

THANKSGIVING WEATHER

Some like the smile of April, and some the breath of May,
And some the hidden laughter we hear on an August day;
But whether gray and gusty or brightly blue and clear,
The weather at Thanksgiving is the best of all the year.

The weather at Thanksgiving—
O, that's the time for living,
When once again the children seek the old home nest!
The good Thanksgiving weather
When we're all at home together—
The weather at Thanksgiving is for me the best.

It may be snowing softly, it may be that the rain
Whips in an endless drumbeat against the window-pane,
But in the house the children sit in the firelight's glow
And listen to the stories that we tell of long ago.

The good Thanksgiving weather
When we're all at home together!
When one word brings a chuckle and the next a tear;
Take one day and another,
But O, for me and mother
Thanksgiving Day's the best one in the whole long year.

And when the day is over, and they have all gone home
Beneath the stars that bless us from heaven's spreading dome,
Then we turn back, contented, and softly shut the door,
And thank the Lord for this Day out of all his wondrous store.

The weather at Thanksgiving—
O, that's the time for living
When homeward come the children at the heart's clear call!
When we're all at home together
It's good Thanksgiving weather—
The weather at Thanksgiving is the best of all!

Wilbur D. Nesbit.

Here's our story — and we've stuck to it

We sell to the independent
jobbers, who sell to inde-
pendent grocers who sell to
independent housewives
who want quality without
paying a premium in price.

If that's your policy, too,
any really good independent
jobber will be glad to take
care of you.



A. Rick
President

PURITY OATS COMPANY
KEOKUK, IOWA

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Royal Chocolate and Vanilla
Puddings . . . two new big
profit-makers! Like Royal
Quick Setting Gelatin, they
combine deliciousness with ease
and quickness of preparation. Get behind these
new desserts today! Here's a wonderful oppor-
tunity for even bigger profits from Royal Des-
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Twice a week delivery enables you to buy just
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have no large amount of money tied up and
your stock is always fresh.

Feature Royal Desserts and bring neighbor-
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Our Coffees always satisfy.
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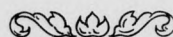
Morton House

Quaker

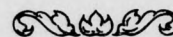
Majestic

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Breakfast Cup



*Sold to Independent
Dealers only*



LEE & CADY

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 25, 1931

Number 2514

MICHIGAN TRADESMAN E. A. Stowe, Editor

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business situation.

Retail trade was hurt last week by continued warm weather, but sentiment remained distinctly cheerful. "Almost complete uniformity marks reports of a change for the better" says Bradstreet's. The wholesale trade is already turning from Christmas business to preparation for January sales.

A good deal of encouragement was given by the report that Christmas club funds this year amount to \$600,000,000, only 2 per cent. less than last year. Of the same helpful character was the evidence forthcoming that money is coming out of its hoarding places, indicating a return of confidence among those who were alarmed by the bank failures.

President Hoover's recommendation that twelve home loan discount banks be set up is regarded as a step in the direction of encouraging home building by providing means of releasing mortgage money. Better business would do the job even faster and more effectively.

Revival this week of the movement for higher wheat prices had a stimulating effect. Business men were inclined to regard the earlier advance as purely speculative in origin. A sustained rise would go a long way in strengthening expectation of better commodity prices.

Department store sales in October increased more than seasonably, a cheerful inference which is based on the volume of goods disposed of rather than on dollar receipts.

The index number of business activity last week was practically the same as the week before. Some revival of steel production was offset by a decline in electrical power output.

The automobile industry is preparing for a definite program of expansion next month, according to Detroit advices. Well-informed people there are talking of an output in the last month

that will exceed year-end totals since 1928.

The Department of Commerce is advising exporters to protect themselves from loss in depreciated foreign currencies by advancing their prices for goods sold abroad or by arranging for payment in dollars.

The action of the British government in giving the Board of Trade power to impose a tariff on manufactured goods from other countries is regarded by exporters as an adroit device to prevent dumping, pending consideration by Parliament of a tariff law. Only about one-quarter of our exports to the British islands are of manufactured goods.

October sales of forty-seven chains and mail-order houses amounted to \$337,363,449, a loss compared with those of October, 1930, of 8.25 per cent. The mail-order business fell off 23.92 per cent.

Recent and frequently repeated rumors that the business men of the country are not using the census data are answered by Census Bureau chiefs to the effect that comparatively few final reports have been issued and that requests for the reports have come in so rapidly and in such large number that it has been impossible to count them. Bureau officials also readily admit that delays in publication have contributed to the rumors by preventing wider use of available data. However, the delays are now being overcome and soon, it is hoped, business men will be supplied with enough published data to keep them busy for some time.

Wholesale trade bulletin, for California, the first of the state series on wholesale distribution, was published early this week. The introduction calls attention to the fact that the findings are of the first wholesale census ever undertaken and that the complete canvass covered every state, county and city in continental United States. The report of eighty-three pages throws invaluable light on all phases of the subject of wholesale distribution. Within a few weeks the second of the series, covering an Eastern state, will be published, and the others will follow rapidly. Distribution of these reports is free, and requests for copies must be sent to the Bureau of the Census.

Everybody interested in the census should procure a copy of "Wholesale Distribution, Definitions and Classifications" to be published very soon by the Department of Commerce. It is a thirty-two-page pamphlet and many of the census figures cannot be read intelligently without the information it contains.

Retail census data by counties for the entire country is in the hands of the printer and will soon be published.

These data, invaluable to every National merchandiser, have been the cause of considerable controversy and publication has been unaccountably delayed. This bulletin does not give as great detail as will be shown in the final series of state reports; but it will give a marketing picture which the Bureau hopes can be used for developing 1932 sales policies.

More census data on construction will soon be available in the form of a state report, probably on Connecticut. The final Hotel Report for the entire country is also in the hands of the printer and should be published within the next four weeks.

The chain store summary, which was released by the Census Bureau last week and which received a great deal of publicity, will be made more valuable by the report on grocery chains to be released by the Federal Trade Commission early in December. Congress will use both reports in framing and considering chain legislation.

Homes receiving electric service in four states are covered by preliminary reports from the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce. These are the first figures on the subject since 1926, and the first instance in which figures have been given separately for each city of over 2,500 population. The states covered are Indiana, Wisconsin, Kentucky and Utah, and data for the remaining states will be published shortly.

Fewer patents and trade-marks were handled by the Patent Office this year than last, according to the Patent Commissioner's Annual Report just released. Fees for patent and from other sources totaled more than \$4,500,000 and established a new high record; but the office suffered a loss of nearly \$27,000 for the fiscal year of 1931. The Commissioner also reports an unemployment relief scheme, whereby priority is granted to patents which promise to result in more jobs at an early date; but he also states that this proposition "has not been in operation long enough for his office to obtain complete information on results."

The popularity of sales taxes is probably getting its greatest boost, from a legislative viewpoint, by the excursion to Canada of a large number of Senators and Representatives, which has been promoted by the Hearst newspapers. The group is studying all phases of this form of taxation in the Dominion, where it is reported to have been exceptionally satisfactory, and the special study will undoubtedly have an appreciable effect on Federal legislation. A boost of Federal taxes in one form or another appears to be inevitable, and the prospect for sales taxes seems to increase

every day, despite the growing organized resistance.

Aid for home owners will be realized through the President's plan to establish a system of home loan discount banks. Regardless of Federal legislation, there is no doubt that the financing of homes of moderate cost will be simplified and stimulated.

The Bureau of Standards, one of the most active and valuable organizations of the Government, does not appear to get its share of publicity. The annual report of the Bureau, released Nov. 20, shows that during the last fiscal year the Bureau tested more than 1,000 railroad track scales and found ways to decrease the noise made by street cars. Besides many other scientific achievements, the Bureau also discovered means of increasing the safety of airplanes, perfected a cotton cloth for parachutes, evolved a method to strengthen airship girders, improved radio aids to navigation, and carried on experiments of value to industry and the public in many other fields.

Activities of Fred G. Timmer, Trustee in Bankruptcy.

Petoskey—The assets of Ernest T. Gaffney were sold at auction Nov. 17 and the sum of \$6,700 was realized from the sale of 247 foxes. Bids for other assets of this estate were not accepted, due to their insufficiency.

Harbor Springs—The stock and fixtures of the shoe store belonging to Harry H. Hartung, bankrupt, have been sold to Harry P. Williams of Ft. Wayne, Ind. It is understood that the bankrupt will continue in business at this same location.

Grand Rapids—An offer of \$9,063.87 has been received from Penning Hengstrom and others for the assets of H. L. Hubbell, d. b. a., Hubbell Manufacturing Co., manufacturer of furniture at Grandville. This offer will be acted upon at a hearing called for that purpose at the office of the referee, Hon. Chas. B. Blair, on Monday Nov. 30.

Cadillac—The stock and fixtures of the Cadillac Hardware Co. have not yet been disposed of although it is probable that disposition will be made this week on one of the several offers which have been made.

Grand Rapids—The stock and fixtures of the Emmett F. Roche Co. will be sold at auction and that the date for the auction has not yet been set. The appraisal of these assets is \$991.64.

Charlevoix—The assets of Edith M. Blair, bankrupt, who operated a tea room and art store in Charlevoix, and an art store in Oklahoma City, Oklahoma, will not be sold until spring or early summer, when conditions will be more favorable for the sale. In the meantime the merchandise in the Oklahoma store is being shipped to Charlevoix for consolidation.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Swindlers are reported to be taking advantage of the fact that large quantities of food are being canned in the home this year and to be posing as Federal food inspectors and carrying off canned products from homes, the Federal Food and Drug Administration has just warned the public.

W. G. Campbell, chief of the administration, stated that this is a fraud which should be thoroughly investigated and offenders punished. He says, "It should be public knowledge that there is a heavy penalty attached to the offense of posing as a Federal agent. Bona fide Federal food and drug inspectors not only wear a badge but they carry an identification card signed by the Secretary of Agriculture, as well as a photograph of themselves upon which is stamped the seal of the United States Department of Agriculture."

"Furthermore, inspectors are required to pay the current market price for any samples they collect. In addition to these facts, it would be well for the public to know that it is rare, indeed, for a Federal food and drug official to collect samples of home-canned foods. Foods put up in the home are rarely shipped interstate and the Federal Food and Drugs act has jurisdiction over only those goods which are shipped across state borders."

I am of the opinion that only by law, education of the public and co-operation of all Blue Sky Law Commissioners in the United States, can we compete with the high-powered promoter and salesman.

I believe an effective blue sky law can be drawn around the word "fraud." I believe that a license for a company, association, corporation or agent should be for only one year and should expire on Dec. 31, unless revoked sooner by the Commissioner for cause after a hearing.

I believe the Commissioner should be given the power to limit the amount of sales upon any stocks or other securities and when that limit has been reached the person, company, association or corporation should apply to sell another limited amount. In this way the Commissioner would have complete control of the sales and if the person, company, association or corporation had not complied with the law, the Commissioner would have the power to refuse to grant them the right to sell more stocks or other securities.

I believe that every person, company, association or corporation, holding a license to sell stocks or other securities, should be compelled to file a full and complete, detailed statement with the Commissioner every 90 days, as well as an annual statement as of Dec. 31, showing just how much stock or other securities has been sold and how the money has been used. A limit should be placed upon the commissions paid to the salesmen.

When an application is made by a person, company, association or cor-

poration, desiring to sell stocks or other securities, each one of the officers and directors should be required to file a questionnaire showing their past record and the different promotions they have taken part in; showing what they are, names, and the dates. Also a questionnaire should be filed for every salesman giving his complete record.

In order to do away with the high-powered salesman, a ruling should be made by the Commissioner permitting no license to be given any salesman who has not been a citizen of the respective State for at least one year. This would do away with a group of high-powered salesmen who follow a high-powered promoter from one state to another. Every Commissioner of every state should notify the Commissioners of every other state regarding a salesman or promoter who had violated the laws of their state while being licensed. In this way this class of promoters and salesmen would be placed on a list and the Commissioners of other states would be forewarned and prepared to lock the door against such promoters and salesmen before the public had been fleeced.

I believe a blue sky law should be a law for the protection of the public against fraud, or against any scheme which would be detrimental to the public, and not merely a regulatory measure. In this connection, I would say the Commissioner should be granted the same powers that are granted the Insurance Commissioners of various states. The Commissioner should be given ample money to make full and complete investigation before issuing a license, ample money to go to the press, ample money to be able to speak over the radio, informing the public against this class of promoter and promotions, and asking the people to investigate before they invest. In fact, educating the public to examine into things before purchasing.

I am sorry to state that very few people read a contract. They take the salesman's word. They place altogether too much confidence in their fellowmen. These high-powered promoters and salesmen are not ordinary men and very few people are able to cope with them. This class of men are generally smooth, good talkers and very plausible. I believe the lawmakers in the various states do not realize the conditions existing throughout the country. Many men in our Legislature feel that too much power should not be given a Commissioner. This is a mistake. No law, no matter how good, is worth very much if the official is not given sufficient power to enforce the law and ample money to make thorough investigations.

I am satisfied that many promotions, which started in this country, could have been stopped if the officials had had the money and the proper laws to make a thorough examination and investigation before granting the licenses. I find many promotions are not dishonest but have the same results on account of inefficient men trying to promote some business which they are not familiar with and which

is a failure before they start. I see many failures which could have been turned into success with the right men at the head of them.

I do not expect to see the time when all this class of high-powered promoters and salesmen can be blocked, but I do see the time when they can be blocked quite effectively by law and co-operation between the different departments in the various states. With proper laws, proper men at the heads of the departments and sufficient appropriations to carry on, the people in this country can be pretty thoroughly protected and the honest promoter can have no fear of the results as very soon the public will come to learn the difference between a real investment and one that has no value.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 17.—In the matter of John F. Dall, doing business as Dall's Fashion Shop, Bankrupt No. 4387, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 19. The bankrupt was not present but represented by attorneys Jackson, Fitzgerald & Dalm. The trustee was present in person and by attorney Fred G. Stanley. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and preferred claims. No dividend was possible under the fund on hand. 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.

Nov. 17. We have received the schedules, order of reference and adjudication in the matter of Clarence J. Withers, Bankrupt No. 4712. The bankrupt is a resident of Charlevoix, and his occupation is that of an electrician and store keeper. The schedules show assets of \$1,505, with liabilities of \$9,260.67. The list of creditors of said bankrupt is as follows: Standard Computing Sale Co., Det. \$115.00; G. T. Grocery Co., Grand Traverse 110.39; Jennings Extract Co., Grand Rapids 4.80; Independent Elec. Co., Muskegon 102.00; Republic Radio Corporation, G. R. 203.00; C. J. Farley & Co., Grand Rapids 326.27; Imperial Glass Co., Bellaire 21.70; Ralph E. Perry Co., Chicago 67.88; Frances H. Leggett & Co., Detroit 143.00; Petoskey Grocery Co., Petoskey 85.00; Kinney & Levan Co., Cleveland 15.13; Rosenbergs & Co., Toledo 22.00; Saalfeld Publishing Co., Akron 33.00; Gluffer & Co., Traverse City 55.00; Swift & Co., Chicago 45.90; Schust & Co., Grand Rapids 32.00; National Biscuit Co., Cadillac 37.00; Colgate, Palmolive Peet Co., Chi. 26.13; Proctor & Gamble Co., Chicago 21.35; Bradford & Co., St. Joseph 152.08; Charlevoix Coal & Ice Co., Charle. 80.00; Argo Milling Co., Charlevoix 85.00; Co-Operative Association, Charlevoix 67.00; Charlevoix Pickle Co., Charlevoix 5.85; City of Charlevoix, Charlevoix 40.00; Benjamin Brown, Charlevoix 55.00; Charlevoix County Bank, Charle. 3,850.00; William Withers, Charlevoix 2,200.00; Char. Hardware Co., Charlevoix 55.00.

Nov. 17. We have received the schedules, order of reference and adjudication in the matter of Chris J. Sikkema, Bankrupt No. 4713. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$805.62, with liabilities of \$2,010. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 17. We have received the schedules, order of reference and adjudication in the matter of Harvey J. Maatman, Bankrupt No. 4711. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The schedules show no assets with liabilities of \$2,297.70.

In the matter of Kesteven Radio Equipment Corp., Bankrupt No. 4348, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 19. The bankrupt was not present or represented. The trustee was present in person and represented by attorneys. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and preferred claims in full and for the declaration and payment of a first and final dividend to creditors of 9.4 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed

and returned to the district court, in due course.

In the matter of Joseph Williams, Bankrupt No. 4695. The first meeting of creditors has been called for Dec. 3.

In the matter of Orrie J. Dykman, Bankrupt No. 4704. The first meeting of creditors has been called for Dec. 3.

In the matter of Anna Geller, Bankrupt No. 4673. The first meeting of creditors has been called for Dec. 3.

In the matter of Otto A. Artz, Bankrupt No. 4701. The first meeting of creditors has been called for Dec. 4.

In the matter of Harry F. Choals, doing business as Choals Electric Co., Bankrupt No. 4708. The first meeting of creditors has been called for Dec. 4.

In the matter of Lena Helfman, Bankrupt No. 4706. The first meeting of creditors has been called for Dec. 4.

In the matter of Oscar S. Kleitz, Bankrupt No. 4703. The first meeting of creditors has been called for Dec. 4.

In the matter of Albert Hoffer, Bankrupt No. 4707. The first meeting of creditors has been called for Dec. 7.

In the matter of Wildwood Outdoor Club, Bankrupt No. 4242, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 29. And the bankrupt was not present or represented. The trustee was present in person and represented by attorney Lloyd C. Cully. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. There were no dividends. No objections 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.

Nov. 18. We have received the schedules, order of reference, and adjudication in the matter of Arthur G. Barber, Bankrupt No. 4715. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$100, with liabilities of \$347.78. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 18. We have received the schedules, order of reference, and adjudication in the matter of Enoch H. Beckquist, Bankrupt No. 4716. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$26,910.73, with liabilities of \$6,949.81.

