A fair degree of activity has been reported in the wholesale merchandise markets during the week, although the demand centers on special orders. Returns have plagued the markets more than usual. New resort lines are being made ready in the women's apparel trades.

AIR TRAVEL INCREASES.

As a result of heavy travel over the country's air lines during the summer, the Aeronautical Chamber of Commerce believes that the total number of passengers carried by these lines during 1931 will exceed 400,000. That would be an excellent showing for the airways of the United States, considering the comparatively recent development of them and the financial difficulties which they have faced in common with other forms of transportation. In 1930 the country's air lines carried 385,910 passengers. Between February and May of this year passenger traffic was smaller than in the same months of 1930. But it increased so rapidly during June, July and August that the total for the first eight months of 1931 was 286,088 passengers, or 2,695 more than were transported during the same months of the previous year.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Walker Station, the first settlement of any size West of the city on U S 16, promises to become a thriving village one of these days. Local industries apparently are prospering. The country roundabout is gradually being settled with former denizens of the city on one to five acre plots, with neat homes, mostly modern and comfortable.

The organization of Coopersville business men and farmers is planning for many interesting meetings during the fall and winter. Dinner meetings are held once a month. Several speakers have been drafted into service from Grand Rapids.

The Nunica State Bank made a \$1,000 loan to farmers last week—the first loan it has made for several months.

H. J. Clydesdale, who has conducted a general store at Fruitport for seventeen years, has cut a doorway between his store building and a little store building adjoining it on the South, which he will utilize as a drug store. As he will not employ a registered pharmacist at present he will handle only staple drugs and sundries.

Fruitport people are greatly elated over the starting of a boat factory in the brick building formerly used by the interurban railway as a repair shop. Row, motor and sail boats will be turned out along the lines of mass production.

T. J. Thompson, formerly Manager of the Standard Oil Company of Indiana, was forced to remain so long in Europe last summer that he had little time to devote to his resort cottage property on Spring Lake, but managed to improve the time he did have by dredging the lake in front of his property and thus creating a fifty foot lawn on the lower level. The addition is a marked improvement, both from the land and water sides. Mr. Thompson and family returned to their city home in Chicago Monday. Mr. Thompson sails for Europe again in about two weeks, to remain most of the winter.

Samuel Falls, who has recently retired from the dry goods trade at Spring Lake, will spend the coming winter in Florida, accompanied by his wife. It will be the first extended vacation they have had for several years.

Greatly to the surprise of his friends, Senator Connelly, chairman of the Ottawa county road commission, reversed his original recommendation concerning the use of tarmac on the main roads through the villages of Ottawa county, in consequence of which the Board of Supervisors took no action in the matter at their October session. This means that the villagers and city people who have created summer homes

in the villages of Ottawa county will be compelled to wallow through mud during the spring and fall and breathe the dust created by passing motorists during the summer season—which is anything but a pleasing prospect.

A new monthly trade journal has been established at Seattle entitled Consumer Demand. It is devoted to food stuffs and general merchandise and will undertake to cover the retail trade of Washington, Oregon, Idaho and Alaska. Its reading matter is all original, including five departments contributed by noted authorities on food topics. It contains very little advertising, which indicates that the founders of the publication are more bent on performing a faithful service to their subscribers than on impairing or destroying the business of their competitor in the Seattle field.

There is now only about one trade paper where there were a dozen in the same field fifty years ago. The people who take—and read—a trade journal are very exacting in their demands nowadays—made so by the exigencies of the situation. They insist on experience, ability and accuracy. A trade journal which does not give its readers reliable information of a vital character as often as once a week has little value to the progressive merchant. It may fill its columns full of advertising obtained by questionable methods, but it cannot find satisfaction in the estimation of its readers.

Which reminds me that Herman Hanson announces the establishment of his new grocery paper Jan. 1. It will be known as the Wolverine Retailer and will be published monthly. It will be circulated free, which means, of course, that the manufacturers and jobbers in the grocery line will be expected to support it. In my half century experience I have never seen a paper which was circulated free get anywhere in the estimation of the people who received it. I think, as a rule, a person values an article at exactly what it costs. It is to be the official organ of the Retail Grocers and Meat Dealers Association of Michigan and its circulation is to be confined to the 429 members of that organization. I wish Mr. Hanson well in his new undertaking. I have not always been in agreement with him on some of the essentials in mercantile organization, but I never rolled any rocks in his path-way and will do nothing to impair his usefulness to the organization he represents on a salary basis. I have given the organization the best I could for nearly forty years without ever asking or receiving a penny for the hundreds of columns which have appeared in the Tradesman, so no mercenary motive can ever be laid at my door.

In our issue of June 17 I published a list of the members of the Association, comprising 429 names. Of these 196 were regular paid-in-advance subscribers to the Tradesman. Careful scrutiny of our mailing lists discloses the fact that we have over nine hun-

dred additional subscribers in the towns and cities in which the Association is represented, so that the Tradesman has over 1100 subscribers in the towns where the Association has 429 members. Take Cadillac, for instance. While the Association has only one member there, the Tradesman has thirty-one subscribers in that city. In Flint, where the Association has only three members, the Tradesman has thirty-three subscribers. Any time the Association wishes to use the Tradesman to place any information before its members we undertake to see to it that every member of the organization is sent a copy of that particular paper, whether he is on our list or not. This has always been our policy and will continue to be so long as the executive officers work in harmony with the Tradesman.

I have no objection to the publication of an official organ by any organization, so long as it refrains from publishing advertising—as the Michigan hardware organization does—but when it resorts to cajolery, beggary, falsehood or threats to wheedle advertising patronage from manufacturers or jobbers, I cannot condone such an invasion of good business methods.

Speaking of men who are gifted with the power of uplifting their audiences and leaving a distinctive message in the minds of their hearers, I feel no hesitation in recommending the following to my friends in the towns roundabout who seek new ideas and advanced thoughts from outside sources:

Dean Jackson, of St. Marks Episcopal Cathedral, who is one of the most polished gentlemen and gifted speakers who ever wrote Grand Rapids after his name.

Carroll F. Sweet, who can talk well and entertainingly on any topic placed in his hands.

Lee M. Hutchins, President Hazeltine & Perkins Drug Co., who has run the gamut of human emotion, ambition and experience and has never run dry.

Cornelius Hoffius, ex-Prosecuting Attorney, who can present the inequalities of the law with great force and thoroughness.

Hon. T. J. O'Brien, whose experience as Minister to Denmark and Ambassador to Japan and Italy enables him to speak understandingly on any of those countries.

Clay H. Hollister, who has developed as a speech maker of no mean ability. He is a master of repartee and deals out ridicule and sarcasm with equal effectiveness.

Rabbi Waterman's lines of thought and expression are ultra modern. His talks are very argumentative and his conclusions are invariably in line with progress and development.

Theodore Williams, who has been county surveyor of Kent county for over thirty years, can give a good talk on the difference between city and county highways as relating to people who reside thereon.

Monsignor Malone (Sheldon avenue cathedral) and Father Lefebvre (St.

James church) are both speakers of great power and effectiveness.

Col. John N. Emery can discuss either war or real estate, because he has a remarkable knowledge of both.

Earl Johnson's intimate relation with the banking business has given him a license to discuss financial matters with rare clearness and force.

William Alden Smith's voice still possesses the charm which enabled him to enjoy the reputation for years of being the cleverest platform orator in Michigan.

Mr. Smith's protege, Senator Vandenberg, has evidently gone his mentor one better, having developed into a spell binder of rare power. He is an eloquent advocate of better governmental conditions.

Hon. Carl Mapes may not measure up to the Vandenberg standard as a platform orator, but he can pound cold hard facts into the most persuasive argument of any man of my acquaintance. If he should be so fortunate as to be elected Speaker of the House of Representatives, he would automatically become a National figure.

Rev. J. W. Fifield, Jr., who is building up a great Congregational church in the East end of the city, may be depended on to elucidate any topic he espouses with conscientious carefulness. He is evidently destined to become one of the great preachers of the age. Besides he is a master builder in the creation of church property of great utility and usefulness.

Collier's Weekly recently commissioned a trained observer to look over our merchandising system and this gentleman (John T. Flynn) found out many interesting things. Under the caption "Business Is What You Make It" Mr. Flynn reveals that the merchants of the country are on their toes and one might readily infer from his able survey that the percentage of "Brains in action" in the retail industry compares favorably with that of any industry. For instance, this trained observer found out that Seattle had one of the finest furniture stores in the country, Portland one of the finest shoe stores and that the fifty-two merchants of Colfax, Washington, knew how to make things hum. These merchants, to quote from his article "organized a united thrift campaign and increased their Saturday sales from 50 to 200 per cent." That's pretty creditable work during this much advertised depression and it proves conclusively that more than a few manufacturers are not giving their small town trade the attention it deserves. I sometimes wonder if manufacturers and wholesalers realize that the greatest proportion of the business they can get must be billed to our village and small town merchants. I sometimes wonder if all makers of advertised products know that the village and small town merchants of the country must ultimately be placated in the distribution of their products. Assuredly the small town merchants have "perked up." They're drawing trade from the larger towns

(Continued on page 23)

FINANCIAL

Improved Business Conditions All Over Michigan.

An increase in wheat prices of more than 25 per cent. since Oct. 5 is decidedly an encouraging development. December wheat reached a low of 44½ cents per bushel on Oct. 5. By Oct. 30 it had advanced to 59¼ cents per bushel, an increase of 14½ cents. Applied to the eighteen million bushel crop of Michigan wheat, this increase adds more than \$2,500,000 to her aggregate value of the 1931 crop. Applied to the 1931 crop for the United States of 884,000,000 bushels, this represents an increase of \$120,000,000. In terms of the release of buying power, such an increase means much more than the \$120,000,000 indicates. It represents a turn in an important commodity price. Already its effect on general prices is evident. Fishe's weekly index of wholesale commodity prices (1926=100) reached a low point of 68.1 per cent. during the week ended Oct. 2. In the three subsequent weeks, it stood at 68.1, 68.2, and 68.5, respectively.

The rise in wheat prices is attributed to the following developments: 1. A sharp reduction in the Australian crop; 2. A substantial decline in Russian and Danubian offerings; 3. A marked decrease in the acreage of winter wheat sown, together with unsatisfactory weather conditions in the winter wheat area of the United States; and 4. The report that France has nearly completed arrangements for the purchase of 20,000,000 bushels of Federal Farm Board wheat and will need 50,000,000 to 70,000,000 bushels more before next August.

On Oct. 6, after consultation with leading bankers and representatives of both political parties, President Hoover announced the formation of the National Credit Corporation. This Corporation is designed to discount the sound but unliquid assets of banks which have experienced deposit withdrawals. At the present time, the plan is taking effective form throughout all sections of the country.

The Interstate Commerce Commission, on Oct. 20, handed down its decision on the application of the Nation's railroad for a 15 per cent. increase in freight rates. The proposal of the carriers was flatly denied. The Commission did suggest, however, a substitute plan which provides for increases on certain commodities. Additional income resulting from the Commission's plan, estimated at more than \$100,000,000, is to be pooled and distributed in proportion to the deficiencies of carriers which fail to meet interest charges. Railroads proposing to avail themselves of the plan must notify the Commission on or before Dec. 1, 1931.

The substantial victory of the Conservatives in the British elections held Oct. 27 is another development of importance. The results of these elections are a great tribute to the stable element in British life, and, from a world point of view, can only be viewed as favorable. The victory of the Con-

servative Party, however, is a clear sign that some sort of tariff protection will be afforded British manufacturers as soon as the more urgent matters relative to the budget have been attended to. Such a barrier will be a disadvantage to American producers who sell finished goods in the British market.

Productive activity in the United States is now at a level below that reached in the latter part of 1930. Steel mills continue to operate at less than 30 per cent. of capacity. Automobile output during October will probably be the lowest recorded since December, 1921. In the last two weeks, output has averaged less than 20,000 units a week. Railroad carloadings have failed to show the normal seasonal response. Bank debits, likewise, have indicated restricted trade activity.

Short term money rates have firmed and bond yields have also increased. The abnormal withdrawals of gold from this country, totalling nearly \$750,000,000 since Sept. 21 when Great Britain went off the gold standard, account in part for this firming of interest rates. An increase in money in circulation has likewise been a factor. The influence of each of these forces, however, has recently materially decreased. Money in circulation declined \$24,000,000 during the week ended Oct. 26, and gold imports exceeded exports in two of the last six days.

Such evidence as we have points to an upturn in automobile output in the near future. One of the largest producers of light cars is reported to be in production on a limited scale at present. Detroit's leading manufacturer is expected to begin to produce its 1932 models about Nov. 15. As a result of the reduced operations in recent weeks, employment has been at relatively low levels. In Detroit, the Board of Commerce index declined to 46.1 per cent. (1923-1925=100) on Oct. 15, which compares with 51.0 on Sept. 30, and with 78.0 on Oct. 15, 1930.

At a recent meeting of the National Automobile Chamber of Commerce, a plan of staggered employment for this industry was suggested. This plan met with approval of a number of motor manufacturers who have signified their intention of adopting it throughout the winter months. An extensive program of state road construction will also be inaugurated this winter to relieve unemployment conditions.

Industrial activity in Detroit, based on power consumption data, declined 9 per cent. during September and was 47 per cent. below the level of September, 1930. In other automobile centers of the Southeastern part of the State, similar situations were indicated by the September electric power figures. The greatest decline occurred in Flint, and the smallest in Jackson. However, returns from this banks questionnaire indicate that as of Oct. 15, improvement has already occurred or was in prospect in nearly all important cities of this section of the State. Employment has increased considerably in Saginaw. In Flint and Lansing, improvement is also evident. Some employees have been recalled by Detroit

manufacturers and more are expected to be recalled next week.

The anticipated improvement in employment and in manufacturing is also reflected in an improved retail trade outlook. In eight of twelve Southeastern Michigan cities, an increase in retail trade is expected during the month ending Nov. 15. Building activity is still restricted. In most cities of Southeastern Michigan, the supply of money is reported sufficient for local needs. Farming conditions are good but low prices tend to restrict the farmers' ability to buy goods. Many farmers in the Saginaw Valley and the Thumb areas have held their wheat and bean crops for higher prices. This has proven to be a wise policy in each case, for both commodities have increased in value. In the case of beans, some further strengthening of price is expected, for with the advent of cool weather, the demand usually increases.

Employment in certain Southwestern cities such as Grand Rapids, Muskegon

and Ionia has shown marked improvement. At Muskegon, die and tool makers are operating on full shifts, and in one factory, a night shift has been added. A motor manufacturer in Mus-



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WILLIAM N. SENF, Secretary-Treasurer

kegon is expected to increase his pay-rolls 50 per cent. during the next fortnight. Improvement in employment and manufacturing activity is also anticipated in Grand Rapids, Holland and Ionia.

