

## SONG OF THE YEARS

The years have sung a lovely song  
Since life first brought you close to me,  
Together we have swept aside  
Bright veil on veil of mystery.

Together we've adventured far,  
Exploring books and land and sea,  
And always I've been glad of you  
And always you've been glad of me.

Gay comrades of the day and night  
With minds and hearts and souls akin,  
Even had love not shed this light  
What splendid friends we should have been!

Claire McClure



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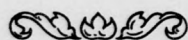


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# MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 5, 1932

Number 2559

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### SOME TRENDS IN TRADE.

#### Sidelights on the General Business Situation.

Recovery of at least seasonal proportions seems assured for this fall. Certain indicators, such as freight car loadings, electric power consumption and construction contracts, are now pointing to a greater than seasonal gain.

As time goes on the Presidential election seems to assume less and less importance as an index to business. We like the diagnosis of Ralph B. Wilson, the Babson vice-president. When asked last week what effect, if any, a change in administration would have on business recovery, he answered, "Practically none. Recovery will be brought about by a revival of buying from Main Street. Inasmuch as a majority of the people select the President, a majority automatically will feel better after the election, and will be in a better mood to buy."

Bank suspensions are decreasing sharply—only eighty-five in August, and a lesser number is indicated for September. In the first half of the month deposits in re-opened banks exceeded the deposits of those which were closed.

The New York Herald-Tribune index of general business moved forward last week for the ninth consecutive week, and has risen 7.8 per cent. from the low.

The Irving Fisher all-commodity index of wholesale prices now stands at 62.4 per cent. of the 1926 normal, a gain of 3.1 from the low point. Conversely, the purchasing power of the business dollar has declined from \$1.688 to \$1.602.

Not all prices are holding. The oil industry is threatened with relapse through seasonally falling gasoline consumption and mounting stocks. The newsprint paper industry is in a state bordering on chaos, created by a recent reduction of 13½ per cent. superimposed on existing low levels. Oats

last week sold at the lowest price since 1897.

Wholesale food prices have eased off slightly from the high point reached on Sept. 6.

Prices of cotton and wheat command more newspaper attention than other farm products, but the price of eggs affects many more people. Eggs last week were selling for the highest price since Sept. 29, 1931.

Raw cotton has lost half of its advance from the year's low, but cotton cloth prices are holding firm. Mills have a manufacturing margin (difference between prices per pound of raw and of manufactured material) from 40 to 70 per cent. greater than in the early summer. Thus they have a better prospect of making money on manufacturing operations, as well as through inventory appreciation.

Steel production still is staggering along at discouragingly low levels, but the 3 per cent. increase the week ending Sept. 19 was larger than in any of the four preceding years for the corresponding period.

In the week ending Sept. 17 the 638 lumber mills which are members of the National Lumber Manufacturers' Association reported orders for 188 million feet. This is the largest total for any 1932 week to date and was 69 per cent. above production.

Since the low point reached on July 9 of 416,000 cars, freight loadings increased to 587,000 cars for the week ending Sept. 17. The rise is nearly 50 per cent., and the total is the largest since last December, but loadings still compare unfavorably with 742,000 for the same week last year, 965,000 in 1930, 1,153,000 in 1929, and an average of 1,122,000 for the years 1924 to 1928.

Motor vehicle manufacturers are cheered by the upturn in buying in agricultural states. In nine Middle West farm states August sales of new cars fell off only 11.2 per cent. from July, as against a falling off of 32 per cent. in August last year. Three states—Kansas, Minnesota and Idaho—showed actual increases in August over July—a most unusual development, as normally there is a decline of about 20 per cent.

Last week showed an upturn of 25 per cent. in telegraph service over the preceding week.

Smokers in August this year consumed more cigarettes than in August last year. The gain, 0.4 per cent., was the first in fifteen months. Cigars, snuff and pipe tobacco made a better comparison with last year than in any of the seven preceding months.

According to the Hartford Times, another indication of a revival is the heavy registration of traveling men in the hotels of that city. Registrations are heavier than in the same month

last year. Reports from Maine and the White Mountains tell us that resort business in September was far better than last year, and ahead of either July or August. It shows that there is money to spend, and will be spent as fear of the future grows less pointed.

Passenger traffic on the extra-fare trains is showing a healthy increase. The extra-fare trains of the New York Central last Wednesday and Thursday brought 1,275 passengers into New York between 8:30 a. m. and 10 a. m., a record in recent months.

Retailers are now profiting from inventory appreciation on many of their lines. The head of the J. C. Penney Co. is so convinced that advancing commodity prices will carry through the fall that his company has covered its requirements on all staple goods up to the end of the year and will shortly begin operation for next spring.

The head of the American Woolen Co. explains that it has accumulated orders of a demand nature rather than forward buying which accounted for their 400 per cent. increase in August sales over last year. Time soon will tell whether this condition applies only to the textile industry. There is pent-up demand in every industry; it will be released. Will a prophet tell us when?

Apropos of that, the R. H. Macy store in New York and Bamberger's in Newark have large murals on display which depict typical industrial scenes. The effect is one of teeming activity and rising prices. Captions read, "Millions think prosperity is returning. What's your guess?"

September sales of household refrigerators normally run about 10 per cent. below August, but Frigidaire reports that for the first twenty days of the month their business was 25 per cent. ahead of August.

The shoe industry has kept reasonably busy throughout the depression, but each season's prices have been lower than the last, meaning decreased returns for both labor and capital. Last week the larger manufacturers, stimulated by higher prices on raw materials and a rising sales curve, advanced their prices all along the line.

The Pennsylvania Railroad began last week door-to-door delivery service in the New York district. The New Haven, to combat the passenger competition from busses, is now operating an "Economy Night Express" between New York and Boston. The fare, \$5, is a saving of \$3.26 from the regular rate.

The New York Times says that retail trade in New York has turned the corner everyone has been looking for these many months. Their enthusiasm doubtless is prompted by the fact that on Sunday, Sept. 17, the paper carried a greater volume of retail store adver-

tising than appeared in any previous issue in its history—222 columns, with eight more columns ordered but omitted for lack of space.

The current Federal Reserve Board report calls attention to the fact that this is the first time this year that improvements in industrial and financial activities have been sustained over a seven-weeks' period. The report covering August and the first three weeks of September shows hoarding dwindling, factory employment improving, building contracts and industrial production volume accelerating at greater than a seasonal rate.

Distributors Group, Inc., is making a poll of 1,411 banks and investment houses, and 84 per cent. of those replying believe that general business conditions are improving; 86 per cent. believe that the low point in security prices has been passed.

The depression is creating many new, or hitherto infrequently used, terms—reflation, dehoarding and the like. That dehoarding has been increasing is seen in every bank statement. Since the first of August currency in circulation has dropped eighty-six million, which compares with a rise of 315 million last year; since July 15, owing to the restored confidence in the dollar, European nations have been returning their gold to this country and our stocks have increased 256 million dollars.

#### A Business Man's Philosophy.

So important is the ability to meet people, both in inner production of cheerfulness and self-confidence and in tangible selfish results, that one wonders why some men regard the matter so lightly. Many men who would not think of going to work unshaven or with a soiled collar travel through life with a grouchy and forbidding look like a barbed-wire fence around a plot of new grass. They forget that every day opens new doors to promising acquaintance and that the ideas and stimulus you gain from friends cost nothing and sometimes yield golden returns.

A successful man boiled his lifetime of advice into two sentences: "Get the habit of being successful," he wrote a younger friend, "and make new friends daily and constantly."

William Feather.

#### Six New Readers of the Tradesman.

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

N. Vankalker, Grand Rapids.

A. Schram, Grand Rapids.

Charles H. Ghysels, Grand Rapids.

William Van Overloop, Grand Rapids.

A. Van Ysseldyke, Grand Rapids.

S. Schipper, Grand Rapids.



## MICHIGAN HOTEL MEN.

### They Hold Interesting Convention at Traverse City.

The annual convention of the Michigan Hotel Association was held at the Park Place Hotel, Traverse City, last Friday and Saturday. The meeting was called to order Friday forenoon, when President Doherty read his annual address, as follows:

Last year in St. Joseph when you honored me with the presidency of the Michigan Hotel Association, I was somewhat skeptical of just what the year might bring forth in the way of collection of dues, matters of membership, and in keeping the organization in the place it has made for itself among the leading state associations. This uncertainty was due to business conditions in general. But to-day, ladies and gentlemen, at the end of the year, it is a pleasure to come before you to report one of the most active years in our nineteen of organization. I am now convinced that the Michigan Hotel Association has proven her worth to her members and will continue to be a very essential thing to the hotels of Michigan.

The officers and committee chairmen have worked hard, but I am sure they all feel that the results obtained are well worth the effort.

Let us briefly line up our various committee chairmen and see what they have done for us during the past year.

John Anderson, aside from representing us very ably on the A. H. A. Council, has kept us constantly informed as to the activities of the National Association. John has organized Michigan on prohibition matters and the constant stream of correspondence from the secretary's office under his instructions has proven beyond any doubt that he has been on the job every minute.

The district vice-presidents, aside from the usual work in their districts have served as Mr. Anderson's sub-chairmen, and they, too, have been very active.

And when we made Ruth Myhan, chairman of the educational committee, we knew that she would make good, but we never expected that two hundred people would be enrolled for the classes of the short course. The accomplishments of the educational committee go without saying, but I know that Miss Myhan will have some more interesting things to tell us about the co-operation given her committee by the faculty of the college.

Mr. Crabb, chairman of the membership committee, is to be complimented on the results he has obtained. He has had the job only since the resignation of W. E. Snyder and has done some very good work.

On an off year for the Legislature, you would think there would not be much for the legislative committee to do, but Frank Johnson has been working on and studying a number of matters of interest to hotels, which I am sure will eventually benefit our members.

Some little time ago, on checking up on matters of insurance, we found that M. V. MacKinnon, and his insurance committee, had already accomplished the work in Michigan that the American Hotel Association representative was doing for other state associations. In this work alone Mr. MacKinnon saved the Association something like \$1,000 and his work will result in the saving of many thousands of dollars to our individual members.

A more recent and an extremely important agreement, to the members of this Association, was effected by J. I. Williston, chairman of the protective committee. Through his efforts, the state police have offered us the same protection given the banks for the apprehension of hotel crooks. To Mr. Williston is due the gratitude of the

Association in obtaining this service. Mr. Williston will give you the details and we urge you to make use of this added protection.

The office of secretary is usually taken for granted, but Pres. Norton is not the kind of secretary one takes for granted. His office is the hub of the organization and under his guidance the clerical work of all the committees has been cleared. He has an interesting report to give you on that particular item. Between Pres. and Mr. Gerow, our treasurer, I assure you your funds have not been wasted, as their reports will show.

One of the privileges of this Association is our membership in the American Hotel Association. During the past year we have had the opportunity of co-operating with them in a number of matters of National scope, such as the copyright music law, Federal tax on electric current, Government buildings installing restaurants, Federal tax on hotels and a number of other items where we have contacted our congressmen and aided in defeating these bills.

As I look back upon the year and upon the work that the members of the various committees and sub-committees have done, it gives me a great deal of pleasure, especially when it is considered that many other activities have been just limping along.

Constructive action is the thing needed to build and maintain an organization, and the constructive character of your work is the one thing that stands head and shoulders above every other consideration. The kind of effort which stimulates and invigorates constructive and sustained action is what must drive us headlong into the future. Because after all it is the future which counts. The whole basis of our economic rebuilding at the present time, are the things that we must weld permanently into the framework of the hotel industry and our Association.

The whole world is poised now, ready to race wing-footed into the future, and the hotel profession must be ready to race with it. The past year has built itself strongly into the organization because of the work you have done and I simply want to take this occasion to give you some slight expression of how I appreciate the way you have co-operated in everything we have set our hearts upon. It will be strong, convincing evidence in time to come that the hotel profession of Michigan is prepared and ready to give to a great industry the things it commands.

Secretary Norton then read his annual report, as follows:

The President has said that the secretary's office is the hub of the organization. Sometimes it looks like the whole wagon as these countless activities come in and we do our best to deliver promptly.

Since the last annual convention over 20,000 pieces of mail were handled through the office. This comprised clerical work done for various committee chairmen, bulletins, A. H. A. information and once in a while I got a chance to write you a letter myself. A secretary is entitled to some pleasure.

We must have kept the records and books in pretty good shape because we managed to get a statement from the auditor to that effect and were quite pleased to think that we were able to operate the Association within the budget. Of course two or three estimates were obtained on everything in the line of printing, etc., and the utmost care was used in expenditure of funds.

I don't know what John Anderson is going to tell you in his report, but if this country doesn't go wet after all the letters he has written there is something wrong with the country. It isn't John.

I want to take this opportunity to thank J. Lee Barrett, of the convention bureau, who, on a number of occasions when we wanted to get a large mailing out quickly, loaned us as many of his own force as we needed, besides Mrs. Thomas and Miss West. This has greatly facilitated our work.

It was not an easy matter this year to get in the dues and maintain our membership and I assure you that a great deal of work was necessary.

The constant contact with A. H. A. headquarters in New York is also a most pleasant one and requires a little detail to transfer their messages to our members. However, they are always interesting and helpful and we are glad to pass them on.

Referring to the A. H. A., we urge you to use the cut "Member of A. H. A." on your letterhead and advertising material.

Chairman Crabb presented the report of the membership committee, as follows:

Our 1931 roster carried 250 names, forty-five of which never paid their dues.

This year the membership committee decided that a more drastic policy should be employed.

When the roster went to press this year it carried 183 names among which were a number who had not yet paid but from whom we had definite promise that they would pay and we had every reason to believe them.

As the matter stands now we have only twenty-seven delinquent members and the majority of these we are confident will pay as soon as they are able. They acted in good faith and we know that as soon as they have the money they will take care of their dues.

While we have only actually secured a very few members this year, we feel that our loss has been small and the few who have had to drop out, have done so because they were financially unable to retain their membership. We have discussed the matter with them, frankly, they are decidedly still our friends and as soon as they are able, we are sure that they will again take up membership.

There are a number of memberships that we are now working on and which we believe we will secure within the not distant future.

I am grateful to President Doherty for appointing me chairman of the membership committee and while I have not had the job long enough to get very deeply into it, I have thoroughly enjoyed the work.

Chairman MacKinnon read his report of the insurance committee, as follows:

One of the thoughts uppermost in the hotel man's mind to-day is, "How can I save money for my hotel?"

Co-operating with our Association in furnishing facts on insurance is one way in which we can, within a short time, save ourselves some money and a dollar saved is two dollars earned.

Now that we have secured, through the efforts of the American Hotel Association, a separate classification for hotels, the next step is to get an especially low rate on our insurance. This can be done by helping your committee compile figures based on actual premiums paid during the past five years.

With the information on the questionnaire which you have been asked to fill out, the American Hotel Association will have a picture to present to the Insurance Federation, which will otherwise take three to five years to secure by actual experience. In other words if we can show them figures for the past five years instead of waiting for the next five for them to secure their own data, we will obtain the low rate, just that much quicker.