Nov. 19. We have received the schedules, order of reference, and adjudication in the matter of Russell S. Haight, individually and as a copartner in the East End Drug Store, Bankrupt No. 4717. The bankrupt is a resident of Holland, and his occupation is that of a merchant. The schedule shows assets of \$3,160, with liabilities of \$6,978.90. 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:

Taxes, Holland	\$206.97
Frederick Ter Vree, Holland	50.00
Vernon Hertz, Holland	10.00
Alfred Rossien, Holland	10.00
Board of Public Works, Holland	89.24
Arctic Dairy Products Co., Det.	1,750.48
Holland Chevrolet Sales Co., Hol.	345.80
Northwestern Mutual Life Insurance Co., Milwaukee	120.00
Metropolitan Life Insurance Co., New York	252.00
Aunt Molly's Kitchen, Muskegon	73.73
Arctic Dairy Products, Holland	689.57
Bos Tobacco & Candy Co., Holland	160.64
Boyer, Chicago	6.04
Bauer & Black, Chicago	52.09
Bolhuis Lumber Co., Holland	10.22
Colgate-Palmolive Peet, Chicago	22.10
Consolidated Cigar Co., Grand R.	10.98
D. J. Du Saar, Holland	19.44
De Pree Chemical Co., Holland	86.15
Dutch Novelty Co., Holland	8.75
Dutch Maid Cady Co., Holland	32.84
Eisle & Co., Nashville	17.15
Elam Papeterie Co., Vicksburg	20.91
Fris Book Store, Holland	187.40
Frederick Stearns Co., Detroit	75.60
Grand Rapids News, Grand Rapids	17.66
Gray Bech Cigar Co., Grand Rapids	51.33
G. H. & P. Cigar, Detroit	10.00
Hinkley & Schmitt, Chicago	5.00
Hollinger Cutlery Co., Fremont	22.46
Hazeline & Perkins, Grand Rapids	616.84
Heyboer Co., Grand Rapids	43.24
Johnson & Johnson, New Brunswick	22.74
Henry Kraker, Holland	1.75
John Hannigan, Grand Haven	1.72
Frank Lieveuse, Holland	19.80
Lee & Cady, Grand Rapids	36.55
Lanteen Laboratories, Chicago	6.66
Lockwood Brackett, Boston	10.90
Mich. Bell Telephone, Holland	28.10
Michigan Trust Co., Grand Rapids	769.97
Marleau Et Cie, Cleveland	20.55
C. W. Mills Co., Grand Rapids	46.79
Harry Meyer, Grand Rapids	21.45
Marathon Pen Co., New York	15.50
Mich. Magnesia Co., Detroit	8.40
Muskegon Candy Corp., Muskegon	112.50
Mich. Briar Pipe Co., Grand Rapids	2.60
Michiga Gas & Electric, Holland	19.99
A. C. McClurg Co., Chicago	15.11
Newton Products Co., Cincinnati	21.55
McKesson-Fuller-Morrison, Chicago	26.00
Nies Hardware Co., Holland	31.88
National Candy Co., Grand Rapids	33.01
Ohio Truss Co., Cincinnati	15.15

J. B. Rhodes, Kalamazoo	8.74
Stanco Distributors, New York	39.67
Sentinel Pub. Co., Holland	18.48
Superior Cigar Co., Holland	10.00
W. A. Shaeffer Pen Co., Ft. Madison	56.90
Verburg Hardware, Holland	4.29
Vandenberg Cigar Co., Grand Rap.	34.50
H. Van Eenanaam & Bros., Zeeland	3.75
Woodhouse Co., Grand Rapids	26.65
Vedco Sales Corp., New York	12.00
Zerbst Pharmacal Co., St. Joseph	10.85
Standard Education Society, Chi.	62.55
Steketee Tire Shop, Holland	5.00
Service Machine & Supply Co., Hol.	1.12
Reliable Gargae & Storage Co., Hol.	1.20
Kuites Economy Market, Holland	16.15
Mass Furniture Store, Holland	35.25
Borr's Bootery, Holland	6.00
Mich. Bell Telephone Co., Holland	12.50
Citizens Transfer & Storage Co.	5.00
C. De Keyser, Holland	18.75
Mich. Gas & Electric Co., Holland	7.65
Consumers Power Co., Grand Rap.	16.34
John J. Rutgers Co., Holland	33.00

In the matter of Ruth J. Robinson, Bankrupt No. 4367, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 19. The trustee was present in person and represented by attorney Rolland E. Barr. No creditors were present or represented. No claims were filed in addition to those filed at the time of the trustee's report. Those claims filed were proved and allowed. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 3 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Adolph Lapin, doing business as Paradise Lingerie Shop, Bankrupt No. 4378, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 19. The bankrupt was not present in person, but represented by attorneys Jackson, Fitzgerald & Dalm. Creditors were present by Fred G. Stanley, attorney. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, and preferred claims in full and for the declaration and payment of a first and final dividend to creditors of .7 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Paul De Long, doing business as De Long Bros., Bankrupt No. 4060, the trustee has heretofore filed his final report and account, and a final meeting was heretofore held and adjourned to Nov. 6. There were no appearances. An order was made for approval of the trustee's final report and account, payment of expenses of administration, preferred claims, and the payment of a first and final dividend to creditors of 3.54. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Joseph Martelle, Bankrupt No. 4357, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Oct. 19. The trustee only was present. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. 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.

Nov. 20. We have received the schedules, order of reference, and adjudication in the matter of Phineas S. Wheat, Bankrupt No. 4718. The bankrupt is a resident of Sturgis, and his occupation is that of a laborer. The schedule shows assets of \$1,056.14, with liabilities of \$30,052.99. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Novel Features Introduced By Bell Company.

Installation of apparatus by means of which persons and firms having the equipment will be enabled to transmit typewritten communications over telephone wires to others similarly equipped will begin at Michigan points this week, according to H. R. Sluyter, manager here for the Michigan Bell Telephone Co.

Mr. Sluyter also announces that the compilation of a universal directory of users of the service will begin at once. The Bell teletypewriter directory will contain the names of all subscribers to

the service, arranged alphabetically under the cities in which they are located. The directory will be kept up to date, and during the first few months of operation at least one new edition will be published each month.

The newly developed service, which enables a subscriber to typewrite by wire, gives the user the same flexibility of service which is afforded by the telephone, in that his line can be con-

nected through a central office with the line of any other user, as in the case of making a telephone call. The message will be received instantly, as typed, no matter what the distance: and communication will be possible in both directions.

Bell teletypewriter service will be Nation-wide in scope, affording long distance as well as local communications. The cost will be based upon

the time consumed and the airline distance. For local communications, the rate will be 20 cents for each five minute period or fraction thereof. For long distance teletypewriter connections, the rate will depend upon the distance to the called city, the 50 mile rate for a five minute connection being 50 cents, that for 150 miles being 90 cents and that for 500 miles being \$1.60.

NEWS FOR EVERY BUSINESS

Teletypewriter exchanges, now established by the Bell System, make it possible for any subscriber to this new service to typewrite by wire instantly to any other subscriber . . . across the city or across the continent.

Teletypewriter Service—typing by wire—is now offered like telephone service . . . When you need it! For any number of minutes! To any city!

As a subscriber to this service, your typist simply calls the desired teletypewriter by typing its number, and "central" immediately makes the connection. Thus you have two-way typewritten communication for any length of time . . . as short as five minutes, or as long as you may wish.

Messages, inquiries, reports—typed in your office—are instantly and accurately reproduced on any other subscriber's teletypewriter, whether 300 feet or 3,000 miles away. Identical typewritten copies, made by both sending and receiving machines, are available for permanent records.

Teletypewriter Service provides two-way communication.

Speed of connection is as fast as telephone service.

A typewritten record, one or more copies, is produced simultaneously by both sending and receiving machines.

Material transmitted may be recorded on forms if desired.

Teletypewriters are like ordinary typewriters in appearance.

Teletypewriters can be operated by any one who can operate a typewriter.

You can use Teletypewriter Service any time you need it.

A most economical form of record communication.

This new service differs from private line teletypewriter service in that any subscriber may ask for any other subscriber and be connected immediately. Its advantages are offered to every business, large or small. The cost is low.

For Further Information



Call The Business Office

MICHIGAN BELL TELEPHONE COMPANY

MOVEMENTS OF MERCHANTS.

Shelby—The bankruptcy of William O. Cole, dealer in furniture and wall paper, has been closed as a no asset case.

Grand Rapids—The Rockford Ice Cream Co., 1330 Wealthy street, S. E., has decreased its capital stock from \$50,000 to \$1,000.

Imlay City—Howard Reid, dealer in clothing, has sold his stock and fixtures to B. C. Lemunyan, of Durand, who has taken possession.

Royal Oak — W. B. Talbott, Jr., formerly of Muskegon, has been appointed manager of the Moskin store, 411 South Washington avenue.

Hartford—Ed Smith, owner of the Bell Hotel, has sold it to William Shepard, proprietor of the Park cafe, who will take immediate possession.

Kalamazoo—The Vogue Shop, South Burdick and South streets, women's ready-to-wear apparel, will discontinue its business Dec. 1. Inability to secure a suitable lease is the reason given.

Hillsdale—The Hillsdale Cigar Co., Inc., has merged its business into a stock company under the same style with a capital stock of \$25,000, \$9,000 of which has been subscribed and paid in.

Bangor—Ralph Lewis, who has been associated with his father, Percy Lewis, in the drug business at Watervliet, has severed his connection and opened a drug store here in the new Miller building.

Roseville—L. D. Cromey has merged his drug business into a stock company under the style of the Cromley Drug Co., with a capital stock of \$6,500, \$1,750 of which has been subscribed and paid in.

Saginaw—The National Meat Market, Inc., 123 North Jefferson avenue, has been incorporated to deal in meats and food products with a capital stock of \$5,000, \$2,000 of which has been subscribed and paid in.

Detroit—Nathan Finkel, dealer in meats at 15431 Linwood avenue, has merged the business into a stock company under the style of the N. Finkel Co., Inc., with a capital stock of \$1,000, all subscribed and paid in.

Battle Creek—Mrs. Minnie Conner, owner of the Conner Art Shop, 60 West State street, has doubled the size of her store by cutting an archway between her original store and the adjacent one to the East, which she recently leased.

Detroit—The Frank H. Pitt Co., 2133 Woodward avenue, dealer in luggage and leather goods, has merged the business into a stock company under the style of the Pitt Luggage Co., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Lowell H. Turnbull Co., 140 Twelfth street, has merged its commission business in fruits and produce into a stock company under the style of the Turnbull Produce Co., with a capital stock of \$50,000, \$10,000 being subscribed and paid in.

East Jordan—George Lusk, who conducts clothing and men's furnishings goods store at Charlevoix, has opened a branch store here in the Madison building. The store will be under the

management of Mrs. Edna Lusk, daughter-in-law of George Lusk.

Kalamazoo—In the bankruptcy case of A. M. (Martin) Epstein, retail clothier, the trustee's final report has been allowed and an order has been made for the payment of administration expenses and preferred claims as far as funds on hand would permit. No objections were made to discharge of the debtor.

Holland—Harvey J. Maatman, formerly a partner in the People's Shoe Store, 8 West Eighth street, has filed bankruptcy proceedings in U. S. District Court at Grand Rapids, listing liabilities of \$3,297 and assets of \$150. The firm closed Jan. 1, 1930. Creditors with claims exceeding \$500 are: First State Bank of Holland, \$725; Holland City State Bank, \$950.

Saginaw—The East Michigan Resort and Tourist Association has elected a business man as president. Edward Schust, president of the Schust Baking Co., and director in many commercial enterprises in the city, has been chosen to direct the work of the organization. Mr. Schust's inaugural address was brief. He said, "I hope to be able to help the bureau in the development of tourist and resort business. I'll talk more after I have accomplished something."

Cheboygan—About a year ago the store occupied by the Cheboygan Hardware Co. was completely destroyed by fire. Joe Louisignau, proprietor, has recently erected a new store three times as large as the former one on the same site. Sales in the firm's new quarters have shown a healthy increase, due to the fact that goods are now displayed where they may be seen and because the improved appearance of the store has attracted more women shoppers. Proper display and pricing doubled the store's business in stoves and ranges. The same sales force handles a much larger volume in the new store.

Flint—William A. Geiger, appointed receiver for the Seitzer Co., Flint mercantile firm, facing bankruptcy action in the district court. An involuntary petition seeking to have the Flint company adjudicated bankrupt was filed in the district court by the Louis Sopkin Co., the Gordon East Coast Co., and the Reliance Manufacturing Co., all of Chicago. They allege debts aggregating \$523.09. In asking the appointment of a receiver, the creditors contended that Morris Seitzer, president of the company has disposed of \$35,000 of \$50,000 in municipal bonds which are reported to be the assets of the company. Seitzer declared that they are his personal property. The petition likewise cited that the liabilities of the company are in excess of \$58,000 and its assets are less than \$16,000. The petition asks that the receiver be allowed to operate the store. Two other involuntary suits were started in the district court, both involving Flint merchants. The Abingdon Sanitary Manufacturing Co., the Central Specialty Co., and the Rundell Manufacturing Co., petitioned for the adjudication into bankruptcy of Mary Anderson, doing business as the

Anderson Plumbing Co. The Citizens Commercial Bank of Flint has been appointed receiver for the creditors. Action has also been started against Harry M. Bloomberg, operating the Family Shoe Store, by the Rogers Shoe Co., the Crossett Shoe Co., and the Burtman, Rondeau Co., alleging debts aggregating \$5,489.68. William A. Geiger has been appointed receiver in the case.

Manufacturing Matters.

Flint—The Armstrong Spring Co. has decreased its capital stock from \$400,000 to \$300,000.

Detroit — The Keller Tractor & Shovel Co., 5124 Braden avenue, has changed its name to the Keller Tractor & Equipment Co.

Parma—The Cannel Mining Co., R.R., has been incorporated with a capital stock of \$10,000, of which \$2,800 has been subscribed and \$1,795 paid in.

Detroit—The Michigan Wire Die Co., 14867 Alma avenue, has been incorporated with a capital stock of \$10,000, \$1,200 being subscribed and paid in.

Detroit—The Beattie-Carpenter Millwork Co., 3530 Vinewood avenue, has been incorporated with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Detroit—Earl Hats, Inc., 701 Majestic building, has been incorporated to manufacture and sell hats and dresses with a capital stock of \$6,000, all subscribed and \$3,000 paid in.

Detroit—Steel Strop, Inc., 4070 West Fort street, has been incorporated to manufacture safety razors and blade sharpeners, with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—The Metal-rite Products, Inc., 6553 Woodward avenue, has been incorporated to manufacture and sell soldering solution and repair fluid, with a capital stock of \$5,000, all subscribed and \$4,500 paid in.

Detroit—The Forward Crate Corporation, 2600 Scotten avenue, has been incorporated to manufacture and sell crates for bottles and other devices, with a capital stock of \$50,000, all subscribed and \$1,000 paid in.

Detroit—The Slite-O-Hand Manufacturing Co., 1962 Tromby street, has merged its soap, cleaners and polishes business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Ann Arbor — Buhr Machine Tool Co. is keeping sixty employees busy under its current production schedule. President J. H. Buhr anticipates a steady increase in volume of business on the basis of an analysis of past and present conditions.

Menominee — The Signal Electric Mfg. Co. announces the appointment of four new direct factory representatives who will carry complete stock of Signal products for immediate delivery in their respective territories. The representatives are: Handel-Davies Co., Cleveland, Ohio; P. M. Day & Co., Detroit, Mich.; Scott-Jacqua, Inc., Indianapolis, Ind., and W. C. Laing, Cincinnati, Ohio.

Bay City—Announcement is made of the organization of the Weber Specialty Co., at Bay City, for the manufacture of warm air furnace regulators. The company is headed by Alvin H. Weber, secretary-treasurer of the H. C. Weber Construction Co. It is expected that plant employment will reach 100 or more men. F. C. Learman is vice-president of the company, Charles E. Shearer, treasurer and general manager, and Edward S. Smith, secretary.

Mack's Suggestions.

Gimbel Brothers, Philadelphia, secured from Connie Mack, manager of the Athletics, a list of gifts which he considered suitable for boys and similar lists might easily be secured from other leading athletic authorities. Mr. McGillicuddy's list included a baseball game, scooter, punching bag, gym set, boxing gloves, electric train, bicycle, skates, football, quoits, ping pong, erector set. Illustrations showed Gimbel's merchandise in each of the classifications referred to.

Round the World.

The Fair, Chicago, assembled merchandise from the four quarters of the globe and used a large compass as a background against which these gift items might be displayed in a most attractive manner. Among the items shown were gloves, perfumes, handkerchiefs, books, scatter rugs, fancy linens, furs, bits of statuary, handbags and other articles to which the word "imported" attached additional significance.

For Those Who Serve.

Halle Brothers, Cleveland, report excellent returns from an ensemble advertisement suggesting "gifts suitable for those who serve you well throughout the year." Included in the priced suggestions were gifts for the stenographer, the office boy, the telephone girl, the elevator man, the laundress, the maid, the policeman, the mail man, the chauffeur, the newsboy, etc., from eight to twelve items being mentioned in each instance.

Telephone Service.

Realizing that, if the last few days before Christmas were stormy, a number of patrons would be unable to get downtown to do their shopping, Nungents, St. Louis, emphasized the use of their telephone shopping service, stating that personal shoppers would look out for all phone orders and suggesting the use of gift certificates for those who were uncertain just what to purchase.

Instance of Scotch Economy.

Scotchman's telegram reporting an accident: "Bruises hurt erased afford erector analysis hurt too infectious dead." (10 words.)

Translation: "Bruce is hurt. He raced a ford and wrecked her and Alice is hurt too—in fact she's dead." (19 words.)

So She Went To the Drug Store.

Young Lady Motorist: It's snowing and sleeting and I'd like to buy some chains for my tires.

I'm sorry—we keep only groceries.

How annoying! I understood this was a chain store.

Essential Features of the Grocery Staples.

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

Tea—Ceylon and India teas have been in good demand in this country during the week. In primary markets these teas have been firm for the most part, although some of the lower grades in this country have softened a little. The general market here is fairly steady with a rather quiet business.

Coffee—The market for Rio and Santos coffee, green and in a large way, continues very irregular and very nervous. Early in the week futures went off several points. Later they went up again slightly and at the present writing are fairly steady. Possibly actual Rio and Santos is 1/4c higher in this country than a week ago. The market is very hard to predict, but the undertone is still soft. Milds show no change from last week. The jobbing market for roasted coffee is also unchanged. Consumptive demand for coffee is fair.

Canned Fruits—Word from California is that standard and choice cling peaches in No. 2 1/2 tins, which were the weak spots on the list, have been improved as a result of a meeting of the smaller canners, who agreed to halt ruinous price cutting. The larger canners have not made any attempt this season to meet the competition which has developed on the Coast, and as a result, fruits are firmer, for the time being, anyway. Some packers have advanced prices on Northwest apples to \$3.25, Coast, although they can still be bought at \$3. Canned prunes are very scarce, with practically no No. 10 tins to be had.

Canned Vegetables—The major vegetables are moving out in a routine way. Corn continues easy, with trade sentiment more or less pessimistic as a result of the large pack this year. Peas are moving well. Demand continues largely for the cheaper varieties, which can still be found without much difficulty in Wisconsin. Stringless beans are still easy.

Dried Fruits—Dried fruit trading was in much better volume last week and both jobbers and packers were very much encouraged in the turn that suddenly developed. Continued mild weather and the uncertainty of the export market were factors in keeping distributors large and small very wary in covering their needs. All dried fruits are in very good statistical position and should move out in much better shape as the winter season draws near. Jobbers here report stocks are very moderate, and some shortages are developing. Owing to the very limited way in which retail outlets were buying, jobbers put themselves on a similar basis. All hands have been reluctant to carry large stocks. However, now that the real consuming season has apparently started, and distributors are not stocked very far ahead, a regular movement of fruits from the Coast will become necessary. This movement in fact has started. Representatives here of the leading packers report booking a good volume of business, all practically for immediate shipment. Northwest Italian prunes are active and stronger. Raisin

prices are slightly higher than they were a week ago. California prunes have moved out in better fashion, particularly the small sizes, which are now in light supply on the coast. Figs, however, are irregular and peaches have just about held their own. Dried apples, on the other hand, have recovered some of the ground lost earlier in the season.

Canned Fish—The Maine sardine pack is practically over and does not amount to much more than half of last year's. The demand for Maine sardines, however, is small and the market is dull. High grade salmon is still wanted at firm prices, but there is some shading in Alaska salmon, although generally speaking the market is in pretty steady shape. Shrimp is easy.

Salt Fish—News has come during the week that the pack of Holland herring will be shorter than expected and prices have advanced 7 cents per keg on this account. It has also brought a better demand. Prices will very likely go higher if the demand continues. Mackerel is in fair demand with firmer feeling and advances of possibly 10 per cent. expected soon.

Beans and Peas—Demand for dried beans during the week has not been very good and this has depressed prices on several varieties, particularly pea beans, white kidneys and California limas. The market still shows some strength, although how long it will last nobody knows. Dried peas are steady to firm.

Cheese—The receipts of cheese are only moderate and the market has ruled steady as the demand is very moderate.

Nuts—This has been a remarkable season for California nuts. The California Almond Growers' Exchange reports from the Coast that it is entirely cleaned up on Blue Diamond and Golden State brands of Ne Plus and Peerless and Blue Diamond Drakes. Its IXLs are in light supply and will be taken up in the near future. California walnuts have moved out in excellent fashion, with the association already having withdrawn on its choice grades. Both domestic shelled almonds and walnuts also sold more freely this season. Manufacturers used them to a greater extent in candy lines and the confectionery trade in general. Shelled and unshelled pecans are being offered to the trade this year at record low prices. The shelled nut line here continues fairly active, with no large amount of imported nuts available. French walnuts are a little easier and almonds are firm. Italian and Spanish shippers are holding stocks firmly and report that growers show no desire to sell except at advanced prices. Very few Southern bag chestnuts offering, with a little business ranging \$2 to \$5 per bushel; no imported sold at auction yesterday but a number of lots will be sold to-day. Southern pecans in fair supply and selling mostly 10@20c per pound, a very few 23@25c.