Farming conditions seem to vary materially in different parts of this section of the State. At Hastings and Ionia, for example, they are distinctly below normal, while at Hillsdale and Battle Creek, they are reported good to very good. The following is quoted from our Holland report: "Fruit has moved seasonably well, with a fair price. The farming outlook is good, a spirit of confidence seems to be building up in this community, with prospects insuring the resumption of normal spending."

Northern Michigan business, which is especially dependent on agriculture, has been affected by low crop prices. This year's potato crop, one of the principal sources of revenue, has been very satisfactory in terms of yield. With prices at 18 to 20 cents per bushel, and in some cases as low as 10 cents, purchasing power is however substantially below normal.

Ironwood is at present the brightest spot in the Upper Peninsula so far as business is concerned. Employment is greater than it was a year ago and should continue to improve with the anticipated increase in manufacturing activity. Furthermore, Ironwood is one of the very few cities in the State where building projects under way represent a greater total value than they did in October, 1930. In the vicinity of Bessemer, mines have reduced operations from ten days to eight days per month.

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

Rights.

A major method of giving values to stockholders is through offering of rights to subscribe to additional stock either of that issue or another at prices below the then present market.

This is a method of pleasing stockholders and at the same time raising additional capital for the corporation. During the big bull market the last few years, a great many corporations issued rights because their then present capital stock was being bid up so rapidly and there was such a demand for stock that they reasoned they should supply part of this stock through the issuance of rights.

The valuation of rights is considered by some investors a difficult task, that complicates their judgment as to the value of them. A formula has been worked out which enables the investor to figure these before they are traded in, and in many cases it answers the question as to whether the rights should be subscribed for or profits be taken on the sale of the rights in the market.

The formula is as follows:

$$Y - Z$$

$Y - \frac{Z}{X + 1} = \text{value of one right.}$

X = number of shares of old stock necessary to buy one new share.

Y = market price of old stock.

Z = purchase price of new stock.

This formula simplifies down to the following:

$Y - Z \div X - 1 = \text{value of one right.}$ This formula is the simplest one that is known and is a quick way of arriving at the value of rights. A great many investors consider dividends of this kind valuable but one must not forget that they actually do not enrich stockholders as it is a dilution of the capital stock. Jay H. Petter.

A Business Man's Philosophy.

Just as a guess, I should say that for every dollar lost to crooks \$10 is lost to honest but overoptimistic or incompetent persons.

Here is the weakness of the Better Business and Blue Sky Commissions who devote their energies to circumventing downright crooks. Amateur investors get a false sense of security from the activities of these commissions. They say to themselves: "If this company wasn't all right the Better Business Bureau of the State would stop them."

Investors in the community where this is written have lost millions in the last five years in companies about which neither the Better Business Bureau nor the State Securities Commission dared breathe a word of suspicion. The trouble with the companies was incompetent management, which led to the assumption of undue risks and the payments of excessive dividends. Many skillful and experienced investors were victims.

I doubt that any method will ever be devised by which investors can be protected against incompetent management. Educational work might better take a new tack in its program. I would emphasize the need of diversification of investments. "Don't put all your eggs in one basket." Place savings accounts in two banks. Buy bonds in small units in different companies in different lines of business. Buy \$200 worth of stock in each of five different companies instead of \$1,000 in one company, if \$1,000 is the extent of your capital. Let extra dividends from one investment offset possible losses in another. William Feather.

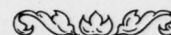
The Turn Apparently Has Been Reached.

Notwithstanding all the uncertainties still besetting the world abroad and at home, I am inclined to think that the worst has passed here. After the sudden suspension of gold payments by the Bank of England, any other event is hardly likely to precipitate the world into new depths. Prophecy admittedly is dangerous and thankless. Yet I am foolhardy enough to voice the opinion that stocks will not break through their recent lowest levels, that corporate bonds have seen their lowest average quotation, that cotton will not relapse to its recent minimum price, that wheat will do better rather than worse, that most commodities will shortly begin moving towards normal. Financial sentiment has already appreciably recovered. Business sentiment is somewhat less apprehensive. In short, a semblance of sanity is supplementing the insanity which lately wrought such needless havoc. Even an Arctic night ends. F. C. Forbes.

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RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—William Schultz, Ann Arbor.
First Vice-President—Paul Schmidt, Lansing.

Second Vice-President—A. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors — Ole Peterson, Muskegon; Walter Loeffler, Saginaw; John Lurie, Detroit; Clayton F. Spaulding, Battle Creek; Ward Newman, Pontiac.

Be Sure You Know Operating Cost of Refrigerating Equipment.

A meat dealer, intrigued by a display refrigerating layout, hunted the sales representative and asked the cost. Price was \$1,250, installed in his shop. "Runs by electricity, does it not?" he asked. Yes, that was right. "What will it cost for current in my shop?" Carefully calculating, the salesman estimated, "not more than \$3.50 per month, and in all probability you will not use more than \$2.75 worth of current, but to be on the safe side, say it is \$3.50."

Boy, that was fine. Here would be operating cost of \$42 a year—or less—with an automatic machine—no dirt, wet, slop or disorder—running day and night, holidays and workdays—on an expense less than a third of what ice was now costing. Such savings and convenience justified the investment, even though the meat dealer must "finance" the new layout.

Things were serene for thirty days. Then came the water bill. That was \$22.50, where former bills had been \$2.50. The ultimate result, after much vanity and vexation of spirit on both sides, was removal of the outfit; and it is proper to add that the seller did this voluntarily, as an item of pure good will, for there had been nothing irregular or deceptive in the deal and the contract could have been enforced.

I was reminded of that tale while inspecting a display case for the storage of Frosted Foods last week, and I write with no thought of reflecting on anybody. It is a service to any manufacturer to promote clear understanding in advance with his distributors, for if there is a sore more difficult to heal than misunderstanding, I do not know what it is.

Frosted Foods is a new commodity. Equipment for its handling has had to be newly designed. It is now in its initial stages of introduction, having to overcome inertia, prejudice and ignorance. Hence, to-day is the time of high costs of operation and layouts. No question that many merchants who begin its distribution in present circumstances will make much money and build a fine clientele on their enterprise, but each and every one of them will go forward with greater certainty of coming out right if he goes with a full knowledge of what costs lie ahead.

The display case I saw was a handsome affair, about twelve feet long. It was said to hold a zero temperature while kept running and it was stated that such temperature was provided so that if the merchant shut down his plant on a Friday night and did not return to business until Monday morning, the temperature would in no case rise above freezing—and freezing, of course, will preserve any food indefinitely.

The cost of that case was \$1,600 to install and cost of operation was said to be not in excess of \$8 per month. It used no water. A smaller case, less elaborate, I believe, would cost \$700 and involve not more than \$5 per month to operate. This also used no water. I was told of another, name of which I did not get nor its place of manufacture, in which water was used.

As this process becomes more institutional, unquestionably equipment will be produced on a lower basis of cost, and it would seem that lower cost must come if distribution is to be generalized. For we know that present practice does not run to fixtures as costly as was the fashion a generation back, and that \$700 to \$1,600 is a big figure for total equipment of most food stores.

Hence, my thought now is to urge retailers to know where they are going on this new line. Let it be remembered that salesmen need not be dishonest to yet fail to mention factors of possible disadvantage or extra cost in things they sell. It is plain human nature to avoid emphasis of unpleasant things. So let the wise merchant be carefully sure he knows what lies before him as he enters on the handling of this unquestionably fine new line of foods.

While much of the country has been afflicted with conditions among farmers which have seemed to indicate the need for various kinds of "relief," a big section in Georgia has demonstrated that intelligent planning of work, crops and distribution can render every farmer prosperous.

In Colquitt county, Georgia, "there are 30,622 persons, most of them living on the 3,000 farms which compose the most practical and successful agricultural experiment in the United States. During 1930 no person was on the unemployed list, either in the county or in Moultrie, the county seat, a town of 8,027. Not one farm was idle. Not one house in Moultrie was vacant, including the suburban area with a population of 2,200. True, \$1,000,000 less cash came into the county than during the peak year of 1929 because of lower values, but if any person suffered from want, it was not recorded."

Approximately 33 1/3 per cent. more money came to Colquitt county in 1930 than in 1927 and 20 per cent. more than in 1928, despite lowered values. Information may be had from the Chamber of Commerce of Moultrie, Colquitt county, Georgia—and perhaps it would pay some grocers associations to get it.

While we crow—as many of us do—over statistics which indicate drastic declines in chain sales, let us remember that one can prove almost anything from any set of statistics, and let us also note that chains do not simply accept such conditions as acts of God. We now learn that during the last years the A. & P. has closed about 4,000 of its little stores and opened 4,000 big ones in place thereof.

Why? Because—and here is the point for every one of us—general overhead such as rent, water, insurance, light, heat and clerical cost are practically constants whether volume be large or small, and in-haulage costs

(Continued on page 23)

Feature These Best Sellers and Increase Your Profits

Now, two new members of the Royal Family—Chocolate and Vanilla Puddings—offer you additional opportunities for bigger profits! Like Royal Quick Setting Gelatin, they combine deliciousness with ease and quickness of preparation. That's why Royal Chocolate and Vanilla Puddings are also big profit-makers.



Small stocks, small investment and quick turnover mean bigger, quicker profits. So, get behind Royal Desserts today, and increase your business.

ROYAL DESSERTS

Products of

STANDARD BRANDS INCORPORATED

Profitable repeat patronage

Build up your list of six-can and twelve-can buyers of fancy vegetables and fruits.

Push Hart Brand!

W. R. ROACH & CO.
General Offices
Grand Rapids, Mich.



MEAT DEALER

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

Frozen-food Trade Rapidly Expanding

Quick freezing, or the preservation of foods at extremely low temperatures, has reached the stage whereby more than 40 plants have been established in America for the marketing of rapid frozen products and important strides made in solving the distribution problems incident to the development of this newest of industries, according to information made available Oct. 14 by the Department of Commerce.

Plants for rapid freezing of foods are now operating in 14 states and four Canadian provinces and some of the largest interests in the food industry have already entered or are planning to enter the field. Besides the production of quick frozen fish and sea foods and cut meats, the industry is widening its field of merchandising to include a large variety of fruits and vegetables, according to the Department's information which included the following additional advices:

Having practically overcome technological problems in connection with the actual production of quick frozen foods, the industry is now focusing its attention to the problem of distributing its products through retail channels. The principal obstacle at present to retail distribution is the inadequacy of existing refrigerating equipment in the handling of quick frozen foods which require temperatures considerably lower than is afforded in the conventional refrigerators.

To this end, a number of the largest manufacturers of refrigerating equipment have interested themselves in supplying suitable equipment and already several producers of household mechanical refrigerators have added low-temperature cabinets to their lines.

The industry has also stimulated research in the refrigerator manufacturing business to perfect a type of equipment which is adaptable to the display and storage of rapid-frozen foods and has succeeded in making available to the food retailer a variety of display refrigerators embodying the required features.

Some of these cabinets are built to maintain a temperature as low as —5 degrees Fahrenheit and several are said to hold a temperature at zero Fahrenheit in a room in which the temperature is 90 degrees Fahrenheit and the humidity 98 degrees.

The expenses involved, however, in the changeover on the part of the retailer from his old refrigerators, in many cases still unpaid for, to the new, which are necessarily costlier than the old, creates an obstacle which is a problem of major importance to the merchandising of quick-frozen foods.

Especially at a time of depression, when the tendency to keep down overhead is stronger than ever, the majority of retailers, no matter how enterprising, are naturally hesitant to invest in new and costly equipment. It is a question at present as to whether or not it may be necessary for the pro-

ducers of frozen foods to assist in some way in making it possible for the retailer to purchase the special equipment he needs to market the new product.

Fish and Oysters Should Be in Every Market.

This is a fast age. A wasted minute, an overlooked opportunity means money out of your pocket—means the difference between a successful business and one that just manages to wheeze along.

The public to-day to which the market man caters must be served—demands service—demands variety—wants change in foods to please a sophisticated palate. And the public will go where this is best secured.

Recognizing this, the progressive, enterprising meat merchant (and there are exceedingly great numbers of them throughout the country) has followed the trend of modern day merchandising and has added stocks of goods that are related to meats, goods that are in daily demand, easily handled, attractive and yield a good profit.

Additions noted here and elsewhere are varied—from canned goods to woodenware. In some instances the best of judgment has not been used in the selection and the shelves and bins have been cluttered with an array of items that are only infrequently called for. Demand and availability should be the guide when taking on a new line. If it has merit and attractiveness it is bound to yield patronage and profits.

At the present time we believe it would be difficult to select a more easily available item, or one with a more widespread popular appeal than fish and oysters—edibles that please even the most fastidious customers.

Fish and shell fish in its modern day dress—packaged to insure cleanliness; chilled to insure absolute freshness in taste—are items which are easy and profitable for the meat dealer to handle. For modern methods of production together with refrigeration in the meat market have played their part in changing the formerly unsavory sea product into a neat, attractive, easily sold item. All but ready for immediate consumption and requiring a minimum of preparation in the home, oysters and fish make a strong appeal to the housewife and have to-day become an almost daily addition to the household menu.

From being optional, it has to-day become compulsory for the up-and-coming marketman to feature sea food as a means of holding his old trade and attracting new and very desirable customers. So close to meat that they supplement one another, the live wire meat merchant should see to it that when his customer is considering sea delicacies she will think of his market as the place where the best can be obtained. If where meat can be obtained, fish will also be found, the meat merchant will find himself ringing up many more sales on that cash register.

"Oysters are now in season." In bulk or in attractive packages, health giving, tasty, they are a delicacy which can be made a fast moving item in your store,

A Livestock Wheat Ration.

Reports from various quarters indicate that wheat is being utilized as a feed for livestock in place of corn—the prices of the two being substantially on a par. Reports indicate that it has been found adaptable for cattle, hogs and sheep, alike. It seems to be most available when fed in the whole grain or cracked. When finely ground it is somewhat lacking in palatability. It has been successfully mixed with other feedstuffs notably alfalfa, and, as a mash, has been found suited to young animals—calves and lambs.

O. J. Plomondon, Lake Leelanau, dealer in general merchandise, hardware, etc., writes us: "Your paper has saved me many dollars during my twenty years in business."

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JENNINGS
PURE VANILLA**
 Jennings Flavoring Extract Co.
 Grand Rapids, Mich.

I. Van Westenbrugge
 Grand Rapids - Muskegon
 Exclusive Service Distributor
 Central Western Michigan

KRAFT K CHEESE

NOW
the
largest
National
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"Kitchen
Fresh"

"We Serve as WE SELL"

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 ELECTRIC REFRIGERATING SYSTEMS
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WITH
FAMOUS
COLD
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Distributors Fresh Fruits and Vegetables
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a supply of
POSTMA'S RUSK
 as they are in Demand in all Seasons
 Fresh Daily
POSTMA BISCUIT CO.
 GRAND RAPIDS, MICHIGAN



Corduroy Tires

Known from the Canadian Border to the Gulf—and from New York Harbor to the Golden Gate—the Corduroy Tire has in ten years gained a reputation for value, for superlative performance and dependability that is second to none!