There are still a number in Michigan who have not filled in the questionnaire. Won't you please do so

now. This does not mean that we are going to try to make you change your insurance broker, or that your figures are going to be used individually, it simply means that you are helping every hotel in the United States, as well as yourself, to get a lower rate on insurance. Surely we are all interested in this.

Those in Michigan who have not replied to their questionnaires were sent another a day or so ago, so please let me urge you to fill it in promptly.

The survey which has been made of a number of hotels in Michigan is quite gratifying, and some of our members are constantly writing in asking that we have the Michigan Inspection Bureau make an inspection of their hotel. Let us repeat that this survey will not cost you a cent, and in no case so far, has the rate been increased. It has always been decreased or in a few cases left the same.

It was most gratifying to us that when the American Hotel Association offered their assistance to arrange for these inspections a few months ago, we had already arranged with the Michigan Inspection Bureau to make the inspections gratis, and we did not have to ask the A. H. A. to come to Michigan to do it for us. In this way we were able to effect a saving to the Association treasury.

Your chairman might mention as an example that after having the Wardell inspected he was able to go to his insurance brokers and save approximately \$3,000 the first year on his insurance.

There are also a number of other hotels which have done likewise.

It has been a pleasure for us to give our time and effort to this insurance matter, as we feel that it is a very much worthwhile thing, and we shall continue to lend our support in finally having a 100 per cent. report from Michigan. If you have not sent in your questionnaire. Do it now.

The report of the protective committee was as follows:

In making this report to you as chairman of the protective committee, I will briefly repeat the report made at the meeting held in Battle Creek of our association and add to that report other progress that has been made along the line of protection to hotels.

At the time of assuming this work I knew our Association had some sort of a working agreement with the W. J. Burns Detective Agency, but upon investigating found it to consist chiefly in the issuing of the pink bulletins each week which they prepared and furnished to our secretary, and we in turn mailed them to our members, giving us some idea of the extent to which our member hotels were being defrauded.

At this time I had a personal interview with Mr. Wilson, in charge of the Burns Detroit office and found him very willing to co-operate with our Association in every way possible to help us in putting a stop to this continued loss from skippers and bad check artists and succeeded in having him mail to each member hotel a neat metal sign bearing the inscription, "This hotel is protected by the W. J. Burns International Detective Agency," which we felt would have a psychological effect upon anyone patronizing your hotel who might contemplate putting something over, it might make them stop, look and listen. I trust you have hung this sign in a conspicuous place. Through the existing arrangement the Burns people agree only to follow up by letter and not to run down these offenders personally. However, they are willing to assist the local police in every way possible. They will also assume this work by special contract agreement with each individual hotel and run down and prosecute these offenders, also collect bad accounts on a commission basis.

After this investigation I took the matter up with the Michigan Depart-



ment of Public Safety through Oscar C. Olander and found him very willing to place his department, as well as the entire state police department at our disposal in apprehending hotel crooks.

The procedure is as follows: First, the hotel having a skipper or bad check artist must issue a warrant for his arrest in order to protect the police from making a false arrest. Then get complete description of the offender together with license number, make and color of car, etc., if he is driving. And then phone or get in touch with the state police at Lansing, or the State Police headquarters nearest to you. You save time by contacting Lansing, as all reports have to be transmitted there anyway, to be broadcast.

Our secretary's office has forwarded to the Department of Public Safety and also to each state police station a framed copy of our hotel roster ready to hang for their guidance in extending this service to member hotels entitled to this protection.

This places the Michigan Hotel Association in a very fine position and we should capitalize on our importance as one of the leading industries in Michigan as it represents many millions of dollars in investments.

Your committee urges the continuance of the affiliation with the Burns Agency and also begs all member hotels, large or small, and regardless of location, to take advantage of the position we are placed in as regards to the above named agencies. It might be of interest to know just how much this service costs the association each year.

Number of bulletins sent out-----375  
Cost of paper and postage-----\$286.55  
Reimbursed on postage ----- 56.01

Detroit, Oct. 3—In accordance with your request, we are enclosing herewith report of our president and committee members, together with a program of the convention.

Our officers were re-elected with the exception of the treasurer. D. J. Gerow, our former treasurer was made vice-president of District No. 4 and Ralph T. Lee of the LeeCrest, in Detroit, is our new treasurer.

New vice-presidents elected were as follows:

D. J. Gerow, Elliott, Sturgis, No. 4.  
C. W. Holden, St. Clair Inn, St. Clair, No. 7.  
J. Henry Pichler, Statler, Detroit, No. 13.  
Fred M. Crosby, Whittier, Detroit, No. 14.  
C. E. Wilson, Lee Plaza, Detroit, No. 15.

The rest of the district vice presidents were re-elected as are listed on our letterhead.

The entertainment furnished by our hosts, Mr. and Mrs. George C. Anderson, Park Place Hotel, Traverse City, was outstanding and everyone enjoyed himself very much.

The convention as a whole was considered a success.

There were two or three speakers, transcript of whose talks are not yet prepared, but we will send you a copy later. Preston D. Norton, Sec'y.

#### Retailers Raise Hose Prices.

With full-fashioned hosiery prices holding extremely firm, many retailers have been compelled to revise upward their prices on the low-end goods. The buyer of one chain stated that he was unable to obtain styles previously priced under \$4 per dozen, which he featured at 39 cents or three for \$1, and that the best he can do now is to offer 50 cent numbers. Practically all the cheap goods in the hands of manufacturers have been cleared out, and with stores rapidly depleting their low price inventories, general retail advances are scheduled shortly.

#### DETROIT DOINGS.

##### Late Business News From Michigan's Metropolis.

Ferry K. Heath, assistant secretary of the Treasury in charge of all Federal Government building construction, will be the chief figure in the dedication ceremony in Detroit, Columbus Day, Oct. 12, at 11:30 a. m., when the cornerstone of the new Federal Office building is laid. Mr. Heath's acceptance of the invitation to be the chief functionary on this occasion was received last week by Charles M. Screenan, secretary of the Board of Commerce Federal Building Committee, under whose auspices the ceremonies will be staged. Members of the Board of Commerce are urged to attend the gathering. It was through the efforts of the Board of Commerce Federal Building Committee that the new office building was awarded Detroit. Now that it is nearing completion it is reasoned that Board members should manifest the utmost interest.

The Dairies Industry Exposition, one of the largest industrial expositions of the year in the United States, will open Oct. 17 in Convention Hall, it was announced Saturday. The show will continue through Oct. 22.

At least 10,000 representatives of the dairy foods industry from all parts of the United States and several foreign countries are expected at the exposition.

Concurrent with the exposition there will be held conventions of the International Association of Ice Cream Manufacturers, International Association of Milk Dealers, American Dairy Science Association, National Creamery Butter Makers Association, Ohio Swiss Cheese Association, International Association of Dairy and Milk Inspectors and the Refrigeration Machinery Association.

Educational exhibits at the show will be sponsored by the International Association of Ice Cream Manufacturers and Milk Dealers, the National Dairy Council and the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

Among the events will be the third annual students' contest in judging dairy products, the third international cheese contest and the sixth international butter contest.

Henry ford once more occupies the spotlight of the automobile industry, this time while competitors speculate as to what will be his next move in the intensive struggle looming in the popular-price field. Out of this speculation, and not without some tangible supporting evidence, has come the conclusion that ford will abandon his four-cylinder car in favor of a six as a companion to the V-eight.

Giving credence to this estimate of ford's plans is the fact that parts orders for the four-cylinder model, which were stopped early in August, have not been resumed since the re-opening of the plant here just after labor day. Moreover, there are evidences that development work on a six-cylinder power plant is in progress on a more intensive scale. Through it all Mr. ford retains his traditional silence, while the

remainder of the industry speculates on how strange it would be without a ford four to compete against.

Reports of an entirely new and lower-priced Willys product for the 1933 market took more definite shape during the past few days with the revelation that the Hayes Body Corporation has received orders for bodies for such a new model. Indications are that its introduction will be somewhat deferred, probably until the National Automobile show in New York.

The week also brought definite word concerning the new low-priced car to be offered by Continental Motors. The car will not carry the hyphenated Continental-De Vaux name, which will be reserved for the present model of that name and a car that will continue in the price class it now occupies. The new smaller model, which will not be a "midget car" in the conventional sense, will carry the parent corporation's name.

Whatever other features they may possess, it appears certain that one of the most interesting of the miscellaneous developments in connection with the 1933 model is that which obviates the need for valve grinding. This traditional maintenance necessity appears destined to go by the boards with the adoption of special metal inserts which make defacement of the valve and its seat an impossibility. This new economy factor will be emphasized by nearly every manufacturer in 1933.

While some of the newcomers possibly may appear before the shows, the first new model introduction date scheduled by any of the established manufacturers seems to be mid-November.



#### Lines of Interest To Grand Rapids Council.

There is no doubt that the commercial skies are clearing and the Team Work In Business Group has done more to bring this about than they will ever receive credit for. That makes very little difference. The consciousness of having done a good job in behalf of the business people of the United States is sufficient reward in itself. Now if the credit departments would just have a little faith in the intentions of buyers, if they have not in their financial statements, we would experience a rapid swing toward normalcy. In the "Right about, face" movement the people have it partly executed, and if we could so govern ourselves that we look forward instead of backward, instead of regretting the past, plan for the future, we can be out of this within six months.

Mr. and Mrs. Walter E. Lypps are leaving the residence they have occupied at 539 Scribner avenue for the past seventeen years, and will be at home to their friends in the future at 911 Wealthy street. We welcome them to the East side of the city and congratulate them on their new location,

for they will be in the immediate midst of a group of loyal friends.

C. A. Sherry, representative of the Chocolate Sales Corporation, of Hershey, Penn., living at Battle Creek, was recently granted a vacation of two weeks. He drove to California to visit his mother, driving the entire distance each way in four days. While going, he drove eight hundred miles the last day and night and immediately on arriving his friends and relatives took him out for an automobile ride. It was much appreciated by Mr. Sherry.

Our Sentinel, Frank S. Holman, has been commended very highly, and also presented with a medal, for his extraordinary business promotion for his company, the Atlantis Sales Co.

Certainly the "World do change" and the old faithful rubber hot water bottle which has eased many a pain and prevented chills is due for the skids. It is being replaced by a chemical heat pad which is more convenient, effective and will not leak. To operate the new heat pad it is necessary to add one-half ounce of water and the chemical do the rest. It will furnish heat for a period of seventy-five to one hundred hours and costs the final purchaser one dollar. It is being marketed in this territory by Ed. Ryder, of 3523 Briggs boulevard, North Park.

Lewis W. Rounds, of 1906 Cornelius avenue, is now connected with the Associated Credits of America, traveling North of Grand Rapids. His many friends are pleased to learn of his new position and wish him unqualified success.

While hastening toward Grand Rapids last Friday night, our Chaplain, Rutledge W. Radcliffe, skidded on loose gravel between Hastings and Middleville and left the highway. The car was not seriously damaged and is fully covered by insurance, but the disposition of our good chaplain, which is always serene and unruffled, came in for a little shock, but that is now back to normal, and the officers and members congratulate him upon his good luck in escaping serious injury.

Eugene L. Crowley, oldest son of Philip Crowley, is in Blodgett hospital seriously injured in an automobile accident near Lamont, a few days ago. He sustained a broken leg, wrist and shoulder and various cuts and bruises. He holds the responsible position of assistant manager of the Bradley laundry. The Council extends sympathy to brother Crowley and the wish for a speedy recovery of his son.

Bernard Keefer & Son announce the opening of another restaurant at 308 West Western avenue, Muskegon. They conduct restaurants in Holland and Grand Haven, and the same high standards will be maintained at this new cafe in Muskegon.

A movement in the Saginaw Valley has been launched by the sugar beet refineries to promote prosperity in that part of Michigan. The sugar companies intend to operate their refineries for a period of thirty to ninety days more than normal and thus add to the employment of their men and allied industries, and the citizens of that section have pledged themselves to use

(Continued on page 7)



## MOVEMENTS OF MERCHANTS.

Detroit—The Michigan Grocer Co., 1345 Division street, has decreased its capital stock from \$75,000 to \$30,000.

Baldwin—J. H. Nysinger succeeds M. Scavello in the grocery and confectionery business.

Saginaw—The Olsen Jewelry Co., 418 Genesee street, has changed its name to the Olsen & Ebann Jewelry Co.

Detroit—The Finsterwald Co. of Detroit, 219 Michigan avenue, has changed its name to the Finsterwald Furniture Co.

Grand Rapids—John Van Dyke has engaged in business at 1503 Richmond street, under the style of the Richmond Grocery.

Detroit—The Murchey Machine & Tool Co., 951 Porter street, has decreased its capital stock from \$500,000 to \$250,000.

Grand Rapids—The Grand Rapids Trucking Co., 756 Front street, N. W., has decreased its capital stock from \$22,100 to \$12,000.

Otsego—The Excel Manufacturing Co. has removed its plant from Allegan here and is now located in the Bardeen No. 2 mill.

Grand Rapids—The Woodhouse Co., 5 Ionia avenue, South, wholesale dealer in cigars and tobacco, has decreased its capital stock from \$100,000 to \$28,329.

Owosso—The Candy Products Corporation has been organized with a capital stock of 10,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Detroit—The Wheel Service Equipment Corporation, 680 East Fort street, has been incorporated with a capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Detroit—Superstyle, Inc., 7646 West Vernor Highway, has been incorporated to deal in clothing and furnishings for men at retail with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Hendin's Shoes, Inc., 11612 Dexter boulevard, has been incorporated to deal in shoes at retail with a capital stock of 400 shares at \$10 a share, \$1,000 being subscribed and paid in.

Kalamazoo—The Vermeulen Furniture Co., 214 West Water street, is making alterations which will add 5,000 square feet of floor space, which will be utilized for the display of new merchandise.

Grand Rapids—The Oliver Machinery Co., 1025 Clancy avenue, has decreased its capital stock from \$600,000 common and \$250,000 preferred to \$250,000 preferred and 5,000 shares no par value.

Flint—The Flint Die & Tool Co., 1016 Merrill street, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$30,000 being subscribed and \$1,000 paid in.

Detroit—The Cadillac Dairy Co., 8004 Tireman avenue, has been organized to process and distribute dairy products with a capital stock of \$25,000, \$5,500 of which has been subscribed and paid in.

Detroit—The Linco Blade Co., Inc., 1653 Penobscot building, razor blades

and shaving accessories, has been incorporated with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Detroit Findings & Leather Co., Inc., 1413 Gratiot avenue, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Packers Food Corporation, 2139 First National Bank building, has been organized to deal in groceries, meats and foodstuffs, with a capital stock of \$10,000, of which \$7,500 has been subscribed and paid in.

Detroit—Dave's Auto Supply Co., 2761 Union Guardian building, dealer in sports goods, radios and auto accessories, has been incorporated with a capital stock of \$5,000, \$2,500 of which has been subscribed and \$1,000 paid in.