Rice—The trade here appears to be well taken care of now in its rice requirements for November and December, although buying still continues in good volume. The situation in the South is very bullish. Growers are now asking prohibitive prices and

millers report they could not pay them and hope to break even on sales of clean rice. As a result, some of them have already closed down and others have curtailed operations.

Syrup and Molasses—Sugar syrup has not changed during the week and demand is being interfered with by the continued warm weather. Compound syrup has advanced 15 cents during the week. Strangely enough this has improved the demand. Stocks are rather light and the market is firm. Demand for molasses has been rather better during the week, but buyers are still cautious. Stocks are light and the undertone healthy.

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2 1/2 in., A grade	-----	\$.85
Bananas, 2 1/2 in., A grade	-----	1.00
Delicious, 2 1/2 in., A grade	-----	1.25
Delicious, 2 1/2 in., C grade	-----	.75
Greenings, R. I., 2 1/2 in., A grade	-----	1.00
Greenings, R. I., Bakers, 3 in.	-----	1.25
Grimes Golden, 2 1/2 in., A grade	-----	1.00
Grimes Golden, 2 1/4 in., A grade	-----	.65
Hubbardstons, 2 1/2 in., A grade	-----	1.00
Jonathans, 2 1/4 in., A grade	-----	1.25
Kings, 3 in., Baking, A grade	-----	1.50
McIntosh, 2 1/2 in., A grade	-----	1.75
Yellow Pippins, C grade	-----	.75
Shiawasee, 2 1/2 in., A grade	-----	1.00
Spies, 3 in., Bakers	-----	1.50
Spies, 2 1/2 in., A grade	-----	1.50
Spies, 2 1/4 in., C grade	-----	.85
Talman Sweets, 2 1/4 in., A grade	-----	.85
Wagners, 2 1/2 in., A grade	-----	.75
Cooking Apples	-----	.50
Baskets included 15c extra.		
Washington box apples are sold on the following basis:		
Extra fancy Delicious	-----	\$2.75
Fancy Delicious	-----	2.50
Extra fancy Romes	-----	2.35
Fancy Romes	-----	2.15
Bagas—Canadian, 60c per 50 lb. sack.		
Bananas—5@5 1/2c per lb.		
Beets—75c per bu.		

Butter—Butter has had both ups and downs since the last report. Early in the week the marked moved up, but later declined, and still later advanced another cent. All these fluctuations have been due to an active demand or a poor demand as the case may have been. Stocks have been rather light during the whole week. Jobbers hold 1 lb. plain wrapped prints at 31c and 65 lb. tubs at 30c for extras and 29c for firsts.

Cabbage—50c 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; Late Howes, \$2.50 per box.	
Cucumbers—No. 1 stock, \$1.25 per doz.	

Dried Beans—Michigan jobbers pay as follows for hand picked at shipping station:
C. H. Pea Beans ----- \$1.95
Light Red Kidney ----- 3.25
Dark Red Kidney ----- 4.50
Eggs—Fine fresh eggs are scarce

and firm with the demand absorbing the receipts every day. The market on fresh is the same as a week ago. Jobbers are paying 30c for strictly fresh hen's eggs and 22s for pullets. They are selling their supplies:

Fresh hennery eggs	-----	35c
Fresh eggs	-----	29c
Fresh pullets	-----	25c
XX candled storage	-----	23c
X candled storage	-----	18c
X checks storage	-----	17c
Grape Fruit—Florida commands \$3 @3.50 per box; bulk, \$3.25 per 100.		
Grapes—Calif. Emperors, \$2.25.		
Green Onions—20c.		
Green Peas—Calif., \$3 per crate of 40 lbs.		

Green Beans—\$3 per hamper for California.

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

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----	\$4.25
Imperial Valley, 5s, per crate	-----	4.75
Home grown leaf, 10 lbs.	-----	.50

Lemons—Present quotations are as follows:

360 Sunkist	-----	\$5.50
300 Sunkist	-----	5.50
360 Red Ball	-----	4.50
300 e dBall	-----	4.50

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

126	-----	\$4.75
150	-----	4.50
200	-----	4.50
176	-----	4.50
216	-----	4.25
252	-----	4.25
288	-----	4.00
324	-----	3.75

Floridas—\$3.50@3.75 for all sizes; Bulk, \$3.50 per 100.

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, \$4 per box.

Peppers—Green, 60c 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 Spring	-----	14c
Heavy fowls	-----	14c
Light fowls	-----	12c
Ducks	-----	13c
Geese	-----	10c
No. 1 Turkey	-----	20c
Sweet Potatoes—\$2.25 per bbl. for Virginias.		

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

Tomatoes—Hot house, \$1.10 per 7 lb. basket.

Veal Calves — Wilson & Company pay as follows:

Fancy	-----	6@9c
Good	-----	7c
Medium	-----	5c
Poor	-----	8c

Cutting down advertising is a poor way to make progress.

The question of the hour is, "What time is it?"

MUTUAL FIRE INSURANCE

Holiday Precautions Against Fire.

Fire chiefs are now making their plans to prevent those last-of-the-year large losses which frequently mar a good fire-loss record maintained for the first eleven months. Attention is centered upon the holiday hazards. Store decorations will be examined. Where possible, nonflammable decorations will be insisted upon. Adequate aisle space will be checked by inspecting firemen. Care will be taken that stocks are not piled against doors and windows or entirely up to the ceiling. Plans will be made to station firemen in the most crowded stores with directions to give first aid in the extinguishment of fire and to prevent panic among the crowds of buyers.

Some fire chiefs plan to take unusual precautions this year also to prevent arson fires. They will give watchful attention to mercantile establishments which have moved in recently and which are not known to be solidly entrenched financially. Whenever and wherever suspicions are aroused, they will seek to learn the relation between the value of the mercantile stocks and the insurance coverage. They may patrol the streets in some neighborhoods at night in order to observe who goes in and comes out of stores during the late hours of the night. Suspicious characters will be questioned about their business on the premises and arrangements will be made for frequent checkups to catch any fires at once when they begin to burn.

A great preventive of arson fires is the mere knowledge that the fire department is on the job to prevent these fires, to investigate them carefully if they occur and to become vigorous in prosecution if evidence warrants.

Safety of life and property demands unusual watchfulness during the coming holiday season.

Soda Acid Extinguishers.

This device consists of a cylinder containing a quantity of water in which has been dissolved bicarbonate of soda. Inside of the cylinder in a bracket is supported a glass bottle containing the right amount of sulphuric acid. The device is so arranged that when it is turned upside down the acid flows into the water solution of bicarbonate of soda, and carbonic acid gas is formed. By the proper arrangement of the extinguisher, the gas pressure produced tends to force the water out through the hose and nozzle. Many people believe that the soda-acid extinguisher has an extinguishing value superior to that of water. This is not true. The quantity of gas carried over with the discharge is infinitesimal. The effectiveness depends upon the cooling process. It is necessary to recharge this extinguisher at frequent intervals. Bicarbonate of soda solution in the water tends to settle to the bottom. Sulphuric acid has a high affinity for water, thereby diluting the acid. The result is that in about a year's time the chemical agents have been reduced in their effectiveness and the discharge from the extinguisher is sluggish. It has been suggested that the addition of salt, glycerine, etc., will depress the freezing point of the water contained

therein. This is true, but the chemical reaction is destroyed, and this practice should be urgently advised against. In order to secure the highest effective discharge, pure chemicals such as recommended by the manufacturer should be used.

Exclusion of Oxygen.

Recent development in fire extinguishing appliances has been along the line of exclusion of oxygen. The methods involved in fighting fires with this principle are entirely different from the use of the cooling process with which we are all so thoroughly familiar. The exclusion of oxygen, or the cooling process, is the process of keeping the oxygen in the atmosphere from coming in contact with the burning substances while they are at a high temperature, or at the "temperature of combustion." The early application of this principle was in the use of the wet blanket. The more modern application of this principle is the development of the gas blanket. Other chemicals apparently have the ability to absorb the oxygen out of the atmosphere. The principal difficulty with this form of fire extinguishment is keeping the oxygen supply away from the burning material until it has cooled down, by the process of radiation to the temperature below its ignition point. Various substances have widely varying temperatures of combustion, as for example, that of dry wood is approximately 550 degrees F., while the temperature of combustion in highly volatile liquids is, with some materials, below the ordinary atmospheric temperatures which are encountered in the summer time.

A Self-Extinguishing Fire.

Stanley Decker, of Warwick, New York, awoke the other Sunday morning to find that a fire had started in his cellar and eaten through the double floor and rug into the first floor, making a hole a yard across.

Although three basement windows, the basement stair door, and a bathroom window were open, providing plenty of ventilation for the fire, it stopped after eating the hole in the floor and rug.

The contents of the whole house were damaged by smoke, with the exception of those in Decker's bedroom. The fact that his door was tightly closed and his windows open probably kept the smoke from entering his room and waking him.

No one as yet has been able to suggest any solution. Can you give a satisfactory explanation for the going out of the fire?

Placing Holiday Lingerie Orders.

A substantial degree of activity has developed this week in the lingerie and negligee trades. Retailers are covering their holiday and January sales needs, with orders chiefly concentrated on low-end merchandise to retail below \$1 for individual items. Indications are that the trend toward practical gifts will materially expand the business done in flannel robes, which are already in active request. Pajama ensembles are doing well in the medium to lower ranges, although some falling-off has been noted in the higher-price types.

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.

On the High Seas Safety Counts Most



The massive ocean liner is a bulwark of protection and safety on the high seas. Likewise, the large surplus, careful selection of risks, and the efficient management of the Federal Mutuals makes for a bulwark of protection to policyholders. These features enable the Federal to make prompt settlement of every legitimate claim, and at the same time return substantial savings to policyholders in the form of dividends.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.
Minneapolis, Minnesota Stevens Point, Wisconsin
Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

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.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

An ordinance proposed by the Detroit Independent Restaurant Owners' Association, which includes 2,000 of the smaller restaurants in Detroit, to increase restaurant license fees in this city from \$1 a year to \$500 a year, with a view to shutting off what the association considers unfair competition, was declared invalid and unworkable this week by the corporation counsel's office, to which it had been submitted by a member who was about to introduce the measure in the city council.

The opinion declared that the instrument as it now stands is so vaguely worded that it is impossible to tell whether the ordinance is supposed to increase the fees of all restaurants or only of new restaurants. If solely to new ones, the ordinance would be discriminatory, if to all, the total revenue from the city's 3,000 restaurants would be a million and a half dollars a year, whereas the cost of supervising and regulating restaurants now is only a fraction of that sum. Such a fee would be unnecessary and would constitute a tax, the opinion stated, and the law prohibits taxing through license fees above the cost of regulation.

Another clause in the proposed ordinance, which is aimed chiefly at the sale of food in drug stores, dining cars and other small restaurants, would forbid the issuance of a license to any firm selling other than food and drink on the same premises, unless the restaurant portion were shut off from the rest of the store by a fire wall. This, which is obviously aimed at drug stores, would be an unreasonable provision, the opinion states.

Charles F. Brown, of the Brown-Thompson Corporation, has purchased the Colonial Hall Hotel, 657 Seldon avenue, from Willis R. Horton. The property, which is assessed at \$143,000, was sold subject to a mortgage of \$95,700. The selling price was not made public. The house was erected in 1923, is four stories high, with 167 rooms and a cafe. The house has been operated until recently by Oscar Labbe, secretary of the Detroit Hotel Owners' Association, the organization of small hotel operators that was formed in May, 1930.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Mitchell C. Breitman, retail dry goods, 6521 Chene street, by Irwin I. Cohn, attorney, representing Wetsman & Shatz, \$449; Camill Co., \$100; I. Shetzer Co., \$129.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Paul Kane, retail dry goods, 10619 Shoemaker avenue, by Irwin I. Cohn, attorney, representing A. Krolick & Co., \$435; I. Shetzer Co., \$249; Wetsman & Shatz, \$105.

A 30 per cent. composition offer has been filed in involuntary bankruptcy proceedings against King-Blair Co., retail men's wear, 1456 Woodward avenue. The offer is payable 10 per cent. in cash following confirmation, and 20 per cent. in four promissory

notes of 5 per cent. each, due two, five, seven and nine months, respectively, after date of confirmation, being endorsed by John, John R. and Edward King, and payment further secured by assignment to Union Guardian Trust Co. of all right, title and interest which any of the endorsers may have in the capital stock of King-Blair Co. Assets are given as \$31,659 and liabilities, \$97,742 in schedules filed in U. S. Court here.

One by one the distinctive details of the 1932 automobile models are coming to light. By "distinctive details" is meant those special features each carmaker is striving for that are beyond the most optimistic expectations of the public.

One Detroit maker is preparing to startle the hopeful public with a new development that makes his car amazingly easy to handle at any speed and a revelation in stability at high speeds. This quest is one that has been pursued for years by all car manufacturers. The sponsor or the newest design is positive that it has been achieved at last by a new means of lowering the center of gravity. The writer was given a demonstration of the car's abilities a few days ago. The test driver even took his hands off the steering wheel at the car's top speed around seventy-five miles an hour. And curves were taken smoothly at sixty. The demonstration was designed to show how easily and surely the car may be handled at normal speeds.

Two manufacturers in the medium price range, one of whom formerly was a midsummer model proponent, are preparing to offer their 1932 lines in mid-December this year. Both will emphasize the degree to which body design has been subjected to revision, all the more so because neither has been especially prone to make sweeping changes in exterior lines in the past.

Still another step beyond the streamlining represented in the deep, narrow radiator and the one which has been Vee'd will be revealed by the maker of a popular car within the next few weeks. The radiator has a graceful slope from bottom to top which gives it an entirely different appearance.

One of the first concrete predictions as to what the industry expects in 1932 is that made by R. H. Grant, vice president of General Motors. Mr. Grant foresees a market for approximately two million cars next year, more than will be sold in 1931. His long view of the situation is that the industry is destined to have three good years, then three bumper years, with 35,000,000 cars in service before there is another slump in sales.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 24—We are living in a wonderful age. Here it is at the end of November and no snow in this North country. Nice fall weather, with the birds singing and not much coal to shovel. The old timers do not know what to make of it. The only kick has come from our hunters because they cannot track their deer, but they seem to be getting about as many as in other years. Most of the hunters are still in camp, enjoying the warm days and roaming through the

woods full of optimism, knowing well that a turkey dinner will be served on their return. With the low prices for turkeys one can well afford to eat turkey, instead of venison, as one of our hunters said that the only reason he liked venison was because it was deer.

Guy MacIntyre, who has been conducting a small store and gas and oil station at the Rock Cut at Nebish, has decided to sell out and move elsewhere.

Brown & Witmarsh, the well-known merchants at Strongs, were visited by burglars last week. Their loss was estimated between \$150 and \$200. This is the third time this has happened during the past year. Seems as if even the burglars are specializing during the depression.

Jos. Traynor, of Goetzville, has opened a garage and oil station on M 48, where automobile repairs are made. He also expects to add a store to the garage in the near future and put in a line of confectionery, tobacco and cigars.

When it comes to shooting deer we must take off our hats to Mrs. Thomas Hallisey, wife of the well-known merchant on Portage avenue. Mrs. Hallisey accompanied her husband when he left for their camp on Drummond Island. Mrs. Hallisey shot a buck weighing 208 pounds, which was the largest on record to date.

Adolf Wandler, Jr., has opened a meat market on Swinton street and offers a complete line of meats. He is devoting his entire time to the business and with the several years' experience cutting meats for the Pittsburgh Supply Co., which has closed for the winter, Mr. Wandler will continue business during the closed season of navigation and will take up his work with the Pittsburgh Supply Co., in the spring.

The only encouraging note in the crime situation is the way the gangsters and racketeers keep shooting each other off.

The Service grocery is a new store opened last week at 910 Ashmun street by Joseph LeMoine and Hugh Crimin, two young men with several years' experience in the grocery business, clerking for C. O. Brown, the well-known grocer. The store had been redecorated and new up-to-date fixtures installed, with a complete line of fresh fruits and groceries. Both of the young men are well known in the city and have many friends who wish them success in their new venture.

John Heitala has opened a shoe shop at Rudyard. He will make, as well as repair shoes and also repair harness. Rudyard is a busy village and Mr. Heitala should do well in that place.

Ham Hamilton of the Pickford Grocery Co., at Pickford, is bringing in large quantities of turkeys and fowl into this market. While the price is very low at present and the quality fairly good for this season of the year, there should be enough left in the country for the holiday trade, which will be of better quality.

They ought not to complain that football is over emphasized. How else could the colleges get so much free publicity to let the folks know they're in operation?

William G. Tapert.

Corporations Wound Up.

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

Wolverine Land Co., Detroit.
Devault-Dietrick, Inc., Pontiac.
Detroit Co-operative Cleaners, Detroit.
Crown Cartage Co., Detroit.
Main Motors Sales, Inc., Kalamazoo.
Josephine Fix, Inc., Detroit.
Hanna Furnace Corp., River Rouge.
Purity Drug Co., Highland Park.
F. J. Wolfarth Machine Co., Saginaw.
Jay & Jay, Inc., Detroit.
Frank T. Caighey Co., Detroit.
Abso-Clean Linen Service, Detroit.
Lasher Land Corp., Detroit.

Logan Pocahontas Fuel Co., Detroit.
Capper & Capper, Inc., Lansing.
Union Leader, Inc., Lansing.
Cosenda Dye Works, Saginaw.
Georgia Hardwood Lumber & Milling Co., Kalamazoo.
Detroit Products Co., Detroit.
Rule and Roberts Co., Lansing.
Automotive Lock & Products Co., Inc., Detroit.

Getting His Hide.

Squire Perkins—Nell, after I die, I wish you would marry Deacon Brown.
Nell—Why so, Hiram.
Squire—Well, the deacon trimmed me on a horse trade once.

BOND BIDS WANTED

FOR \$65,000.00 CITY OF HOLLAND

General Obligation Bonds

Sealed bids will be received at the Office of the City Clerk of Holland, Mich., until 7:30 P. M., E. S. T., on Wednesday, Dec. 2, A. D. 1931, for the purchase of:

\$65,000.00 General Obligation Bonds. Said bonds to bear interest at a rate not to exceed 4½% per annum, payable semi-annually on August 1st and February 1st of each year until bonds mature.

Cemetery Bonds No. 1

40 Bonds of \$1,000.00 each that will mature serially at the rate of \$2,000.00 per year on August 1st of each year from 1932 to 1951, inclusive, and are to be dated as of Dec. 1, 1931.

Said Bonds are issued and sold pursuant to a resolution of the Common Council passed Nov. 18, 1931, for the purpose of paying for the purchase of land known as the "Holland Fairgrounds" that is to be used for Cemetery purposes for the City of Holland, and are to be designated "City of Holland Cemetery Bonds No. 1."

Bidders must specify the rate of interest.

North River Ave. Improvement Bonds

25 Bonds of \$1,000.00 each that will mature serially at the rate of \$2,000.00 and \$3,000.00 per year on August 1st of each year from 1932 to 1941, inclusive, and are to be dated as of Dec. 1, 1931.

Said Bonds are issued and sold pursuant to a resolution of the Common Council passed Nov. 18, 1931, for the purpose of paying for the cost of widening, repairing and otherwise improving of North River Ave. in the City of Holland, and are to be designated as "City of Holland North River Ave. Improvement Bonds."

Bidders must specify rate of interest.

Proposals to be conditioned upon the successful bidder furnishing legal opinion and printed bonds ready for execution.

Interest and principal will be payable at the Office of the Treasurer of the City of Holland, Mich.

Bids must be accompanied by a certified check in the amount of \$1,300.00.

The right is reserved to reject any or all bids.

OSCAR PETERSON,

City Clerk.

Dated: Holland, Mich., Nov. 18, 1931.

REASONS TO BE THANKFUL.

Thanksgiving Day had its origin in a time of adversity. It was the outward expression of an inward determination to look on the bright side, and to exalt mercies above misfortunes. If to-day, in a similar spirit, we were to cast about, after a year which has meant hardship to so many of our citizens, for motives to thank God and take courage on Thanksgiving Day, we could find them in certain values more important than material blessings.