The Corduroy Dealer organization dots the nation's map in metropolis and hamlet. It is an organization that swears allegiance to the Corduroy Tire because of long years of unflinching tire satisfaction to the motorists of the country.

Go to your Corduroy Dealer today. Ask to see the tire. Big—Sturdy—Handsome in all its strength and toughness, the Corduroy Tire will sell itself to you strictly on its merit.

CORDUROY TIRE CO.
 Grand Rapids, Mich.

GRIDDLES — BUN STEAMERS — URNS
 Everything in Restaurant Equipment
 Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

HARDWARE

Michigan Retail Hardware Association.
President—Waldo Bruske, Saginaw.
Vice-Pres.—Chas. H. Sutton, Howell.
Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

Methods of Appealing To the Thanksgiving Trade.

Thanksgiving day is still several weeks distant. Nevertheless, it is time—or will be pretty soon—to put on some Thanksgiving window displays. The holiday is a peg upon which to hang some very attractive and effective advertising.

Your advertising at this period should serve a double purpose. The first is to direct attention to the Thanksgiving holiday lines—the lines, such as cutlery, cooking utensils, and the like, that can be tied up with the holiday. And, incidentally, interior paint specialties, that come useful to brighten up the home for the holiday.

The second purpose is to provide a curtain raiser for the Christmas selling campaign. You can't very well "talk Christmas" until after Thanksgiving day is past; but you can pave the way for talking Christmas by displays and other publicity calculated to direct attention to the changing seasons and awaken in your public the holiday spirit.

A Thanksgiving display can be made very attractive. Here, the merchant's own ingenuity is worth any amount of cut-and-dried plans. Then, too, the merchant's own intimate knowledge of his community will enable him to give his display a very strong local appeal.

It cannot be too strongly urged that the closer his appeal comes to his own community, the more effective it will be. It is easy to map out a Thanksgiving display that will fit any community fairly well. Such a display, however, has the defect that it fits no one community absolutely. The wide-awake hardware merchant takes the general idea and remodels it to fit as exactly as possible his own community.

In a year like the present, a good many people will exclaim, "Thanksgiving day, indeed! Well, what have we to be thankful for?" And the hardware dealer with an inferiority complex will surrender to this spirit of pessimism and mutter to himself, "Perhaps it would be just as well to forget about Thanksgiving day, anyway. Just go on featuring ordinary lines."

Such a course is a mistake. What the moment demands is a reasonable modicum of optimism. Not wild-eyed, Pollyanna optimism, that is glad about anything and everything; but a clear-eyed perception of the fact that whatever our condition, we will have something for which to be thankful.

In one of the rather dark years following the collapse of the post-war boom—a year when a good many people doubted if the slump would end in their lifetime—a small town hardware dealer cheered his public immensely by a Thanksgiving window display that was rather unique. The genesis of that display is worth recording. The great war was in the immediate past; and the hardware dealer was reminded that a short time after the Civil War, conditions were pretty much the same. History was merely repeating itself,

he argued. America had pulled out of the one depression, and America would pull out of the other, and emerge, as usual, with flying colors. He recalled, too, that Lincoln was, in a sense, the father of our modern Thanksgiving day; and that in the dark days of the Civil War Lincoln was a tower of strength to his people, and that Lincoln had a way of cheering his serious-minded, despondent colleagues by a homely outlook on life.

So this hardware dealer in his own small town made up a window display of "Things We're Thankful For."

The country surrounding his town had an unusually good bean crop, in a year when the crop generally was bad. "We're thankful for a big bean crop," announced one neat show card attached to a pile of prime hand-picked beans. "We're thankful for two good local newspapers," added another show card; and the two papers were stuck in the window, the dealer's own advertisement prominently blue penciled so that everyone could read. "We're thankful for a good mayor"—showing a photograph of the mayor. "We're thankful for big, sweet sugar beets"—showing a number of huge beets. "We're thankful that Main street is paved at last"—with photographs of Main street before and after paving.

And so on—little local hits by way of intriguing decorative effect. They fringed the main display which consisted of a Thanksgiving dinner table, all set with fine cutlery, silverware, cut glass, a carving set, etc., and the slogan "We're thankful for a good appetite." The interspaces of the window were filled with items of stock, all price ticketed.

In the background of the window was set a picture of Abraham Lincoln with a replica of his original Thanksgiving proclamation, "We're thankful for Lincoln, and we're thankful that his spirit goes marching on," said the accompanying show card.

Harvest windows are very useful in emphasizing the spirit of Thanksgiving. Grains, fruits and vegetables can be procured and used to give the display a harvest atmosphere. Be sure to have the biggest pumpkin you can get, and don't forget to display the latest thing in pie tins. If you are putting in a harvest window for Thanksgiving, be sure to get the best samples available of the various grains, fruits and roots grown in your community.

The hardware dealer who looks and plans ahead can make a good deal more than this out of his harvest display. One dealer tied up such a display with a spring seed-selling stunt. In the spring he offered prizes for the biggest squash, the best pumpkin, the finest ear of corn, the best vegetables, grown from seed sold in his store. And he used these items to decorate one of his earliest Thanksgiving displays. More than that, each item shown was ticketed with the grower's name and address.

That last feature was one of the most interesting items of the display. The biggest pumpkin or the best ear of corn from your territory will interest a lot of people; but a great many

more people are even more interested in knowing just who grew these things.

Remember, always, your window is far from complete if it merely suggests Thanksgiving. You must go further than this; and talk about the goods you want to sell. If you limit yourself to the mere decorative accessories, you are wasting effort, and window space.

I recall one self-congratulatory hardware dealer who put five live turkeys in his big window and assembled in front of his store a crowd that blocked the street. "Look at the crowd," he jubilated. "Just see the people out there, blocking the sidewalk. Yet it is the simplest kind of idea—so simple, most hardware dealers wouldn't think of it."

Yet how many people were actually impelled to go inside and buy things. Enquiry showed that the number of customers actually brought inside the store by that window display was very few.

The hardware dealer is not selling turkeys; he is selling the range and the roasting pan to cook the turkey; the sauce pan for the cranberry sauce; the pie pans for the pumpkin pie. Your live bird or birds will attract attention. But put in with them your biggest range and add a show card which says, "Cook your turkey in this oven." Show an entire range of roasting pans. Show a carving set, or a selection of carving sets, with which to carve the bird; and if you handle china, show the platter on which to serve him and the tureen for the gravy. In fact, put in the table all set for the Thanksgiving dinner, if you've got room. Use show cards, to drive home the message, that these are things people need for Thanksgiving, that you've got them in stock, that the price is reasonable.

While feature windows, windows with live turkeys and decorative harvest accessories, are very appealing, some very fine displays can be contrived of the goods themselves. A model kitchen, with your range, roasting pan, kitchen utensils, a glimpse of the turkey roasting in the oven—this is a good display. A Thanksgiving table, showing cutlery, china, cut glass, candlesticks, if you handle these lines—this makes another good display. Such displays should be made as "stocky" as possible, consistent with an attractive effect. After all, there is nothing like showing the actual goods in attractive style to promote sales.

A good line to feature for Thanksgiving is cutlery. Carvers in pairs and in cases should be featured. Also, play up kitchen knives, steel knives and forks, plated ware, game carvers, fruit spoons, and similar lines. How many homes in your community are equipped with decent carving sets? The number so equipped is far less than you imagine; which means that a lot of good carving sets could be sold if they were energetically pushed.

Interior paint specialties should be featured sometime before the Thanksgiving holiday. In displaying these lines, stress the idea of brightening up the home for the holidays—both Thanksgiving and Christmas—and emphasize the ease with which this can be done in spare time with very slight expenditure for materials.

Your newspaper advertising should, throughout the season, go hand in hand with your window display, carrying the same message at the same time. In your newspaper copy, feature your Thanksgiving lines. Call attention to your displays. Bulletin a copy of your advertisement in the window. Tie the two forms of advertising together as you go along. And in your odd moments, remember that after Thanksgiving comes Christmas; and take advantage of what opportunities still remain to prepare for your Christmas drive.

Victor Lauriston.

Dealer Pays Patrons a Stock Dividend.

In order to emphasize the difference between buying a cut-price leader once in a while, and buying food at a reasonable price level the year round, one food dealer pays his customers stock dividends. Each purchase of each customer is entered in a book, and at the end of a stated period the customer receives the dividend. It is paid in food, the amount being based on the amount the customer has purchased during the period.

Florida Produces Frogs' Legs.

Frog legs yielded \$9,000 in Hardee county, Fla., during the ten weeks ended September 13. Wacuhula has now become virtually the center of the frog-leg industry in Florida, with daily shipments being received there for shipment to Northern markets. Approximately 22,400 pounds have gone North since June 23. The demand exceeds the supply.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

DRY GOODS

Michigan Retail Dry Goods Association.
President—Jas. T. Milliken, Traverse City.
Vice-President—George C. Pratt, Grand Rapids.
Secretary-Treasurer—Thomas Pitkethly, Flint.
Manager—Jason E. Hammond, Lansing.

Spring Garment Lines To Be Lower.

Although late openings of women's Spring garment lines are planned, a good deal of consideration is already being given the price ranges to be established for the new season. All indications point to a lower price basis than last Spring, a general trend that will greatly increase competition in the medium and low end divisions. Owing to differing conditions a good deal of readjustment along this line has already been completed in the dress industry. In the coat trade for Spring, it is said, the idea of giving superior values at unchanged prices will be more or less abandoned in favor of good quality at lower prices, owing to the sales resistance experienced.

Reduces Cuprammonium Yarns.

Reductions of from 10 to 50 cents per pound on cuprammonium yarns were announced last week by the American Bemberg Corporation. The sharpest declines were shown in the finer sizes, notably those of 42 and 52 deniers, which are now priced at \$1.70 and \$1.50, respectively, for untwisted yarn in skeins. The new price of the 65 denier size is \$1.40, a reduction of 40 cents, while the 80 denier is quoted at \$1.30, down 30 cents. A reduction of 10 cents was made on 150 denier yarns, bringing the present price to 90 cents. The 100 and 120 deniers showed declines of 15 and 12 cents. The readjustment brings the prices into line with the market on acetate yarns.

Glassware in New Shade Shown.

Business in the glassware market has been stimulated slightly by the first showings of complete lines of merchandise at popular prices in the new wisteria shade. Buyer reaction to the new lines has been good and some fair-sized orders for merchandise have been placed. While the general volume of business for the last few weeks has been comparatively small, jobbers expect that buying on a larger scale will have to get under way starting this week if the normal Fall and holiday requirements are to be covered. Emphasis to date has been mostly on popular price merchandise and it is thought that this trend will continue.

Spring Silk Buying Starts Slowly.

While reaction to the new lines of Spring silks has been good, actual buying is slow in getting under way. The current between-seasons character of operations in the trade promises to continue for a while, owing to the tendency on the part of the cutting-up trades to defer action on early Spring lines. There is, however, a fair amount of business being done in prints and sheer types for new dress models for immediate selling and in preparation for the approaching resort period. The trade meanwhile is clearing out seasonal stocks, and much of

these goods is going into special retail promotions.

To Offer Linen Suits at \$5.

Several clothing manufacturers are preparing to bring out men's linen suits for next Summer at a wholesale price of about \$5, to retail in the neighborhood of \$8 or \$9, according to reports in the linen trade. These producers have been in the market for cloth at about 25 cents per yard, which is an unshrunk 36 inch bleached crash, hitherto used mostly in knickers. The best market for these types of suits will probably be in the South, it is thought. Manufacturers say that 25 cents is a very low price for cloth going into men's suits and that the bulk of the business is being done on fabrics at 60 to 80 cents per yard.

Hanes Advances Rayon Underwear.

An advance of 25 cents per dozen on men's rayon shirts and shorts, effective immediately, is announced by the P. H. Hanes Knitting Co. The higher quotations, which will not affect the retail price of 50 cents, were made necessary by the 10 cents per pound rise on 150 denier yarn. According to estimates in the trade, about three pounds of yarn go into a dozen garments, which, at the new price, would increase costs about 30 cents per dozen. No official action has been taken by other mills yet, but it is thought possible that similar increases will be put into effect.

Values Stimulate Home Wares.

That lower prices and greater values are more readily apparent in home furnishings than in apparel is cited by a well-known retail executive as a major reason for the current spurt in buying of home wares. All the way from Sarouk rugs to kitchen lines, he said, the resale of values is such as to greatly impress consumers and release buying power. He is of the opinion that if some means could be devised to make visible to customers that similar values can be obtained in many items of apparel, much of the recent slackness in buying of this merchandise could also be overcome.

Orders on Gift Towels Improve.

Orders for styled towels and ensemble gift sets for the holiday trade have started to come into the market in fairly large volume. Although buying has been delayed later than last year and the volume of business is somewhat behind, one or two mills are sold up several weeks in advance. One of the large producers has sent a letter to its accounts urging that they place orders now, in order that deliveries can be made in time for the holiday buying. Reversible ensembles have been particularly prominent in the orders placed to date, it was said.

New Styles Helping Millinery.

Beret and tam styles continue to gain marked headway in millinery. The Florentine mode is now becoming an outstanding influence and bids fair to develop a revival of activity comparable to that which greeted the styles launched at the beginning of the current season. Efforts to sell formal hats, particularly velvets, are gaining some headway, but the major emphasis continues on felt numbers.

Our Stocks Are Now Complete

of the following Standard Brands of
Fall and Winter Merchandise

Esmond Blankets
Nashua Blankets
Wolverine and Ottawa Outings
Shaker Flannels
Palmer Comforters
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High Rock, Hanes, Vellastic, Lambsdown,
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Rockford and Nelson Bundled Cotton Sox
Also Bundled Wool Sox, Knit Goods of all
kinds, Dress Shirts, Neckties, Silk Dresses,
Rayon Underwear, Handkerchiefs, Yarns,
Piece Goods, Wash Dresses, Work Shirts and
everything sold in a Dry Goods, Men's
Furnishings, or Ladies Ready-to-Wear store.

Fourteen Traveling Salesmen are ready to
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GRAND RAPIDS

"Plenty of Parking Space in front of store and
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HOTEL DEPARTMENT

News and Gossip Concerning Hotels and Hotel Men.

Los Angeles, Oct. 31—John H. Stewart, who prior to the appointment of the late Charles Schants, as manager of Hotel Tuller, filled that position, has been appointed manager of Hotel Willard, Washington, D. C., one of the most distinguished hotels in the Nation, if not in the whole world. Mr. Stewart is one of the most painstaking hotel executives I know of, and I do not hesitate to say that if conscientious service is a gateway to promotion at the Washington caravansary, he is to make a worth-while record in his new position.