Owosso—Orin T. Jennings has merged his undertaking business into a stock company under the style of Jennings-Lyons, Inc., 409 West Main street, with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Detroit—The establishment of a \$200,000 candy plant by Loft, Inc., of New York City, has been announced by Nathan S. Hapero, president of the Economical Cunningham Drug Co., which will handle the products exclusively in Detroit.

Detroit—Simmons & Clark, Inc., 1543 Broadway, dealer in diamonds, jewelry and silverware, has merged the business into a stock company under the same style with a capital stock of 25,000 shares at \$1 a share, \$25,000 being subscribed and paid in.

Eaton Rapids—Leo Marshall, who recently closed out his dry goods stock at special sale and closed the store, has purchased a complete stock of new merchandise and opened a department store, adding new lines and discontinuing several he had previously handled.

Detroit—The Yorkshire China Co., 1357 Gratiot avenue, wholesale and retail dealer in restaurant supplies and fixtures, has merged the business into a stock company under the style of the Yorkshire Restaurant Equipment Co., with a capital stock of \$5,000, \$4,000 of which has been subscribed and paid in.

## Manufacturing Matters.

Detroit—Novel-Line Products, Inc., 14265 Birwood avenue, has changed its name to the Shepard Manufacturing Co., Inc.

Lansing—The Fix Tex Corporation, Brook street, has been organized to manufacture and deal in filters, with a capital stock of \$2,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Detroit Bandage Co., 548 Buhl building, has been organized to manufacture and sell hospital supplies with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The John Johnson Co., manufacturer of cotton, canvas, duck, awnings, etc., 4607 Woodward avenue, has been incorporated with a capital stock of \$50,000, \$8,500 of which has been subscribed and paid in.

Detroit—Redmonds Products Corporation, 11630 Cloverdale avenue, has been incorporated to manufacture malt products and deal in them at wholesale and retail with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Reliance Foundry Co., 19133 Macomb street, has been organized to manufacture and deal in copper, brass, bronze and other metals, with a capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Lansing—The Liden Manufacturing Co., 700 Sheridan street, has been organized to manufacture and sell mechanical devices, brake rod clevis, etc., with a capital stock of \$40,000, \$36,740 of which has been subscribed and \$2,000 paid in.

Detroit—Manuel M. Rosenthal, manufacturer's agent, wholesale and retail dealer in dry goods, sundries, etc., has merged the business into a stock company under the style of M. M. Rosenthal, Inc., 2365 Russell street, with a capital stock of \$5,000, all subscribed and paid in.

## Slow Freezing More Satisfactory Than Quick Freezing.

Discovery by Department of Agriculture specialists that slow freezing of fruits is as satisfactory as the famous "quick-freezing" method, and in many instances more satisfactory, opens the prospect of much wider development of the frozen pack industry and provides a new field for cold storage plants which has heretofore been considered to be closed to them, the Department of Agriculture has just announced.

The special low-temperature equipment which has been thought necessary to the frozen-pack industry has been shown to be unnecessary by tests at two widely remote laboratories of the Department, it was stated. The slow-freezing method was found to apply particularly to small packages, while barrels of fruit require temperatures at first of zero or lower but may be held at the higher storage temperatures after being frozen, it was stated. The statement follows in full text:

A much wider future development of the frozen pack industry than has been considered likely appears possible as a result of a discovery by the Department of Agriculture. This is that the temperatures of ordinary cold storage plants are sufficiently low to preserve certain fruits in small containers by the frozen pack method, the Department announces.

The discovery that slow freezing at ordinary temperatures of from 15 to 18 degrees Fahrenheit is as effective in preserving some fruit as rapid freezing at low temperatures reaching 80 degrees below zero has been supported by Department experiments at two widely remote points in the United States, one at the Department Farm at Arlington, Va., the other at the Frozen Pack Laboratory of the Department at Seattle, Wash. The Arlington experiments were made by J. M. Lutz, Dr. Joseph S. Caldwell, and H. H. Moon; the Seattle experiments by H. C. Diehl and James A. Berry, all of the Bureau of Plant Industry.

The announcement that slow freezing is adequate for the frozen pack process is considered important for cold storage and frozen pack workers, many of whom up to this time have believed that rapid freezing at very low temperatures was absolutely essential. It indicates a new field for cold storage plants which early frozen pack work had indicated was practically closed to them. Most opinion up to now has been that the successful freezing of fruit for preservation called for special low temperature equipment.

The Department warns that while temperatures of 15 degrees to 18 degrees Fahrenheit have been found satisfactory for freezing fruit in small containers, it is desirable to use temperatures of zero or below to freeze fruit in barrels. On account of the greater mass it requires a colder temperature to freeze the fruit in the center of the barrel before spoilage sets in. After freezing the barreled fruit can be stored satisfactorily at the same temperature as that used for small containers.

Last season the Department experimented with peaches, strawberries, and cider in the Arlington laboratories and with strawberries, peaches, and other fruits in the Seattle laboratory. At the Arlington laboratory the advantage seemed in favor of the slow freezing method. There was more discoloration of the peaches which were frozen rapidly, and there was more sediment in the rapidly frozen cider than in that frozen slowly.

At Seattle the comparisons of the two methods of freezing were especially noticeable in strawberries. The rapidly frozen strawberries lost more of their firmness when thawed, and the slowly frozen material held up much better after thawing. The scientists tested the two by dropping them several feet. The slowly frozen berries which remained firm, also retained their shape, but dropping the rapidly frozen ones flattened them considerably. Both laboratories found that the rapidly frozen peaches discolored more than the slowly frozen ones.

This season the Department is continuing the experiments on rapid and slow freezing and is including many fruits other than those already tested.

## Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Northern Glass Co., Royal Oak. Grand River Oil Co., Detroit. Livernois Coal Co., Detroit. Robert Stores, Inc., Grand Rapids. Central Michigan Broadcasters, Inc., Detroit. Russ Manufacturing Co., Detroit. Ferndale Auto Parts Co., Ferndale. Randolph Amusement Corp., Detroit. Truly Warner Co., Inc., Detroit. Williams Chemical Co., Detroit. Christiansen Lumber Co., Alston. Armstrong Spring Co., Flint.

## The Kiss.

A kiss is a peculiar proposition. Of no use to one, yet absolute bliss to two. The small boy gets it for nothing, the young man has to lie for it and the old man has to buy it. The baby's right, the lover's privilege and the hypocrite's mask. To a young girl, faith; to a married woman, hope; and to an old maid, charity.



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 4.70c. Beet granulated is all sold out.

**Canned Fruits**—California fruits are holding well at present levels. Outside of the slightly easier tendency in fruit salad noted a short time ago, the market has held the ground gained. Buying has naturally slowed up somewhat, after the heavy shipments made through the summer.

**Canned Vegetables**—Peas and corn are so steady that they cease to be news. Sales are being made in a routine way, but distributors show little interest in either item beyond the necessity of covering their nearby requirements. Prices on fancy Refugee beans also are being resisted, but they are a little irregular, depending largely on the packer.

**Canned Fish**—Salmon is somewhat irregular. The amount of pinks still available at 75c and reds at \$1.45, however, is small, and it would not be surprising at all to see these stocks cleaned up soon. Unsold stocks of pinks and reds are said to be in the hands of a comparatively few packers in the Northwest who should be able to control the price, if they have no more further fallings out. Fancy salmon has moved well recently, in view of the coming of the Jewish holidays.

**Dried Fruits**—The dried fruit market promises to be quiet now until after the Jewish holidays, when jobbers and distributors expect cooler weather to spur consumption. There is a large amount of dried fruits on the way, for delivery and on consignment. Stocks here just now are moderate and deliveries on earlier bookings are being made. Marketwise, there is little to report. A good volume of business has been done in raisins at the lower prices. Prunes have not been moving so well, especially since prices were recently advanced pretty well through the list. Apricots are only moderately active. California fig business has been about fair.

**Nuts**—The nut market shows little change this week. Some prices have been named on pecans, but sellers are not disposed to quote them publicly until the marketing association does so. The new walnut prices proved an incentive to buying and a very large volume of business was booked, both for immediate and deferred requirements. Higher prices are looked for a little later. Deliveries of new crop California almonds are being made, and very satisfactory holiday business has been done. The imported shelled almond market shows some signs of firmness. France reports a shorter walnut crop than was anticipated earlier. Filberts are still irregular and Brazils growing scarce and higher in price every day.

**Olives**—Sellers of olives can tell of no important changes in the situation. Quotations are steady, but spot values to date have not followed the firm trend of the shipment market. This is largely the result of the failure of consumers to enter the market for other than jobbing lots. It is to be hoped that the cool weather will bring in increased buying.

**Rice**—The rice market is still showing more strength in the South, as a result of the recent unfavorable weather. Growers show no disposition to sell freely at the present market but are inclined to store their holdings until later. There is a fair movement to the mills for requirements against orders already booked. Prices here are unchanged for the week.

**Sauerkraut**—Sauerkraut prices are firm but unchanged. There has been some talk of higher prices, but these have not resulted to date. Business should pick up from now on, although still quiet. Very little 1932 barrel kraut has been sold, the demand for the fall pack generally showing in January and February.

**Vinegar**—A firm tone pervades the vinegar market. A steady, routine demand has been evident throughout the month. As has been the case throughout the year, business was about on a par with 1931.

### Review of the Produce Market.

**Apples**—The market has stiffened up considerably during the past week. Wealthy, Wolf River, 20 oz. Pippin and Red McIntosh have advanced to \$1@1.25 per bu.

**Bagas**—Canadian, 60c per 50 lb. sack. Bananas—3½@4c per lb.

**Butter**—Butter has been fairly steady during the week. No change in price having been made. Jobbers hold plain wrapped prints at 21c and 65 lb. tubs at 20c for extras.

**Cabbage**—35c per bu.; 50c for red.

**California Fruits**—Plums, \$1.25 per box; Bartlett Pears, \$1.75 per box.

**Carrots**—25c per doz. bunches; 65c per bu.

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

**Celery**—20@30c per bunch.

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

**Cranberries**—\$2.50 per 25 lb. box.

**Cucumbers**—No. 1 home grown, 40c per doz.; No. 2, 75c per bu.

**Dried Beans**—Michigan jobbers pay as follows for hand picked at shipping station:

C. H. Pea from elevator ----- \$1.50  
Pea from farmer ----- 1.20  
Light Red Kidney from farmer-- 1.80  
Dark Red Kidney from farmer-- 1.80  
Cranberry beans to farmer ----- 2.40

**Eggs**—The price has advanced 3c per doz. Jobbers pay 24c for 56 lb. crates and 26c for 57 and 58 lb. Jobbers sell candled eggs at 27c. Cold storage are now being offered on the following basis:

XX candled ----- 24c  
X candled ----- 20c  
Checks ----- 19c

October eggs moved up \$645 per car on the Chicago Mercantile exchange during September, the November delivery gaining \$500 per car from the price at which it opened on Sept. 6. The October close at 24c was \$1,080 per car over the year's low. Total sales of eggs during the month was more than double the 1931 total. There were 5,652 cars sold, compared with 2,593 last year. The total this year was the second largest for September in the exchange history, being exceeded in 1925 when 6,100 cars changed hands. Butter trading was considerably under

last year, 940 cars being sold, but that combined butter and eggs sales exceeded the 1931 total by 820 cars. Speculative buying in eggs came out in an enormous turnover as a result of a strongly bullish position assumed by the commodity at the opening of the month. The open commitment of Novembers was built up to nearly 1,100 cars in the four weeks' trading. Last year in ten months the delivery reached only 1,474 cars for a peak. Of major interest to the speculative trade was the fact that on Sept. 1 there were 5,955,000 cases of eggs reported in storage. The normal movement out of storage for the period Sept. 1 to Dec. 1 totaled 6,100,000 cases as an average for the last five years.

**Grape Fruit**—Florida command \$5.50@6 per box.

**Grapes**—Wordens and Niagaras command \$1.60 per doz. 4 lb. baskets; Delawares, \$1.75; Wordens in bulk, 75c per bu.

**Green Corn**—10c for Evergreen.

**Green Onions**—15c per doz.

**Green Peas**—\$1.75 per hamper for Calif. or Wash.

**Honey Dew Melons**—\$1.60 for crates of either 9 or 12.

**Lettuce**—In good demand on the following basis:

Imperial Valley, 6s, per crate ---- \$3.00  
Imperial Valley, 4s and 5s, crate 3.50

Home grown leaf, per bu. ----- .50

**Lemons**—The price is \$1 lower than a week ago, as follows:

366 Sunkist ----- \$11.00

300 Sunkist ----- 11.00

360 Red Ball ----- 10.00

300 Red Ball ----- 10.00

**Mushrooms**—40c per one lb. carton.

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

126 ----- \$4.50

150 ----- 4.50

176 ----- 4.50

200 ----- 4.50

216 ----- 4.50

252 ----- 4.25

288 ----- 4.00

324 ----- 4.00

Red Ball, 50c per box less.

**Beets**—30c per doz. bunches; 65c per bu.

**Onions**—Home grown, 40c per bu. for medium yellow. Growers are receiving 40c per 100 lbs. for their crops.

**Parsley**—40c per doz. bunches.

**Peaches**—The local crop is nearing the end. The price range is about as follows:

Elbertas ----- \$1.25

Lemon Frees ----- 75c@\$1

Other varieties ----- 50@60c

**Pears**—Bartletts, No. 1, \$1@1.25 per bu.; No. 2, 50@75c per bu.; Sickles, \$1.

**Pickling Stock**—Onions, 60c per box of 20 lbs.

**Plums**—Prices range as follows:

Blue ----- 75@90c

Yellow ----- 75@90c

**Potatoes**—Home grown 45c per bu. on the local market.

**Poultry**—Wilson & Company pay as follows:

Heavy fowls ----- 12c

Light fowls ----- 8c

Ducks ----- 12c

Light Broilers, 2 lbs. ----- 9c

Rock Broilers, 2½ lbs. up ----- 12c

**Quinces**—\$2.25 per bu.

**Radishes**—10c per doz. bunches.

**Spinach**—50c per bu. for home grown.

**String Beans**—\$1 per bu.

**Tomatoes**—Home grown, 35c per ½ bu.; 70c per bu.

**Veal Calves**—Wilson & Company pay as follows:

Fancy ----- 8c

Good ----- 6c

Medium ----- 5c

**Wax Beans**—\$1 per bu.

### The Michigan Central To Mackinac.

The announcement that Michigan Central Railroad officials are to begin a study of the earnings and cost of operation of its line running from Bay City North to Mackinaw City to determine if they should make application to the Interstate Commerce Commission for its abandonment is a tragic aftermath of deforestation and the advent of the automobile.

The Mackinaw branch serves seventeen sizeable cities and villages, most of them without any other railroad facilities. From the standpoint of service it is one of the most important lines through Northern Michigan and is a part of the shortest route between Detroit and Upper Peninsula communities.