For one thing, the hard times have not made hard the spirit of Americans. Nor has their morale been broken by breaking prosperity. They have kept their heads erect, bating not a jot of heart or hope. They have displayed an invincible faith in the future of their country. And they have not repined or rebelled at its present order. While in several nations the discontent bred of business depression has led to rioting and revolution and the overturn of governments, we have seen Americans admirably patient, submissive to the rule which they themselves have established, and which they know they can alter at will, and resolute in upholding all lawful authority. In the midst of a world where turbulence and dictatorships have been common the United States has maintained a cheerful confidence in democratic institutions, for which we may well be thankful this day.

Even better and more heartening has been the wonderful exhibition of fellow-feeling and social obligation which Americans have been giving during these trying months. Instead of social obligation, it might be called "social compunction"—which has been said to mark out this stage of civilization from all that went before it. Talk about "class consciousness"! What has most deeply stirred the consciousness of well-to-do classes is the mute appeal of the unfortunate, of displaced workers, of women and children in unaccustomed need. To them a stream of carefully organized philanthropy has flowed in a generous abundance quite unexplained. Men and women with means at their disposal have acted on the theory that the best way to show their thankfulness is to make some despairing brother thankfully take hope. Never have we seen such an eager desire running through every community in the whole country to bear one another's burdens and so fulfill the law of Christ. Thus the very period of adversity through which we have been passing has given occasion for the exercise of human qualities and virtues which help one to understand how it could have been said that "adversity is the blessing of the New Testament."

Such a realization of the widest commonality in which Americans find themselves living in these days of stress does good both at the top of society and at the bottom. Those who give are blessed and those who receive are cheered. The loneliest man, in deepest trouble, need not think that he is neglected or forsaken. Hands open as day for melting charity are ready to reach out and rescue him.

In this strong and new sense of social solidarity, all being bound together in the bundle of life, there is reason enough for thankfulness on this day of giving thanks to the Giver of all good.

DRY GOODS CONDITIONS.

Retail trade continued to suffer from the sales-deadening effect of warm weather during the week, and, with holiday business in the offing, there is naturally the feeling among store executives that the best part of the season has been lost. Merchandise does not improve with age, and the slow demand for many lines of apparel means that extra effort must be applied toward increasing volume when weather conditions turn favorable.

After a good start, the month's trade slackened materially, so that results are only slightly better than they were in October. Store executives hope that a combination of apparel and early holiday buying may finally lift up volume. Some concerns have opened holiday toy and gift sections earlier than usual in order to make up for slack business. In this way they will also be able to test out consumer demand on Christmas articles.

At the same time, this advance showing of holiday merchandise may be expected to have a somewhat detrimental effect on other departments, since customers will be reminded of the expenditures necessary for the Christmas season. To overcome present losses on seasonal apparel lines, however, the stores are preparing for January promotions in a larger way because it is felt that delayed consumer buying may be added to the volume which is usually done.

Outside of the branches which specialize in holiday goods the wholesale merchandise markets have dropped into their quiet season. Resort and winter cruise apparel lines were opened in the week, but attracted only a nominal response. Designs which can be used, if necessary, as regular stock were favored. Price adjustments continue to be made in various markets, and the recent firming tendency has pretty well disappeared.

NORMAL OPERATIONS AHEAD.

Foreign debt difficulties and the British tariff were influences of the week which probably exerted the most pronounced force in higher business circles, while the reaction in wheat and silver prices no doubt curbed optimism in a general way. The plight of the railroads and its possibilities were more clearly appreciated. At the same time, reception of the plan for taking care of home mortgages aroused little in the way of enthusiasm. It is thus logical to assume that business sentiment receded somewhat in the week.

The actual movement in basic lines of industry still fails to show anything in the way of recovery. The weekly index has dropped a little further and the more inclusive Annalist index fell to 67.2 for October from 70.6 registered in September. This record of business disclosed that the so-called lighter industries, such as

textile and boot and shoe production, have been checked in their upward climb and probably by the failure of the basic lines to improve. These industries were the ones which led the way out of the 1921 depression.

Outside of a sharp rise in employment in Detroit, which should signify that automobile production has finally started to climb out of its deep slump, the business news of the week was largely unfavorable. Weakness has once more affected commodity prices, not only in grains, but also in textiles and metals. Building contract awards have declined a great deal more than usual for this season.

There was, however, another large drop in money in circulation, this time of \$46,000,000, which was contrary to the seasonal trend. This must be accepted as indicating greater confidence in the banks and therefore brings forward the time when normal operations and accommodation will be possible.

ECONOMIC CIRCUMSTANCES.

In contrast to the tendency among many manufacturers to consider that they are in the grip of economic circumstances which they are powerless to control, there is effort being made by a smaller group to put their affairs in better order for the future. Plans for 1932 are now being considered and in one way, at least, producers have an improved basis over last year in laying out their programs.

A year ago there was still a great deal of confusion concerning the business outlook. Propaganda from various sources led many to believe that the depression was not quite as bad as it was depicted and that decisions might be put off with a chance that "the situation would work itself out" as conditions improved.

To-day this "laissez faire" policy has been abandoned in many instances and managements are facing the facts. Contrary to what the inspirational school of business counsel prescribes, namely, that a constant chorus of optimistic chatter must ever be supplied, it is this facing of facts which will probably count most in lifting the country out of the slump.

In studying possibilities for 1932, it is apparent that manufacturers in most lines must survey their markets more thoroughly than ever before. Price lines have been upset and consumer preferences changed in many instances. Products usually showing profits have become subject to severe competition. Producers must not only investigate their own processes but distributor and consumer markets as well if they are going to fortify their positions next year.

FOREIGN TRADE DECREASES.

Although a favorable balance of \$36,000,000 was set up in foreign trade last month, both exports and imports failed to show the customary gains from September. On a daily average basis exports increased 10 per cent. over their value in the preceding month, against a normal seasonal rise of 13 per cent. Imports usually increase 6 per cent., but actually declined 4 per cent.

Comparisons with October, 1930, showed that exports of \$205,000,000 last month were 38 per cent. less, while the drop in imports was 32 per cent. These losses were almost identical in each case with the decreases suffered for the ten months of this year as against the corresponding period in 1930.

The European raid upon our gold stock was a feature of the international movement last month and resulted in an excess of exports, which amounted to the huge sum of \$337,697,000. Exports were valued at \$398,604,000. Earmarkings of metal here ran our loss well beyond \$700,000,000.

Unless payment on a substantial portion of the foreign investments in this country is asked in gold, there seems to be small danger to the gold standard here. Germany was, of course, drained by huge debt payments and failure of our loans to continue on their former scale. Great Britain was running up trade deficits and dependent upon too much short-term credit. Our own trade balance is greatly reduced from last year's, but for ten months has amounted to \$259,074,000 on merchandise account alone. Tourist expenditures abroad have been greatly curtailed.

SALES TAXES ATTACKED.

While plans of the next Congress to meet the huge deficit seem to be veering toward increased surtaxes on large incomes, various proposals continue to come forward in the shape of sales taxes of one kind or another. Organized retailers are preparing their case against such levies and have already noted that 10 per cent. of the taxes collected in this country are paid by the stores.

This sum represents, it is pointed out, at least two cents on every dollar spent by consumers, since it reaches the total of almost a billion dollars, and retail sales were placed by the last census at \$500,000,000,000.

Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, asks if the consumer should be asked to contribute more in the way of taxes to his Government.

"Furthermore, in these days of rapidly diminishing profits or no profits at all in retailing," he adds, "the merchant cannot absorb more taxes without threatening the very existence of our retail institutions."

The answer to the taxation problem, he maintains, is sane and practical retrenchment of Government expenses, although it is doubtful, of course, that even the strictest economy could meet the \$2,000,000,000 deficit being rolled up in this fiscal year.

Major Benjamin H. Namm of the Namm Store, Brooklyn, recently suggested that if every store in the country would put on an actual demonstration of how merchandise must be price-tagged to include a sales tax, perhaps the proposal would "die a sudden and unmoored death."

A rabbit doesn't know how lucky he is to be able to run around all the time in a beautiful seal-skin coat.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Calling on my mercantile friends in Muskegon Saturday I very soon discovered that they lived in a city which does some things quite well — very much better than their sister city of Grand Rapids. I refer particularly to the manner in which the disbursements of the welfare departments are handled. Grand Rapids does it in the most profligate manner possible—expensive to the taxpayer, humiliating to the recipient of public assistance and unbusiness like to the nth degree. There could not possibly be a worse system than the one originated and championed by our city manager. Yet the people stand for it because the citizens generally and the best class of grocers in particular do not take the time or trouble to investigate the situation and assume that it is commendable because it is the pet fetish of the city manager, whose propaganda department has spread the news far and near that he has invented something new which places Grand Rapids far in advance of any other city in the distribution of food to people who must eat, whether the food doled out to them is fit for human consumption or not, so long as it has the George Welch stamp on the wrapper. The grocery and meat trade of this city protest against the continuance of the so-called system, but because they do not act independently of their self-appointed leader they might as well suffer in silence, because they will never get anywhere under the present regime. The man who should be first and foremost in this movement is evidently asleep at the switch. Even though he took action in the matter he would prove to be a hindrance to effective results, because of his unfortunate personality.

The first mercantile call I made in Muskegon Saturday was on a grocer who showed me \$250 in city orders which he had taken in during the week. The orders were mostly in amounts of \$5. When the man out of work applies for assistance from the city he is asked where he would like to trade. If the grocer or meat dealer thus named is known to be a reliable one and the applicant is found to be entitled to assistance, no further questions are asked and no conditions whatever are imposed as to how the applicant shall expend the amount of his order. He does not have to trade the order all out at once. He can leave the order with the merchant and buy from day to day until the amount of the order is exhausted. The merchant told me that his orders were averaging \$1,000 per month, which placed his business on a fine basis. He thought the average receipt of orders by Muskegon grocers of the smaller class would be about the same as his own—perhaps some more, perhaps some less. The larger merchants and the dealers who handle fancy groceries do not cater to this trade. Many who presented these orders already owed him long past due

accounts and mentioned his name to the executive of the welfare department because of the gratitude they harbored in their hearts for the latitude he had accorded them in the past. I called on several other suburban merchants of the smaller type whose experience in receiving city orders was approximately the same. All who discussed the subject with me condemned the Grand Rapids system as unfair to the merchant, unjust to the order holder and unnecessarily expensive to the taxpayer.

With more than 550 men on the city payroll, working three to six days a week on projects financed by a million dollar bond issue for unemployment relief, Muskegon is carrying out an ambitious program of city beautification. About 200 of the men on the welfare department list are being used on a clean-up job, starting from Lake Michigan on the West and making a clean sweep to the East city limits, trimming trees, improving terraces, levelling and raking sand streets, cutting untrimmed lawns along curbs and, in short, turning the whole city into something resembling a well-kept park. A staggered system of employment is being used. Three hundred men are at work at one time, many of them working only three days a week.

In making my rounds among the merchants of the Sawdust City I noted the attractive grocery store of William Kampenga and called to enquire about the respected founder of the house, Derk Kampenga. Greatly to my surprise and delight, I was greeted by Derk Kampenga himself, still actively engaged behind the counter at 73-74 next February. He was a long-time reader of the Tradesman and recalled many events of his early day experiences as a merchant. He bought his original stock of Fox, Musselman & Loveridge, of Grand Rapids, all of whom have passed over to the Other Side. He was delighted to learn that Edward Frick was still alive and in good health. The store, which is now conducted by his son, William, is a very attractive one.

John Boonstra, a long-time grocer of Muskegon, who has been on the road several years for the VanCamp Packing Co., has engaged to travel for the Beechnut Packing Co. in the future. He will cover seven Southern Michigan counties.

I was disappointed not to find John Kolkema, the Apple street grocer, in when I called. He had been in the Upper Peninsula two weeks in search of a deer. He was on his way home with a large buck. I was informed he never crosses the Straits until he has something to show for his prowess. His son told me the cash and carry plan was going strong.

A certain jobbing house in Michigan has pursued a peculiar policy for three generations. It has not aimed so much to make money for itself as to keep

the other fellow from making money. Only one condition could possibly result from such a policy. It is the most cordially disliked business house in the United States.

Fred G. Timmer, trustee of the Ernest T. Gaffney estate, seven miles North of Petoskey, made a favorable sale of the 247 foxes in the Gaffney ranch last Wednesday. He received \$6,700—\$5,300 for the breeding animals and \$1,400 for the pups. The former were purchased by J. W. Bennett & Son, of Scottville, and the latter by Zissis Bros., of Detroit. The best bid Mr. Timmer received on the real estate was \$4,000, which he refused to entertain. It comprises eighty acres, which with the buildings, involved a cost of \$15,000. The total indebtedness is \$34,000. Since the property came into his hands on July 14 he has conducted its business at a profit of \$200, earned by boarding foxes owned by others. In compiling a list of the fox breeders in Michigan, Wisconsin and Illinois, Mr. Timmer found the number of 670.

About 25,000 persons, mostly from New York, New England and Ohio, were induced to invest in Coral Gobles property by the silver tongue of crafty William Jennings Bryan. As a result of their listening to the greatest swindler of the age, they now compute their losses at \$91,000,000. I think this is the largest sum ever filched from the public by a real estate fakir. When Bryan made his first campaign for President of the United States I was guileless enough to think that he was sincere, although I was stunned when he stood on the platform in Cooper Union, where Lincoln had proclaimed his faith forty years before, and exclaimed:

"Great is Tammany and Croker is its prophet!"

William Allen White in describing this exposure of Bryan's hypocrisy, said:

"In that moment America gasped and Bryan ceased to be a National leader. His broken scepter was crunched in the tiger's grinning jaws. After that Bryan was only a partisan; a powerful figure, but a shorn Sampson."

Later when I was shown positive proof of the perfidy of the imposter in conducting his free silver campaign, not in the interest of the downtrodden masses, but because he was subsidized by the silver miners of Colorado, I knew he was the cheapest thing in the political field; that he was the cheapest charlatan on earth and that his golden tongue was at the command of any interest which sought his services. His misadministration of the great office of Secretary of State was one of the greatest scandals of the twentieth century and stamped him forever as one of the most arrant frauds and cheats this country has ever produced.

The Wolverine Shoe Co., at Rockford, produces 600,000 pairs of shoes per year, which is approximately 2,000 pairs for each working day during the year. As the total output of the entire country is 360,000,000 pairs, the

Wolverine production represents one-sixth of one per cent. of the total.

A short time before he died, David Belasco was asked to address a gathering of independent grocers and give them a word of hope and courage. He did it nicely by citing his own experience in making a success of life by keeping in love with his business as follows:

Gentlemen, I appreciate very much this gesture of your friendship, but as a matter of fact, there is no man in America to-day that has any better right to be enthusiastic about the future of his business than I have. The longer I live, the more certain I am that nothing matters in business quite so much as to be in love with your business. Why, I have no time to look to see what Fox is doing, what Loew is doing, and Paramount and Warner Brothers, I am too busy falling in love with my work. Year after year I have fallen in love with my players, my properties, my vehicles, my audiences, and by that very fact I seem to take myself right out of competition, and I vaccinate myself against attack, gentlemen.

I am not a prophet, but I see aborning the greatest industrial epoch in the history of the world. Men in industrial institutions, independent grocers, if you please, with their backs to this mighty wind, are going to ride the crest of a wave from glory to glory, but the nether sea will still be a graveyard of lost ships and vanished dreams; Caesar is still king; Pilate has the power to release or to crucify, but underneath your jacket on the left-hand side you have the balance of power. You need not sit by the side of the road and watch the world go by. Join in the procession, and by the happy expedient of falling in love with your work you, too, may make yourself immune from competition, you may vaccinate yourself against attack; put all of your establishment in happy accord with that new wind that is blowing through the world.

The other day I received a letter from a young man who went to school with me in the old brick high school on the Lyon street hill. He was not my classmate; he was my schoolmate, although we were about the same age. As a matter of fact, Kenneth didn't have any classmates. He was so smart he did all of his reciting alone. I can see him now reciting the Latin lesson. When I was studying Latin grammar, he was reading Cicero's Oration against Cataline; so it was in Greek and in mathematics. His whole educational experience was a game of solitaire. Finally the school teacher said, "Kenneth, don't come back any more, you know everything." And Kenneth went away.

Kenneth's mother was the wife of an ex-soldier, who died a few months ago. Her pension was cut off, and that is the reason I got a letter from Kenneth. He said that he must now make some use of his knowledge. Knowing Kenneth as I do, I shall not be surprised if some day he takes a ride over the hills to the poorhouse. Kenneth has a great deal of knowledge, but Kenneth
(Continued on page 23)

FINANCIAL

Treasury Now Must Rely Upon Commercial Banks.

Wall Street very definitely expects the Government financing which must take place next month to be in the form of short-term obligations. Opinion is divided as to whether it will be by certificates of indebtedness, which would have a maturity of not more than a year, or Treasury notes with a maturity of from three to five years. Which of these plans is followed, or perhaps a combination of the two, however, is of secondary interest to the fact that the financial district does not believe that the Government can afford to borrow now by means of long-term bonds.

This must be accepted as a critical commentary of the present position of our National public debt. Interest rates, to-day, are relatively low. Further, according to historical precedent, there should be a great abundance of funds available for investment because of the long depression. One would expect, therefore, that National Government borrowing on long-term obligations would be looked upon with favor.

Such general favor, nevertheless, is not present. Instead of having a situation in which long-term Government bonds would sell readily we find a condition when the Treasury must rely to a very large extent upon the banks for the success of new issues or else pay a high rate of interest.

This is largely the result of the policy which has been followed by the Treasury Department for some years. This policy has been to have a large portion of our public debt carried by the commercial banks of the country. To accomplish this it has been necessary merely to convert the debt into certificates of indebtedness. Some of these obligations have been purchased by private investors, but the greater proportion of them have been bought by the commercial banks.

At times this policy appeared to have certain advantages. In the first place, during the days of large Treasury surpluses it facilitated the retirement of the debt. Also it created a large volume of short-term paper which could be held by the commercial banks as secondary reserves, and through which the open market credit policies of the Federal Reserve Board could be put into effect with ease.

As a long-term policy, nevertheless, the public debt should be held by the ultimate investors of a country. The practice of having a large portion of it tied up in the commercial banks is thoroughly undesirable. This is primarily true because the Government obligations can only be shifted from one part of the financial system to another. They do not afford a good means by which the banking system as a whole actually can liquidate in the sense that the credit goes out of existence and is withdrawn from the economic structure.

Ultimately, our present policy must be changed. It is very doubtful, however, if this is the correct time to do it. Rather, we shall have to continue to pay for our past errors until a

favorable opportunity presents itself for having the Government shift the public debt back to the permanent investors. It will then be paid for out of the savings of the country, instead of being carried by the demand deposits in our commercial banks.

Ralph West Robey.
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Past Industrial Errors Now Well Known.

Seldom is a group of industrialists subjected to as much plain talking as were those attending the current international conference on bituminous coal. On the one hand Governor Albert C. Ritchie, of Maryland, emphasized the danger of looking to the Government every time there is collective or individual distress. On the other hand, Myron C. Taylor, chairman of the finance committee of the United States Steel Corporation, said that he believed much of the difficulty in the bituminous coal industry is due to its failure to act reasonably and properly; that the industry should awaken to its responsibility and opportunity.

Obviously, both of these speakers were working along the same general line of thought, even though the points of emphasis were somewhat different. It should be equally evident, too, that this point of view would be just as valid when applied to any industry. The bituminous coal business, perhaps, has suffered considerably more and over a longer period than others, but basically its troubles parallel very closely those found throughout our industrial system.

These troubles to-day are becoming fairly widely recognized. In general they are the failure to gear our productive capacity to our consuming ability, and the failure to make the proper provision for meeting periods of slack business. In spite of this recognition, however, very little is being done either to correct them or to guard against a repetition of them in the future.

It is because of this fact that the advice of Governor Ritchie and Mr. Taylor is especially timely. Many of our industrialists appear to have the attitude that it is the duty of the Government to extricate them from their difficulties. This has been true to an unusual degree in the case of purely financial institutions.