Everybody in hoteldom knows or knows of F. Willis Rice, now 83, who has owned and operated the Chicago Daily Hotel Reporter for a matter of forty or fifty years. He was given a testimonial banquet at the Belden-Stratford Hotel in that city, on the occasion of his anniversary, sponsored by the leading hotel operators of Chicago. When his paper was first started, among other features, a list of the daily arrivals at the various city hotels was published, which created a demand for his publication among the wholesalers and jobbers of Chicago, who naturally followed up the cue that customers of theirs had "checked in." Later on this feature became too cumbersome and was discontinued, but the Reporter has been a sort of official representative of Chicago hotel interests ever since, and has given its genial owner an opportunity to do a lot for the cult, and kept him from becoming associated with other "gangsters" outside of the profession.

Detroit has quite a number of associations interested in hotel affairs, all of which visibly function along their several lines. The Detroit Stewards Association is one of them, which you can safely speak of as "accomplishers." Last week they adopted a new constitution and by-laws and made a considerable addition to their membership list.

Also the Detroit Chapter of the National Executive Housekeepers, held a banquet at the Palmetto Hotel, Detroit, presided over by Mrs. Violet Grogel, Flint Tavern, Flint, which was a signal success.

If there is a hotel man in Michigan who isn't a personal and intimate friend of Reno Hoag, who operates Hotel Lafayette, Marietta, Ohio, I want him to come forward and be introduced. Reno used to be deeply involved in the affairs of the Michigan Hotel Association, and always had his hat in the ring, as it were, but he was a straight and square shooter, and everybody was beginning to like him amazingly when he folded up his tent and hied himself to Marietta, where he has made a most wonderful success, assisted by his son, Durward. I mention him at this time because I notice that he and his estimable wife are visiting hotel friends in New York City and naturally stirring up the "tiger" in the metropolis.

Kellogg Inn, Battle Creek, has a new steward, William Carroll, a Cornell graduate, who has been associated with the Stevens Co., Chicago, and Tagney Hotel Corporation of Iowa.

Among the interesting individuals I have met recently in Los Angeles, was Carl J. Lomen, who raises reindeer in Alaska, and ships them to the states for meat distribution. For some time the markets of Los Angeles have been supplying this type of food and the principal hotels and restaurants have been featuring it. It is not so largely different from venison, in its flavor, and is supplied at a very moderate

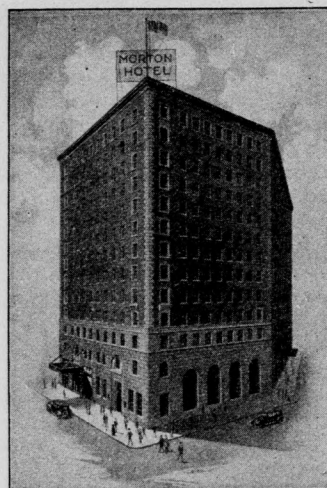
cost. Mr. Lomen's company has on its Alaskan ranges 200,000 reindeer and contemplates shipping the equivalent of 20,000 to this market, the demand for same being constantly on the increase among discriminating eaters. He tells very interesting episodes and facts and disclaims all intention of eradicating beef from the National menu, the price of his offering being somewhat higher. One of the outstanding achievements of his company is an attempt now being made to drive a herd of 3,000 reindeer from Alaska to Mackenzie Bay, in Canada, for the Canadian government. This long trek of the herd was begun in 1929 and will not be completed until next spring. The herd was started out with four Laplanders and two Eskimos as herds-men, but all but one of the original crew has given up his job and returned home. As there are estimated to be 1,000,000 of these antlered habitat, there is a possibility we may all of us be feasting on reindeer steaks in the near future.

When Gen. Smedley D. Butler made that famous "crack" about Mussolini, Uncle Sam had to apologize for him. But the same officer, now retired, was in Los Angeles last week, and at a large public gathering said the late war was plain "dumb diplomacy." He put it into a nutshell so even the diplomats could understand it, and without a chance of being asked to apologize. What did the German diplomats get out of the war? The kaiser got exile at Doorn and a job of wood-sawing for life. His war lords got cracked skulls, the loss of their colonies and trade, and a crutch from Uncle Sam to keep them from financial collapse. What did France get out of it? She got wasted cities and countryside, a depleted manhood for the next generation and a crushing burden of debt upon the backs of her children and children's children. What did John Bull get out of it? Britannia lost the rule of the wave, the gold of the world and the gold standard, the prestige of the greatest world power. She got crape on every door, a 25 per cent. personal tax, silver for gold and the pernicious dole. What did the Yankee, Uncle Sam, get out of it? He got billions of promises to pay, millions of unemployed, acres of crosses in far away France, the name of "Uncle Shylock," and the sack which all the other nations gave him to hold. If that isn't dumb diplomacy, name it. And if the nations do not awaken to brotherliness, dumb diplomacy will end them all in a dump heap.

The Hotel World, in speaking of the dog problem in hotels, mentions the writer's efforts in the direction of state supervision and also notes President Doherty's declaration in the same direction. If every sincere operator in Michigan will use his influence on his local legislator, satisfactory legislation can be secured. It is not because these solons are opposed to such legislation, but because it has never been properly brought to their attention. There is already a law in Michigan prohibiting dogs wading and swimming at bathing beaches, because of the danger of infantile paralysis. This move would be but one step farther.

W. E. Defenbacher, at one time manager of the new Hotel Whitcomb, St. Joseph, is now proprietor of Hotel Harrison, Cynthia, Kentucky.

The Los Angeles Realty Board, headed by G. D. Robertson, its president, has begun a crusade against high taxes, an element claimed to be largely responsible for the deplorable real estate values in this city, where property is begging for buyers at prices 50 to 75 per cent. lower than they were two years ago. Los Angeles has a higher tax rate than any reported from



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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

Columbia Hotel

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Good Place To Tie To

HOTEL CHIPPEWA

MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.

Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up

60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

"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.

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

In Kalamazoo

It's the
PARK-AMERICAN

Charles Renner, Manager
W. D. Sanders, Ass't Mgr.

New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

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KALAMAZOO, MICHIGAN

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Fireproof Construction
The only All New Hotel in the city.

Representing
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250 Rooms—150 Rooms with Private Bath.

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RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to
Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon --- Michigan

any other city in the country—\$4.27, on a constantly increasing assessment valuation—much higher than that which prevailed in Chicago, at the time that municipality went broke, and she has a fixed interest charge against all her citizenry of \$12.34 per capita, as against \$8.47 in Chicago. And that isn't the worst of it. Her voters have gone on and on in this tax raising orgy, until the affairs of government are but a few laps ahead of the sheriff. The gullible public have been led to believe that the international Olympic games, to occur here next year, for the limited period of fifteen days, will be the means of towing them out of the bog, and an incentive to boom real estate. But the real estate men are not so sure of this. They have in mind the asserted fact that expositions and such, as producers of business activities, are usually—as the fishermen say—"water hauls." They go back to the World's Fair, at Chicago, which placed that city in the red for many years, and did practically the same for St. Louis later on. Thousands of owners of moderate priced homes, lost their holdings here this year on account of excessive taxes, and the slaughter has only fairly started. The custodians of the public funds and directors of their disbursement have equally crude notions of the value of money. They have all sorts of silly programs of public improvements, few of which are feasible, and some absolutely silly. One of the freakiest I have heard of is talk of building a bridge spanning Westlake Park, undoubtedly one of the most beautiful of its class in the world, to accommodate traffic from Wilshire Boulevard (which is now divided by two traffic lanes) and unloading an augmented traffic on an already congested corner in the business district. The real estate board has a fight on its hands, but its slogan, "Remember Chicago (if not the 'Maine,') ought to sound a warning for home folks as it already does for possible investors from the East.

The death of John McEntee Bowman, president of all the Biltmore Hotels throughout the Nation, at the age of 56 years, will be learned with much regret by a mass of operators, among whom were many in Michigan, with whom he had associated. I remember meeting Mr. Bowman on the occasion of a little dinner given in his honor by the late Fred Pantlind, some years ago, and remarked his most wonderful personality. Mr. Bowman, I believe it was, who was responsible for this statement at a recent meeting of the American Hotel Association, and I have always felt that it was entitled to more general circulation among the craft:

"Success in this business is dependent upon the same factors that make for success in any other line of endeavor. We must be prepared to sell the public what it wants, put up in attractive packages, at a price they are willing to pay for it. Every member of the American Hotel Association who makes a discovery in operation which ought to be known to every other member, should step forward with the information, and give it publicity. That is what makes an association valuable to its membership. There are not, and should not be any trade secrets in the hotel business. As an industry we must be united in order to secure for ourselves all possible benefits from exchange of ideas and experiences. By so doing we will be able to weather future storms and continue the hotel business as one of the great industries of the Nation."

Every little while someone breaks loose over some radio broadcasting chain and gives us a lot of bunk about relieving the condition of the farmer, and especially have some individuals very high in the affairs of the Nation, who, every mother's son of them know

better, tell about the constructive plans they have in mind for the farmer. They might just as well come out and state the exact truth—for the deception will be discovered sooner or later—and that is the farmer must accept his rewards according to his merits. That section of the Declaration of Independence which asserts that "God created all men free and equal," is a statement long ago exploded, for there are individuals and individuals. Some of them are equipped with a mentality which will produce results, while others are like led lambs to the slaughter, and could never exist without a guardian. Now some smart speaker suggests that a plan be developed for securing for the farmer more machinery for doing his work. Now this guy certainly is not so well posted or he would readily understand that labor-saving machinery is one of the elements to which the farmer owes, in a large measure, his ill success. I can very well remember when I was a lad upon the farm, that labor-saving machinery was the bane of the farmers' existence. His farm was used for a field of experimenting and he, the farmer, footed the bill. They came along in an order about like this: A binder attachment was offered for the old-fashioned reaper which would take the place of half a dozen laborers. It was what was known as a wire binder, held sway for about a year or so, when it was superseded by the twine binder. But the farmer had held the sack and submitted to the loss. Then came along the Marsh harvester which toted around a quartette of hand binders. This was also expensive and soon went into the discard. There was the hay loader, the spud harvesting machine and many other contrivances, all of which looked good to the agriculturalist, but most of which were impracticable. Of course, conditions have changed and the experimental period has passed. Most manufacturers are selling on their reputation and the user takes fewer chances on the qualifications of the various machines, but he occasionally—in fact, very frequently—misjudges his ability to utilize same to his advantage, for they do not always fit all the wide variations of farm needs. The temptation to buy and the temptation to sell have marketed many a machine where it was not adapted to the work required of it.

It is pretty hard to teach an old dog new tricks and there are still a great number of farmers who resent the suggestions of "book" farmers, but this number is decreasing as our agricultural colleges thrive, but the politician is really the fly in the ointment, and if the "pest" doctors in the bureau of agriculture could eliminate him, there would still be some hope for the future of the horny-handed son of toil. The politician knows little or nothing about farming, and cares much less. He wants to "strut his stuff" and broadcast the idea that he is putting in sleepless nights worrying about the misfortunes of the soil tiller, when in reality he is just trying to make a bid to keep his own nose in the public feeding trough. Organization is about the only thing left for the farmer, as a defense measure, and in organizing he must have the vision that will enable him to eliminate the sheep from the goats. The present National farm board is an evidence of what comes about through the adhesion of politicians and real soil workers. They submit crazy notions of "relief" which if declared before a board of alienists would promptly consign them to psychopathic hospitals, but they are drawing fat salaries, telling the "higher ups" that the hills of the West are ablaze with acclaim of their popularity and making the farmer's burden harder to bear. The farmer has many things to contend with which do not pertain to soil or help conditions. Marketing is one of them and when it comes to assisting him to secure satis-

factory and economical transportation, these so-called "farmers' friends" roll over and go to sleep. I have recently spent much time in research which covered many volumes of the Congressional Record, and covering several Congressional sessions and not once did I find where a congressman or senator, even from the interested districts, thought enough of his constituents to offer any form of remedial legislation such as regulating the regulators of the railroads—the Interstate Commerce Commission—and yet they are constantly frothing at the mouth in harping about their great love for the down-trodden agriculturist. And the next thing to lifting one's self upward by his bootstraps is the silly idea of equalizing the marketing costs. The sooner the farmer looks upon the actions of legislators as a cheap sort of comedy, and gets out and destroys them and their ilk, on election day, the sooner he will participate in some of the benefits that are coming. And to-night we will all tune in to hear some expounder wail over farm conditions and forget all about them to-morrow morning.

Frank S. Verbeck.

W. E. Bayfield, operator of hotels in Chicago and LaPorte, Ind., has leased the Fordney Hotel, at Saginaw, for a ten year period and will assume active management Saturday night. For the past several years the hotel has been owned by Joseph W. Fordney, former congressman. Mr. Bayfield is a hotel operator of wide experience and it is expected he will direct personally the management of the Fordney, temporarily at least. There will be no change in the name. The hotel was built in 1866 by the late William H. Taylor and for years was the Taylor House. It was remodeled in 1912 by Mr. Fordney and a group of associates gave it its present name.

A. W. Smith, proprietor of the New Muskegon, at Muskegon, has just finished remodeling the lobby of that hostelry. The floor space has been doubled, a new desk installed and the whole place redecorated. Mr. Smith reports that the industries of Muskegon have been operating at practically capacity and that many salesmen visiting the city have made business good at the hotel.



Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

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



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS
Division and Fulton

RATES

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

**CODY CAFETERIA IN
CONNECTION**

**HOTEL
OJIBWAY**
The Gem of Hiawatha Land
ARTHUR L. ROBERTS
Deglman Hotel Co.
Enjoy the delightful Govern-
ment Park, the locks, the
climate and drive.
Sault Ste. Marie Michigan

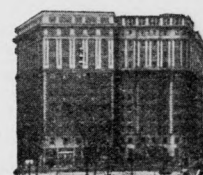
HOTEL DETROITER

ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT

SINGLE ROOMS
WITH
PRIVATE BATH
\$2.00 \$3.00
NO HIGHER



DETROIT



NEW

Decorating
and
Management

Facing
Grand Circus Park. Oyster Bar.
800 Rooms - 800 Baths
Rates from \$2
HOTEL TULLER
HAROLD A. SAGE, Mgr.

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 Ironwood, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.

President—J. C. Dykema, Grand Rapids.
First Vice-President—F. H. Taft, Lansing.

Second Vice-President—Duncan Weaver, Fennville.

Secretary—R. A. Turrell, Crosswell.
Treasurer—Clarence Jennings, Lawrence.

"Mind Your Own Business."

No kernel of nourishing corn can come to him but through his toil bestowed on that plot of ground which is given him to till.—Emerson.