Quite naturally passenger and freight traffic on this line has been seriously affected by the automobile, as have all other railroads, but it has been through the removal of the timber resources of this North country that the line has suffered the most. It is well within the memory of many of us when trainload after trainload of sawlogs could be observed daily traveling South to the mills at Bay City and Saginaw. Even after the pine days the hardwood resources kept the railroad wheels turning at a profit. When most of the commercial hardwood had been cut, camps were closed and the smaller local woodworking industries were forced to suspend. This naturally affected the community and a loss of population followed. Toward the tail end of extensive lumbering operations mills in the Saginaw Valley began to close and to-day it is rare to see a carload of timber going South on this line, unless it is posts or pulpwood that follow in the wake of saw logging.

Undoubtedly the Mackinaw division of the Michigan Central Railroad is not a paying venture to-day, but it is hoped that a growing tourist industry, revived agriculture and an emergence from our present economic crisis will keep this road operating for years to come. The North country needs it. Without it those hopeful communities along its right-of-way would be sadly stricken.

### Has Had Much Experience.

Muskegon Heights, Oct. 3.—In answer to your letter of Sept. 28, referring to the West Michigan Detective Bureau, I beg leave to state that it is located in the Danigelis building in Muskegon Heights. The organization is licensed and bonded to the State of Michigan. Charles Walker, the owner, has had thirteen years experience as a public official in the Federal Department, State department and city department. He has worked with me personally as a deputy sheriff for four years. He has a bonded collection agency, but 90 per cent. of his business is investigations. Tony Joslyn, Chief of Police for Muskegon Heights.



## MUTUAL FIRE INSURANCE

### Fire Prevention in the Home.

"Mid pleasures and palaces though we may roam, be it ever so humble, there's no place like home." With that thought in mind, it is indeed strange that we thoughtlessly allow fire to destroy thousands upon thousands of homes throughout our land.

Preventable fires are destroying lives and property to an alarming extent. Sixty per cent. of all fires occur in the home and a home goes up in smoke somewhere every four minutes—a home that ought not to have burned. What are the principal causes of these home fires and what is the remedy for this wholesale burning?

To begin with, we should stop building to burn and build to conserve rather than to destroy. Wherever it is practicable, fire-resistive materials should be employed and all hollow wall and floor spaces in buildings should be fire stopped so that fire cannot sweep unhampered from the basement to the attic or from one end of a building to the other. All electrical equipment should be installed in accordance with the National Electrical Code, and the standard requirements should be followed in the installation of heating and cooking equipment.

Among the principal causes of our enormous National fire loss the one responsible for the greatest single amount is careless use of matches and smoking. Smoking is a serious home fire hazard. The smoker has it in his or her power to stop this waste.

Heating equipment is another frequent cause of home fires. This includes defective and improperly installed heating and cooking equipment, defective flues, chimneys, etc. Particular attention should be paid to the safety of chimneys and flues, which, when defective, are the source from which many disastrous fires originate. Frequent inspection of chimneys and flues should be made and when defects are found they should be promptly remedied. Defects that can easily be found upon inspection are: cracks in chimneys; sooty or clogged flues and chimneys; stoves, stovepipes and other hot pipes too near woodwork. In all such cases the remedy is obvious.

While discussing heating devices may we call attention to the fact that many lives are lost each year, especially among women and children, as a result of open fireplaces, stoves and other devices not being safely screened. Wind or draft may draw their clothing into the flames, or sparks may ignite the clothing with possibly fatal results.

Another important cause of home fires is carelessness with electricity and electrical appliances. Misuse of electrical equipment is responsible for many fires and includes such things as tampering with "blown" fuses in the lighting system and amateur wiring jobs. Certainly, from a standpoint of safety, no electric work not complying with the National Electrical Code should be tolerated. Electric pressing irons left with the current on have been responsible for many fires. This dangerous practice can be reduced by the use of a pilot light on

the iron switch which visibly indicates to the user that the current is on, or by use of a thermostatically controlled iron which cuts off the current when a dangerous temperature is reached.

The misuse of kerosene and gasoline in the home is responsible for many deaths as well as the destruction of many homes. To quicken a slow fire by use of kerosene or gasoline is to invite disaster, as is indicated by the long list of casualties from this cause. Home dry cleaning with gasoline, naphtha or similar fluids is particularly dangerous, for the vapor from these liquids when mixed with air in proper proportions is highly explosive, and when this vapor comes in contact with sparks or an open flame of any nature an explosion is inevitable.

Basements are prolific sources for the origin of fires, due to the fact that rubbish and trash is often stored therein without metal containers or other safeguards. A clean cellar will seldom contribute to a fire in a home.

Fires frequently start in kitchens, which gives the impression, and correctly so, that stoves are allowed to become overheated; matches are not out of the reach of small children; wood or trash boxes are placed in too close proximity to the stove so that sparks can readily fall into them; precautions are not taken to prevent spontaneous ignition among oily rags or waste; and oily mops not kept in proper safeguarding containers.

There are many other features of home fire dangers that could be mentioned, but in this short discussion we can only touch upon the most prevalent and serious. Frequent home inspections with immediate elimination of all fire hazards found, would go far in reducing the home fires which constitute sixty per cent. of all fires and at the same time are probably responsible for the greater proportion of the 10,000 lives annually taken by fire, approximately 6,000 of which are women and children.

With such a serious indictment as this against the home owners, is it not time that we, as good American citizens, do everything in our power to help stop the enormous waste caused by preventable fires? To this end Fire Prevention Week is pledged by those who are deeply and sincerely interested in safeguarding lives and homes from the devastating flames of the Red Peril. It is no less than your duty, it no less than mine, to do this. So let us solemnly determine here and now that our duty in this matter shall be done and that the fire waste shall no longer remain a staggering burden on the shoulders of the men, women and children of this land of ours.

H. B. Savage.

Contents can't sift from nor insects enter a new moisture-, air-, grease-resistant carton, made of specially processed paperboard. "Welding" of the edges, by a device attachable to any carton-sealing machine, does the trick.

In a new wall covering a treated felt sheet acts as a carrier for an embossed lacquered surface, which simulates glazed tile. It is said to be non-fading, resistant to washing.

## The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

## You Know You Should be Protected

To protect yourself and your business you know complete insurance protection is needed. You also know that safe protection should be bought at the most reasonable cost. Isn't it foolish then to pay the maximum price for protection when the Federal Mutuals have always saved policyholders 30 to 40% for the best protection obtainable. These companies are financially safe, efficiently managed and economically operated. It is only logical then that you buy Federal protection. Investigate today by writing to any one of the companies listed below.

## 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

## Mutual Insurance

With losses lower, with expenses lower, with no inside profits for invested capital you would expect the net cost of MUTUAL insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The Mutual plan of operation is right, Mutual insurance is better protection, Because it is better it costs less.

May sound unreasonable if you are not informed, An investigation is convincing, For the sake of yourself and your business, investigate.

## Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.



## IN THE REALM OF RASCALITY.

## Questionable Schemes Which Are Under Suspicion.

Chicago, Sept. 30—Thank you for your letter of Sept. 29. We have a Mr. W. A. Schneider in Michigan. His home is at Kalamazoo.

Mr. Schneider is authorized to offer a course in Practical Bureau Administration to high school graduates in Michigan. The regular terms of the course are \$39.80, payable \$10 down and \$5 per month, but he is authorized, if the student cannot pay the \$10 down, to take a smaller amount, the minimum down payment on which we will ship the text material being \$5. On the other hand, in several cases he has accepted as low as \$2 with the contract with the understanding that the text material would not be shipped until the balance of at least the \$5 has been paid.

We prepared this course to sell originally for \$280 and furnished the text material to other schools who sold it at that price. The price later was reduced to \$135 and about two years ago we commenced to put out what we call our Reference Student Plan under which we proposed to give each student, without tuition charge, the complete course with free instruction, grading of papers, answering of questions and a diploma at the price of \$39.80. The student in turn agrees that we may print his or her name in our Reference Student Directory, copy of which is enclosed herewith, after the student has completed the course and that the student will give his honest opinion of the same.

We should judge, therefore, that the statements made by Mr. Schneider as reported by A. Adams & Son were substantially in accordance with fact.

We are enclosing herewith endorsement of our study material given us by the Chicago Board of Education.

W. G. Smith,

Sec'y American Technical Society.

The character and standing of this house is so high that there is no question about its being able to make good on all its promises.

Belding, Oct. 1—We have noticed in recent issues of your splendid paper that you have again been championing the rights of merchants in regard to their relations with the Simplicity Pattern Co., of New York.

We are, at this time enclosing a letter just received from the Simplicity company in reply to our letter protesting against the increase in our stock from that originally agreed upon. It is evident from this letter that the pressure brought to bear on the company by the merchants, and such individuals as yourself, is bearing fruit in making them aware of the fact that they must do something in the way of stock control for the benefit of their agents.

If the Simplicity people are successful in organizing a workable plan whereby the investment would never total more than \$70 we feel the patterns would be a creditable addition to any piece-goods department. The patterns are certainly of the first order as to accuracy of design, and style-rightness. Also they are most attractively packaged and presented. The fashion leaflets furnished to the merchant, together with display cards and advertising aids compare in quality with those of the best pattern companies.

When you have finished with the letter from the Simplicity Co. will you please return same for our files.

E. C. Lloyd.

The letter referred to by Mr. Lloyd is as follows:

New York, Sept. 29—We thank you for your letter of September 24th in which you advise that the many im-

provements we have made have met with your approval.

With regard to the increase in your Simplicity stock, we wish to advise that within the next month or so we expect to organize a new plan whereby our smaller stores will be able to control their Simplicity stocks to around 700 patterns. In the meantime, will you please be patient with us until this has been inaugurated.

Simplicity Pattern Co., Inc.

Evidence furnished by the Government caused the U. S. District Court at Baltimore recently to uphold the Federal Food and Drug Administration's allegations of the falsity and fraudulency in the labeling of "B & M External Remedy", a product of the F. E. Rollins Co., Boston, Mass. The "Remedy", a liniment composed essentially of water, turpentine, ammonia and eggs, was labeled with remedial claims for such serious diseases as tuberculosis, rheumatism, influenza, bronchitis and pneumonia. Several leading medical authorities, introduced as witnesses by the Government testified that, according to the consensus of reliable medical opinion, such a product could not possibly have any value in the treatment of the maladies.

Led on by enticing word pictures of sudden wealth and handsome profits, thousands of people, most of them elderly, each year are coaxed and bullied into paying out their life savings for property they do not want by real estate salesmen who promise quick resale. All too often these folks find their dream of wealth is just a bubble that explodes and leaves them with a piece of property on their hands and no buyers, even at the price they paid.

California has made such deals rather few and far between by revoking the license of any real estate broker or salesman found guilty of promising resale at a profit in connection with any realty proposition.

"This practice on the part of a few brokers and salesmen to take money from poor elderly persons, principally women, and even take mortgages on their small, clear homes, in a speculative venture, has no place in the business life of California and will not be permitted," says Joseph P. Smith, real estate commissioner of that state.

Other states might well follow the example set.

## Another Plea For Co-operation in Team Work.

On previous occasions we have emphasized the right of every manufacturer or merchant to a profit. We believe there can be no real prosperity that is based on anything which does not produce a profit for the man who sells it. There is nothing less satisfying than for some manufacturer to make plans and then manufacture an article and send it out into the market for sale and after he has given all his time and effort and invested his capital to have no more money than he had in the beginning, or perhaps to have less, as has been the case on many occasions during the last two years.

This kind of condition is dangerous because whenever there is a loss at any point of our second structure, there is a corresponding loss at some other

point. It is an impossibility for any person to lose money and not thereby injure all of the other people who look to him for employment, or for the purchase of other articles out of the profits of the article which he himself manufactures. We believe that the Nation is generally recognizing this fact and we would here emphasize another thought, and that is that every man who is willing to work has a right to employment.

There has never been any trouble in a nation that was busy; there has never been a revolution among peoples who were engaged in earning a livelihood because they have not time or inclination to destroy the thing which is bringing them peace and comfort. All of the great revolutions of history have started with unemployment because the unemployed were hungry and were illy clothed and cold and sick.

This Nation, through all of the years of its existence, has been a pay working Nation, with, of course, the few cases somewhat similar to the present. These cases have always been of comparatively short duration and the workers of the Nation have always been able to see through the clouds the sun that was shining behind them and have not ever criticized the Government for the things which were truly not the Government's fault.

We have a little bit different condition on this occasion possibly because it falls on a presidential year. During the present month we are going to be assailed on every side by misleading or easily misunderstood statements which will tend to destroy the confidence of the people in the welfare and the future of our Nation itself. We must be thoughtful during these days and allow a certain amount of license in these expressions on the ground either that the person who makes them does not fully understand or that he honestly believe that there is some cure from governmental sources.

The thing which we must keep in mind and hold fast to at all times is the fact that the Government, regardless of what political party may win, will still exist if the character of the men who are selected is equal to the character of the men who have guided us in times past. We must also keep in mind that nothing that any government can do, nothing that any laws can do, nothing that any person can do, will equal employment. We must turn our attention as business men, as salesmen, and as thinkers to the employment of the people of this Nation. We must build up a new economic structure which will give employment to those who are willing to work and separate from them the ones who are unwilling to work and prefer to live upon charity. When we have done this, we will be able to say to the agitators that there is nothing which we can build which is better than what we have. We will be able to say to the "Red" that criticizes our business structure that this business structure does build employment and does build happiness and nothing which could be set up could do more than that.

We have been through a period of lost confidence and that now is being restored, and more are beginning to

again gain confidence in the future, are beginning to engage in trade and commerce. This is certain to produce employment and employment is certain to produce an additional wealth. As salesmen, we ask for employment for those of our members who are not now privileged to go out and sell things which they have in former years sold. We ask for this in order that he men who formerly stood at the machines may again return to the factories and may again demand comfort and happiness into their family circles. And we ask of these things not from a selfish motive but for the welfare of those families who depend upon labor. We ask for it for the very welfare of the Nation itself because we know that an employed nation is a happy nation and that no happy nation comes to a bad end.

The team work group of the United Commercial Travelers is ready and willing to co-operate with responsible employers of salesmen in locating qualified representatives. Your request for salesmen will be taken care of at no cost to either you or the man employed. Now is the time. Let's go. That's team work. A. G. Guimond.

## Lines of Interest to Grand Rapids Council.

(Continued from page 3)

only beet sugar made in Michigan. The operations of the refineries will put a great deal of money into circulation and the movement is highly commendable. The consumers have adopted the slogan, "Buy, use and eat Michigan beet sugar."