Further, almost no real progress is being made toward guarding us in the future from the same errors that have been made in the past. Instead of putting through reforms that would have some promise of accomplishing permanent improvement, many of our leaders have attempted to limit themselves to patchwork, presumably in the hope that a return of more normal business condition would outweigh underlying defects.

Of course, the Government will take a direct hand in the solution of our industrial ills if necessary. On the whole it is, and quite properly, hesitant in assuming these responsibilities, for they rightly belong to individuals. If these individuals refuse, or are unable, to assume these responsibilities with success, however, some degree of governmental interference will become necessary.

It must be remembered, nevertheless, that such interference is always at a price. That is, it is not possible to have the Government step in and out of an industrial problem without sacrificing some degree of economic freedom. This does not mean that Socialism or Communism must result, of course, but governmental interference always leaves its mark. It is something, accordingly, which should



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Market Cycles.

The view of the stock market presents a picture of a thousand different issues. They necessarily move in a great variety of prices at a range from one-eighth of a point, up to one-eighth down in a very few minutes to large swings over a period of centuries. There are many cycles according to length and breadth. The average trader is interested in about three.

The Investment Cycle. Business conditions of the United States have alternated between prosperity and depression in cycles of three or four years duration. As stocks move under the force of what people think conditions are going to be, and as events do not correspond to anticipation, market cycles will sometimes be more pronounced than business cycles. This cycle is of interest to the specialists in panics why buy stocks only once in three or four years on the days that the market is demoralized, or, as it is sometimes called, a selling climax, and he closes out his stocks sometime during the next three or four years.

The Spec-Investment Cycle. This is sometimes called the manipulative cycle. The same is used by the average trader to obtain the biggest amount of profit on the smallest amount of working capital.

The Speculative Cycle. This is indicated by technical reactions and rallies during the course of a manipulative cycle and covers a short period of time. A tape reader usually adds to his profits by trading in and out on these temporary reversals. A great deal of research needs to be done before predictions of these price movements can be accurately forecasted. The forecasters to-day who are successful are able to recognize these turning points. The manipulative cycle has been commented upon before in these articles and is the easiest to determine as fundamentals, tape reading and news are the greatest help in locating these points.

Investment Cycle. This is usually brought about by over-production of goods or materials, or issuance of an excess of corporate securities. The Investment Cycle is usually characterized by heavy selling or heavy volume. Price decline and rebound on short covering. The secondary bottom is usually reached by a small sagging market on small volume. Many writers claim that the present market has these characteristics. The speculative cycle can best be forecasted by tape reading methods and charts, as traders and investors should only be in stocks which have sponsorship which can only be determined by the manipulative action of a pool.

Jay H. Petter.

Burden of Heavy Expenses Must Be Faced.

In many respects the most favorable of all the reports that have come from Washington within recent months was the indication that steps will be taken to balance the Federal budget. Unfortunately, since the initial one of the current dispatches, the basis for optimism along this line has been lessened somewhat by evidence that the balancing would not be complete. Nevertheless it still appears that a real effort

will be made both to increase revenues and reduce expenses.

Necessity for such action is becoming more and more apparent every month. Last year the deficit was, approximately, \$900,000,000. At the first of this fiscal year, July 1, the deficit in the current twelve months was estimated at \$1,000,000,000. Gradually it has been necessary to increase this estimate, until now many students consider it probable that our deficit may approximate \$2,000,000,000. Needless to say, this is much the largest deficit the country has ever experienced during times of peace.

One of the major objections made to an increase of taxes at this time is that it would be an additional burden on business and thereby retard recovery. In only a very limited sense is this true. Of course heavier taxation is never an incentive to business activity, but it must be remembered that an unbalanced budget is also a severe handicap to a country.

It is unsound, accordingly, to consider the tax increase by itself. Instead one should balance the disadvantage of a tax increase against a condition in which the Government constantly must take appeals to the money market through the sale of short and long-term obligations.

When the problem is approached in this manner, it is found that there is much reason to increase taxes. Business does not gain by having the surplus funds of banks devoted to the financing of the Government. And if there are other surplus funds in the economic organization with which to buy large quantities of Government obligations increased taxes can be paid without great harm to the business structure.

In other words, there is much of the same kind of unsound reasoning in connection with taxation that there has been recently in other directions. Of course an increase of taxes is not pleasant to anticipate. That, however, is beside the point. The fact is that our Federal Government is under the necessity of meeting very heavy expenditures and the funds have to be raised. Since this is the case, the best way to do it is by facing the burden directly. This procedure would also have the great advantage of exerting pressure to reduce our Federal expenditures.

Certainly there is little reason to accept the argument that higher taxes would retard business. This argument will be just as true five years from now as it is to-day. The real solution is to reduce Federal expenditures as much as possible and pay the rest as we go along. Ralph West Robey.

[Copyrighted, 1931.]

Folding Box Trade Holds Volume.

The present trend toward more attractive packaging has proven a boon to folding box manufacturers. The expected downward trend in sales is offset by business afforded through the production of new types of packages for manufacturers who tried to reduce sales resistance by "dressing up" the containers.

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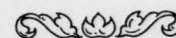
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Simply an Aftermath of the Kaiser's War.

Some readers will recall my article, "An International Sucker," in the Tradesman for July 15. Frankly I stipulated that my observations on European political conditions were reported without attempt at orderly arrangement, and that what I wrote of Germany was simply what I saw, interpreted against the background of what I clearly remembered of the kaiser's war, but I wrote hot off the griddle and did not attempt to disguise or palliate that attitude.

Under date of July 21 the following letter was received by Mr. Stowe:

Dear Sir—I never knew the Michigan Tradesman was a magazine of humor until I read Mr. Paul Findlay's remarkable article on Germany. Likewise, I was never so disappointed in the Michigan Tradesman. I could argue volumes on Germany and the war, but that is not my intention, and in addition a keen student of history knows that not all the facts of that catastrophe have yet been disclosed. We still learn new things about the civil war. Also, I am not asking you to publish this letter as that is not my object. I only send this letter to notify you that I among many readers do not swallow the article. Such a prejudiced article is a disgrace, for it still smells of the cheap propaganda of the war. It is not my intention to clothe Germany in a pure, white flag, nor am I a cute, little "German-fed" American. I only plead for a fair deal, an unbiased account. If the Michigan Tradesman, which is so supremely useful in its own circle, cannot approach an international subject with an open mind, I suggest it confine itself to its own boundary and not violate a neutral territory." Have I the right to tell someone else to have an open mind? I hope so. At least I have studied both sides of the war.

Name is withheld, because the writer evidently does not wish to be known. But it is a German, or at least an Austrian name, which makes me especially wish to convey what I now write so dispassionately as to not leave any impression that anything I say is said sarcastically or lightly or caustically; for it is those with German-Austrian antecedents among our people who most need to get the purely American slant on present day world problems. So if in my illustrations or allusions I seem to be pointed or "edgy," I hereby disclaim any such intention. Space is limited—so is time. What little I have to say must be said shortly, but it is written in good faith, sincerely.

First, then, looking back through the last four months, I am surprised to see how accurately I gauged Germany and the general situation over there. I might say I am pleased and, of course, there is satisfaction in the knowledge that I did see straight. But that being so close to things I yet had such clear perspective is more than I had hoped for at the time.

Satisfaction arises now, not because of any mere personal feeling, but from the knowledge that anyone who read and heeded what I wrote was in no way misled through any shortcoming of assertion or forecast.

As to the bare facts of recent history as I outlined them, I am perfectly content to let the record stand as I wrote it. I do not say, as this correspondent says, that I have read both sides of the war. I should have to hesitate to say that because I have had much other reading and thinking to do in the last seventeen years, and to have undertaken to read what everybody has wanted to say about it would have swamped me in such a mass of detail that I'd be as confused as many others are. I do feel, just the same, that I have a pretty fairly accurate picture of what happened and the causes back of the happenings. What more does any "man in the street," like myself, want?

So let me pass on to the second point I wish to touch on now: that "open mind" stuff. The open mind is a college-professor fetish of to-day, as "the last analysis," "increasingly difficult" and "viewpoint" were active fetishes a few years since. These are cant phrases which enable those alleged thinkers to beat interminably about the bush, getting to no definite place.

It is well known that all speakers and writers utter twaddle at times—the more prolific, the greater proportion of twaddle. Such an unquestionably able man as Glenn Frank lately permitted himself to list among the marks of an educated man that "He keeps his mind open on every question until the evidence is all in." On every question, note. One is reminded of Dante who "found him in a dreary wood, astray." Bacon's plan to achieve universal knowledge were child's play beside the task of such an open mind, if it were ever to attain any opinion or take any reasoned stand on anything.

The phrase, as commonly used—and/or applied—connotes just one thing: The lazy mind. My correspondent brings in the civil war. We do, indeed, learn new things about it daily, but nothing we learn can possibly surpass Lincoln's keen instinct in grasping the crucial issue of that conflict. He saw that the attitude of "open mindedness" which had obtained to that time could endure not a minute longer; that, legally right or wrong, the one great issue that must be fought to the finish—and the right finish—was the maintenance of the Union. Let us see.

The Constitution drawn by the Fathers was so much of a compromise that Franklin signed it with some reluctance. I have not his words at hand, but they ran something like this:

"Mr. President, I confess I do not altogether approve this Constitution, but I doubt whether any convention we might call could formulate a better one. I have experienced many instances wherein I have felt I was right in my opinion, but later information has caused me to change my views. Therefore, I could wish that each of us have some doubt of his own infallibility and, to manifest our unanimity

(Continued on page 23)

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Fremont Sweet Peas

Miss Michigan Ex Stand Cut Wax Beans

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Grand Rapids, Mich.



MEAT DEALER

Michigan State Association of Retail Meat Merchants.
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 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.

Yellowstone Buffalo.

The Department of the Interior announces that 100 buffalo to supply thousands of pounds of meat will be provided from herds at Yellowstone National Park to the Blackfoot Indians of Montana as food.

These Indians, whose reservation adjoins the park on the East, and whose food supply has been cut down by drought and grasshoppers, will receive 100 buffalo carcasses from Yellowstone National Park to augment their commissary during the long Winter which has already begun in that Northern area of Montana.

Several years ago Congress authorized the disposition of surplus buffalo from Yellowstone National Park. Live animals may be shipped to state and other governmental parks, zoological gardens and preserves, and the private estates where proper care of the animals can be guaranteed. A certain number also may be slaughtered for meat.

It has been found that the available Yellowstone range is sufficient to support only 1,000 buffalo, and it is animals over this total that are considered surplus and available for disposition. Between 200 and 300 buffalo are available for disposal this year. As in the case of live buffalo, the recipients of buffalo meat must pay all charges in connection with securing it, including transportation. No shipments of live buffalo for slaughter at points outside the park are authorized.

Delicate Meat Specialty.

A specialty that makes an appeal to customers is something that often makes the reputation of a restaurant. Paris is full of eating places where gourmets go to taste and enjoy this or that delicacy for which the restaurant is famous. This may be a pressed duck, a filet de sole, or even a humble stew.

In New York the Caruso Spaghetti Place, on West 33d street, has developed a merited demand for its special meat balls, cooked a certain way to bring out the delicate taste. On enquiring of the head waiter as to this food item and the popularity that it has attained, he informed a representative of the Tradesman that the secret of excellence depended upon the way in which the meat was cut—so as not to be bruised or crushed. "More credit," he states, "is to be given to the meat dealer who supplies this restaurant, preparing the meat in this special way, than to the chef for cooking it."

The Wisdom of Specials.

The anticipation of a market decline is an important factor in success in the meat business. There is a certain time when it is wise to have a special on something. Customers look for them and wait for them. There is a damming up of retail dollars that can be released when you hit the right article at the right price. You can always make as much money on it as

you would like. It doesn't mean the habitual loser always. It is the variety and manner in which you offer it. A lot of people change to fish on Tuesday for no other reason but that they want to change. Peter V. Bouterse.

Variety and Display.

Wider assortments are absolutely necessary if the independent can hope to stay in business. The retailer is not going to be able to take anything away from a showcase just because he has to trim it. He is going to have to be sport enough to keep his display up, morning after morning, and do such a good job behind the counter that there will be somebody in front of it all the time. These people who lose their nerve, who try something once and then drop it because they couldn't sell it will have to change. Peter V. Bouterse.

Cheaper Way To Handle Freight.

Looks as if next year might see big steps forward in direct-from-seller-to-buyer transportation of less-than-carload or even carload freight.

Here is what can now happen. In your manufacturing plant, goods for shipment are loaded into a container of approximately 500 cubic feet (or one of 300 cubic feet.) Since each container is from seven and a half to eight feet high, with doors nearly six feet high, the work is much the same as for loading a freight car—except that the container can be set anywhere in the factory while being filled. Because the container has wheels, it can readily be loaded onto a truck.

At the railroad, one man can transfer it from the truck to a flat car in three minutes. (Four large or six small containers fill one car.) The wheels then fold up inside the container frame, which is clamped securely to the car. At the delivery end it is again a one-man job to transfer the container to a motor truck.

The wheels are raised by a compressed air jack operated by air supplied from the truck. No crane is necessary. A carload of freight transferred from inside one establishment to inside another establishment with only one man at a time on the job.

The new container is built of a plywood composition which has already stood severe tests in freight service. Advantages claimed, besides labor saving, include a reduction of one-third in transportation weight, greater safety to contents and lowered crating costs (because it is easier to pack a container unit safely than it is an entire freight car. It is expected that there will also be a reduction in claims for damages due to "sweating," and a greater safety for perishable goods, because of the heat-insulating value of the plywood.

Oriental Rug Orders Limited.

Although home market prices of both Oriental and Chinese rugs have advanced in the past few weeks, higher prices have done little to increase buying by retailers. Consumers are not responding to sales appeals on rugs priced above \$160 and \$170 and stores are slow to invest in goods which must be sold above those levels. In spite of a firm trend abroad, one local importer last week sold a large

consignment of choice, standard-size Oriental rugs at a price lower than any which has obtained here in two months.

Holiday Notion Items Wanted.

Notions departments, making a special bid for holiday trade this year, are purchasing a heavier percentage of novelties of all kinds than in any previous holiday season. Attention of buyers has been directed to items related to sewing activities in the past two weeks, and sales of needlework kits, sewing baskets and similar articles have gained steadily. Other active items include novelty pin cushions, laundry bags and dress accessories. Demand continues to center on articles to retail from 50 cents to \$1.

* Even the greatest rivers have slow-going stretches.

Wonderful Flavor JENNINGS PURE VANILLA

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

Hazeltine & Perkins Drug Co., of Manistee, send in their renewal and say: "No business place is complete without it."

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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.

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VINKEMULDER COMPANY

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Fresh Daily

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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.

Santa Claus Stunts To Interest the Children.

In connection with the Christmas gift trade, it is of vital importance for the hardware dealer to interest the children in his store. For a large part of the Christmas buying every year is for the children, and the children themselves to a great extent dictate what is to be bought for them. Parents may object and cry out but as a rule they surrender to the demands of the younger generation.

Bearing this in mind, the matter of interesting the children in your store at Christmas time becomes exceptionally important.

The best advertising stunt to appeal to the youngsters is at the same time one of the oldest. Santa Claus himself.

There was a time when a papier-mache or dummy figure of Santa Claus was ample for the purpose. Now, except as a window decoration the dummy Santa is out of the question. Nothing less than a real, live Santa will do.

However, there should be no difficulty getting some individual to play the big role. Care, however, should be taken in your selection. The larger youngsters may show a disposition to "rag" the red-coated old duffer. Hence, a Santa with a full equipment of tact and patience and good sense is requisite. He should be a chap with a perennially jolly disposition, a ready tongue and a good word for every youngster.

When do you plan to start your Christmas selling? The date is important, because that is the date Santa must arrive. You can't start properly without him.

It is now recognized as sound policy to start the Christmas selling right after the Thanksgiving holiday. Saturday, November 29 is a good date for your holiday goods opening. That gives you approximately four weeks for Christmas selling. But the date should be set to suit your own convenience and your peculiar circumstances.

This opening day should be also the day of Santa's arrival. Some dealers have Santa arrive a day or two before the opening, ostensibly to arrange the stock. There is the advantage, too, that on a week day he can arrive just as the children are coming out of school. These, too, are details for you to work out as you see fit.

For several days before his arrival, Santa will be making his trip from the North Pole. His start and his progress should be bulletined. In the days when this stunt was new, Santa employed the traditional reindeer. Later he adopted the airplane. This year—in view of the big transatlantic flights—a dirigible might very well be utilized.

If your opening is set for November 29 or later, the start might very well be made just before Thanksgiving. Have this bulletined in the window and give it a special place in your regular newspaper advertising. Bulletin Santa's

progress each day. It is a good stunt to have some mishap cause delay. A week of bulletins is really not too much; though usually three days is the time. Inject a bit of suspense and anxiety into the thing, and you'll get juvenile interest to fever heat.

In connection with every bulletin, add something of your own regarding the arrangements for Santa's reception, the parade, and his reception for the youngsters after the parade reaches your store. Get the youngsters so that they will look forward to the big event.

Incidentally, the earliest bulletins were telegraphic. Nowadays they should come by radio. And it is a good stunt, generally, to have your local radio station, if there is one, make some announcements from time to time.

As it is not feasible to have a dirigible arrive at your local landing field with old Santa, the gas bag should have some mishap on the last lap of the route, and the trip be finished by auto, or sleigh or airplane. Announce in your last bulletin that Santa will arrive at such and such a place at such and such a time—and have him arrive punctually on the minute, and lead a parade to your store. Santa alone, with a trail of youngsters, will make a pretty good parade; but a string of floats may be added if you have the facilities. Have the parade traverse a circuitous route to attract as much attention as possible.

If arrival is on a week day, Santa can visit one or more of the schools at letting-out time—usually 4 o'clock.

Arriving at the store, Santa will proceed to Toyland. In this connection, it is a good stunt to have some part of the store set aside for a Toyland or a children's department, and there show all the lines in which children are likely to be interested. Have everything well displayed and plainly priced; and give the new lines special prominence. If your main floor hasn't room for a children's department, use the second floor. The children will get there.

After arriving at Toyland, Santa will hold a reception. For this purpose have constructed some sort of enclosure or bower with an opening for the children to enter one at a time and another for them to come out. A good Santa, trained for the job, will easily learn the knack of saying a few encouraging words and at the same time keeping the traffic moving. It is no easy matter to handle a crowd of hundreds of youngsters, and Santa Claus cannot linger for much conversation with individuals.

Each child should be given some little souvenir—a toy balloon or a windmill or a little mirror or something of the sort. Some children will undoubtedly want to repeat the visit and a fair proportion will succeed. A precaution is to have each child record in a book his name, address and birth date. Such a mailing list will later prove of value.

It is a good stunt also to have a printed or mimeographed list of some kind suggesting suitable gifts for boys and another such list for girls; or else a combined list. Santa can hand these lists out with the souvenirs.

Or with your mailing list supplying the addresses, you can mail such a list to each youngster, together with a suitable follow up letter discussing the matter of Christmas gifts.

A variation of this stunt is to announce beforehand that Santa Claus will give a prize to the youngster writing him the most interesting letter in regard to what he wants for Christmas. These contest letters can be dropped in a letter box at the front door of the store, or handed to Santa Claus inside. Such letters will also add to your mailing list, and suitable letters can be sent the writers in the name of Santa Claus himself, advising them of the fine gifts that can be secured at your store, which is his local headquarters this Christmas.

The Santa Claus letter box is a regular feature of many stores at Christmas time, even where Santa Claus himself doesn't appear in person. Large numbers of children write letters and drop them in these boxes; and to each comes a letter from Santa Claus discussing what the store has to offer in the way of Christmas gifts.

It will be a matter of individual policy whether Santa Claus holds only the one reception on the opening day or whether he holds receptions, say, every afternoon after 4 o'clock. He can be very useful in a number of ways. He can drive about town in a car with conspicuous signs advertising Blank's hardware as Santa Claus' headquarters, can stroll the streets greeting individual children, can sit in the big display window at times, and can wander through the store and talk to juvenile and adult customers.