"Well, if that doesn't look like a junk shop," was a remark made as a modern drug store in a good sized village was passed. The windows were filled full from ceiling to floor—piled full—that expresses it. Every available inch of space was covered. Looking back, I agreed with the speaker that the window display was a conglomeration. Twenty-one different articles were shown in the window, along with a dozen colored lithographs. "That store has changed hands. Time was," continued the speaker, "when the owner was well known to us both. He ran that store. Things looked different. That store was a real drug store then. There was a prescription department. Not a few drugs in a little back room or down in the basement. They tell me you can't buy even some of the old staple drugs there now. Times have changed. Ethics seem to have been crowded to the wall in methods of modern merchandising. In the scramble for gold the drug stock must be made up of everything carried in nearly every other store today. Half of the drug stores look that way—like junk shops. Occasionally there is one which puts real art in its displays and works out an educational window display off and on."

"Who is to blame?" I asked.

"The druggists themselves," came unhesitatingly.

"Not entirely," I answered, "have not other merchants taken from the druggist some of their stock—a great deal of it. You can remember when spices belonged to the drug trade. How soon the grocery stores robbed them of that commodity. Some housewives to-day contend that if they want good pickles they have to buy their spices in a drug store. Then the dye stuffs—folks used to get them of the druggist. He had the knowledge and was capable of handling poisons and could tell just what to put together to give the desired shade. New every department store and nearly every other store has a big rack or a small one of package dyes. The ladies those days bought their perfumes and toilet articles at the drug store. Now they can be had anywhere. No, the druggist is not entirely to blame. When other merchants use his stock in trade as leaders to advertise their business, is he not justified in retailing if he wants to? If he wants to call attention to his store

in a way out of the ordinary? Last week I passed a drug store where the windows were filled with a lot of big granite dishpans priced unusually low. Some recent writer—one who is noted and read—enumerated a long list of various articles he had found being sold in drug stores and with a bit of irony named them "drugs on the market." Why doesn't he enumerate the goods which belong to the drug trade which can be found on the counters and shelves of other stores?

Times have changed and the druggist must carry a different stock now than even a few years ago. Custom has made the druggist a man of service. He does not need to let custom make a slave of him. Knowledge and skill are needed in the mixing of medicines. If he wants to sell stamps and answer telephone calls, too, that is his privilege. The young man who takes up the study of pharmacy—spends much time in preparation for the calling—then stands back and laughs at it to my thinking—should not be given a certificate of registration. One who is not willing to carry the responsibility of the profession should not have it. The druggist who is "more than a merchant," does not have to make his store a junk shop. If the druggist who is on the outs with his competitor is worrying about cut prices and is always ready to acclaim, "the drug business is not what it once was"—if, instead, he would seek to be on friendly terms with his neighbor in the business, let the other fellow make his prices, but be sure of his own—that they are right—only a fair profit, which is his due. If he keeps a level head minding his own business, looking after the little details in such a way that they are profitable to him, he will achieve success. A man in any line of business must put himself into it. Personality is as much a factor to-day as at any time in the business world. A druggist must know his goods; be able to talk about them; advise and impart knowledge to his customers; work things out just a bit differently than the other fellow. Study to make your store not like every other one, then study the needs of the community and supply that need. With thoughtful courtesy give service—the sort which folks go back to the same place to get more of. That druggist will be appreciated for the service which money cannot buy while his cash register will ring with the coins from satisfied customers—any merchant's greatest asset.

Nora I. Mitchell.

The Drug Store Telephone.

"Yes, doctor, I'll send that to your patient right away. Thank you. Good bye." And another prescription has been dictated by the doctor to the druggist, over the telephone, to aid in humanity's never ending fight against illness and disease.

This scene takes place many times each day in the 60,000 drug stores in the United States. It is interesting to note that of this number of stores, 45 per cent, are located in cities under 10,000 population, where it is not such an easy thing to dash down to the corner store to make a purchase, and where, consequently, the telephone is more apt to be used by the doctor or

the customer. Philadelphia and vicinity, as an example of a large city, has about 1,800 drug stores, each store having, usually, from two to four pay stations.

These stations are used not only for the more serious business of transmitting orders for medicines, sick-room supplies and the like, but the man and the woman on the street, suddenly mindful of a call to be made, almost invariably seeks the nearest drug store pay station.

The central city and busy corner stores have a large volume of transit trade calls of business men, salesmen, and office workers making calls on lunch time. The neighborhood stores have the long lingering calls of the "I'll call you up to-night" young couples, and the housewives-without-their-own-phones chats with distant friends. Both types keep the stations busy most of the day. It must be kept in mind that drug stores are open from 14 to 16 hours a day, some longer, and some all night. This provides ample time for a large volume of calls, both outgoing and incoming.

Through the stations of the neighborhood store we find a type of incoming call, in great vogue a few years ago, but decreasing in volume now due to the increase of private house phones. This is the request to the druggist to "please send someone to 666 Blank street and get Susie to the phone." Usually the errand boy performs the task, and as a reward, receives the munificent sum of five cents. How these nickels accumulate, if closely guarded, can be attested to by the writer, who, in his apprentice service in the drug business, had a savings account, maintained almost exclusively by these "phonies," which ran well into three significant figures.

Some pharmacists have private lines in their prescription departments, in addition to the public phones located conveniently in the fronts of their stores. It is a merchandising fact that these public phones, attracting persons into the store to make calls, can be aided in making sales by attractive displays set up by the proprietor. In the model drug store of the Philadelphia College of Pharmacy and Science, a completely equipped store in the college building where merchandising is taught by actual practice, two telephone booths are so placed as to do the most good.

The merchandising assistance of the public phone was not always appreciated by the druggist. The National Association of Retail Druggists has always maintained a telephone committee to investigate telephone situations in the drug store. Wilhelm Bodemann, of Chicago, has been making reports to the Association on this matter since 1898. His last report contains this paragraph:

"When I proposed the pay telephone to A. S. Hubbard in 1896, the telephone company checked my outgoing calls at 175 daily. When the pay system was introduced the daily calls were reduced to 20, resulting in the elimination of 155 'dead beat' or 'free lunch' calls and incidentally improving the service."

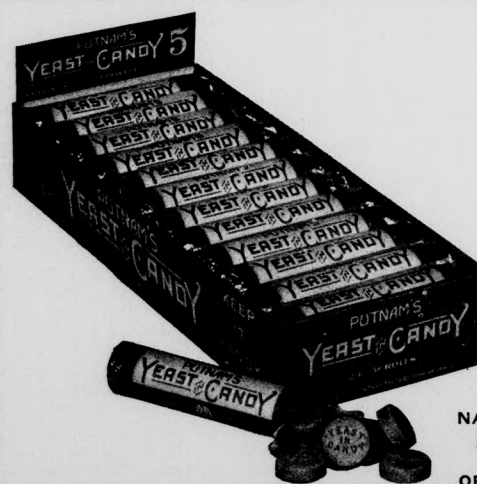
Mr. Bodemann proposed that pay phones be installed in the stores of all members of the Association, but this proposal was voted down. Three of the members, however, including Mr. Bodemann, put them in of their own volition, and when the others saw how an expense was quickly turned to a revenue, they all rallied to Mr. Bodemann's colors. Incidentally, when the proposal was first made, some of the members accused Mr. Bodemann of being in league with the phone company. The truth of the matter was that the company was not at all anxious to have the druggists make the change, as they foresaw a reduction in the number of calls.

Each local organization of druggists has a committee on telephones, with the National association commit-

BROOKSIDE BRAND WHISK BROOMS



ALL STYLES AND PRICES



THE LATEST AND BEST YEAST CANDY

WILL NOT SPOIL
DELIGHTFUL TO
EAT
EVERYBODY'S
FAVORITE

A Convenient 5c
Package that can
safely be carried in
the pocket.
Families buy it by
the box.
Order liberally of
your Jobber, or

NATIONAL CANDY CO., INC.
PUTNAM FACTORY
Grand Rapids, Mich.
ORIGINATORS AND MAKERS

tee acting in an advisory capacity. Many questions have been settled by these groups, much to the satisfaction of the several telephone companies and the pharmacists.

In contrast to 1896, we find the telephone a bit of standard equipment in every drug store. The pharmacist uses it as an aid in his professional service to the community, the doctor uses it as a means of enlisting in his cause the pharmacist's services, and the community uses it as an aid in all matters.

John E. Kramer.

Retired After Forty Years Behind the Counter.

Kalkaska, Nov. 2—It is some time since we last corresponded, but I thought you would like to know that I have sold my stock and fixtures to P. T. Strahan, now with the Pennsylvania Railroad Company at Vicksburg. I still own the building (store with flat above) on Cedar street, Kalkaska. You probably knew that this was the store once owned by Cole Bros. and is one of the pioneer stores of this North country. I worked in it thirty-five years ago as a young man and eventually went into partnership with them in a store at Leetsville in the good old lumbering days. I sold out there and took over the Gibbs stock on Ludington avenue, Ludington, and conducted that store from 1914 to 1919, during the kaiser's war. Then I bought the stock and building from the administrator of the Cole estate and have conducted the store until this time. When I first worked here, there were no telephones and no electric lights, so I have seen many changes in our little town. I helped build the first mile of hard road built in our county—and that is some time ago. Next May it will be forty years since I landed in Kalkaska from England and have never been back, although I still have two sisters there that I left as little children. Now that I have the time I hope to make one trip over there before I come to the end of the day which we all must see. I left school when I was 13 years of age in the little ancient town of Clare, Suffolk, England, and was apprenticed to Allison

& Co., of Regent street, London, a drapery shop, before I was 14 years of age. That was in 1882. I was in the Thirteenth Middlesex Volunteers or Queen's Westminster regiment, as they were called, and so was on guard at the first jubilee of Queen Victoria in 1887. I stayed with the firm on Regent street until 1892 and then left for the States, and I have had no occasion to regret the change. We are staying in Kalkaska, as I always has seemed home to me. Of course, we take our little trips around to see what is going on. Just got back in September from a beautiful drive up the St. Lawrence river to Quebec and St. Anne de Beaupre, a wonderful drive and delightful scenery. I have told my successors, Mr. and Mrs. Strahan, what a lot of guidance I have had in my business career from your wonderful publication, the Michigan Tradesman, and I am sure if your office will send them a sample copy they will be glad to subscribe, as I have done for so many years. I trust you may still be spared for some time. I would hate to miss the Out Around.

F. H. Gosling.

See Smaller Luxury Demand.

A heavy shrinkage in the "luxury fringe" of consumer holiday buying indicated in comments here on the probable trend of Christmas shopping. In one well-posted quarter it was felt that straight luxuries may not account for more than 5 per cent. of the total holiday trade, against 10 to 15 per cent. last year and 20 to 40 per cent. in 1929. Orders received here this week definitely demonstrate this trend toward utility merchandise, either for the home or personal wear. The average sales check, it was held, may show a 10 to 15 per cent. drop.

Self-Explanatory.

A picture card from a world-touring day to his son in college.

"This is the cliff from which the ancient Spartans used to throw their defective children. Wish you were here.—Dad."

HOLIDAY GOODS

Our 1931 line now on display in Grand Rapids — in our own building 38-44 Oakes St.