The Council meeting and the meeting of the Ladies Auxiliary held in Moose Temple last Saturday evening were well attended and the interest was high. Mrs. Chas. H. Ghysels, chairman of the committee serving refreshments, and her committee were so efficient and selected such excellent combinations of food that the Council considered making the position permanent for them. During the dancing, Mrs. Harry Coleman presided at the piano and she has lost none of her old time touch and skill. They all danced. They could not help doing so as they listened to the time and rhythm of her playing. In the bridge game in the Auxiliary, first and second prizes were won by Mrs. Walter E. Lypps and Mrs. Gilbert H. Ohlman respectively.

L. L. Lozier.

## Imported Rugs Advance in Price.

A steady upward movement in imported rug prices has carried wholesale quotations on popular grade Sarouks and Kashan rugs from \$1.35 to more than \$1.65 a square foot in a period of less than six weeks. Stocks of popular Orientals have been depleted to such an extent by recent buying, that further advances are considered inevitable in the coming month. In the Chinese rug trade the firm condition of the market is instanced by quotations of \$1.50 and over for merchandise which was available around \$1.20 a few weeks ago. Curtailed production in China and increased demand in the market here account for the advances.

Only despair is defeat.



### QUALITY CAMPAIGN.

The quality campaign started last Saturday, as Fifth avenue, New York, began its silver jubilee celebration, was opened under the favorable auspices of a consumer demand which recently has turned toward better types of merchandise. The New York campaign will be followed by a National drive, which got under way last week at a meeting of representative merchants and manufacturers and will be sponsored by the National Retail Dry Goods Association.

If the basic plan as outlined by P. A. O'Connell, president of this organization, is followed, namely, that of giving the best value possible in both merchandise and service, then the movement should accomplish excellent results. Most retailers will confess to having gone in too heavily under the stress of circumstances for cheap goods. Prices were lowered, but values, too, were slighted.

Confronted with more than eleven million unemployed and many millions more who are working only part time, it is rather foolish to argue that prices should not be shaped to this tremendous drop in purchasing power. On the other hand, there is little warrant for eliminating higher prices entirely, and still smaller reason for permitting the lower prices to represent merely junk.

It was brought out only recently by the executive of a very large retail organization that the present offers a splendid opportunity to test out price lines. There are so many changes that little can be lost even through unsuccessful experiment. The best move that can be made toward quality, it would seem, is in determining the best selling prices and then offering the best merchandise possible, and not just available, at those levels.

### FURRY FORECASTERS.

The woodchucks and prairie dogs have started the winter parade. Now it's time to hear from the squirrels, the geese, the field mice and the bears. If they agree with the woodchucks and the prairie dogs, the decision will be virtually unanimous. We'll be in for a long, hard winter.

The gentlemen who make a business of studying and forecasting weather scientifically say there's not much in these forecasts of the birds and animals. But just try to persuade a farmer or a woodsman. The animals were the first barometers, and there is a good deal of evidence that their mysterious weather sense is fairly accurate. Otherwise, how explain the fact that the woodchucks didn't even start fall repairs on their homes until November and didn't hibernate until December in 1923, which brought an unusually mild winter? Or that in 1926 they went to sleep for the season early in October and slept through a really severe winter?

Of course, those who believe in the animal prophets are prone to forget those times when all the signs go wrong and to remember only those times when the forecast and the weather agree. But they are not the only sinners in that respect. The weatherman who predicts a rain that doesn't

come can pass it off by saying that the low pressure area took an unexpected turn. One thing is certain. If the birds and beasts are preparing early for the time of snow, those who watch the furred and feathered ones can do likewise. If the signs are wrong, then the preparations are mere wasted caution. But if they are right, what satisfaction there will be in good guessing!

### BROUGHT CONFIDENCE.

In summing up business developments in the third quarter of 1932, first place must be given to the change in sentiment over that period. It was aptly said early last July that the "panic is over, but the depression is still with us." Lack of confidence reached its nadir in June, but was followed by widespread hopefulness within a month or two. Some recession from the optimism of August is now discernible and yet the end of the third quarter registered a marked change over the opinions which ushered it in.

As a result of the upturn in sentiment, security markets forged ahead and perhaps too quickly, hoarding commenced to drop, and speculative commodity prices started their surge upward. Basic industry was slower to respond, although textile markets passed from the control of buyers to the hands of sellers almost overnight.

Retail trade suddenly quickened into life after labor day and a spell of cool weather. This spurt has subsided somewhat but has left business on a higher level than the doldrums experienced when summer began.

All told, the ability of business to hold or to improve upon its operating rate, coupled with the many inquiries now being received, must be reckoned a most favorable development. Bank loans have not gained and there is reason to believe that banking accommodations are still restricted. Excess reserves last week were reported in the neighborhood of \$400,000,000. It is to be hoped that the exchange of views at the bankers' convention this week may lead to more liberal lending policies. Too much safety otherwise may prove as harmful as too little.

### TEXTILE CAUTION SOUNDED.

A note of caution is being sounded in the textile lines which should not go unheeded. The Fall season got under way late and various fabrics were featured which took longer to manufacture. Since the early orders of the stores were placed for only small amounts, shortages developed and were emphasized by the brisk upturn in trade after labor day. Deliveries fell behind and a sellers' market was witnessed.

Scarcities and shipment delays have now been reduced and the situation in many cases has become more normal. However, there are still some lines which face difficulties. And it may be explained that buyers in some instances are resorting to their usual tactics in placing several orders with the hope that one will come through.

The danger to the textile interests, it is pointed out, lies in accepting and preparing for advance business over too long a period. Should there be a setback in demand and prices, then cancellations may be expected, since it

is admitted that at least a part of the business placed can be traced to speculative reasons.

About the best method to follow, thoughtful producers suggest, is to keep a close watch upon consumer demand, with a weather eye also upon the operating statistics of the industry. Store sales may continue to show improvement and thereby justify the larger volume of orders. At the same time these more liberal purchases may bring excessive production into action. Leaders in the field are advising caution, and particularly with respect to business placed far ahead.

### SLOW PROGRESS CONTINUES.

Slow progress toward recovery was the gist of last week's developments in business. The security market wavered and regained lost ground, and the trend in commodity prices was rather mixed. A commission to survey the railroad problem was announced and may serve to steady this key industry. Plans for relieving the hardships of unemployment were made public also, coincident with a report from the labor federation that employment in trade unions gained slightly in August and during the early part of September for the first time since 1929.

The weekly business index recovered from its post-holiday dip, with electric power output and steel operations furnishing the upward impetus. Scattering gains in industry appear to be having their effect at last in raising power consumption and pushing up freight shipments. Steel production has increased a little but still lacks the sizable demands which would be furnished by gains in building construction and automobile manufacture.

Current figures on building are still disappointing, the early figures for September showing an increase which was less than seasonal. Automobile production has also dwindled to a very low level even though several leaders in the industry commented last week upon an improvement in sales.

Textile activity continues to be the chief bright spot in the business picture. It has usually marked emergence from a depression since personal wants are those which are filled first once confidence returns.

### CONFISCATION BY TAXES.

If there were no other sound arguments for intelligent economy in government, the warning of Mr. Silas H. Strawn in a speech at Washington last week would be sufficient. "Throughout the country," said Mr. Strawn, "defaults in tax payments are increasingly appalling. Unless we pay the costs of government, the whole machinery will break down and property will be valueless." That is a strong warning, but it was echoed from another quarter when John W. Davis said that taxation in the United States is approaching the confiscation point. "Property," he declared, "cannot sustain the ever-increasing drain."

There are other valid arguments by the score, unassailable reasons why the spending orgy in National, state and local governments must be ended. But the effect of the prolonged drain on private property can be seen and felt

by every taxpayer. In Chicago alone \$500,000,000 worth of private property has been forfeited in the last three years because the owners could not pay exorbitant taxes. And this property, out of private ownership and consequently tax free, has cost those taxpayers who have staved off foreclosure something like \$25,000,000 in the last two years. That amount of taxes has been lost to the city and county, and it has had to be made up by the other taxpayers.

### DRY GOODS CONDITIONS.

Cooler weather had a tonic effect on trade as the week drew to a close and sales again picked up. The religious holiday restricted volume last Saturday. Activity was marked in the women's wear sections and certain housefurnishing lines attracted good demand. The business in men's wear was also reported as better, with a trend noted toward higher grades. Trading up by consumers was said to be quite general.

For the month just ended local reports seem to indicate that department store sales will hold within 2 or 3 per cent. of the figures for the first half. This would mean a drop of about 18 per cent. under the same month last year. It is understood that the largest store here was probably less than 10 per cent. under a year ago.

Crowded floors have given the appearance of a larger business than is actually being transacted, according to store executives. The ratio between shoppers and sales is wider than usual, and there is more looking than buying. However, this is accepted as a hopeful augury, since the public is at least interested. The same phenomenon is found in industry, which finds a good many more enquiries than orders, but looks for purchases to develop as a result.

### QUALITY EMPHASIS.

With a certain satisfied amusement we read of the presence of the "Consumer" at the luncheon held last week by the National Retail Dry Goods Association, where merchants and manufacturers sat down to wrestle with the problem of getting people to go back to buy "good" goods instead of merely cheap goods. Miss Neysa McMein filled the role of the Ultimate Purchaser. She related with convincing detail various humorous predicaments about Eugenie hats and alligator skin shoes into which she had been led by floods of shoddy imitations. Indeed, all business is in a serious predicament to-day because of the abandonment of "quality" buying during the depression years. Shoddy goods do not last. They do not give style or wear. Nor do they afford a living profit all along the line. As the Tradesman has repeatedly stated, the exchange of poor goods at low prices benefits neither buyer nor seller. The National Retail Dry Goods Association is embarking upon a "quality emphasis" campaign which seems both sound and brilliant. Other organizations should co-operate in promoting an enterprise which is far bigger than any one business or, indeed, any one country.



## OUT AROUND.

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

Marshall Field used to remark that he was entirely satisfied if he was right fifty-one times out of 100. I think I am safely within the Field limit when I state that we have had more wonderful Saturdays this summer than has been the case for fifty years. I can recall but one Saturday which was so stormy that I could not make our usual calls on the trade. The same remark applies to the heat. I can recall but one Saturday when the heat was so unendurable that I did not feel inclined to inflict my mercantile friends with a call.

Having had an intimation that the Fremont Canning Co. had decided to expand its operations in Canada, England and the British colonies on its line of strained vegetable products for infants and invalids, by establishing reciprocal relations with a Canadian organization, I decided to investigate the report by direct contact with the managers of the Fremont institution. I was told that a mutual arrangement had been entered into with the Fine Foods Co., of Tecumseh, Ont., to produce the Fremont products under the Gerber patents and processes. The arrangements involve the investment of \$75,000 in United States funds in the Tecumseh firm and the acquiring of minority stock interest by the Fremont Canning Co. The Tecumseh plant will supply the Canadian and English markets with Gerber products, which include strained carrots, strained beets, strained tomatoes, strained spinach, strained green beans, strained peas, strained prunes, strained vegetable soup, and strained cereal in milk.

Thus a new and important market will be provided for a large quantity of Essex county vegetable products. During the present year the Gerber Products Division of the Fremont Corporation has produced over twenty million cans of strained foods, and the huge Fremont factory will continue to operate all winter on the manufacture of strained cereal in milk, strained prunes and strained vegetable soup. Negotiations between the Gerber interests and Fine Foods of Canada Limited have been in progress for several months, and under the agreement now completed Fine Foods will receive \$75,000 in U. S. funds, together with transfer to it of the Gerber trade marks and patent rights for the exclusive manufacture of Gerber products in Canada, Great Britain and all British dominions. In return, the Gerber firm will receive a minority interest in the capital stock of Fine Foods.

John Wall, president and general manager, will retain his 50 per cent. ownership of the voting capital stock of Fine Foods, and all the executive officers of the company will, as formerly, be Canadian shareholders, including Leo Page as vice-president and James E. Wall as secretary-treasurer. The board of directors will continue to consist of six members, of whom three will be Canadian share-

holders; two will be nominated by the Minnesota Valley Cannery, the originators of Green Giant peas and Del Maiz corn, for whose preparation the Tecumseh plant was built; the remaining director will represent the Gerber Products Co., of Fremont. E. B. Cosgrove, of LeSueur, Minn., will continue as chairman of the board.

The Gerber company will send experts from the Fremont plant to supervise the installation of the necessary new equipment at the Tecumseh factory, and to train the Canadian employees in the Gerber process of producing the strained products. Furthermore, the parent company at Fremont retains the right of supervision of all strained vegetables produced at the Canadian plant for sale under the registered Gerber trademarks, so as to maintain absolute uniformity of quality in the strained vegetables produced at the United States and Canadian plants.

I found a new feature which has been installed in the C. E. Pearson store since my last call on Fremont merchants—a bargain basement in all that the term implies. Mr. Pearson is still mourning over the \$5,000 loss he sustained at the hands of five midnight burglars some months ago. He recovered only a small portion of the goods thus taken. Two of the scoundrels are now playing checkers with their noses in prison.

Another reason for my visit to Fremont was to interview William N. Senf and his brother, who have built up a most dependable mutual insurance company—the Michigan Bankers and Merchants. I made a special trip to Fremont a week earlier to see them, only to learn they were attending a foot ball game at the Fremont high school. Last Saturday they were at Ann Arbor for the purpose of witnessing the game of the university vs. state clubs. The next time I go to Fremont I am going to send \$1 a day in advance to Druggist Alton, across the street, and have him take over enough chloroform to keep them at their desks until I can make the fifty mile drive from Grand Rapids.

C. L. Turner, the grocer on the hill at Newaygo, who recently recovered from a severe attack of neuritis, which kept him on the invalid list for several months, is now suffering from an infection in one leg. Mr. Turner has more than his share of illness to contend with, but Mrs. Turner does her part with great credit to herself and with satisfaction to the patrons of the store.

Friends of William Anson, who managed the Newaygo Cement Co. for many years, tell me he is not pleased with his transfer to Cleveland, because he finds it difficult at his age to make the warm personal friends he enjoyed for many years at Newaygo. He did not occupy his summer cottage at Hess Lake during the summer, as usual.

Newaygo people are making plans to entertain the hosts of visitors who

will visit the Muskegon river valley during "color week." The trees are already taking on the glorious colors of autumn. There is something about the Muskegon river valley which renders the foliage exceptionally brilliant.

In his Sunday sermon Preston Bradley stated that a committee of industrial scientists who have been studying the employment situation for several months have concluded that if production industries in this country were to resume business on the same basis they were operating in 1929 they would be able to furnish employment to only 55 per cent. of the men who are now unemployed, due to the capacity production of the machine age. On the face of things it looks as though the use of machinery would have to be curtailed in some manner. I do not know how this can be done. Germany would solve the problem by seeking an outlet for excess production in foreign markets, but we do not appear to be so fortunate in undertakings of this character as Germany was before she undertook to conquer the world—by force of arms as well as by expert salesmanship.