Your store should be featured as Santa Claus headquarters. Of course other stores may adopt the same stunt; then the benefits depend on whose Santa arrives first, and which looks the most real to the juvenile population.

One dealer some years ago got out a special Christmas paper, with Santa Claus on the cover. The paper contained a pretty complete list of the gift lines, both adult and juvenile, for sale by that particular store. It was given a house to house distribution in town and sent out by mail to country customers in the surrounding territory.

One point must, however, be stressed. The best Santa Claus in the world won't bring you business if you haven't the stock to back him up. And the store service.

Santa Claus' headquarters with a

very comprehensive line of gifts will do a whale of a business. But you must have the stock—the wide selection and the wide price range. If you are not prepared to cater in a whole-souled way to Christmas trade, and particularly to juvenile trade, it is better not to adopt any spectacular Santa Claus stunts to attract trade.

Look, therefore, to your stock. Then look to the arrangement of your stock. At Christmas time it is usually good business to price ticket everything. Price tickets answer a lot of questions that otherwise would take up the time of the salespeople when they are pretty well rushed without that.

Victor Lauriston.

Seasonal and Gift Trade Combine.

A rather sharp difference in retail trade as compared with this time a year ago is likely to affect favorably figures on dollar volume for this month and a good portion of December. This year, because of weather conditions, seasonal buying has been running about three weeks behind 1930, and it is the current experience of stores that active seasonal purchasing by consumers is being paralleled by an increasing number of transactions in holiday lines. The belief is gaining ground that the combination of the two will yield local sales totals for this month not much behind a year ago. Toy and gift items are reported to be in much more active request than a week ago.

Testing New Millinery Trends.

The millinery trade is experimenting with a number of new styles in the nature of "trial balloons" for the Spring season. So far there are no indications of an outstanding vogue such as that of the Empress Eugenie styles with which the Fall season was launched. Turban effects are extremely well regarded and are expected to prove one of the best selling types. Rough straws are steadily gaining in importance and as the season advances will be one of the major influences. Italian braids are being used by the better grade houses in many of the models now being launched for resort and in-between season wear.

F. W. Schuholz, grocer at 207 N. Dwight street, Jackson, renews his subscription and writes: "Keep the good work up."

The biggest isn't always the best.

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.

Robust Style Marks Informal Costumes.

Real country clothes—the English sort of thing—are coming into their own again. There were a few seasons, you remember, when the less formal town things effected a friendly merger with their country cousins, but now the line is sharply drawn once more. Sturdy fabrics and masculine cuts are newly important and women who once reserved their chief enthusiasm for their party clothes are now singing the praises of thick tweed suits and long leather coats and turtle-neck sweaters. One shop is having marked success with a new department devoted entirely to clothes of this sort. No frills, no fuss, little trimming and a robust quality that jeers at rough weather.

Cumberland tweeds are featured by another exclusive shop in the most marvelous colors you ever saw—old gold, vivid greens, soft blues and lots of others. There are gorgeous tweed mixtures, such as a diagonal brown weave with red, white and yellow threads contributing a handsome blurred effect. The decorative possibilities of these fabrics are often increased by pockets or trimmings of the material used the wrong way. Harris tweed, as we noted last week, is enjoying new popularity, too, and the mannish topcoat of Harris tweed is a particular favorite with smart women just now. A good-looking topcoat, with double revers and cuffs and nice stitching down the back, may be had in flecked or plain tweeds.

There are many new Burberrys around that will appeal to rugged out-of-doors people. A loose and casual double-breasted coat is in a faintly plaided cloth. A waterproof that will make you want to go right out and take a long walk in the rain buttons snugly from chin to hem and is fitted just enough to take away that dowdy feeling you associate with raincoats.

One does, after all, spend some time in the house in the country, and there are quantities of attractive clothes for luncheon, bridge and the like—mostly woven woolens, knitted things, very simple. And, of course, you can put together costumes all your own out of the array of circular skirts, cardigans, sweaters and blouses offered. A very smart new sweater of thick ribbed wool has a wide waistband and a top just like a man's shirt. The masculine note again.—N. Y. Times.

Meet on Lighter Garment Baxes.

Use of lighter weight containers as a means of reducing transportation charges on shipments of garments to retailers was discussed last week at a joint conference of retail and apparel trade organizations held in the offices of the National Retail Dry Goods Association, in New York City. Representatives of the manufacturing groups will study the proposition further and will report at another meeting on the

extent to which a lighter weight container may be used. The meeting was called at the request of the Garment Retailers of America. In addition to the organizations mentioned the following were represented: Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc., Associated Dress Industries, Wholesale Dress Manufacturers Association and the Merchants' Ladies Garment Association.

Men's Holiday Wear Less Active.

Orders for men's holiday goods slackened considerably this week, with only a few purchases for fill-in purposes being made. Some store representatives turned their attention to merchandise for January promotions, but the fact that very few retailers have moved goods in any volume recently and that stocks are comparatively high is halting purchases. Unless cold weather develops shortly and a fairly good Christmas turnover is experienced, it was predicted in the wholesale markets, that stores will have to take heavy mark-downs on regular merchandise for the January sales events.

Report Holiday Call For Desk Sets.

Calls for desk sets, both home and office types, have increased as buyers started filling holiday requirements. Orders are confined to the better grade sets of antique and polished bronze to retail from \$7.50 to \$20. Those priced above \$20 are in small demand. In spite of current activity, manufacturers complain that volume this year will fall well below that of last Fall. Retailers are partly responsible for the reduced sales volume because they will not give adequate display space to merchandise. Counter and window space, store buyers have explained, is too valuable to be given over to articles as bulky as desk sets.

Boys' Spring Golf Hose Sampled.

Some sample orders have been placed on the new Spring lines of boys' golf hose, seven-eighths and five-eighths lengths, which were opened to the trade last week, but volume business is not expected to develop for some weeks yet. The new quotations are exceptionally low, with the combed yarn numbers of one of the largest manufacturers for the wholesale trade reported at \$1.55 net a dozen to retail at 25 cents. The full mercerized styles were said to be \$2.10 net a dozen, retailing at 39 cents. These styles include both large and small jacquard patterns.

Introduce New Canvas Lamp Shades.

Canvas lamp shades, decorated with hand-painted landscape and marine pictures and finished with a coat of shellac, are being offered as holiday novelties by manufacturers. The shades are made to retail from \$7.50 up and in the higher ranges are decorated with original oil paintings by well-known artists. Producers who are featuring the canvas shades report that buyers are interested in the products but have purchased only in a limited way. As far as sales volume is concerned, silk and parchment shades retailing from \$1.95 up to \$12 continue in demand.

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
 Bungalow Cretonnes
 Challie De Mouselline
 Tico Satines
 Bear Brand Hosiery
 Utica Sport Coats and Sweaters
 American Baby Hosiery
 High Rock, Hanes, Vellastic, Lambsdown,
 Springtex Underwear
 Indianapolis Gloves
 Jack Frost Flannel Shirts
 Monarch Leather and Wool Coats
 Stearns and Foster Cotton Batts
 Strong-alls and Wolverine Overalls
 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
 serve you. Come and visit us. Wholesale only.

WE INVITE YOUR PATRONAGE

C. J. FARLEY & COMPANY

20-28 COMMERCE AVE., S. W.

GRAND RAPIDS

"Plenty of Parking Space in front of store and
 Prompt Waiting Order Service"

HOTEL DEPARTMENT

News and Gossip Concerning Hotels.

Los Angeles, Nov. 21—I have always held that the banquets we have attended, especially at hotels, were a species of barbarism. I never was guilty of the offense of serving one of them when I was in the hotel game for the reason that such an undertaking usually disrupts all kitchen arrangements for a couple of days before and some time afterward, with an attendant extraordinary breaking of dishes and disrupting the morale of the entire establishment. For another reason, everyone attending such a function is dissatisfied with the meal as well as the service, and they have a right to be. For instance, you are serving regularly in your dining rooms, meals at certain stated prices, which are highly satisfactory and to a degree profitable. You name a banquet charge somewhat or considerably higher, and your patrons expect an even better meal than you are serving regularly. It cannot be accomplished, for the reason that few kitchens are equipped for serving these extraordinary meals, hence all accomplishments are secured only by increased help, who are treading on each other's toes. Facilities for caring for the food, after it has been prepared, except in very large establishments which specialize on this type of business, are lacking, consequently it reaches the table cold and unpalatable. Also it is impossible to secure extra competent help to serve, and at best you will require a larger number of waiters proportionately.

Since my sojourn in California, I have attended several of these affairs and of necessity have been compelled to listen to the criticisms of guests, justified in a way, but not deserved by the caterer, who has attempted something not humanly possible to accomplish. The modern day banquet could best be enjoyed when given in a movie film. They have reached a point at which tables have to be placed in spots from which nobody can see or hear. A few clever—or I might say experienced—people bring opera glasses which enable them to see a smattering of something, but at that, they often mistake a waiter for a notable, and they have to depend on the newspaper next day for a resume of what has been talked about. The finest chefs and most skillful waiters on earth couldn't serve a really perfect dinner to such a multitude. There is nothing warm except the ices by the time they get to you. I haven't a grouch on because of failure of any particular banquet to qualify even 50 per cent. I have always advised against encouraging such functions by operators who are not specially equipped to perform such service, and I have never inveigled against the church organization who has been willing to take a chance in trying to accomplish it.

Detroit hotel men, organized on a scientific basis, have been making an extensive study on the tax situation, and are vociferous in their complaints about excessive taxation. Of course the hotel man is no worse off than any other class, in this respect, but they have organized to combat it, and that is something. If other lines would attempt the same reform something could be accomplished. High taxes are surely the result of disinterestedness on the part of such as pay them. On a par with the installment business, which I honestly believe has been, in a large measure, responsible for the so-called financial depression, we have placed in office a lot of irresponsibles who are competent only to spend money, not to save it. We wait whenever we receive a tax bill, and threaten to do something, but when election day comes along we go to sleep and let George do it.

The Detroit hoteliers had a meeting

at Hotel Tuller, with Manager Sage as host, the other day. Carl M. Snyder, managing director of the Book-Cadillac presiding, and threshed out the matter thoroughly. Also the question of telephone charges is one of the things to be considered in the near future. Anent phone charges, I have often felt, when I have heard the President's new agent of prosperity, Mr. Gifford, broadcasting, that the telephone companies, now that every other utility and producer has set the pace for reduction in living costs, might take a dive from their "war prices," as it were. Hotels particularly have been hit hard by the cost of this service, which naturally is a necessity in hotel operation. True, it is an advertising feature to draw patronage, but is an overhead which is embarrassing in many instances.

Years ago when the Nortons were confining their efforts to the management of Hotel Norton, in Detroit. They didn't think so much of the catering proposition. To be sure there was a very satisfactory cafeteria service to be found there, but it was operated by outside parties. Since the establishment of the Norton-Palmer, at Windsor, they have entered squarely into the feeding game, and I can testify to their efficiency in that direction. Now they have a new catering manager, Henry Scriven, former maitre at the Prince Edward, in the Canadian city, and Vernon Spencer, well known in club and catering circles as chef. I will look forward with a greater degree of interest to my contemplated visit with the Nortons next summer to find out from experience if they can improve on the Dutch luncheon they served me last season, which I have often spoken of as a "hummer."

Parking spaces at hotels, especially where a small charge is made for the service, have not generally proven a success, according to all reports. Keeping them going is an expense, and I have often thought that such a service as is offered by a leading Los Angeles institution, where a small charge is made in an independent garage is better, even if the hotel stands a part of the cost.

A lot of hotel men in Michigan—and some women (which seems impossible)—are, according to my notion, having birthdays more frequently than are prescribed by the statutes. I can remember I used to have a lot of guests who, in order to stabilize some event they were pulling off, would nominate me for an extra birthday, so that I really have a record up close to that of Methuselah. Sigmund Steindler, he of Muskegon paper fame, now a resident of Ocean Park, still keeps up the practice every time I come in touch with him.

The taking over of the Fordney Hotel, at Saginaw W. S., by W. E. Bayfield, a well-known Indiana operator, will mean much for the property and the group of business men in that part of the city who have been largely responsible for its patronage and maintenance in the past. The property was, at one time, owned by Congressman Fordney.

Los Angeles authorities are trying to make the going easier for the small litigation in the courts. Anyone with a claim of \$50 or less can proceed without a lawyer, serve his own papers and have his troubles investigated on their merits. There is no jury, but a regular qualified judge from a higher court, is the Daniel in judgment, and all unnecessary costs are eliminated. This branch of the judiciary has made such a satisfactory showing that a night court is now in full swing for the same class of cases which may be heard and disposed of without the loss of time from one's regular activities. The

idea is not patented and might be adopted universally as an economic measure as well as to relieve the higher courts of a great burden.

A short time ago I spoke of the assumption of ownership in Los Angeles

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

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.

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

Occidental Hotel
FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Mich.

Columbia Hotel
KALAMAZOO
Good Place To Tie To

"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.



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.

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

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

**HOTEL
DETROITER**
ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT
SINGLE ROOMS
WITH
PRIVATE BATH
\$2.00 \$3.00
NO HIGHER



DETROIT

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"
That is why LEADERS of Business
and Society make their headquarters at the

**PANTLIND
HOTEL**
"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria Sandwich Shop

by a prominent Eastern bonding association whereby a large number of hotels in this city had fallen under the hammer, and the elimination of the innocent stockholders. The same situation has been reported from Detroit, and even Grand Rapids is threatened with hotel complications, predicted long ago by your humble servant as well as many others. The Detroit properties to be gathered in under this arrangement have been appraised at \$27,000,000, and are to be operated by a \$500,000 subsidiary corporation. Twenty odd hotels, all constructed within the past eight years are in the merger, which is the result of over-building, predicted by Mr. Statler and other experienced hotel men who knew what they were talking about. Now the results are showing that a lot of individuals, and a few financial heads, all of whom should have known better are considerable sufferers. Under the merger, as I understand it, the various hotels are classified according to their physical conditions and their location, operated at certain arbitrary rates, and will remain a menace to legitimate hotel operation for years to come. Usually, also, organizations of this kind pick out a lot of amateurs to handle their properties, which means that the market for red ink will continue active.

It may be interesting to those who have never had the privilege of figuring out mass production and consumption of foods to know that from a comprehensive bill of fare offered the public, the demand for eatables will quite likely come in the following order: Onion soup, boiled beef with horseradish sauce, corned beef hash, Irish lamb stew, and corned beef and cabbage. The man or woman who eats regularly at a public table will be found ordering these items. There will be, of course, some who will go in strong for desserts, but the above covers the mass demand.

It is stated that the receivership proceedings in the matter of the Grand Hotel, at Mackinac Island, do not indicate that the organization, under control of the Ballard estate, is financially crippled, permanently, at least. No doubt the hotel will be opened again for the resort season next year. The Grand is quite a ponderous institution—the greatest in the Central West—but the depression of the past two years, which played havoc with similar institutions throughout the Nation, was inescapable.

The Keweenaw Inn, near Phoenix, Upper Peninsula, which was destroyed by fire the other day, was one of the oldest institutions of its type in the State, having been erected 55 years ago. It has passed through many hands during that period, its latest owners being Guido and Almondo Barsati.

One of the eccentricities of the Federal constitution and enabling statutes allows a Chinese merchant, living here but remaining a subject of China, to return to China, marry and bring his wife over here. A Chinaman who has become an American citizen by naturalization or birth is not allowed by our laws to marry a white person, yet if he should return to China and marry he would not be allowed to bring his wife here, though if children are born to this union they may be brought here as American citizens. About 15,000 Chinese babies are born in California each year of whom less than one-third are girls. This means that two out of three American citizen Chinamen cannot legally marry here, nor bring in Chinese wives married elsewhere, which is no wonder so many of them become addicted to the opium habit. When the Hawaiian Islands were taken under the protecting wing of Uncle Sam, all citizens of the archipelago

enjoying the elective franchise, automatically became American citizens. Forty per cent. of the Islands' population are Japanese and make most desirable citizens as I ascertained by a careful personal survey several years ago. Under our constitution their offspring are entitled to enjoy every privilege accorded any citizen. Yet in California most of these privileges are denied them, and in this state also there are enactments prohibiting their owning real estate. Clearly such laws are unconstitutional, but the Federal Supreme Court has "passed the buck" every time they have been brought up before that body for review. One will find many of the "loftiest" citizens of this great state strong for the enforcement of the eighteenth amendment, but undeniably weak in the knees when it comes to giving foreigners, particularly Orientals, their exact and legal rights. Perhaps, after all, the American constitution is a sectional proposition, and that even the fourteenth and fifteenth amendments thereto are only to be observed in the strictly Eastern and Middle States. It is certainly tough on the most of us to be obligated to carry a copy of the bill of rights around in our pockets as a prevention of crime, but to allow the Carolinian and the Californian to elect just the number of degrees he will have conferred upon him.

A great many hotel operators seem to think that just because the feeding end of their institution is a losing one they should be in a rush to dispose of it. I think this as a common error. Years ago nobody ever looked upon an institution as a hotel unless it had a dining room, and, in fact, more compliments were paid to the latter than to the ensemble. To be sure the ordinary dining room is not a source of great profit, but it helps to make the hotel popular. Why not try to continue in the good work and study some plans whereby it will return a profit? A popular dining room is a real asset to any hotel, even though the margin of profit accruing therefrom is not as great as from room rentals.

Senator Hiram Johnson, who, as former governor of California, compelled the Southern Pacific Railroad—at that time a grinding monopoly—to "eat out of his hand," and who was re-elected to the Senate last year by the greatest Republican majority ever recorded, asks Hoover to withdraw from the presidential race of 1932, especially laying stress on the President's unauthorized moratorium as an entering wedge to foreign debt cancellation, saying "the plan is to make taxpayers pay \$250,000,000 each year on account of the moratorium, and to make them ultimately pay all of the expenses of the war." Senator Johnson seems to be attuned to the sentiment of Californians on the presidential status, according to my observation.

The old-fashioned institution, known as pumpkin pie, is said to lead in year-round sales, in the aggregate. Mother's mince pie carries off the ribbons during cold weather, but as an all-season attraction honest, good old pumpkin pie wins the sweepstakes. Another of those scientific statements which may or may not be authentic.

For one reason or another there has been a rather persistent campaign waged against coffee over a considerable period of years, and no better evidence of the hold which this particular beverage has on the public could be adduced to the fact that the sale of this most fragrant berry is constantly on the increase. While there is stagnation in certain growing areas the price of the article seems to be strictly maintained, and the demand unceasing. I lay this more to effective advertising by the distributors than to any other fact, though there seems to be a uni-

versal yearning for the beverage, notwithstanding the fact that many substitutes have been offered. Reminding me that nearly, if not all, feeding emporiums out here, supply their patrons with additional servings of coffee without charge, and tell me it is a very effective form of advertising.

The Washington state authorities have finally caught up with and put away for a long term of years, one Jerome E. Johnson, who has defrauded more than 600 hotels all over the Nation. In his confession he named over fifty Michigan hotels who fell victims to his wiles. I just hand out this information for the benefit of my hotel friends who think the height of hospitality is cashing checks for unknown guests. Frank S. Verbeck.

Frymire Manager of Detroit Hotel.

The appointment of Seth E. Frymire as manager of the Detroit Hotel is announced by Harry Lynn Pierson, president of the Adelaide Realty Co., and C. Tom Darnton, vice-president Detroit Trust Co. and a member of the Bondholders Protective Committee. Frymire is well known in Detroit, having been manager of the Fort Shelby Hotel for nine years and manager of the Barlum for three years.

Edward Rainey, of the Commodore Hotel in Toledo, will succeed Frymire as manager of the Addison Hotel here. During the present week Frymire will assume the management of the Detroit Hotel. Henry A. Sorenson, the present manager, will return to New York City, where he will be affiliated with one of the hotels controlled by the Knott Corporation.

In addition to Mr. Darnton the following are members of the Bondholders Protective Committee: Lee Richardson, president Alpena Trust & Savings Bank; Ray Jennings, Nicol-Livingstone & Ford; Harrison J. Stringham and William D. Crim, First Detroit Co.