The display is the best ever—and prices are down—and the goods are right. Come in and look it over. This is your invitation—everything marked in plain figures—one price to all.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Buchu	@ 2 40
Boric (Xtal)	10 @ 20	Eigeron	4 00@4 25	Cantharides	@ 2 52
Carbolic	38 @ 44	Eucalyptus	1 00@1 25	Capsicum	@ 2 28
Citric	40 @ 55	Hemlock, pure	2 00@2 25	Catechu	@ 1 44
Muriatic	3 1/2 @ 8	Juniper Berries	4 00@4 25	Cinchona	@ 2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Colchicum	@ 1 80
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	@ 2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	@ 2 04
Tartaric	38 @ 52	Lavender Flow.	6 00@6 25	Gentian	@ 1 35
Ammonia		Lavender Gar'n.	1 25@1 50	Guaiac	@ 2 28
Water, 26 deg.	07 @ 18	Lemon	2 00@2 25	Guaiac, Ammon.	@ 2 04
Water, 18 deg.	06 @ 15	Linseed, boiled, bbl.	@ 68	Iodine	@ 1 25
Water, 14 deg.	5 1/2 @ 12	Linseed, raw, bbl.	@ 65	Iodine, Colorless	@ 1 50
Carbonate	20 @ 25	Linseed, bld., less	75 @ 83	Iron, Clo.	@ 1 56
Chloride (Gran.)	08 @ 18	Linseed, raw, less	72 @ 80	Kino	@ 1 44
Balsams		Mustard, artifil. oz.	@ 30	Myrrh	@ 2 52
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@ 1 80
Flr (Canada)	2 75@3 00	Olive, pure	3 00@5 00	Opium	@ 2 40
Flr (Oregon)	65@1 00	Olive, Malaga,		Opium, Camp.	@ 1 44
Peru	2 25@2 60	yellow	2 50@3 00	Opium, Deodorz'd	@ 2 40
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	@ 1 92
Barks		green	2 85@3 25	Paints	
Cassia (ordinary)	25 @ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13 1/4 @ 13 1/4
Cassia (Salign)	40 @ 60	Origanum, pure	@ 2 50	Lead, white dry	13 1/4 @ 13 1/4
Sassafras (pw. 50c)	@ 40	Origanum, com'l	1 00@1 20	Lead, white oil	13 1/4 @ 13 1/4
Soap Cut (powd.)	15 @ 25	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	@ 2 1/2
Berries		Peppermint	4 50@4 75	Ochre, yellow less	3 @ 6
Cubeb	@ 75	Rose, pure	13 50@14 00	Red Venet'n Am.	3 1/2 @ 7
Fish	@ 25	Rosemary Flows	1 50@1 75	Red Venet'n Eng.	4 @ 8
Juniper	10 @ 20	Sandalwood, E.		Putty	5 @ 8
Prickly Ash	@ 50	I.	12 50@12 75	Whiting, bbl.	@ 4 1/2
Extracts		Sassafras, true	2 00@2 25	Whiting	5 1/2 @ 10
Licorice	60 @ 75	Sassafras, art'l	75 @ 1 00	Rogers Prep.	2 45@2 65
Licorice, powd.	60 @ 70	Spearment	4 60@4 25	Miscellaneous	
Flowers		Sperm	1 25@1 50	Acetanalid	57 @ 75
Arnica	75 @ 80	Tar USP	6 00@6 25	Alum	06 @ 12
Chamomile Ged.	35 @ 45	Turpentine, bbl.	@ 48	Alum, powd. and	
Chamomile Rom.	@ 90	Turpentine, less	55 @ 63	ground	09 @ 15
Gums		Wintergreen,		Bismuth, Subni-	
Acacia, 1st	@ 50	leaf	6 00@6 25	trate	2 12@2 40
Acacia, 2nd	@ 45	Wintergreen, sweet		Borax xtal or	
Acacia, Sorts	20 @ 30	birch	3 00@3 25	powdered	06 @ 13
Acacia, Powdered	25 @ 35	Wintergreen, art	75 @ 1 00	Cantharides, po.	1 25@1 50
Aloes (Barb Pow)	35 @ 45	Worm Seed	6 00@6 25	Calomel	2 40@2 70
Aloes (Cape Pow.)	25 @ 35	Wormwood	10 00@10 25	Capsicum, pow'd	42 @ 55
Aloes (Soc. Pow.)	75 @ 80	Potassium		Carmine	8 00@9 00
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Cassia Buds	35 @ 45
Pow.	@ 75	Bichromate	15 @ 25	Cloves	35 @ 45
Camphor	87 @ 95	Bromide	69 @ 85	Chalk Prepared	14 @ 16
Guaiac	@ 60	Bromide	54 @ 71	Chloroform	47 @ 54
Guaiac, pow'd	@ 70	Chlorate, gran'd.	21 @ 28	Choral Hydrate	1 20@1 50
Kino	@ 1 25	Chlorate, powd.	16 @ 23	Cocaine	12 85@13 85
Kino, powdered	@ 1 20	Or Xtal	17 @ 24	Cocoa Butter	40 @ 90
Myrrh	@ 1 15	Cyanide	22 @ 30	Corks, list, less	30 @ 50
Myrrh, powdered	@ 1 25	Iodide	4 34@4 55	Copperas	3 1/4 @ 10
Opium, powd.	21 00@21 50	Pernanganate	22 1/2 @ 35	Copperas, Powd.	@ 10
Opium, gran.	21 00@21 50	Prussiate, yellow	35 @ 45	Corrosive Sublim	1 75@2 00
Shellac, Orange	40 @ 50	Prussiate, red	70 @ 75	Cream Tartar	25 @ 42
Shellac, White	55 @ 70	Sulphate	35 @ 40	Cuttie bone	40 @ 50
Tragacanth, pow.	1 25@1 50	Roots		Dextrine	6 1/2 @ 15
Tragacanth	1 75@2 25	Alkanet	30 @ 40	Dover's Powder	4 00@4 50
Turpentine	@ 25	Blood, powdered	30 @ 40	Emery, All Nos.	10 @ 15
Insecticides		Calamus	26 @ 65	Emery, Powdered	@ 15
Arsenic	7 @ 20	Elecampane, powd.	20 @ 30	Epsom Salts, bbls.	@ 03 1/4
Blue Vitriol, bbl.	@ 06	Gentian, powd.	20 @ 30	Epsom Salts, less	3 1/4 @ 10
Blue Vitriol, less	07 @ 15	Ginger, African,		Ergot, powdered	@ 04 00
Bordea, Mix Dry	10 1/2 @ 21	powdered	20 @ 25	Flake, White	15 @ 20
Hellebore, White		Ginger, Jamaica,		Formaldehyde, lb.	09 @ 35
powdered	15 @ 25	powdered	20 @ 25	Gelatine	60 @ 70
Insect Powder	30 @ 40	Ginger, Jamaica,		Glassware, less 55%	
Lead Arsenate, Po.	11 @ 25	powdered	35 @ 40	Glassware, full case 60%.	
Lime and Sulphur		Ginger, Jamaica,		Glauber Salts, bbl.	@ 02 1/2
Dry	09 @ 23	Goldenseal, pow.	3 00@3 50	Glauber Salts less	04 @ 10
Paris Green	25 @ 45	Ipecac, powd.	3 00@3 50	Glue, Brown	20 @ 30
Leaves		Licorice	35 @ 40	Glue, Brown Grd	16 @ 22
Buchu	@ 50	Licorice, powd.	15 @ 25	Glue, White	27 1/2 @ 35
Buchu, powdered	@ 60	Licorice, powdered	35 @ 40	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Poke, Powdered	25 @ 40	Glycerine	16 @ 35
Sage, 1/4 loose	@ 40	Rhubarb, powd.	@ 1 00	Hops	75 @ 95
Sage, powdered	@ 35	Rosinwood, powd.	@ 50	Iodine	6 45@7 00
Senna, Alex.	50 @ 75	Sarsaparilla, Hond.		Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	ground	@ 1 10	Lead Acetate	17 @ 25
Uva Ursi	20 @ 25	Sarsaparilla, Mexic.	@ 60	Mace	@ 1 50
Oils		Squills	35 @ 40	Mace powdered	@ 1 60
Almonds, Bitter,		Squills, powdered	70 @ 80	Menthol	5 65@6 32
true, oz.	@ 50	Tumeric, powd.	15 @ 25	Morphine	13 58@14 33
Almonds, Bitter,		Valerian, powd.	@ 50	Nux Vomica	@ 25
artificial	3 00@3 25	Seeds		Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Anise	20 @ 30	Pepper, Black, pw.	35 @ 45
true	1 50@1 80	Anise, powered	@ 35	Pepper, White, po.	55 @ 65
Almonds, Sweet,		Blrd. Is	13 @ 17	Pitch, Burgundy	10 @ 20
imitation	1 00@1 25	Canary	10 @ 15	Quassia	15 @ 20
Amber, crude	75 @ 1 00	Caraway, Po.	30 @ 30	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50@1 75	Cardamon	2 25@2 50	Rochelle Salts	22 1/2 @ 35
Anise	1 50@1 75	Coriander pow.	15 @ 25	Saccharine	2 60@2 75
Bergamont	6 00@6 25	Dill	15 @ 20	Salt Peter	11 @ 32
Cajuput	1 50@1 75	Fennell	20 @ 30	Selditz Mixture	30 @ 40
Cassia	1 40@1 60	Flax	6 1/4 @ 15	Soap, green	15 @ 30
Castor	2 00@2 25	Flax, ground	6 1/4 @ 15	Soap, mott cast	@ 25
Cedar Leaf	75 @ 1 20	Foenugreek, pwd.	15 @ 25	Soap, white Castile,	
Citronella	3 00@3 25	Hemp	8 @ 15	case	@ 15 00
Cloves	3 00@3 25	Lobelia, powd.	@ 1 100	Soap, white Castile	
Cocanut	22 1/4 @ 35	Mustard, yellow	10 @ 20	less, per bar	@ 1 60
Cod Liver	1 40@2 00	Mustard, black	20 @ 25	Soda Ash	3 @ 10
Croton	8 00@8 25	Poppy	15 @ 25	Soda Bicarbonate	3 1/4 @ 10
Tinctures		Quince	2 00@2 25	Soda Sal	02 1/4 @ 08
Aconite	@ 1 80	Sabadilla	45 @ 50	Spirits Camphor	@ 1 20
Aloes	@ 1 56	Sunflower	12 @ 18	Sulphur, roll	4 @ 11
Asafoetida	@ 2 28	Worm, American	25 @ 30	Sulphur, Subl.	4 1/4 @ 10
Arnica	@ 1 50	Worm, Lavant	5 00@5 75	Tamarinds	20 @ 25
Belladonna	@ 1 44	Webster Cigar Co. Brands		Tartar Emetic	50 @ 60
Benzoin	@ 2 28	Websterettes	33 50	Turpentine, Ven.	50 @ 75
Webster Cigar Co. Brands		Cincoas	33 50	Vanilla Ex. pure	1 50@2 00
Websterettes	33 50	Webster Cadillac	75 00	Vanilla Ex. pure	2 25@2 50
Cincoas	33 50	Golden Wedding	75 00	Zinc Sulphate	06 @ 11
Webster Cadillac	75 00	Panatellas	75 00	Webster Cigar Co. Brands	
Golden Wedding	75 00	Commodore	95 00	Websterettes	
Panatellas	75 00	Websterettes		Websterettes	
Commodore	95 00	Websterettes		Websterettes	

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

Oleomargarine

DECLINED

Cheese
Veal
Pork
Lard
Coffee

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 00

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 80
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50
KC, 10c size, 8 oz.	3 60
KC, 15c size, 12 oz.	5 40
KC, 20c size, full lb.	7 20
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 80
KC, 5 lb. size	6 75
KC, 10 lb. size	6 50

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

BLUING

Am. Ball, 36-1 oz. cart.	1 00
Boy Blue, 18s, per cs.	1 35

BEANS AND PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Dry Lima Beans 100 lb.	7 75
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	3 80
Black Eye Beans	
Split Peas, Yellow	5 60
Split Peas, Green	6 50
Scotch Peas	5 20

BURNERS

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

BOTTLE CAPS

Obl. Lacquer, 1 gross	
pkg., per gross	15

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.	2 25
Rice Krispies, 1 oz.	1 10
Kaffe Hag, 12 1-lb.	
cans	5 50
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	2 00

BROOMS

Jewell, doz.	5 25
Standard Parlor, 23 lb.	7 00
Fancy Parlor, 23 lb.	8 00
Ex. Fancy Parlor 25 lb.	8 40
Ex. Fcy. Parlor 26 lb.	9 00
Toy	1 75
Whisk, No. 3	2 25

ROLLED OATS

Purity Brand
Instant Flakes

Small, 24s	1 77 1/2
Small, 48s	3 50
Large, 18s	3 25
Regular Flakes	
Small, 24s	1 77 1/2
Small, 48s	3 50
Large, 18s	3 25
China, large, 12s	3 05
Chest-o-Silver, lge.	*3 25
*Billed less one free display package in each case.	

Post Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 45

BRUSHES

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
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CANDLES

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

CANNED FRUITS

Hart Brand

Apples	5 25
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No. 10	5 25
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Blackberries	3 35
Pride of Michigan	3 25

Cherries	
Mich. red, No. 10	7 75
Red, No. 10	3 50
Red, No. 2	3 00
Pride of Mich. No. 2	3 00
Marcellus Red	2 55
Special Pie	1 75
Whole White	3 25

Gooseberries	8 50
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No. 10	8 50
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Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 60

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

Black Raspberries	
No. 2	3 65
Pride of Mich. No. 2	3 10
Pride of Mich. No. 1	2 35

Red Raspberries	
No. 2	4 50
No. 1	3 15
Marcellus, No. 2	3 60
Pride of Mich. No. 2	4 00

Strawberries	
No. 2	4 25
No. 1	3 00
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 60

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	3 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 60
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	5 25
Sard's, 1/4 Oil, Key	5 25
Sardines, 1/4 Oil, K'less	4 15
Salmon, Red Alaska	3 00
Salmon, Med. Alaska	2 15
Salmon, Pink, Alaska	1 20
Sardines, Im., 1/4, ea.	10 22
Sardines, Cal., 1/4, ea.	15 10
Tuna, 1/4, Curtis, doz.	2 65
Tuna, 1/4, Curtis, doz.	1 80
Tuna, 1/4, Blue Fin	2 00
Tuna, 1s, Curtis, doz.	4 75

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 50
Beef, No. 1, Roast	3 00
Beef, 2 1/2 oz., Qua., sil.	1 35
Beef, 4 oz., Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	2 40
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/2s	1 60
Deviled Ham, 1/4s	3 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, 1/2 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

Campbells	75
Quaker, 16 oz.	70
Fremont, No. 2	1 25
Van Camp, med.	1 25

CANNED VEGETABLES

Hart Brand

Baked Beans	
Medium, Plain or Sau.	70
No. 10 Sauce	4 50

Lima Beans	
Little Dot, No. 2	2 80
Little Quaker, No. 10	13 00
Little Quaker, No. 1	1 80
Baby, No. 2	2 55
Baby, No. 1	1 80
Pride of Mich. No. 1	1 55
Marcellus, No. 10	8 20

Red Kidney Beans	
No. 10	6 35
No. 6	3 70
No. 2	1 30
No. 1	90

String Beans	
Little Dot, No. 2	3 20
Little Dot, No. 1	2 40
Little Quaker, No. 1	1 90
Little Quaker, No. 2	2 90
Choice Whole, No. 10	12 75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 70
Cut, No. 10	10 25
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	1 90
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 80
Choice Whole, No. 10	12 50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

Cut, No. 10	10 25
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 45
Pride of Michigan	2 20
Marcellus Cut, No. 10	6 50
Marcel. Whole, No. 2 1/2	1 85

Carrots

Diced, No. 2	1 30
Diced, No. 10	7 00

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	1 90
Golden Ban., No. 10	10 00
Little Dot, No. 2	1 70
Little Quaker, No. 2	1 70
Little Quaker, No. 1	1 35
Country, Gen., No. 1	1 35
Country, Gen., No. 2	1 70
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 60
Pride of Mich., No. 1	1 25
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 70
Fancy Crosby, No. 1	1 45

Peas

Little Dot, No. 1	1 70
Little Dot, No. 2	2 50
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 35
Little Quaker, No. 1	1 60
Sifted E. June, No. 10	10 00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 85
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 85
Pride of Mich., No. 10	8 75
Pride of Mich., No. 2	1 65
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. June, No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. J., No. 10	7 00

Pumpkin

No. 10	4 35
No. 2 1/2	1 35
No. 2	1 05

Sauerkraut

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

Spinach

No. 2 1/2	2 25
No. 2	1 80

Squash

Boston, No. 3	1 80
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Succotash

Golden Bantam, No. 2	2 40
Little Dot, No. 2	2 35
Little Quaker	2 25
Pride of Michigan	2 05

Tomatoes

No. 10	5 80
No. 2 1/2	2 25
No. 2	1 60
Pride of Mich., No. 2 1/2	2 10
Pride of Mich., No. 2	1 40

CATSUP

Sniders, 8 oz.	1 35
Sniders, 14 oz.	2 15
Sniders, No. 1010	.90
Sniders, Gallon Glass	1 25

CHILI SAUCE

Sniders, 8 oz.	2 10
Sniders, 14 oz.	3 00
Sniders, No. 1010	1 25
Sniders, Gallon Glass	1 45

OYSTER COCKTAIL

Sniders, 8 oz.	2 10
Sniders, 11 oz.	2 40
Sniders, 14 oz.	3 00
Sniders, Gallon Glass	1 45

CHEESE

Roquefort	60
Wisconsin Daisy	18
Wisconsin Flat	18
New York June	27
Sap Sago	40
Brick	19
Michigan Flats	18
Michigan Daisies	18
Wisconsin Longhorn	18
Imported Leyden	27
1 lb. Limburger	26
Imported Swiss	58
Kraft Pimento Loaf	26
Kraft American Loaf	24
Kraft Swiss Loaf	24
Kraft Old Eng. Loaf	32
Kraft Pimento, 1/4 lb.	1 85
Kraft, American, 1/4 lb.	1 85
Kraft, Brick, 1/4 lb.	1 85
Kraft Limburger, 1/4 lb.	1 85

Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 20
Bulk Goods	
Elbow, 20 lb.	5@07
Egg Noodle, 10 lbs.	14

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

Sage	
East India	10

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	4 90
Harvest Queen	5 00
Yes Ma'am Graham,	
50s	1 30

Lee & Cady Brands	
American Eagle	
Home Baker	

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	7 35
One pint	8 55
One quart	1 55
Half gallon	1 55

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

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitatin, 30 lb. pails	1 60
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



Cream-Nut, 1 lb.	15
Pecola, 1 lb.	11

BEST FOODS, INC.	
Laug Bros., Distributors	



Nucoa, 1 lb.	
Holiday, 1 lb.	