By the way, I see that Dr. Bradley is to speak in Grand Rapids next week under the auspices of All Souls church, which will celebrate its seventieth anniversary the week of Oct. 10. The pastor of All Souls church states in his publication that Mr. Bradley is a Universalist. I happen to know he was prepared for the Presbyterian ministry at Alma (Mich.), but engaged in active service in Chicago as an expounder of liberal religion twenty years ago. My understanding of the matter is that he and his church membership joined the American Unitarian Association about five years ago. I do not suppose it makes a particle of difference which denominational flag Dr. Bradley's church flies at its masthead. His great heart and master mind soar above all creeds and put to shame theological differences which befog the minds of smaller men who practically destroy their usefulness by their tenacity in insisting on splitting hairs. I hope he has a large audience in Grand Rapids, because he always has something good to say. No one can listen to him an hour and not be a better man.

Walter W. Coe has shown what a colored man can do by his own exertions. He was born in Memphis Nov. 1, 1897. When he was seven years old the family moved to Chicago, where he attended the public schools, completing three of the four year high school course. He then turned to dining car service and for nine years did the cooking on a Pere Marquette diner running between Chicago and Grand Rapids. He was drafted for service in the kaiser's war by the United States and trained at Camp Custer. He sailed from New York for France, but three days later the ship on which he was a passenger turned around and returned to the same port from which it sailed, due to the signing of the armistice. He returned to his old position with the Pere Marquette. Ten years ago he became a

patrolman on the Grand Rapids police force. Two years later he was transferred to the liquor squad, where he served four years, when he was made a detective lieutenant and given a car in which to make his rounds. He was placed in direct charge of the 5,000 colored people who reside in Grand Rapids, by whom he is both feared and respected. He was married in 1920 to Miss Ethel Barnett Lee, who has been very helpful to him. She is a church worker and has a beautiful voice which is frequently heard in the colored churches and social gatherings. They have a daughter eleven years old who attends the Ottawa Hills public school. They reside in their own home at 1122 Hall street. They are both members of St. Phillips Episcopal church and he is a 3d degree Mason. Mr. Coe believes he knows every adult colored person in the city, both by name and face. He receives remarkable co-operation in his work from the law abiding men, vers of his race, who see to it that he is informed of any crime or irregularity among his group long before the news reaches police headquarters through the usual channels. He weighs 190 pounds and is regarded as one of the finest athletes in the city. He has never shown any fear in the presence of danger. He has great poise and a mind which works at high speed, reaching conclusions quickly and accurately. Those who know him assert that the greater the danger the cooler he appears to be. He never permits himself to be actuated by anger or malice. He is highly respected by his associates and superiors who trust him implicitly because of his fairness, resourcefulness and dependability.

Willis J. Abbott, contributing editor of the Christian Science Monitor, presents some figures in a recent issue of his paper which nearly stagger the imagination. He says the cost of conducting our state and National governments is \$15,000,000,000 per year, equivalent to \$500 per family. The indebtedness of the state and Nation, which in 1913 was \$200 per family, is now \$1,000 per family. In commending the intentions of the National Economy League, he writes:

It is all very well for the politicians seeking office to profess themselves earnestly devoted to immediate retrenchment and reform. But it will be a very salutary thing if there can be an organization of sufficient power in its numbers and wide enough in its distribution to hold these politicians to the literal fulfillment of their promises. For that reason great interest is being taken in the National Economy League, which has been formed for the purpose of securing the economical administration of government, the elimination of needless heavy expenditures, and co-operation with non-political, nonpartisan organizations of all sorts for the purpose of attaining this end.

This league, which is headed by Admiral Byrd, and on the advisory council of which sit Calvin Coolidge, Alfred E. Smith, Elihu Root, General Pershing and Admiral Sims, is growing rapidly in numbers. In almost every city its branch offices are receiving enrollment cards from citizens who desire to co-operate with them. It disavows the theory that it is established as an inflexible antagonist to all

(Continued on page 23)



## FINANCIAL

### Government Deficit Running Ahead of Last Year.

It will be extremely unfortunate if because of the current burst of optimism all sight is lost of the serious condition of our Federal finances. Not only is the budget of our National Government not balanced, but it is more off balance than it was a year ago. In the next session of Congress further taxes will have to be imposed and extensive economies made. The business community, accordingly, as well as the general public, should prepare for an additional burden from taxation.

After the billion dollar tax bill was passed by the last Congress the public deliberately was sold on the idea that our budget was in approximate balance. Of course, there never was any justification for taking this position. Every indication was that the United States Treasury would have to continue making very heavy demands upon the money market. It was certain right from the start that the Treasury had over-estimated the receipts from the new tax bill, that the old taxes would continue to yield less than they did in the corresponding period last year unless there was an astounding pickup in business and that the Reconstruction Finance Corporation would continue to pour funds into the economic system at a heavy rate. The combination of these factors, there was ample reason to believe, would involve an increase in the public debt during this fiscal year of well over \$2,000,000,000 unless there was a change of Reconstruction Finance Corporation policy, new economies and more taxes.

The Reconstruction Finance Corporation, of course, is continuing to make loans in very large amounts. The pressure from bank borrowers, according to it, has been lessened, but the saving here has been more than offset by advances in other directions. The reports, too, are all to the effect that the Reconstruction Finance Corporation will increase rather than diminish its rate of advances during the next few months. Inasmuch as this corporation gets its funds from the Treasury, continued heavy Government borrowing for this purpose will be necessary.

The same conclusion is necessary from a study of the receipts and expenditures of the Government in relation to last year. Expenditures through September 21 were \$794,000,000, as contrasted with \$922,000,000 last year, or a shrinkage of \$128,000,000. Receipts were \$405,000,000, as contrasted with \$551,000,000, or a shrinkage of \$146,000,000. The operating deficit of the Government, accordingly, as of Sept. 21, was \$18,000,000 larger than it was in the corresponding period last year, or \$389,000,000 as contrasted with \$371,000,000.

This \$389,000,000 covers only our ordinary budget. To get the total excess of expenditures over receipts the deficit of the extraordinary budget, or the Reconstruction Finance Corporation, also must be included. When this is done we find that the amount

of demands which the Government had to make upon the money market during approximately the first two and one-half months of this fiscal year was \$669,000,000, as contrasted with \$370,000,000 last year.

From some points of view, however, an even more distressing showing is made by a study of receipts from the new tax bill. The Treasury was guilty of carelessness or inexcusable optimism in estimating these receipts. During August the receipts from the twenty-seven groups of commodities upon which a sales tax was imposed were only approximately 40 per cent. of the estimated yield. In some instances the percentage of error is beyond understanding. For example, the tax on malt, wort and grape concentrate was only 5 per cent. of the Treasury estimate. On jewelry it was 11 per cent., on radio and phonograph 10 per cent. and on telephone and telegraph 5 per cent. On only three of the twenty-seven groups, in fact, were the Treasury estimates realized.

On the whole, this picture is far from reassuring. These conditions cannot be permitted to continue. We are cursed, as some one has expressed it, by having both an "extraordinary" and an "extra-ordinary" budget. It must be obvious that both must be subjected to an overhauling at the earliest possible opportunity if the soundness of our financial system is to be maintained.

Ralph West Robey.  
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### Even Worse Conditions Sometimes Found.

One of the pressing needs at the moment is a reform in the presentation of business statistics. At no time since the depression started has this been as important as now. Many of the reports being issued not only are meaningless but give an entirely wrong impression. The major difficulties arise from the so-called seasonal corrections which are made.

Virtually all trade figures, of course, have to be corrected for normal seasonal movements before they can be correctly interpreted. A great portion of the financial statistics also have a distinct seasonal movement. Bank deposits, loans and discounts and money in circulation, for example, vary quite widely from one part of the year to another. In all of these cases the raw figures themselves are of extremely limited value and unless they are modified properly may lead to unwarranted conclusions.

Necessarily the so-called scientific statistical organizations make refinements of one kind and another in the raw figures. Not only do they correct them for seasonal movements but as well, in many cases, take out the secular or long-term trend. The work in this field, nevertheless, has not been all that could be desired from the point of view of the present situation.

This is because the seasonal correctives which have been developed in past years were made to apply to approximately normal conditions. With such normal conditions they have served fairly well. The correctives, however, have been thrown very much out of line because of the depth to

which almost all business indexes have fallen.

For example, assume that the normal volume of production in a given industry is 1,000,000 units in July and that it is customary for this to increase 10,000, or 1 per cent., in August. Then suppose that production falls to 250,000 units in a given July, but in August there is, as usual, an increase of 10,000 units. In this case instead of having what in absolute amount is only a normal increase, we find there is a 2½ per cent. increase, as contrasted with the earlier 1 per cent. The result is that the change appears much more than the normal seasonal.

In many cases, however, we do even worse than this in the presentation of

financial data. In both carloadings and electric power output, for example, the basis of comparison ordinarily used is without justification. A comparison of carloadings this week with those of last week by itself means nothing. Likewise presenting power output as a percentage below the corresponding week a year earlier has no logical foundation. Before the real significance of any change shown by such a method of percentage can be determined it is necessary to do a vast amount of digging into back records.

Ultimately, of course, statistical methodology, as it is used by ordinary business analysts, must develop to the point where it will allow for wide changes in the level of business. Until

Analysis of any security furnished upon request.

**J. H. Petter & Co.**  
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oldest and largest bank  
solicits your account on  
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and many helpful services . . .

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2 Downtown Offices  
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**The  
Largest National Bank  
in  
Western Michigan**

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this is done a large portion of our statistical refinements merely will add confusion and inaccuracy to business data rather than convert raw materials into a real aid in an appraisal of general conditions.

Ralph West Robey.  
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### Expect a Stock To Change Trend Occasionally.

After stocks have advanced for a number of years in a bull market, it is natural for a stock trader to look for other securities to purchase. They usually pick low priced stocks that in their opinion are cheap, the reasoning being that other stocks have had the big move upward, these stocks should do likewise.

If a bull market has been going on for some time, it is very dangerous to buy these low priced stocks, expecting them to move in the last section of a bull market. Although it may be true that some low priced stocks are late movers, the high priced stocks are used by the manipulators to furnish the final rush of a bull campaign.

The chart readers should only buy low priced stocks where it is shown they have advanced into new high levels and are in a strong position. If this is not the case and they are in a narrow trade range, do not take a position in the market. In order to look for temporary leaders, look for large volumes in the stocks which you are studying as these are liable to be the leaders for a few days at least. When a stock becomes active on a large volume trade with the trend.

Many stocks move slowly for a long period of time, but if the trend is upward, you can expect these stocks to have a final fast move. The big money is made in these fast moves, which usually last from three to ten days.

A good rule to remember is after a stock has had a fast move up or down for two months, you can expect it to change trend at least temporarily.

Jay H. Petter.

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 27.—In the matter of William Brummeler's Sons Co., Bankrupt No. 5007. The first meeting of creditors has been called for Oct. 11.

In the matter of Happy Day Laundry Co., Bankrupt No. 4966. The first meeting of creditors has been called for Oct. 11.

In the matter of Peter H. Van Ark, Bankrupt No. 5001. The first meeting of creditors has been called for Oct. 12.

In the matter of Reint R. Troff, Bankrupt No. 5005. The first meeting of creditors has been called for Oct. 12.

In the matter of Robert W. Woodruff, Bankrupt No. 5003. The first meeting of creditors has been called for Oct. 12.

In the matter of Theodore J. Haven, Bankrupt No. 4700, final meeting of creditors was held Sept. 19. The trustee was represented by Arthur N. Branson; no other present or represented. Claims proved and allowed. Bill of Gillard & Bidwell, attorneys for bankrupt, considered and allowed. Order made for payment of expenses of administration as far as funds would permit—no dividend for creditors. No objection to bankrupt's discharge. Meeting adjourned without date. Case will be closed and files returned to district court in due course.

Sept. 27. We have received the schedules, order of reference and adjudication in the matter of Max E. Cooper, of Niles, Bankrupt No. 5009. The bankrupt was employed by the city of Niles. The schedules of the bankrupt show assets of \$100, with liabilities listed at \$668. The first meeting of creditors will be called shortly.

Sept. 27. We have received the schedules, order of reference and adjudication in the matter of Walter H. Moul, Bankrupt No. 5008. The bankrupt is a resident of Grand Rapids, and his occupation is that of a grocery store-keeper. The schedules of the bankrupt show assets of

\$3,703.08, with liabilities listed at \$1,418.99. The schedules show \$650 which sum is claimed as exempt to the bankrupt. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids	-----	\$105.24
Louis Bunyk, Grand Rapids	-----	600.00
Blue Valley Creamery, Grand Rap.	-----	20.03
Blatz Brewing Co., Grand Rapids	-----	6.25
Belding Basket Co., Belding	-----	3.75
John B. Canepa Co., Chicago	-----	11.00
Colgate Palm Olive-Peet, Chicago	-----	8.15
M. J. Dalk & Sons, Grand Rapids	-----	85.54
Hekman Biscuit Co., Grand Rapids	-----	21.42
Hecht Produce Co., Grand Rapids	-----	10.75
Kent Products Co., Grand Rapids	-----	7.00
Koeze Mfg. Co., Grand Rapids	-----	7.89
Kent Storage Co., Grand Rapids	-----	5.25
Postma Biscuit Co., Grand Rapids	-----	6.21
Quimby Kain Paper Co., Grand R.	-----	13.38
Rademaker-Dooge Co., Grand Rap.	-----	17.48
Schust Baking Co., Grand Rapids	-----	28.07
Steketee & Sons, Grand Rapids	-----	8.50
Telder Coffee Co., Grand Rapids	-----	9.83
Mich. Bell Tele. Co., Grand Rapids	-----	7.00
Consumers Power Co., Grand Rap.	-----	11.25
Louis Bunyk, Grand Rapids	-----	107.00
I. Kryger, Grand Rapids	-----	5.00
Furn. City Fuel Co., Grand Rap.	-----	28.00
O. E. Oliver, Grand Rapids	-----	125.00

In the matter of Joseph Williams, Bankrupt No. 4695, final meeting was held under date of Sept. 19. Bankrupt was represented by Rom Dille, attorney. Stanley Smolenski was present for John Smolenski, attorney. One creditor present in perso. Trustee present by Arthur Branson. Balance of accounts, notes and bills receivable sold to E. Westra for \$7. One 1930 Buick sedan abandoned. Order was entered for payment of expenses of administration. No objection to discharge. Final meeting adjourned without date. No dividend to general creditors.

In the matter of Anna Geller, doing business as Geller's Hardware, final meeting was held on Sept. 19. Trustee was present by Arthur Branson. No creditors present or represented. Certain attorneys' bills approved and allowed. Balance of accounts, notes and bills receivable sold to David Merriman for \$13. An order was made for the payment of expenses of administration as far as funds on hand would permit. No objection to discharge. Final meeting then adjourned without date. No dividend to general creditors.

In the matter of Clarence J. Withers, Bankrupt No. 4712, final meeting was held on Sept. 19. Trustee was present by Arthur Branson. Balance of miscellaneous store fixtures was sold to E. D. Collier, of Charlevoix, for \$20. Balance of accounts, notes and bills receivable abandoned. Order was entered for the payment of expenses of administration as far as funds on hand would permit. Final meeting then adjourned without date. No dividend to general creditors.