Government Tells Consumers How To Buy Canned Mushrooms.

During the week the Department of Agriculture has issued a statement to consumers about the purchase of canned mushrooms. Grocers ought to know about this so as to tie their own business up with it. Following is the Government's statement:

For many years people have gone into meadows to pick mushrooms for food—taking their chances with toadstools—but only within recent years has it been possible for the housewife to go to the store and buy this delightful food in cans.

Once quite a luxury, mushrooms have become an ordinary item in the diet of Americans, since they are available the year around at the grocery.

Here is a list of suggestions which those who buy canned mushrooms could follow with profit. Always read the label on the can and insist that you get the amount and kind you pay for. It is desirable to consider carefully the quantity-of-contents statement on the label of canned mushrooms.

Most American packers put up three types of goods, "mushrooms" or "mushroom buttons," "sliced mushrooms" and "pieces and stems." The word "hotels" has in the past sometimes been printed on the labels of the latter. This designation, in itself, is not considered informative. As a rule, American packers do not go to great lengths to label their cans with words which will state the size of the mushrooms inside. The general practice is to place the small sizes of buttons in the smaller cans, and to vary the size

of the mushrooms according to the size of the container, refraining from packing very large mushrooms whole. The housewife usually will find the very small buttons in a two-ounce can, a somewhat larger button in a four-ounce can, and so on up. There is a tendency for packers to leave slightly longer lengths of stem as the size of the buttons increases.

When a buyer finds the words "sliced mushrooms" on the can she can expect whole mushrooms, cut with proper length of stem, according to size, and sliced with machines before canning. "Pieces and stems," a product commonly put up, consists of broken mushrooms and contains an excess, often a large excess, of added stems obtained in the process of trimming other mushrooms for canning. Other products packed are "mushroom broth" and "mushroom soup." In the main, these are obtained as by-products in the process of blanching mushrooms for canning.

Gabby Gleanings From Grand Rapids.

Wilson Hutchins and Harry Fairchild (Hazeltime & Perkins Drug Co.) attended the funeral of the late A. W. Stevenson at Muskegon Monday.

An attractive illustrated booklet entitled "Tidy Clothes Closets," written by Anna May Sprague, has been issued by Knap & Vogt Manufacturing Co. The booklet traces the history of closets for clothes from prehistoric times and points the lack of conveniences employed in former times, as compared with facilities available at the present time. The uses to which K-Veniences, made by the Knap & Vogt organization, may be put are described and illustrated in the booklet. Included in the line are shoe racks, trouser hangers, and closet rods.

Back in 1915.

Gifts "at 1915 prices" was the promotion idea used with excellent results by the Piztiz store, Birmingham, Ala.—and possible of repetition at even more startling values this year. Seasonable, attractive gifts of the very latest designs were featured and, in advertising these Piztiz reproduced portions of advertisements of fifteen years ago to prove that the present prices were the same (or less) while the quality was materially better.

Predictions.

Caheen's, Birmingham, Ala., departed radically from the usual run of pre-Christmas copy when they used a full page to forecast business prospects for the coming year, securing for this purpose predictions from the leading officials of a number of leading local business houses, banks, etc. The idea behind the page was, of course, to bolster up a feeling of optimism about the future.



NEW

Decorating and Management

—F—

FAMOUS

Oyster Bar.

Facing Grand Circus Park.

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

Building a Drug Business Through Service.

We are all glad to keep a servant who pleases us, and the fountain that pleases will be gladly kept busy by an appreciative public. The quickest way to make the business of a new fountain grow from the first is to operate it with the one purpose of rendering an acceptable service to its customers. Be determined really to do something for the people. Be sincere in your desire to please and operate the fountain in such a manner that people can get what they want, when they want it, and served the way they prefer to have it served. Do things to please them, not merely to satisfy some whim of your own.

Frequently people have told me that a certain fountain was operated in such a manner as to give them the impression that the man behind it were doing them a favor to serve them.

We forget that the people are really doing us a favor in patronizing us, for the money we must have to conduct the business and build up the profits is in their possession and they are not going to part with it freely unless they are greatly pleased with us, not only with the quality of what we serve, but likewise the quality of manner with which we render the service.

If you have ever been yourself a customer of fountains you must have been impressed at times with the thought that the men who were behind the counter were disturbed by the fact that one of them had to stop what he was doing and wait on you. Again you have been served by men who seemed glad to see you come to the fountain, no matter how busy they might happen to be. The fountain that succeeds is the one that makes that impression on every customer. Let it be the reputation of your place that you have not only installed a fountain to serve, but manned it with men to serve, men who have but one desire, and that to please.

Fountain service comprehends the placing of those things called for before one's customers at a price consistent with the service rendered, of a quality in harmony with the price asked, and in a manner that is attractive and in doing it in a manner that gives the customer a correct idea of the service rendered.

In the production of service there are many things to be considered. Equipment is a part of the service. That is why I have said that you must have the right fountain, one that will please the eye, one that through con-

venience makes quick service possible, one that through good construction makes for accuracy.

The most nearly perfect of fountains can serve no better than is made possible by its accessories. It requires good cleaning so that dirt will not get into the cooler box. The cooling coils should be covered with water and not simply come in contact with broken pieces of ice.

Ice will last longer if covered with an ice blanket so that it absorbs only the heat units of the water to be cooled and not the atmosphere above the cooling chamber. Where the coolers are permitted to become clogged with trash through the use of ice that has not been washed it will not be long before the ice will fail to chill the water properly in the coolers. Keep the coolers clean. This is a fundamental point in good service. I have inspected fountains the cooling chambers of which had not been cleaned in months. Service cleanliness should mean that the fountain is clean in the places out of sight as well as where the people can see. Clean for appearances, but also clean for flavor and coldness.

Speaking of ice reminds me that much ice is used in service. Through careful and exhaustive tests I have demonstrated that it was possible to make a drink colder without the use of shaved ice than with it where cooling facilities are of sufficient capacity. There are many fountains where the flavor is imparted to the beverage by a syrup. Therefore one fundamental of fountain service is good syrups. These are possible only when high class flavors are obtained from a reputable manufacturer. The product of the manufacturer comes in concentrated form and must be diluted for fountain use as a rule (there are some few exceptions in the case of certain advertised beverages), and in doing this care must be exercised not to overdo the matter. Fine concentrates have been ruined by diluting them with too much simple syrup. No fountain can hold its patronage where the syrups and fruits are not of good quality. Have a high standard and maintain it.

Each day brings its service duties. Where the fountain is not refrigerated with a mechanical unit, the first duty is that of icing, and frequently this has to be repeated late in the afternoon to be sure of giving the evening trade proper service.

Where ice has to be used there should be a good crushing machine, for while it can be shaved by hand the task is too great at any save a small fountain. Be sure that the ice is clean.

Good ice cream requires the installation of the proper equipment for its care and production.

Because manufacturers agree to pack ice cream cabinets, I know dispensers who think they do not have to care for this commodity at all. However, it must be looked after and kept in proper condition or the dispenser of some other fountain will secure the trade.

To-day a large quantity of milk is being used in the preparation of beverages, and in some cases the milk is a live rival of carbonated drinks. Proper service of milk beverages requires the

exercise of great care in selection of sources of supply and the use of every precaution to keep the milk sweet until it is used. This means that there must be proper storage facilities—something that I frequently find lacking at fountains which I inspect—and that absolute cleanliness of all containers be constantly maintained.

Fountain beverages, whether prepared with milk or carbonated water, are usually flavored, and their acceptance by the public depends upon the quality of the flavor.

There are plenty of fountain customers everywhere. If they are not coming your way fast enough, take the temperature of your drinks and see if it is sufficiently low to please.

Another item that enters materially into the service of the modern fountain is ice cream. To-day's demand at the fountains includes an almost endless variety of frozen confections, the best of which is ice cream. None of these can give satisfaction unless the ice cream itself pleases. For this reason the fountain owner should be careful in selecting his source of supply. Not only must the ice cream have quality, but quality must be maintained from the time of its arrival at the fountain to the moment when it is placed before the customer. Through carelessness ice cream that is of unquestionable quality when it arrives at the fountain is often served with a rough and grainy texture. Usually this is the result of its being permitted to become soft and then rehardened. We instinctively avoid a fountain where we are served with grainy ice cream a few times.

It requires good tools to perform good work at a fountain, just as in a carpenter shop. One of the vital details, though out of sight is the carbonator, which produces the carbonated water that gives to the industry its name. The water that goes into well-served beverages must have been properly carbonated, and it must have been properly chilled, for the only soda water that pleases the public is "cold soda"—I might better have said "ice cold soda water." This is obtained only through proper refrigeration. To-day this is generally secured through mechanical refrigeration devices, but where ice is still used, it should be used freely. No fountain gives proper service that is not properly iced.

It is regrettable that I have to admit that the majority of fountains that

I visit do not give a glass of soda that is as cold as it should be. Sometimes I feel convinced that that is the reason that they are not doing more business. If you will watch the conditions carefully you will discover that the colder your drinks are the larger your trade will be. Building business is frequently more a matter of good cold drinks than anything else. You put in that new fountain to build a greater business. Do not handicap it by an error in temperature of the drinks served.

In this case and in such instances it pays to have fine shaved ice handy. Be sure your customer receives a cold drink, even if you have to sacrifice its natural quality by the use of ice. Again some like ice in their drinks and for their benefit it should be on hand, as well as for the production of certain types of fancy beverages in which ice plays a part in giving the drink appearance. However, phosphates and similar drinks should not contain ice, since ice detracts from the quality of the drink. Ice is no detriment in such beverages as lemonade and similar drinks, even though its presence has a tendency to liberate the gas from the carbonated water.

Shaved ice is also a detriment to milk drink service. The milk should be chilled in its container, for ice only dilutes it and gives the drink a watery taste. When the milk is sufficiently chilled and the drink is well mixed the resultant drink will be both smooth and rich, and that is the only kind that real service gives the customer.

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



E. D. Ward.

During the period of high prices following the civil war, a young man named Clark became a merchant. The inevitable happened. Prices tumbled and Mr. Clark's stock of merchandise would not appraise as much as his debts. He called his creditors in conference and asked them to accept his notes without interest for a few years and he would pay them in full. His proposition was accepted. Just what disposition of his stock was made I do not recall, I think it was sold without needless sacrifice and Mr. Clark secured a position as salesman for a candy factory in Detroit. His home was at Troy, Oakland county, and he traveled by horse and buggy through the Northeastern section of Michigan, taking orders for candy. Later he purchased a wagon and carried a stock of candy with him, selling direct to the stores.

It took him nine years, if I remember rightly, to pay off his indebtedness of some \$5,000. Then he built a comfortable house and good barn. Meantime he had a family growing up and this he told as a proof that candy was not of itself unhealthy. Of his three boys one was not as rugged as the others and had a great penchant for candy. Thinking to cure him of such excessive hankering he placed a pail of candy where the boy could help himself at any time. One pailful did not in the least dull his appetite for candy and so the experiment was continued. The boy kept on feasting on candy and in time became the most robust of the three boys. It seems as if his initials were E. M., but I am not certain. Grocers and others called him "Candy Clark." When I became

When I read the schedules in the Tradesman's report of bankruptcy proceedings, and discover that the bankrupt's assets nearly equal his liabilities, I think he does not intend to rob his creditors. When there are no assets above exemptions I wonder how such a person can get away with the bankruptcy farce, defrauding so many and in such large amounts as many claims are. E. E. Whitney.

Combating the growing demand for cheap cotton curtains, manufacturers have succeeded in promoting a limited sale of rayon voiles and marquisettes during the last two weeks. The curtain producers are hoping to extend the sale of better-price goods throughout the country in the Spring, but admit that more intensive sales efforts must be used if their object is to be accomplished. At present, with the exception of the small amount of better goods sold locally, the call has been almost entirely for curtains retailing from 79 cents to \$1.

Current indications point to a combined seasonal and holiday demand for novelty jewelry which will take up the slack in the early demand. Gold-finish styles continue outstanding, this trend having been strengthened by the recent emphasis on these types by the Parisian couturiers. Plain rather than stone-set merchandise is wanted in necklaces, bracelets and earrings. Silver types continue secondary. In men's lines a strong call for sterling silver cigarette cases has developed, owing to the lower prices.

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

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

[illegible]

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Lard

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.	6 80
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 50
KC, 5 lb. size	6 75
KC, 10 lb. size	6 50

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	8 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

Brown Swedish Beans	8 50
Dry Lima Beans 100 lb.	6 75
Pinto Beans	8 75
Red Kidney Beans	7 75
White H'd P. Beans	3 25
Black Eye Beans	
Split Peas, Yellow	5 10
Split Peas, Green	5 50
Scotch Peas	4 75

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 45
Corn Flakes, No. 124	2 45

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, 1/2 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	4 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 45
Post Toasties, 24s	2 45
Post's Bran, 24s	2 45

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

Shaker	
No. 50	1 80
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 25

Blackberries	
No. 2	3 35
Pride of Michigan	3 25

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

Gooseberries	
No. 10	8 50

Pears	
19 oz. glass	10 25
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
Marcellus, No. 2	3 15
Pride of Mich. No. 2	4 00

Strawberries	
No. 2	4 25
Marcellus, No. 2	3 00
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	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 50
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, Im. 1/4, ea.	22
Sardines, Cal. 1 15	10 40
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	3 90
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Hamburg Steak &	
Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	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
Freemont, 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. 5	3 70
No. 2	1 30
No. 1	90

String Beans	
Little Dot, No. 2	3 20
Little Quaker, No. 1	2 40
Little Quaker, No. 1	1 90
Choice Whole, No. 2	2 70
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 70
Cut, No. 10	2 10
Cut, No. 2	1 25
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	17
Wisconsin Flat	17
New York June	27
Sap Sago	40
Brick	19
Michigan Flats	17
Michigan Daisies	17
Wisconsin Longhorn	17
Imported Leyden	27
1 lb. Limburger	26
Imported Swiss	58
Kraft Pimento Loaf	26
Kraft American Loaf	24
Kraft Brick Loaf	24
Kraft Swiss Loaf	32
Kraft Old Eng. Loaf	45
Kraft, Pimento, 1/2 lb.	1 85

Kraft, American, 1/2 lb.	1 85
Kraft, Brick, 1/2 lb.	1 85
Kraft Limburger, 1/2 lb.	1 85

CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen. Sn	65
Adams Sen. Papain	65
Beechnut Wintergreen	
Beechnut Peppermint	
Beechnut Spearmint	
Doublmint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Kringle's P-K	65
Zeno	65
Teaberry	65

Hominy	
Pearl, 100 lb. sacks	3 50
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 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

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors	

FLOUR	
V. C. Milling Co. Brands	
Lily White	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	
One pint	7 35
One quart	8 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

Margarine	
I. VAN WESTENBRUGGE	
Food Distributor	



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

BEST FOODS, INC.	
Laug Bros., Distributors	



Nucoa, 1 lb.	15
Holiday, 1 lb.	11

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 35
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, Stuffed, doz.	
9 1/2 oz. Jar, Stuff., doz.	
1 Gal. Jugs, Stuff., dz.	2 40

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

PETROLEUM PRODUCTS	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	15.7
Red Crown Ethyl	18.7
Stanoline Blue	13.2

In Iron Barrels	
Perfection Kerosene	10.6
Gas Machine Gasoline	35.1
V. M. & P. Naphtha	15.8

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



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

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

Dill Pickles	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Pickled	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'y.	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	8 1/4
60 lb. tubs—advance	1/4
50 lb. tubs—advance	1/4
20 lb. pails—advance	1/4
10 lb. pails—advance	1/4
5 lb. pails—advance	1/4
3 lb. pails—advance	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, Cert., Skinned	
14-18 lb.	@16
Ham, dried beef	
Knuckles	@31
Iodized, Hams	@17 1/2
Picnic Boiled	
Hams	@25
Boiled Hams	@23
Mixed 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.	

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

White Fish	
Med. Fancy, 100 lb.	13 00
Milkers, bbls.	13 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, 36-1 1/4	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's, 32 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

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

CLEANSERS	
------------------	--



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	2 80
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean., 4 dz.	3 40
Octagon, 96s	3 90
Rinsos, 40s	3 20
Rinsos, 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

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.

Slipper Department Has a Major Place.

The leisure and pajama slipper has now entered into the high fashion class. Pippings and bandings, pinked innersoles, inlays and all sorts of handwork for covering heels, add to the cost of production but not in the customer's mind. The public to-day is price-minded and price-demanding.

There is also the luxury appeal wherein a most extravagant looking combination of gold and silver mules, featuring the back strap and octagonal heel is displayed and spotlighted. At the moment, brilliant red is featured in velvet and satin with gold and silver bandings and strappings. Odd lining effects, such as the heel pad of silver and the quarter of gold add interest.

The first promotion of house slippers begins at Thanksgiving time. Colorful groupings of winter slippers, such as the fleece lined children's types and the color kid bedroom slip-on, should be on display in various sections of the store. One large department store in Chicago does a surprising slipper business during the holidays because of the favored position of the merchandise, and because of the values displayed in newspaper advertising.

There is a great advantage in having related merchandise on display. Bows, buckles, velvet plugs, shoe bags and the hosiery counter should be very near to each other, or at least have a relation to articles in the cases. Group suggestions for a price are splendid for those customers who are remembering the college girl. Likewise the linking up of color contrast or harmony with the boys' and men's bathrobe and lounge slippers.

News copy suggesting the father and son ensemble with the accompanying picture of the father reading over the home lessons with the son, each of them being dressed in a house gown and slippers, will produce results.

Slipper consciousness can be obtained by displaying a pair of these exquisite mules on a velvet pillow at a far corner of the department, and with a roaming or stationary spotlight to attract the customer's eye and attention. This feature not only lights up a corner of the department, but also takes the customer through the department where she might see other items to purchase as well as the one she had in mind.

There is a big opportunity for suggestive selling in the house slipper and mule department, provided the buyer takes his sales force into his confidence and actually shows them how to sell more than one pair of mules for the holiday season.

Slippers and hosiery are the two mainstays of retail shoe store holiday trade, so perhaps the most important thing to start is to see just what can be done to put the holiday spirit in these departments.

Much depends on the physical as-

pects of the store. In most cases the hosiery counter is to the right or left of the entrance, in some instances right opposite the front door. Whatever the location, it must be arranged and decorated so that everyone will know the store carries stockings. A special holiday name helps, too, for this section.

As a general rule, house slippers are racked in the rear of the majority of stores but a growing tendency has been noted lately to carry the women's bridge or house slippers in the same type of fixtures as many houses carry their hosiery and in the hosiery department. Wherever slippers may be usually carried, they must be brought out in the open for the Christmas selling.

Buckley Brothers in Houston build a fireplace scene in the front part of their store, with plenty of slippers racked on either side. Arranging slippers by sizes and retail prices on the racks is a great help in quick selling. By that means all size 7 in the \$2.50 slippers are together, regardless of pattern or color. Slippers are bought from the eye and price appeal and not from size during the gift giving period.

Store arrangement is of prime importance at all times but more so during the Christmas season. It takes an artist to show a great plenty of many different kinds of shoe store merchandise and not have a cluttered appearance. The store must be clean, not just "broom" clean but spotless. More than anything else, it must be interesting from the angle of the public who have money to spend. A mess of twisted colored paper made into a bower does not necessarily make a store interesting.

One of the outstanding stores of this country reports on slippers, as follows:

"A survey of our business, over a year ago, brought us to the conclusion that we were not doing a slipper business commensurate with our shoe business, and upon the heels of this conclusion followed the decision to create a slipper business of enviable proportions.

"The first problem to present itself was what price will have the greatest appeal and provide us with the most volume? This was easily solved after two months of experimenting with slippers at various prices, for we speedily learned that \$3 was the most acceptable price to the public, and that it would enable us to realize a very satisfactory volume of business.

"We sold our slippers at a comparatively low mark up. Realizing that we would have few mark downs to take with an article of so staple a nature, we felt that we could safely sell them at a lower mark up, but principally we felt that the low margin of profit we were allowing ourselves would be quite apparent to the public and that their buying response would be the more enthusiastic. We were certain that the volume of business would more than counterbalance."—Boot and Shoe Recorder.