Wilson & Co.'s Brands	
Oleo	
Certified	20
Nut	12
Special Roll	14

MATCHES	
Diamond, 144 box	4 75
Searchlight, 144 box	4 75
Ohio Red Label, 144 box	4 75
Ohio Blue Tip, 144 box	4 75
Ohio Blue Tip, 720-1c	3 80
*Reliable, 144	
*Federal, 144	

Safety Matches	
Quaker, 5 gro. case	

MULLER'S PRODUCTS	
Macaroni, 9 oz.	2 20
Spaghetti, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 6 oz.	2 20
Egg Vermicelli, 6 oz.	2 20
Egg Alphabets, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80

NUTS—Whole	
Almonds, Tarragonna	19
Brazil, large	13 1/2
Fancy Mixed	18
Filberts, Sicily	17 1/2
Peanuts, Vir. Roasted	
Peanuts, Jumbo, std.	
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	23@25
Hickory	07

Salted Peanuts	
Fancy, No. 1	8

Shelled	
Almonds Salted	95
Peanuts, Spanish	
125 lb. bags	5 1/2
Filberts	32
Pecans Salted	73
Walnut Burdo	78
Walnut, Manchurian	

MINCE MEAT	
None Such, 4 doz.	6 20
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 10
14 oz. Jar, Plain, doz.	
Pint Jars, Plain, doz.	
Quart Jars, Plain, doz.	
1 Gal. Glass Jugs, Pla.	
5 Gal. Kegs, each	7 25
3 1/2 oz. Jar, Stuff., doz.	
6 oz. Jar, Stuff., doz.	
9 1/2 oz. Jar, Stuff., doz.	
1 Gal. Jugs, Stuff., dz.	2 40

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

PETROLEUM PRODUCTS	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	14.7
Red Crown Ethyl	17.7
Stanolind Blue	11.1

In Iron Barrels	
Perfection Kerosene	10.6
Gas Machine Gasoline	34.1
V. M. & P. Naphtha	14.8

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



Iron Barrels	
Light	62.1
Medium	62.1
Heavy	62.1
Special heavy	62.1
Extra heavy	62.1
Polarine "F"	62.1
Transmission Oil	62.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	7.3
Parowax, 40, 1 lb.	7.55
Parowax, 20, 1 lb.	7.8



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

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

Dill Pickles	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 25
32 oz. Glass Thrown	1 95

DILL Pickles Bulk	
5 Gal., 200	3 65
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
Bicycle, per doz.	4 70
Torpedo, per doz.	2 50

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	16
Good Str's & H'f.	13
Med. Steers & Heif.	12
Com. Steers & Heif.	11

Veal	
Top	12
Good	10
Medium	09

Lamb	
Spring Lamb	15
Good	13
Medium	12
Poor	10

Mutton	
Good	10
Medium	08
Poor	10

Pork	
Loin, med.	12
Butts	11
Shoulders	10
Spareribs	10
Neck bones	05
Trimnings	08

PROVISIONS	
Barreled Pork	
Clear Back	16 00@20 00
Short Cut Clear	16 00

Dry Salt Meats	
D S Bellies	18-20@18-10

Lard	
Pure in tierces	9 1/4
60 lb. tubs—advance	7 1/4
50 lb. tubs—advance	7 1/4
20 lb. pails—advance	7 1/4
10 lb. pails—advance	7 1/4
5 lb. pails—advance	7 1/4
3 lb. pails—advance	7 1/4
Compound tierces	8 1/2
Compound, tubs	9

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@17
Hams, Cer., Skinned	
16-18 lb.	@16
Ham, dried beef	
Knuckles	@31
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@28
Minced Hams	@16
Bacon 4/6 Cert.	@22

Beef	
Boneless, rump	@22 00
Rump, new	29 00@35 00

Liver	
Beef	14
Calf	55
Pork	06 1/2

RICE	
Fancy Blue Rose	4 10
Fancy Head	06

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	1 90
12 rolls, per case	1 27
18 cartons, per case	2 15
12 cartons, per case	1 45

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	29
Whole Cod	11 1/2

HERRING	
Holland Herring	
Mixed, Kegs	82
Mixed, half bbls.	1 25
Mixed, bbls.	15 50
Milkers, Kegs	94
Milkers, half bbls.	9 40
Milkers, bbls.	17 50

Lake Herring	
1/2 Bbl., 100 lbs.	

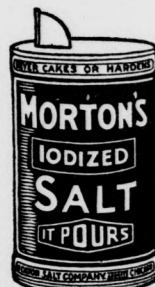
Mackerel	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

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

SHOE BLACKENING	
2 in 1, Paste, doz.	1 130
E. Z. Combination, dz.	1 30
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 30
Shinola, doz.	90

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, dz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, dz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, dz.	2 80
Vulcanol, No. 10, doz.	1 30
Stovoil, per doz.	3 00

SALT	
F. O. G. Grand Rapids	
Colonial, 24, 2 lb.	95
Colonial, 30-1 1/2	1 20
Colonial, Iodized, 24-2	1 35
Med. No. 1 Bbls.	2 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Crushed Rock for ice	
cream, 100 lb. each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
28 lb. bags, Table	40
Old Hickory, Smoked,	
6-10 lb.	4 50



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

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

CLEANSERS	
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WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	3 70

Gold Dust, 12 Large	
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean., 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandotte, 48s	4 75
Wyandot. Deterg's, 24s	2 75

SOAP	
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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.

Push the Extra Profit Items.

Now, perhaps more than ever before, shoe merchants are thinking about operating costs and how they can be lowered. Yet many of them are letting dollars slip through their fingers without giving them a passing thought, simply because they do not push the sale of accessories. Strange, isn't it, when we stop to consider that it takes dollars to pay the overhead and that the more dollars that are taken in, the better the chance of meeting it and—what is more important—making a profit.

How can you increase your volume by the sale of accessories and what accessories can a shoe store logically sell?

Hosiery bears a very definite relation to shoes, dresses and other items of apparel that go to make up the feminine ensemble. Display a few pairs of shoes together with the correct shade of hose to be worn with each pair. Then, when you have sold a customer a pair of these shoes, show her the hose which you recommend as being correct. If she doesn't have a pair of that particular style or shade, you stand a mighty good chance of making the sale.

No matter what type of shoes is bought, appropriate hosiery should be suggested. Remember, too, that this subject should be brought to the customer's attention while the shoes are being shown, not when they are wrapped up and she is ready to leave the store.

Spats are becoming increasingly popular, especially among the younger men. This is the time of the year to start featuring them; in fact, they should be displayed consistently from October through April. Don't forget to suggest them as being ideal Christmas gifts—both in your displays and in your sales talks. Spats are footwear and should logically be purchased in shoe stores. If they aren't, someone is getting the business which should be yours.

During the spring and fall seasons, rubbers can and should be suggested to every customer who comes into your store. The customer's old rubbers may not fit the new shoes or the old rubbers may be worn out. A polite question or a suggestion on your part is certainly not out of order, and often acts as a welcome reminder.

The merchandising of handbags has progressed to a point where women are looking to shoe stores as the place to purchase them. Generally speaking, there are two reasons for this: First, handbags are leather products, and secondly, they are often purchased to match a pair of shoes. By all means, push them as Christmas gifts.

No pair of shoes should leave the store without an extra pair of laces. A customer seldom thinks of extra laces until he needs them. It is your job to remind him—such little reminders pay rich dividends. It is also a good plan to inspect the laces of the old shoes.

If they show an appreciable wear, it is usually an easy matter to sell a new pair for those shoes.

There are dressings for all leather shoes, yet they are not used to the extent that they should be. Many people don't realize the importance of properly and consistently applying dressings. Educating them in this respect is both a duty and an opportunity for the shoe man. It should not be overlooked.

A can or bottle of shoe polish should be a part of every shoe sale. Shoe polish is something the customer always has need for, and even if he has a little at home, he knows that he is going to need some more before he wears out the shoes. As a general rule, he can be induced to buy polish without any trouble.

A fairly complete stock of these accessories can be carried with a comparatively small investment and can be made to show a good profit.—Boot and Shoe Recorder.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 2—The Kiwanis Club rendered a great service to the public in sponsoring the Halloween entertainment for the children. Halloween is now celebrated on a sane basis. The thousands of school children who joined the long procession, each room and school representing some particular feature, were most interesting. Prizes were awarded for the best subjects elucidated. Competition was very keen and the teachers had a chance to work out some very clever stunts with the various groups in their classes. There was much music in the long line of marching, which ended at a large bonfire on the old Junior high school ground in the center of the city. After attending the bonfire the children were admitted free to all the movies, which ended in time to allow them to go home with no further ambition to do any monkey business, as has been the custom in former years. The Kiwanians are certainly to be congratulated on their success in furnishing sensible entertainment on this old time occasion.

Marcus Hasen, one of our well-known citizens, passed away last Thursday at the age of 53. He was a familiar figure in the Sault for the past thirty years. He was marine reporter at the St. Mary's Falls canal office, a position he held until the time of his death. Mr. Hasen ranked second in length of service in the post-office department here. He is survived by a widow and two sons. He was a member of the Elks lodge and a member of the house committee of the lodge for more than twenty years. The Elks had charge of the funeral.

Mr. Bowman, one of the well-known merchants at Eckerman, was a business caller here last week.

If we keep on reducing our Navy, the first thing you know we will have a surplus of beans on our hands.

The Sault is surely enjoying a building boom this year, as compared with the past twenty years. According to reports furnished by our city clerk, we find that for the past ten months there have been 280 building permits issued, involving an expenditure of \$155,120.30. It makes us feel like the good old times to know that there is still a lot of money being spent to make the Sault a larger and better city.

The last 1931 upbound ship of the Pittsburg Steamship Co. passed through the canal on Friday. There are about fifteen Pittsburg boats at the head of the lakes yet to come down on last trips. It looks as if there will be an early closing of navigation this year.

Ermintinger & Graville have closed their new branch grocery, opened a few weeks ago, on Easterday avenue. They concluded there were too many groceries now operating in that neighborhood to make the new branch profitable.

The problem of many people to-day is how to keep the wolf away from the garage door.

There are a great number of turkeys throughout the country, which indicates that they will be cheap again this season.

One of our eating places has a sign which reads "The silverware is not medicine, do not take after eating."

William G. Tapert.

Advertising Campaign on Canned Foods Opens.

A National advertising campaign of canned foods, sponsored by the National Canners' Association, will start during the week, when copy breaks in a weekly magazine, to be followed with displays during the remainder of the year and 1932 in other periodicals. The money to finance the campaign has been made available through the assistance of the principal tinplate manufacturers and can companies. The advertising will be fundamentally educational in character to dispel existing prejudices against canned foods and against the tin can as a container, by emphasizing the various aspects for the safety, convenience and economy of the industry's products.

House Slippers Meet Active Call.

A heavy increase in the sale of house and boudoir slippers, as compared with a year ago, is looming up, reports in the trade indicate. It is expected that these items, available at

lower prices than last year, will be favored as inexpensive utility gifts. Retailers are planning active promotions of women's, men's and children's slippers for the weeks directly ahead, with shipments now being made by manufacturers. Both fabric and leather types are being ordered. Boudoir slippers to harmonize with new negligees or pajamas feature pompom, ribbon or feather trim.

Gain in Window Glass Sales.

After a slow start, October sales of window glass have continued to grow steadily. The demand is such as to leave no doubt that shipments for the month will exceed production. Plate glass production is down in step with demand. Jobbers are buying in somewhat larger quantities, but it is not expected the plate glass demand will increase greatly until automobile manufacturers get into larger production than at present. The demand for rough rolled and wire glass products is slow.

Gold Finish Jewelry Holds Lead.

The new blues launched in women's apparel has stimulated increased interest in silver-finish novelty jewelry, but the heaviest emphasis continues on the gold types in necklaces, pendants and bracelets. Much of the business being placed, is for immediate production, but the trade is looking forward to the covering of holiday requirements by retailers beginning next week. Copper jewelry is featured as a high-style item and is said to be meeting favorable reaction. Pearls in single and multiple strand effects are active.

\$475,000.00

HAVE YOU RECEIVED YOUR SHARE?

This amount has been paid to our policyholders in dividends since organization in 1912.

Share in these profits by insuring with us

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

and cities. And, this is important, they're planning to get more of it.

Mr. Flynn found out many things about merchandising in his jaunt about the United States. Listen to this:

Belvidere, Illinois, is a small town—of about 8,000 people—lying between two big ones. About thirty-five miles away is Elgin, Illinois. Some thirteen miles West is Rockford, a leading furniture manufacturing city. Seventy miles away is the great metropolis of the West—Chicago—with its magnificent and aggressive stores challenging every little merchant within that radius. In Belvidere is a grocery store—an independent one—run by a man named C. H. Piel (pronounced Pile). I have put this store down as the most extraordinary grocery store in America. Piel does a business of more than a million dollars a year. On each side of him is a chain store and across the street two more. But he not only does this amazing business in this small town, but actually sells thousands of dollars' worth of groceries every month to customers in Rockford, thirteen miles away, and in Elgin, thirty-five miles away.

Piel brings them to his store in the little town from the big town. He has reversed the flow. How? First it is plain that Piel is one of those merchants who, perhaps without analyzing it, put in not only the fifteen per cent. of knowledge but the eighty-five per cent. of themselves. People like to go to his store. He is in it all the time. In spite of the fact that he has nearly forty clerks he does not hide away in an office. He waits on people and probably waits on twice as many as any clerk. But there is more to it than that. A large manufacturers' agent who has sold to Piel for years explained it thus:

It is because he is one merchant who spends his energy selling instead of buying. I don't mean he doesn't buy well. But, after all, that isn't so difficult if a man will just use his eyes and ears. What is more difficult and what requires attention is the thing that so few grocery merchants give any attention to at all, and that is selling. Piel has studied the chain's methods and he runs them ragged with his sales, his events, his displays and his merchandise activities and his advertisements. He is on the spot. He is the boss.

He can act while the chain's managers must follow rules. And he insists on selling goods on which he can make a profit, and buying only goods which he can buy as cheaply as any competitor. And as he sells as much goods as almost all the chains in his district put together he has no trouble doing this.

Let us grant that Mr. Piel's achievement is exceptional, or extraordinary as Collier's practical observer says. But remember the Belvidere grocer is up against the toughest competition—his rivals are keen, alert business men and what "breaks" he has had he has made. Mr. Piel is a master grocer—that's all. His success is ample proof that great opportunities lie about and around all master retailers, in all branches of retailing to-day.

Frank Welton, who has been cashier of important banks located in the cities of Benton Harbor, Traverse City, Grand Rapids and Cadillac, who has been living in Hollywood, Calif., for several years, has taken up his residence at Evanston, Ill. (1027 Ridge avenue). He has joined forces with the realty house

of J. H. Vlissingen & Co., Chicago. Mr. Welton is a raconteur of the first degree, a toastmaster par excellence and a business man of large experience and wide vision.