In the matter of Richard George Humphrey, Bankrupt No. 4947. The sale of assets in this matter has been called for Oct. 11 at the premises formerly occupied by the Bankrupt, 226 West Main street, Ionia. The assets to be sold are grocery and meat market fixtures, and groceries, all appraised at \$1,077.89. All interested in such sale should be present at the date and time above stated.

Sept. 30. We have received the order of reference and adjudication in the matter of the Mapes-Nebelius Cadillac Co., Bankrupt No. 5011. The bankrupt concern had its residence in the city of Grand Rapids. The schedules have been ordered filed, and upon receipt of same the list of creditors and the assets and liabilities of said bankrupt, will be stated herein.

Sept. 30. We have received the schedules, order of reference and adjudication in the matter of the Family Circle Stores, Inc., Bankrupt No. 5000. The bankrupt concern had its residence in Grand Rapids. The schedules of the bankrupt show assets of \$350, with liabilities listed at \$5,989.32. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids	-----	\$22.92
Inez Yeakey, Grand Rapids	-----	300.00
American Laundry, Grand Rapids	-----	15.75
Amer. Metal Weather Strip Co., Grand Rapids	-----	39.00
Baker Photo Co., Grand Rapids	-----	35.05
Bishop Furniture Co., Grand Rap.	-----	76.30
Bixby Office Supply Co., Grand R.	-----	11.59
Breen Bros. Mfg. Co., Grand Rap.	-----	27.50
Bureau of Business Research, Boston, Mass.	-----	2.50
Allen W. Church, Grand Rapids	-----	35.00
Dean-Hicks Co., Grand Rapids	-----	24.00
Geo. Flik, Grand Rapids	-----	27.95
Ford Paint & Varnish Co., G. R.	-----	17.00
Haven-Busch Co., Grand Rapids	-----	21.56
Herald Publishing Co., Grand Rap.	-----	7.50
Lewis Elec. Co., Grand Rapids	-----	48.87
Metal Office Furn. Co., Grand Rap.	-----	18.00
Mich. Engraving Co., Grand Rapids	-----	21.61
Mich. Lithographing Co., Grand R.	-----	144.04
F. C. Matthews & Co., Grand R.	-----	23.00
Mich. Bell Tele. Co., Grand Rap.	-----	28.09
Phoenix Sprinkler & Heating Co., Grand Rapids	-----	9.66
Postal Telegraph-Cable Co., G. R.	-----	22.91
Richmond Stamp Works, Grand R.	-----	10.05
Peter Somerdyke, Grand Rapids	-----	25.63
Tandler Co., Grand Rapids	-----	216.79
Tisch-Hill Co., Grand Rapids	-----	19.25

Wagemaker Co., Grand Rapids	-----	\$41.18
Western Union, Grand Rapids	-----	119.05
Wheeler-Van Label Co., Grand R.	-----	76.20
White Engraving Co., Grand Rap.	-----	60.75
White Printing Co., Grand Rapids	-----	676.40
Shinkman-Edwards Agency, G. R.	-----	14.10
Crystalclear Spring Water Co., G.R.	-----	1.20
C. A. Byrne Co., Grand Rapids	-----	16.42
Dunham, Taylor & Allaben, G. R.	-----	750.00
Frank Thompson, Green Lake	-----	140.00
Inez Yeakey, Grand Rapids	-----	105.00
Angela Doyle, Chicago	-----	180.00
H. A. Yeider, Grand Rapids	-----	1,065.00
Edw. L. Withey, Grand Rapids	-----	309.90
Earl Albertson, Grand Rapids	-----	208.60

Sept. 30. We have received the schedules, order of reference and adjudication in the matter of Oscar Tandler, Bankrupt No. 5010. The bankrupt is a resident of Grand Rapids, and his occupation is that of President and manager of the Tandler Co. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The schedules of the bankrupt show assets of \$1,409.50, with liabilities listed at \$50,466.31. The amount claimed as exempt to the bankrupt is \$350. The list of creditors of said bankrupt is as follows:

Consumers Power Co., Grand R.	-----	\$164.95
Spring Lake State Bank, S. Lake	-----	5,832.50
Meyering Land Co., Grand Rapids	-----	3,142.36
Claude Reed, Grand Rapids	-----	13,457.33
Bon Marche, Grand Rapids	-----	4.95
Blodgett Packing & Storage Co., Grand Rapids	-----	54.50
Citizens Mutual Ins. Co., Grand R.	-----	50.00
Vonk's Dairy, Grand Rapids	-----	6.48
Wurfzberg's Dry Goods Co., G. R.	-----	74.52
Ball Park Floral, Grand Rapids	-----	5.00
Paul Steketee & Sons, Grand Rap.	-----	25.00
James Schols, Grand Rapids	-----	17.83
Dr. J. M. Norlock, Grand Rapids	-----	5.00
Home Fuel Co., Grand Rapids	-----	33.50
Geo. S. Driggs, Grand Rapids	-----	35.00
Herrud & Co., Grand Rapids	-----	26.72
Houseman & Jones, Grand Rapids	-----	30.00
A. Koper Elec. Co., Grand Rapids	-----	18.22
Alaska Fur Co., Grand Rapids	-----	20.00
Chas. Trankla Co., Grand Rapids	-----	26.00
Joe Huizinga, Grand Rapids	-----	9.65
Tisch Auto Sup. Co., Grand Rapids	-----	10.35
Buckley Hdwe. Co., Spring Lake	-----	22.40
Herkner Jewelry Co., Grand Rap.	-----	10.50
Wm. G. Gregory, Grand Rapids	-----	16.00
Union Bank of Mich., Grand Rapids	-----	676.00
Old Kent Bank, Grand Rapids	-----	60.00
Vyn Storage Co., Grand Haven	-----	18.00
Glenn Frank, Moline	-----	51.17
C. A. Byrne Co., Grand Rapids	-----	1.50
Masonic Country Club, Grand Rap.	-----	63.06
Tandler Co., Grand Rapids	-----	15,752.35
Old Kent Bank, Grand Rapids	-----	3,725.00
Union Bank of Mich., Grand R.	-----	1,240.00
John VanderWeele, Grand Rapids	-----	1,725.82
Fred L. Wiersum, Grand Rapids	-----	912.25

Clarence DePlat, Grand Rapids	-----	1,115.00
Ernest J. Miller, Grand Rapids	-----	80.00
Lestern Matthews, Grand Rapids	-----	608.00
James Zoeter, Grand Rapids	-----	720.00
John M. Teska, Grand Rapids	-----	705.00

Sept. 30. On this day first meeting of creditors was held in the matter of Joseph Finkelstein and Jacob Finkelstein, as copartners, under the firm name and style of Sterling Co., Bankrupt No. 4987. Each of the copartners were present in person and represented by Cleland & Snyder, attorneys. Creditors present in person and represented by Hilding & Baker, attorneys. Claims proved and allowed or objected to. Bankrupts were each sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$1,000. Meeting adjourned without date.

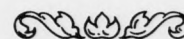
In the matter of Regal Oil Co., Bankrupt No. 4259, final meeting of creditors was held Sept. 7. Trustee present by Lou L. Landman, attorney. Laurence W. Smith, attorney, present for bankrupt. Stanley A. Dwight, receiver, and certain creditors present in person. Trustee's final report and account approved and allowed. Bill of attorney for trustee and attorneys for bankrupt considered and allowed. Petition of Stanley A. Dwight, et al, for preservation of assets considered and entirely disallowed. Bill of receiver considered, compromised and allowed. Order made for payment of ad-

(Continued on page 14)



## SYMPATHETIC

Bankers who take a sympathetic interest in the business of their customers help more than by mere loaning of money. Such an interest has helped many a company prosper and grow far beyond the amount loaned.



### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices



## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.  
First Vice-President — Theodore J. Bathke, Petoskey.  
Second Vice-President — Randolph Eckert, Flint.  
Secretary — Herman Hanson, Grand Rapids.  
Treasurer—O. H. Bailey, Sr., Lansing.  
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; John Lurie, Detroit; E. B. Hawley, Battle Creek; Ward Newman, Pontiac.

### San Francisco With Eighty Years of Stirring Background.

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(NOTE—Any local sketch in a business paper like the Tradesman must be designed to answer the question: What are the business opportunities, the basis of local industries so that "conditions," either transient or permanent, may be judged. But during extensive travels into every state in a dozen years the question always shot at me has been: "How do you find conditions?" Yet if we look back on 1919-1929 we are now apt to feel that a lot of prosperity obtained rather generally during those years, and the apprehension then manifested was founded in our disposition always to imagine the green grass is in the next pasture. Right now you may go anywhere asking about "conditions" and you will be told they are "terrible;" yet, as I have always seen it, basically there are grand opportunities in virtually every county in our broad land. Hence, to get a correct picture, we have to go down to fundamentals which endure, regardless of passing waves of wild optimism and blind pessimism. Such is my aim as I write.)

When Richard Henry Dana spent the two years, 1835-36, in California, he reported Los Angeles as the largest town on the Pacific Coast. San Francisco was then a cluster of adobe shanties around the Franciscan Mission, established in 1776. Both places were sleepy Mexican settlements, pervaded with "man-YA-nah"—of which the middle syllable might well have been spelled yawn.

A dozen years later gold was discovered and there followed a kaleidoscopic development unprecedented in history, about which has been built up a literature so extensive and diverse that it might relate to a region with 800 years of active background instead of the eighty years of actuality. But as may be found in that literature, too detailed even for outline here, San Francisco is essentially an old, staid, settled place; a region of tradition, of old families; of a "native aristocracy" of birth as fixed and institutional as though it dated back to the time of Charles the Great or Stephen.

This characteristic affects business distinctly in that San Franciscans change slowly, deliberately. New comers are outsiders for a long time. The city is so cosmopolitan, having within it representatives of all races and nations, that it is about as oblivious to new arrivals as any place on earth. To establish a new business is not easy. One must have staying power and patience. But also, like other conservative people, San Franciscans make fine, stable customers once they are won.

It is a familiar historic fact that great commercial cities have owed their origin and development primarily to contiguous water transportation. See Rome, Paris, London, New York, Chicago, St. Louis, New Orleans.

Thus when we consider San Francisco it is well to look at a good map and notice that, commercially, here is a Bay Region of vast potentialities.

San Francisco cannot properly be regarded without inclusion of its back country—its Bay Harbor of 420 square miles and the delta of its two great tributary rivers, Sacramento and San Joaquin, which flow out of the Golden Gate. That immediately tributary back-country embraces 2300 square miles—almost precisely equal to the area of Delaware—of the richest agricultural land there is anywhere, located where frost never endangers a living thing, where grain is stored in the open, awaiting shipment, throughout the summer months.

That delta is criss-crossed with not less than 800 miles of waterways navigable to good sized freight boats which, rather unobtrusively, utterly unnoted even by most of those who live on the shores of the Bay, but with not less complete efficiency, ply those waterways, gathering local products as feeders of the main ports of Sacramento, Stockton and San Francisco. In the immediate future, ocean going freighters will run directly to the wharfs of Stockton, sixty-five miles inland, thence carrying original cargoes to all the ports of the Seven Seas, while Sacramento is accessible to boats which draw nine feet.

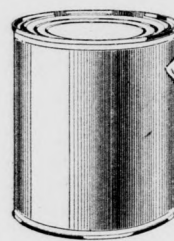
The cheapest, easiest transportation is what is carried downstream whether on the Nile, the Tiber, the Thames, the Hudson or by the Volga boatmen, lately made vocally famous. Remembering this, we can grasp the advantages enjoyed by the Bay Region backed by an area whence all kinds of products flow—grain, vegetables and fruits, both fresh and canned right in the delta where grown. Who does not know California asparagus, pears and peaches, live stock and processed meats, fabricated iron and steel from the port of Pittsburg on the New York Slough, arm of the San Joaquin, lumber and what not, including gold produced now on a consistently manufacturing basis—all transported on a cost below any kind of competition?

Already the manufactured products of this Bay Region have exceeded \$1,250,000,000 in a single year, with a manufacturing area hardly touched and factories, in relation to the ultimate capacity hereabouts, as yet in their swaddling clothes. Natural gas fuel comes it at the lowest cost of any metropolitan district. Labor is low cost, of a high order of skill, with climatic conditions which make labor more productive throughout the year than virtually anywhere else. This last is peculiarly true of the city of San Francisco, as we shall see below. The Hetch Hetchy water development, wholly owned by the city of San Francisco, furnishes virtually an unlimited supply of chemically pure water for all purposes, including manufactures.

This great harbor, which makes this city famous as one of the three cities of greatest natural beauty in the world, is literally capable of holding all the fleets of the world at once and gives the region immediate access to every world market by water, while the railroads which converge on the bay touch

(Continued on page 13)

# WHICH?



**QUALITY:** Backed by the world's largest canned fruit and vegetable organization—tested and accepted by millions of women.

**NO LOST SALES:** The preference for DEL MONTE has been proved again and again. Many women will take **only** DEL MONTE. Unless you are supplying them, you are not only missing DEL MONTE volume, but in many cases a share of their other trade as well.

### AND NOW — DEL MONTE "VITAMIN-PROTECTION"!

By far the strongest **selling** idea ever put behind a canned food brand!

A powerful sales producer

—because of its direct appeal to every woman's interest in her family's health!

—because it gives your customers an entirely **new** and very **special** reason for wanting DEL MONTE and insisting on getting this brand!

—because it is backed by strong, consistent advertising, running straight through the heavy consuming months of winter and spring.

Add these facts to what you already know about this outstanding brand. See if it isn't the brand your business needs—**this year more than ever!**

And in addition  
a strong DEL MONTE Coffee campaign - - - now running.

## A 'SURE SALE' STAND-BY!

# Rowena

(SELF-RISING)  
**Pancake Flour**  
and BUCKWHEAT COMPOUND



Made by  
**VALLEY CITY  
MILLING CO.**  
GRAND RAPIDS, MICH.

## THE GREAT AMERICAN BREAKFAST



## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### Armour's Veribest Corn Beef Caused Customer's Death.

The A. & P. chain store system and Armour & Co. have just had verdicts rendered against them in a Connecticut case on account of the sale of a tin of Armour's Veribest corned beef which contained a loose piece of tin that caused the death of a woman. A. & P.'s verdict was \$2,250 and the Armour & Co.'s \$1,250. The case is important as bearing upon the responsibility of the retail grocer for damages caused by tinned food sold by him.

The woman who was killed, Pauline I. Busch, was about seventy years of age, in good health, and owned and kept her own home, two daughters, one the plaintiff in the suit, and the other, Mrs. Hirth, boarding with her. On April 1 she requested Mrs. Hirth to purchase for her a can of corned beef for use in preparing the evening meal. Mrs. Hirth went to the store of the A. & P. Co. and asked the manager for a small can of corned beef without specifying any particular brand. The manager handed her a can marked "Armour's Veribest Products Corned Beef," which Mrs. Hirth paid for and took home to her mother. The can was sealed and contained a piece of tin about three-quarters of an inch square so imbedded in the beef and the gelatinous substance which forms thereon that a person opening the can with due care would not notice its presence. The piece of tin had been placed by the packer at or near the bottom of the can to stop the vent hole through which the vacuum is applied to the interior of the can just before sealing so that particles of beef will not be sucked out.