Ideas are worth more to-day than ever in the history of business.

Are your employees more loyal to you than you are to them?

Happy Anniversary of an Old House.

Grand Rapids, Nov. 19—I take this opportunity to thank you again for the mention in your paper regarding our new store. We are pleased to report that our banquet and open house was a huge success. The writer arranged with a capable caterer to serve dinner for our guests to the number of 115. He proved himself very capable, as the attendance turned out in excess of 200, I am sure it was the largest gathering of this kind ever drawn together anywhere in the State. In fact, we have received from many of our customers letters of thanks and appreciation for the good time we laid out for them. How often it is in a business way that the important aim of the wholesaler, manufacturer or jobber is simply business and little or no sociability. We feel that the spirit of sociability which was passed among our customers will be lasting.

Our dinner was served in the old store, not making it generally known that we had moved, and after the dinner we conducted our guests into our new store and showed them our place throughout. We allowed them a short time to look through the stockroom and then called their attention to some representatives of the largest shoe machinery manufacturers in the country, and also introduced them to a few of the representative tanners who were here for the special occasion. The most advanced theory in good shoe repairing is leaning toward the flexible cemented sole. This is the finest art in shoe repairing, as we have seen cases where shoes have been repaired in this manner and it has been almost impossible to detect from new work. Many of the large shoe manufacturers throughout the country are putting shoes out on this method. We had with us the president of the Lamac Co., of Erie, Pa., who explained to our customers the real facts, benefits and possibilities of cement work.

Our next big event of the evening was the distributing of prizes. We had twenty-two major prizes, and after these prizes were drawn from the box by number, as each attendant was presented with a number as he entered the store, we then gave our remaining attendants each a valuable souvenir.

I hope I can call this the birthday of an annual event of this kind for the future, as we took as much pleasure in seeing our friends and customers here as they had in coming.

Since Mr. Schelling joined the writer in the business here in July of 1929 we have spent a great deal of effort and time together in delivering to our customers complete service, satisfaction and clean merchandise. When the writer took this business over in 1925, each year, until the general depression, we showed an excellent gain. While this is the forty-eighth birthday of the old firm, we still are endeavoring to deliver to our customers service and satisfaction. We still boast of the

fact that in the forty-eight years this house has been in business, we retain as our customers many of the old shoe repairers of Grand Rapids and Western Michigan. It would take me too long to enumerate, but thirty to forty years is a very common instance.

Ben H. Krause.

Walked Out With Shoes On.

Ed. Schneider, proprietor of a shoe store at Turlock, Calif., tells of the clever way in which a supposed customer recently stole a pair of shoes. He had them tried on and asked to be allowed to walk up and down the aisle to test their fit. In his walk he leisurely left the store without paying for the shoes.

Resolved: No moratorium on cheerfulness.

TORSON SHOES

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Creating Sales and Profits
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OUT AROUND.

(Continued from page 9)
neth hasn't any power. He hasn't been able to articulate the university of the state with the university of the world. That is the kind of knowledge we want in the world to-day; that is the meaning of the kind of knowledge you get here. It is practical; it is useful.

The world in which I say good-night to-night will not be the world I shall meet at sunrise to-morrow? My environment will be so seriously wrought upon in twenty-four hours that I shall find it exceedingly difficult to-morrow to bring my mind up to date. So we find it all in business. We find difficulty in keeping our minds up-to-date. We meet on the street and in our homes and offices, exchange ideas, and go over the new discoveries in business in order that we may keep our own enterprises in the stream of life. Nowhere is this wind blowing with greater force than through the market places of the world. A recent statistician said that the average life of the manufacturer and the retail merchants in America is seven years. We have had many failures during the past two years. Those men who are failing are those who cannot bring their minds up-to-date and adjust themselves to this new wind that is blowing through the world.

The first thing I want to say about this wind, as regard the market places, is that it is a very powerful wind. It isn't a breeze; it is a wind. Sometimes and in some places it is a tornado. We live in an age of power. No word so nearly expresses the common denominator of all our energies as the word power. Our yardstick is no longer marked off in inches and feet, it is molecules, atoms, electrons. Every man, woman and child in America has the equivalent of 9,000 electrical slaves working for him every day, and innumerable other robots expressing themselves in the terms of explosive gas and steam. We have it also in the field of money and in all of these great mechanisms to which I have made reference. We find them all connected up in one way or another, directly or indirectly with the human machine, and tremendously multiplying the cash value of personality.

In the field of selling we measure everything to-day in terms of power. Whatever is bought or sold, every article of raiment, of food, of shelter, whatever answers a human need has in it an element of value only because it has in it an element of power.

We evaluate our automobiles to-day in terms of horsepower, our radio in terms of kilowatt hours, our peas in terms of calories which are highly refined molecules, and all down the line we find this expression of measurement in terms of power. Men buy gunpowder because of its potential power, and women buy face powder for exactly the same reason.

Now, in one case the energy expands and in the other it contracts;

in one instance the molecules and the atoms and electrons say "go thither" and in the other way they say "come hither," and we have a very fine application of the use of power.

This wind that we encounter in business is a powerful wind. It expresses itself to-day in terms of a new kind of competition. I remember in the typewriter business when we used to think we only had two or three competitors. Now we know we have a million competitors. We know every man everywhere who is out after the consumer's dollar is, after a fashion, our competitor, just as he is your competitor. There are only a certain amount of consumers' dollars to go around, consequently the radio is in competition, not only with the talking machine, but it is in competition with the automobile; the typewriter is in competition with the sewing machine; and the druggist is in competition with the grocer. So it is all down the line, not only things like that, but all things are in friendly competition in a way, because, there is only a certain amount of competitor's dollars to go around. E. A. Stowe.

Simply an Aftermath of the Kaiser's War.

(Continued from page 12)
mity, set his hand to this document." What were its obvious faults? Perhaps the most glaring was that here was a Nation formulating the basis of a government of free men, while silently passing over the fact—the tremendous anomaly—that citizens of that Nation held tens of thousands of slaves in bondage. But the Constitution was signed and put into effect, as one might say, on the theory that half a loaf was better than no bread, and that the future might be able to bake a better loaf. A beginning was made and that was much.

There was ample room for divergence of opinion, and that among perfectly honest men acting in absolute good faith, as to the meaning, the force and effectiveness of the Constitution. There was, as I seem to recall, a previous declaration by Tennessee under which she felt free to leave the Union any time she elected so to do. There may have been other and various similar declarations. My memory is vague as to that.

But when time came for the settlement of this now crucial and final question whether this "Nation or any nation so conceived and so dedicated" could "long endure," Buchanan held to the "open mind," letting things drift into war while he stood by, figuratively wringing his palsied hands.

South Carolina came along, apparently in good faith, with no thought that thereby she was jeopardizing the Union as such, prepared to take her departure from the compact in peace. There was ample opportunity for a lawyer, such as Lincoln was, to have thought of many ifs, ands and provisos, vacillating among legal verbiage, trimming, politician-fashion, by sitting on the fence.

But Lincoln clearly saw that now was no time to try the case legally—for thus it might be lost. Right or

wrong, from a legal standpoint, the Union must be preserved. That was the issue and it was met with a mind closed tight to any other thought. The closed mind of Deuteronomy with its eye for an eye and tooth for a tooth, with "if thy right hand offend thee, cut it off" has been advanced upon considerably through the ages; but great issues are settled by men who hold firm convictions just the same.

Where would our Union have been had Lincoln and others of those times kept their "minds open until all the evidence was in?" As one asked Glenn Frank: "How do we know when that is?"

Men learn many things after they have fought out great issues. Washington was a traitor in England's eyes in 1776. He is revered as a supremely great Englishman to-day. Lincoln was reviled most shamefully in England in 1861-65, but to-day his statue stands out facing Westminster Abbey in London's very center. General Lee and his associates were rebels in 1861-65, but the memorial coin, issued in connection with the carving on Stone Mountain was struck in the mint of Uncle Sam in Washington.

But not one of these facts contravenes the soundness of the acts of the Minute Men of New England or of Lincoln; and because history may reveal many effects not now apparent of the kaiser's war is not for a minute to indicate that Germany was not well stopped in her attempt to turn back civilization in 1914, nor that we to-day are wrong in our refusal to let her sidestep the cost of her folly by paying her war bills ourselves.

Paul Findlay.

Was Civic and Business Leader of Whitehall.

The funeral of Lynn B. Gee, prominent Whitehall merchant and funeral director, which was held at the family home Saturday afternoon, was largely attended.

With the exception of a few years spent in business in Lakeview and Howard City, Mr. Gee had been actively associated in the management of the firm of Gee & Carr, hardware dealers and funeral directors. As one of the leading progressives of the village, he was responsible for the razing of many of the old wooden buildings along the main street and replacing them with modern brick structures. A modern funeral home with the latest equipment rated Mr. Gee as one of the leaders in the profession throughout the State. He had written several articles for National trade journals.

Mr. Gee served his community in public office and civic enterprise. He was one of the organizers of the White Lake Exchange Club, which later became the Whitehall club and served the organization as president. He served one term as president of the village, carrying out a constructive program. He sponsored the building of the Masonic temple, drawing the plans for the building himself and served two terms as master of the lodge. He also was a member of the Shrine.

Born in Whitehall Jan. 5, 1886, the son of one of the pioneer families, he was educated in the Whitehall public

schools, graduating from Whitehall high school in 1903. Later he entered Albion college, but feeling the urge of active business, he left school before he graduated and entered the hardware business in Lakeview. There he married Miss Ruby Swartout in 1907 and shortly afterward went into the furniture manufacturing business in Howard City. This he gave up to come to Whitehall to assist his father, senior partner in Gee & Carr.

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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.

GENERAL MERCHANT Desired — Fine location for right party. Little competition, excellent building to lease. Opportunity. Address, Trustees, I.O.O.F., Milbrook, Mich. 476

FOR SALE — WATER WORKS with over 500 customers on meter, fast growing community, low operating costs, at a bargain. \$15,000 will handle. J. E. Graham, Hinton, West Virginia. 477

WANTED—A general store in Michigan. Would exchange a fine six-room modern home, beautiful location on fine lake, clear of incumbrance. Located Southern Michigan. L. G. Bradford, 824 Forest Ave., South Bend, Ind. 478

WANT—Live wire automobile man with some capital, to acquire modern, splendidly located garage building. Town 2,200. Excellent territory and future prospects. Grinde, New Rockford, North Dakota. 475

For Sale—General country store, good location. Central Michigan. Address No. 471. c/o Michigan Tradesman. 471

A Good Farm To Exchange—For general country store. Address No. 473. c/o Michigan Tradesman. 473

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

EVEN THIS YEAR

We Have Much To Be Thankful For.

With commerce of almost every kind at its lowest ebb, with many large business enterprises already wiped out and the most substantial of those that remain merely marking time, with many families that only a short time ago were in comfortable or even affluent circumstances now reduced to indigence, with despair and misery plainly to be seen on every hand, with two great nations apparently anxious to grip each other by the throat, with results there is no telling how far-reaching or how terrible, with crime rampant, with millions out of work, with want stalking the earth—for what shall we be thankful at this nearing close of 1931, a year which, excepting that in our own and in most other countries it mercifully has been free from the devastating horrors of war, has been one of the darkest in the history of this Nation?

We have much, very much to be thankful for, far more than most of us realize.

First of all if we have a job, whole time or part time, on full pay or reduced; or a business that yields some income if not one that is entirely satisfactory; useful work of any kind, uncongenial, laborious, maybe, but still work, something that sustains us and those justly looking to us for means to live—let us be grateful. Let us as never before, thank God for our job.

If after supplying the vital wants of our own households we can spare a portion, small or large, to help feed and clothe those less fortunate, let us be thankful that we can do our bit in relieving the present world-wide urgent need.

Let us give thanks that not only currency and values have undergone a wholesome deflation, but ideas as well. Many of us who, not a great while back, were possessed with a dangerously obsessive craving for luxury and ease and high living, now have come to see how unspeakably good are the common things of life, daily bread and daily toil to earn it, shelter, clothing sufficient though plain, books and periodicals and all the many comforts to be had at trifling cost, comforts which in these days are considered prime necessities, and as such are furnished free to those who are down and out.

If we are working only three days a week when we used to work six or seven, or if business is slack despite our most strenuous endeavor, let us be thankful that now we have leisure to read, to think, to get acquainted with our families, our neighbors, and the noble men and women whom we are privileged to count our friends.

Let us be duly grateful for the fine self-restraint on the part of many in dire distress, the wise self-control that has prevented any general anarchy, and for the courage, the pluck, the hardihood of spirit, the resourcefulness, of the race, so abundantly manifested in these troublous times. Let us be thankful that this depression, the greatest the world ever has known in the number of persons struck by crushing adversity, is also greatest in

the self-sacrifice shown by able minds and by the possessors of great wealth, in devising and putting into effect measures for lifting mankind out of the difficulties now being experienced, and the prevention of any return of the present dreadful predicament; greatest too in the unparalleled outpouring of generosity for the relief of suffering.

Most of all, let us be thankful that the universe has not gone awry, that there is no chaos in the movements of the stars, that the good old earth has not failed to yield its increase, and that the unchanging laws of Nature still abide.

Our troubles, serious as they are, result from human stupidity and blindness, and are not to be taken as a visitation of arbitrary wrath from Above. It is as though some parts of the vast and intricate mechanism of modern civilization have thoughtlessly been allowed to get out of gear. A cog here and there has slipped, and the great machine has had to slow down. Without doubt, ere long a different, a better and more wisely calculated machine must take its place. But beneath us, still giving us their unflinching support, are the Everlasting Arms. The Almighty is still in His Universe. Ella M. Rogers.

News From Grand Rapids Council.

The last meeting, held Nov. 7, in the new headquarters of the U. C. T. in the Moose Temple was inspiring, both from the fraternal as well as the social angle. L. V. Pilkington gave us one of his peppy, straight-from-the-shoulder talks that made us all sit up and take notice and resulted in a business body being formed within the order under the standard of teamwork in business. Fred DeGraff, who resides at the Herkimer Hotel, is Council leader and already has had a meeting of crew managers who are G. Ohlman, R. W. Radcliffe, L. F. Kinney, Allen Rockwell and John Schumacher. The results of the meeting were inspiring, and brothers, this is going to mean the biggest scoop the traveling men have ever had. The plan in detail will be presented at the next regular meeting, which will be held Saturday evening, Dec. 5, at 7:30 sharp, in the Moose Temple, and a meeting every member of the order should attend.

The Ladies Auxiliary put on a splendid pot luck dinner at 6:30 which certainly put everyone in the best of moods.

L. L. Lozier was in Indianapolis over the past week end and we sincerely hope that steel is going to come out in Michigan by the trainload.

W. E. Lypps and L. F. Kinney were deer hunting in the Upper Peninsula last week and found more hunters in red suits than deer.

One of the two remaining charter members of No. 131, Alvah Brown, who has been confined to his bed for quite some period, is recovering rapidly and is out taking in the fall weather again.

We are hoping that every member will make a special effort to attend the next meeting. It will pay you in more ways than one. H. W. Carsten.

Don't lean on your past record; make new ones.

SUDDEN SUMMONS.

Death of A. W. Stevenson, Muskegon Drug Salesman.

A. W. Stevenson, drug salesman and prominent Muskegon resident for about 50 years, died in a physician's office late Saturday afternoon following the Muskegon-Grand Rapids Central football game, which he had attended.

Mr. Stevenson did not feel well when he left Hackley field, so decided to walk three blocks to the doctor's office. He had just turned to leave for home when he expired from a heart attack.

Augustus W. Stevenson was born at Red Creek, N. Y., Sept. 5, 1860, his antecedents being English on his father's side and Scotch on his mother's side. He lived in Red Creek and Auburn until he was 9 years of age, when his parents removed to Muskegon county, Michigan, locating at Fruitport. He attended the public school there until 15 years of age, when he entered the State Normal School at Ypsilanti, pursuing a general course



A. W. Stevenson.

for four years. He graduated from that institution at the age of 19 and took a clerkship in the drug store of Henry Hall, at Three Rivers, where he remained four years. He then removed to Muskegon and engaged in the drug trade on his own account at 558 Western avenue, which he continued seven years. He then entered the employ of Fred Brundage, spending about half of his time in the store and the other half working the city trade. Six years later he was assigned a regular territory for the house, which he has covered with unusual regularity for the next half dozen years. He resigned Aug. 1, 1902, to accept a more lucrative position with the Hazeltine & Perkins Drug Co., taking all the available towns not then visited by representatives of that house between Muskegon and Petoskey.

Survivors are the widow, Mrs. Carrie A. Stevenson, former principal of the Nelson school; three sons, Fred G. Stevenson, superintendent of schools in Dubuque, Ia.; Herbert A. Stevenson, of Detroit, and Russell Stevenson, dean of the school of business administration at University of Minnesota; a sister, Miss Jessie H.

Stevenson, of Grand Rapids, principal of Sibley school; a brother, William C. Stevenson, of Louisville, Ky., and eight grandchildren.

Mr. Stevenson was a past master of Noachite lodge, No. 507, F. & A. M., and was active in all Masonic orders, including the Chapter, Council, Commandery, Consistory and Eastern Star.

Mr. Stevenson attributed his success to hard work, properly directed along correct business lines. He early won the confidence of his trade, which he retained all his life by refusing to resort to claptrap methods or unfair dealing. By intelligent effort and patient industry he built up a constituency which was the basis of a splendid success, because he not only considered the interest of his employer but also took into consideration the interest of his customer as well.

Personally, Mr. Stevenson was a many sided man. He could make himself at home in almost any environment. He was a hail fellow, well met. He enjoyed the confidence and respect of everyone he came in contact with. His death will leave an aching void in many hearts.

Torch Sparks Start Another Fire.

A mechanic was using an acetylene torch to cut away bolts above a wooden walkway in an unsprinklered non-combustible building. Stopping work just before 5 o'clock, he examined the surroundings carefully and then left for home. Fifteen minutes later an employe outside in the yard saw smoke coming out through the windows. Sparks from the torch had dropped through holes in the walkway and ignited oily line on shafting. The fire spread to the walkway and to the wooden window sash. Employes laid two hose lines which, with a line supplied by the fire department, brought the fire under control in about a half hour. Leather belting was damaged and the freshly painted interior of the room was blackened.

Novelty Furniture Orders Gain.

Holiday buying of lamps and novelty furniture advanced considerably this week, although sales agents report orders still lag behind the normal volume for this season. Improved business reported by retailers of home furnishings recently was expected to encourage a greater investment in novelty goods connected with the home furnishings trade, but to date the business has not developed. Lines in which buying is reported close to normal this week are cedar chests, special wardrobe cabinets and small end tables. Lamps, both floor and table, are being ordered in limited quantities.

Save Postage.

Because many of their patrons have friends and relatives who live at a distance, Morgan's, Ltd., Montreal, Canada, devoted a considerable amount of space to light-weight, compact articles suggested under the headline, "If your Christmas gifts must travel." Among articles that would not require much postage were stockings, scarfs, jewelry, napkins, gloves, lingerie, handkerchiefs, wrist watches, bridge pads and the like. Emphasis on this phase of gift-buying was made a full two weeks before Christmas.

THE SPIRIT OF THANSGIVING.

Again, comes celebration time
Escorted by good cheer!
So let us welcome cordially
THANKSGIVING DAY so dear.
And though the past year may have been
Brimful of loss and trial,
Ope' wide the portals of your joy,
Relax to-day and SMILE!
Let this not be the only time
In thankfulness we pray,
Instead, let's reverently make
Thanksgiving every day!

Frank K. Glew.

More Profit to YOU

by increasing turnover. When you sell goods with an established price which protects your margin of profit — then rapid turnover makes you money. In pushing

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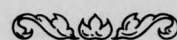
Same Price
for over **40** years

25 ounces for 25c

with the consistent **quality** and **price** advertising behind it — with the price plainly shown on the label — you can increase turnover and get **more profit** on your baking powder investment.

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