Paul M. Warburg, the international banker, strikes the nail squarely on the head when he says:

"Our present financial condition is due to cupidity and stupidity."

My heart goes out to my long-time friend, John A. Lake, of Petoskey, who was called upon last week to mourn the death of his wife. Petoskey thus loses one of its most gracious, kindly and charitable women, one whose life was devoted to the service of others and whose reward has been the gratification received in the feeling that she had accomplished something for the good of others. Mrs. Lake had been prominent for many years in good works in church and other institutions, as well as with individuals, and her name will be long remembered and cherished by many who have been the beneficiaries of her devotion to others and those who have had the privilege of being associated with her in charitable works and in social life. Her home life was ideal and her friends legion.

E. A. Stowe.

Be Sure You Know Operating Cost of Refrigerating Equipment.

(Continued from page 12)

are vastly reduced per dollar of sales in a big store as contrasted with a little one.

A result in sight now is that the A. & P. bids fair to increase tonnage sales by more than 10 per cent. this year over 1930 and as to profits, despite heavy inventory shrinkages it shows increase of between five and six million dollars. Records of other big chains show similar results: Increase in tonnage and in some instances even in dollars this year.

That is a point—more than one point, in fact—to think about; but our remedy lies elsewhere because the keeper of one individual store is not often in a position to increase his tonnage in similar ways nor to change over to a complete food department store, even though thousands of grocers have done that recently and are doing it in growing numbers.

But we find that shrewd wholesale grocers recognize fully to-day that their future is bound up with the individual grocer and they are helping him along practical lines. A development toward volume is encouragement of the sale of known brands instead of private house brands. This because it is realized that the consumer may stress price, but she wants and demands—whether consciously or unconsciously—merchandise she knows about.

This does not mean that the merchant cannot build business on the basis of his skill and knowledge—provided he has these. It does mean that to push unknown goods retards volume, regardless of merit. Hence, the grocer must really give logical consideration to his course in offering any brand or class of commodity. He

must, in fact, be a merchant now if he is to hold his own. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 2)

E. J. Ash, Three Rivers	600.00
Masonic Temple Association, Niles	600.00
North Lumber & Mfg. Co., Kalama.	59.20
Johnson Paper & Supply Co., Kala.	64.68
Crescent Art & Engraving Co., Kal.	26.73
American Sign Co., Kalamazoo	35.00
Robinson Tag & Label Co., N. Y.	43.98
Kal. Awning & Tent Co., Kalama.	15.00
American Paper Box Co., Grand R.	56.55
Amer. District Tele. Co., Kalamazoo	80.00
Aaron Handelman, Niles	1,020.00
Saul Salomon, Kalamazoo	150.00
Bank of Kalamazoo, Kalamazoo	1,100.00
First National Bank & Trust Co., Kalamazoo	150.00
Saul Salomon, Kalamazoo	2,180.00
Sam H. Cohen, Chicago	1,090.00
Nov. 2. We have received the schedules, order of reference and adjudication in the matter of C. Marks Co., Inc., Bankrupt No. 4689. The bankrupt concern is a resident of Kalamazoo. The schedule shows no assets with liabilities listed at \$4,721.62. 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:	
Amer. District Telegraph Co., Kal.	\$ 80.00
American Sign Co., Kalamazoo	35.00
Battle Creek Corset Co., Battle C.	327.77
M. Broder, New York City	39.00
Jesse Herff & Co., New York City	59.90
Jenoff, Landy Co., Philadelphia	83.53
Kalamazoo Gazette, Kalamazoo	691.00
Kiddies Cunnig Cloes Co., Chicago	48.12
A. Krolik & Co., Detroit	1,586.54
C. & H. Hat & Frame Co., Cleveland	36.00
Richardson Garment Co., Kalama.	1,077.42
E. Stern & Co., New York City	58.61
Johnson Paper & Supply Co., Kal.	64.68

Christmas Card Business Declines.

Christmas greeting card business this year is not expected to reach the proportions of past years, due to the switch in consumer favor to the lower priced cards. While Christmas business is the mainstay of the trade, cards for this occasion totaling about 40 per



Another Man's Idea

—can often help you solve a tough problem. That's why The Carnation News, your newspaper, continually publishes success stories about men who have turned unusual ideas into grocery store profits.

Of course, if you're finding Carnation Milk a moving item, we're glad. But please feel that "The News" is principally interested in giving you proved tips that will lead to better business from every counter in your store.

Carnation Company
Carnation Bldg., Oconomowoc, Wis.



Carnation Milk

"From Contented Cows"

World's Largest-Selling Brand
of Evaporated Milk

cent. of the industry's output, manufacturers have been careful to keep their inventories low this year and they expect to clean up by final offerings of box cards. Sets of twenty-five varied cards in boxes to retail at 50 cents have been the most popular numbers, in contrast to boxes selling last year at \$1. Cards of one type, wrapped in transparent paper, are also meeting with favor.

Firth Co. Cuts Carpet Prices.

The Firth Carpet Co. has made reductions of 10 per cent. on low-end axminster lines and 5 per cent. on low-end tapestry styles. This reduction was said to bring the company in line with the new levels established recently. Buying has been resumed on a small scale, with the trade now waiting for a complete readjustment on velvet lines, following the reduction on these styles announced during the week by one of the leading mills. Confidence is gaining in the trade that the new prices will be a definite stimulus to business.

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.

Phone 61366

JOHN L. LYNCH
SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.
Grand Rapids, Michigan

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.

Want to sell your merchandise stock for cash? Write Greene Sales Co., expert liquidators, Mechanic & Pearl Sts., Jackson, Michigan. 470

For Sale—Complete grocery stock and fixtures in one of the best resort towns in Western Michigan. Address No. 467 c/o Michigan Tradesman. 467

I'll pay cash for any stock of merchandise, none too large or too small. Write, phone, or wire.
L. LEVINSON, Saginaw, Mich.

ONE-SIDED BOASTING.

Longevity Statistics Promote False Security.

The newspaper stock of miscellaneous reading matter seems replete with boasts of scientific achievement. Prominent among oft-repeated statements and array of statistics to prove the benefits of scientific discoveries and knowledge are those as to the advancing average of human life. These we read with a mental attitude more detached than we do weather reports. The latter may cause us to adapt our plans to predicted conditions; the former we accept as merely interesting and reassuring facts, not reminded of our own important part in augmenting or decreasing that average.

The statements may be correct, but they largely fail of real benefit. They may inspire false security, because they are one-sided. Other facts and statistics are of more importance than the published figures. Scientific knowledge must be appropriated—must be put in operation—to be of benefit.

At least three factors enter into attainment of lengthened life. First, parents must be imbued with a determination that their children shall be healthy, well cared for and instructed so that they may remain so. Second, the individual must regard good health as of more importance than the usual courses of education or attainment of skill in workmanship or other vocational activities. Without health there can be no happiness, nor individually acquired prosperity or preferment. Third, legal provisions for safeguarding the health of all and faithful performance along that line by selected public servants. Fourth, philanthropic agencies for the relief of the afflicted, providing opportunities for obtaining advanced methods of medical and surgical treatment.

The one-sided picture needs a corrective balance. All need to be informed that the benefits of advanced knowledge, skill and administration are partly offset by individual disregard or defiance of nature's laws. The greater prosperity and the more leisure, or say idleness, of recent years tends to indulgence and excess, resulting in increase of various maladies, which shorten the lives of the victims.

Wherever and whenever the state controls the individual and compels observance of laws and health regulations there is advance in promoting longevity. Where the state cannot interfere there is decline. Heart troubles, cancer, kidney diseases, nervous afflictions and intestinal ailments are on the increase, due to the individual's mode of life, which is largely of his own choosing.

Ignorance no longer plays the part it formerly did; people generally are better informed in regard to promoting and maintaining health and facilities are abundant instead of meager.

In reading these encouraging statements in regard to increase in longevity, one should bear in mind that such is true because of what others have done and are doing, and the only certain way to be benefited is for the individual to continue to carry on along

the lines necessary to promote long life.
E. E. Whitney.

One Reason Why Trade Is Lost.

One reason, and a very good reason, why some grocers are losing trade to chain stores is that they see their customers make the change without any effort to hold them or to bring them back after they have gone.

This is no theory on my part. I have tried it out, as a customer. For a long time we bought most of our groceries from a young man who had taken over a good independent store. We ordered chiefly by telephone and had the goods delivered and they were put on a bill settled monthly.

Then we put our family expenses on a budget and decided to pay cash whenever possible. Since we no longer wanted credit and did not need delivery, it seemed good business to buy where we were not charged for those unwanted services. We shifted from the independent to the chains.

It would be natural to think the grocer we had been patronizing would seek in some way to hold us, to get back our business. To date, and it was six months ago or more that we made the change, there has been nothing done nor said to intimate that our patronage is missed, nothing to suggest that our former grocer would appreciate having some of our business.

That young man who had our business must have liked to have our patronage. It must have been worth something to him. He must have thought about the fact that he had lost it. But he has done nothing to get it back. Without doubt he can sell some merchandise as cheaply as a chain store. He can offer some advantages, perhaps, in variety or quality of merchandise. His delivery service would be welcomed many times, even if we had to pay a little more.

This is no isolated instance. I have known plenty of cases where an independent grocer lost a customer and did nothing about it, save to complain that the chain stores are gobbling up the independents. Many an independent grocer stands in the front of his store and feels really injured because some customer who has been a regular patron passes him by and goes into the chain store across the street. He may even complain that this customer who accepted credit from him is going elsewhere and paying cash. He forgets that, as a good business man, he must make a little extra charge on the average, to take care of credit and delivery, while people who can get along without those services are free to do so and save money, be it little or much. He forgets that the manager of the chain store may be a good fellow and a good citizen, even a taxpayer. There may be customers even more interested in the welfare of a certain young chain grocery manager than in the proprietor of the independent store. That is just a personal matter.

I do not call newspaper advertising, especially that of a stereotyped, uninterested sort, an effort to get back certain known lost customers. The way to get them back is by addressing special letters to them, soliciting their patronage, expressing appreciation of it, telling of certain specific advantages

and offerings. This direct mail appeal certainly ought, in the case of changes as radical as my own, to be accompanied by a personal call to see why the customer has changed and in what way part, at least, of his patronage can be brought back. I can count dozens of grocery buying families who have shifted their patronage to chain stores with nothing of the least consequence done to get them back.

On the other hand, I can think of many grocers who have not let trade slip away from them so easily, who have fought to hold their good customers—and have held them.

Frank Farrington.

The Folly of Bankrupt Sale Methods.

In newspapers and in circulars mailed to individuals we learn of sales of the goods of a bankrupt. Time after time the same extravagant terms are used. The statements are usually exaggerated and false. A list of phrases is hardly necessary, but we quote a few: "The opportunity of a life time; greatest bargains ever offered; everything slaughtered; prices cut to the bone; your dollars buy double; unheard of prices; complete, up-to-date stock," etc.

In some instances you learn that this is a bonafide bankrupt sale of a long-established firm. It is not the trick of that class of merchants who periodically announce a "going out of business sale," and then stock up anew.

Some go in search of bargains, others because of attachment to the store or a friendly interest in its proprietor and sales force. Disappointment follows a glance around; all the clerks are strangers; possibly the proprietor or manager is present to act as information bureau. You look at price tags, you call for an article you need or have been accustomed to buy at that place. The price may possibly be a shade lower, but no more than 3 per cent. Other goods seem to be just the same price as a week or two before.

Instead of the friendly greetings of acquaintances, as you have come to regard the former sales people, you may see a class of people who, because of past experiences, you have come to distrust, to dislike. Their appearance, attitude, actions and speech repel you. Disappointed and disgusted you go away. Later there comes to you a sense of sorrow. You sympathize with the proprietor or proprietors, as you recall that for a year or more they have been bravely trying to maintain their ground; relinquishing nothing in maintaining the stock; advertising judiciously; putting on special sales which pleased and benefited their patrons; offering real bargains, with no deception, no tricks, no reservations.

It seems sacrilegious that strangers of the disposition and character above described should occupy that store.

This is only one side of the picture. The community has lost an institution and a valuable service which has existed many years. It will not soon be duplicated; perhaps never.

The folly of such a method of disposing of a bankrupt stock is realized when one considers the former owner and the creditors. Buyers are repelled;

sales are meager and slow, expenses great, and finally the unsold portion of the stock is disposed of to some other establishment or to auction houses for a small percentage of its real value.

The wonder is that the creditors do not try to sell the stock in a better way. The receiver, if it becomes necessary to appoint one, should employ the former sales force, and in all the proclamations be truthful; in all the dealings courteous, helpful and honest.

The methods of foreign lands—the disputes, the haggling over prices, the attempts to force the customers to buy against his reason and common sense—should not be employed in these sales. It is financial folly to permit it.

E. E. Whitney.

To Sell Cheese Like Gum.

Cheese will soon be sold in slot machines in Australia, just as chewing gum is dispensed in this country, the Department of Commerce is advised.

A company is being formed in the Antipodes to manufacture a process constant-flavor cheese by a new method, to sell it in an automatic machine, designed to cut the exact quantity desired.

During the process the loaf will be kept air-tight under a glass container. Case cheese in standardized blocks will be supplied grocers to be sold through the machine.

Ugliest Rooster.

A hardware firm in Iowa, in order to focus attention of the public on poultry supplies, staged a prize contest for the worst looking rooster brought in, followed a week later by a corn-eating contest in which these same roosters were fed up and a prize, consisting of rebates on poultry supply purchases, was given to those guessing nearest the amount of corn consumed by the various roosters. A result was a large increase in the number of rural customers.

Paint Idea.

Several years ago a Wisconsin hardware retailer was in poor health and found it necessary to get out of his store every day and take a walk. He followed the practice of walking down a different residence street each day and as he did so, made a memorandum of houses that were in need of paint. These were followed up and the dealer enjoyed one of the biggest years in paint sales volume in the history of his business.

Seven New Readers of the Tradesman.

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

L. E. Baker, Grand Rapids.
Louis Richmond, Grand Rapids.
H. C. White, Grand Rapids.
C. S. Comstock, Petoskey.
Squiers Cigar Stores, Grand Rapids.
Harry C. Hagy, Beverly Hills, Calif.
J. E. Frey, Grand Rapids.

Grocery Jobbers Meet in Chicago.

The 1932 annual convention of the National Wholesale Grocers' Association will be held for three days, starting Jan. 25, at the Congress Hotel, Chicago.

For Christmas



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

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Miss Michigan Ex Stand Cut Wax Beans

Miss Michigan Ex Stand Cut Green Beans

Miss Michigan Sweet Peas

Miss Michigan Early June Peas

Above all packed by Fremont Canning Co.

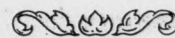
Canned Fruit

The consumer remembers the quality long after the price is forgotten.

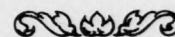
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