The bottom of the can was larger than the top, and in the process of removing the meat in the natural way the piece of tin would come out at the bottom of the meat and not be visible. Mrs. Busch opened the can, mixed a part of the contents with potatoes to make hash, and placed the mixture in a frying pan on the stove. The loose piece of tin was in the part of the contents so used, but she did not notice it or know of its presence. After cooking the hash for some time, Mrs. Busch tested it by tasting, and as she swallowed it felt something sharp in her throat. She immediately went to a doctor and he extracted from her esophagus the square piece of tin. It later developed that the tin, having sharp corners, had lacerated the esophagus, and an infection developed which ultimately resulted in her death on April 19.

Mrs. Busch's estate sued both Armour & Co. and the A. & P., the first on the theory that as they were the packers of the beef they were responsible for its condition. The A. & P. were sued on the theory that food sold by them, even tinned food, carried an implied guarantee that it was fit for food, which this was not.

Both concerns fought the case very hard. The A. & P. defended on the

ground that the principle of implied warranty upon which judgment was rendered against it is not applicable because the corned beef was in a sealed can.

It developed that Armour & Co. hadn't packed the beef at all, but that it had been packed in South America. It therefore defended on the ground that because it obtained the can and contents from a reputable packer and independent contractor it cannot be held responsible for negligence, if any, of such packer. The can in question had been packed by an Argentine corporation under an agreement with Armour & Co., was sold by the packer to a second Argentine corporation, entitled "Frigorifico Armour de la Plata," and by the latter to Armour & Co., an Illinois corporation. It bore, only, a label which conspicuously displayed on each of the four sides of the can, "Armour Veribest Products" ("Veribest" being an exclusive trade mark of Armour & Co.), and in small type the words, "Armour and Company, Foreign Distributors;" it did not give the name of the actual packer. The trial court found that the ordinary, reasonable person reading this label would have inferred that Armour & Co. was the packer of the product. These facts are sufficient to render applicable the rule as follows: "One who put out as his own product a chattel manufactured by another is subject to the same liability as though he were its manufacturer."

Both the defenses were accordingly thrown out.

### San Francisco With Eighty Years of Stirring Background.

(Continued from page 12)

directly every portion of North America. Such an outline of bare facts enable anyone to realize that, in very truth, the great future of commerce belongs more exclusively to San Francisco than to any other spot on earth.

Look, now, at a good map of the Bay Region of San Francisco. See that the portion known as San Francisco Bay is thirty-eight miles long by three to twelve miles broad; and that San Pablo Bay to the North is fourteen miles wide in all directions. Note, next, that the peninsula at the apex of which lies the city is seven miles from water to water, with a clear sweep of about four miles across to Oakland.

San Francisco itself is a city of hills; but the elevation of none on which the town is built is more than a few hundred feet. Hence, when we remember the trade winds, which prevail steadily throughout most of the year from West to East, we shall sense a region of vigorous freshness. It would be hard to imagine a hovel in an alleyway in which the atmosphere could become stagnant in such a region.

Not for "booster talk" but simply to picture a condition of daily life and labor, let us recall the best advertisement ever written descriptive of this climate. When "homeward bound," Dana wrote of "the incomparable temperature of the Pacific, neither hot nor cold." No words could express it more completely or accurately. The range in San Francisco is from about 45 to 70, with a mean of 59 in summer

and 55 in winter. Occasionally it goes higher for a day or two, but never does it touch freezing.

Hence men can work vigorously without melting down with perspiration. This holds of white collar jobs as well.

Business, did you ask? How could one seek more perfect average business conditions? Among such a people, in such a genial climate, where stability is more constant than elsewhere—for the average income and expenditure of the Bay Region is equalled only by that of New York City—there is surely the foundation for any activity. But go slow, just the same, about "Going West, Young Man." If ready to put your shoulder to the wheel and if provided with financial resources to carry you until you get an anchorage, come. But

neither here nor elsewhere is there much room for anyone who seeks an easy way to riches. Paul Findlay.

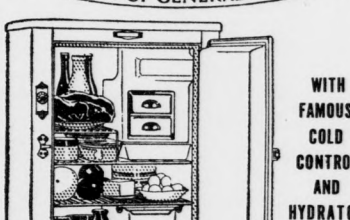
### Trying a New Bean.

Cranberry beans have been known a long time but only recently have they been grown in Michigan as a market crop. They have been so grown, however in California. The yield here this season has been about the same as that of white beans but the yield was somewhat larger. They are in demand chiefly in coal mining regions for some queer reason. White beans in some parts of Michigan are not yielding well, due to anthracnose. Growers will have to look for disease-free seed next year.

### Store, Offices & Restaurant Equipment

G.R. STORE FIXTURE CO.  
7 Ionia Ave., N. W. Phone 86027

### FRIGIDAIRE



WITH  
FAMOUS  
COLD  
CONTROL  
AND  
HYDRATOR

All  
Models  
on Display  
at  
Showroom

F. C. MATTHEWS & CO.  
18 E. Fulton St. Phone 93246

### CHEESE DELIGHTS



CUSTOMERS  
like "POSTMA" quality

Keep a supply!

POSTMA BISCUIT CO.  
GRAND RAPIDS, MICH.

### KENT STORAGE COMPANY

Grand Rapids, Michigan

EGGS — EGGS — EGGS

Now shipping finest quality

APRIL and MAY Candled Whites or Browns

Wire or Write us for prices.

Are the canned foods you feature grown and packed in your home state?

W. R. Roach & Co.,  
Grand Rapids, maintain seven modern Michigan factories for the canning of products grown by Michigan farmers.



A complete line of canned vegetables and fruits



## HARDWARE

Michigan Retail Hardware Association.  
President—Chas. H. Sutton, Howell.  
Secretary—Harold W. Bervig.  
Treasurer—William Moore, Detroit.

### Fall Trade in the Sporting Goods Department.

The sporting goods department is an important factor in fall trade. Sporting goods displays should now be run regularly, and care should be taken to give a fair share of display to every seasonable line. For instance, some dealers consider that the only line worth featuring is guns and ammunition; that football supplies and gymnastic outfits aren't worthy of attention. This is a mistake. There is hardly a line that it won't pay to feature.

A hardware dealer who had made a pronounced success of his sporting goods department was asked the question:

"How did you do it?"

His answer was: "I did it by intelligent displays; by giving the goods a prominent place inside the store; by taking an interest in the purchase of each customer; and by myself acquiring a reputation in the community for being a devotee of and authority on sport."

These few words sum up the cardinal principles of success in the sporting goods department.

Every line should be given its fair share of publicity. Keep the goods moving constantly, and see that the public knows you handle them. If you haven't room to show a little of everything in the window, display the goods as prominently as possible inside the store. Push their sale. Advertise them. Call the attention of the individual customer to this, that or the other line.

In going after the hunting trade, both newspaper advertising and window display are helpful. In newspaper advertising, make your copy attractive and convincing. Word your advertisements so that they will stimulate curiosity and get people into your store. Drive home the idea, "It is better to think of what you need before you start on your trip than after you get there."

Hunting scenes give the window trimmer an opportunity to achieve colorful effects. Merely putting an assortment of goods in the window is not enough. The pedestrian may see several displays of that type in a couple of blocks. You should put on a display that will stand out before his eyes.

It is the accessories that make the display effective. You must show the goods; but it is the decorative items that give your display its touch of appeal.

One window trimmer covered the floor of the window with leaves. In one corner he set up a small tent. Outside this tent a packing case was spread with eating utensils and eatables. Nearby was the campfire—contrived of an electric bulb covered with red tissue and some charcoal. Over the fire a camp pot hung from a tripod.

On two logs in the foreground were displayed shot guns, ammunition, knives, revolvers, cleaners and com-

passes. The background was made up of cedar branches and maple boughs.

A final touch of realism was furnished by introducing a number of animals, stuffed or alive. In one corner was a cub bear and two black squirrels in a tree. Opposite a gray squirrel was shown climbing a branch. In the boughs were shown a crane, a loon, a raccoon and a duck. A deer's head occupied the center of the background, thrust through the branches. On one side of the window was placed an eagle. All these were stuffed specimens. The live animals were a couple of rabbits in a wheel.

Such a display might be called elaborate. Simpler displays can still furnish realistic effects. Thus, a dummy figure can be shown crouching behind reeds or in the stern of a boat and taking aim. Work in a few decoy ducks beyond the reeds, if you like. A mere log, or a screen of boughs, will add a realistic touch to a display.

On the other hand, don't overdo the decorative phase to the exclusion of the stock. The purpose of any window display is to sell goods; or rather, to get the customer inside the store to examine the goods. So show the goods prominently, play them up, and use every effort to induce the passer-by to come inside and ask questions. Once you get him inside, the window display has done its work; it is up to the salesman to do his.

In the preparation of sporting goods displays, the show cards and other material supplied by manufacturers are very helpful. It is well to remember, too, that a display can be left too long. After a few days, a display loses its pulling power. It is better to put on a relatively simple display and to change it frequently.

One of the big factors in the building up of a sporting goods trade is the ability of the dealer to take a real interest in all classes of sport. I know one young man who is a keen enthusiast for baseball, but who when lawn bowling is mentioned gibes at "old men playing marbles." Another can discourse learnedly on football, but scoffs at "cow pasture pool." This is the wrong attitude. Every game has its devotees, and every game deserves encouragement. The dealer who regards every healthy sport in a kindly and sympathetic spirit, who knows something of the rules and methods and players of every sport and who can talk as interestedly to the occasional cricketer as to the frequent baseball fan, is the sort of dealer who will pull trade from all quarters. He will pull more business than the dealer who, in his passionate enthusiasm for some one game, completely ignores all others.

To attain the biggest possible success with sporting goods, the dealer should be a leader in sporting activities in his community. He must believe in outdoor sports, and practice what he preaches. The biggest returns will never come to the man who is in the business purely for the money it will bring.

A line often neglected is that of gymnasium equipment. There is a field for this sort of material, and considerable business can be worked up. In the churches nowadays many of the

young people's societies have equipment of this sort. Individuals who lack the time or opportunity for outdoor sports can be interested, too, in home equipment—dumb bells, Indian clubs and home exercisers. Equipment for use in increasing the muscles or decreasing the waist line will find a fair sale.

The dealer, of course, should study the line intelligently, get in touch personally with local gymnastic organizations, and use newspaper advertising, window display and direct-by-mail advertising to reach the individual customer.

Victor Lauriston.

### Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

ministration expenses, first and final dividend to creditors of 18.3 per cent. No objection to bankrupt's discharge. Meeting adjourned no date. Case will be closed and files returned to district court in due course.

Oct. 1. We have received the schedules, order of reference and adjudication in the matter of James Wheeler, Bankrupt No. 5012. The bankrupt is a resident of Benton Harbor, and his occupation is that of a collector of mercantile accounts. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The listed assets, according to the bankrupt's schedules equal \$17,457.74 (\$16,509.74 amount due on open account), \$600 is claimed as exempt to the bankrupt. The schedules list liabilities of \$8,648.47.

Sept. 30. On this day first meeting of creditors in the matter of Olivet Elevator Co., a corporation, Bankrupt No. 4967, was held. Bankrupt present by Frank Sellen, president, and represented by Rosslyn L. Sowers, attorney. Creditors present in person and represented by J. Earle Brown, attorney. Claims proved and allowed. Frank Sellen sworn and examined before reporter. Certain claims referred to trustee for investigation. Fred G. Timmer, Grand Rapids, trustee; bond \$1,000. Meeting adjourned no date.

In the matter of March Wells, Bankrupt No. 4800. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Earl H. McCormick, Bankrupt No. 4807. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of Edward Greenspan, doing business as the Fair Store, Bankrupt No. 4808. The final meeting of creditors has been called for Oct. 18. There will be a final dividend for creditors.

In the matter of Besteman & DeMeester, Bankrupt No. 4813. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of William F. Alberts, Bankrupt No. 4825. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of William F. Alberts, Bankrupt No. 4825. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of Arthur Meyer, Bankrupt No. 4827. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There may be

a first and final dividend for creditors.

In the matter of the Lou-ray Co., Bankrupt No. 4828. The final meeting of creditors has been called for Oct. 18. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of Stanley Hattisk, Bankrupt No. 4829. The final meeting of creditors has been called for Oct. 18. The trustee's final report and account will be approved at such meeting. There will be no dividends for creditors.

In the matter of John A. Van Der Kolk, (Middleville Motor Sales) Bankrupt No. 4935. The sale of assets has been called for Oct. 18, at the premises formerly occupied by the bankrupt at Middleville. The assets consisting of parts, accessories, building equipment, stock equipment and fixtures appraised at \$800.30 will be sold. All interested in such sale should be present at the date above stated.

### SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 4th day of October, 1932.

(SEAL) Florence E. Stowe.

Notary Public in and for Kent Co., Mich.

(My commission expires Jan. 18, 1935.)

Manufacturers and Distributors of  
SHEET METAL ROOFING AND FURNACE SUPPLIES, TUNCAN IRON  
SHEETS, EAVETROUGH, CONDUCTOR PIPE AND FITTINGS.  
Wholesale Only. We Protect our Dealers.  
**THE BEHLER-YOUNG CO.**  
(SAME DAY SHIPPERS)  
342 MARKET ST., S. W. GRAND RAPIDS, MICH.

### AWNINGS, TENTS, COVERS and SAILS

Complete Line of Camp Equipment For Sale or Rent.

WE MAKE ANYTHING THAT CAN BE MADE FROM CANVAS.

CANVAS BELTING MADE TO ORDER. Call us for Awning Storage.

### GRAND RAPIDS AWNING & TENT CO.

500-508 Monroe Ave.

Phone 85145

Grand Rapids, Mich.



## DRY GOODS

**Michigan Retail Dry Goods Association.**  
President—Geo. C. Pratt, Grand Rapids.  
First Vice-President—Thomas P. Pitkethly, Flint.  
Second Vice-President—Paul L. Proud, Ann Arbor.  
Secretary-Treasurer—Clare R. Sperry, Port Huron.  
Manager—Jason E. Hammond, Lansing.

### Housewares Sales Encouraging.

Satisfied with the results obtained in current housewares sales, retailers will hold special promotions throughout the coming month to feature articles on which consumers' response was exceptional. Although the total volume will fall short of figures for September, 1931, the sales on particular items such as kitchen furniture, laundry hampers and smaller electrical household appliances ran well ahead of the corresponding month last year. Goods re-ordered for special promotions in October include kitchen cabinets, painted and unpainted kitchen tables and chairs, ironing boards, brooms, clothes hampers, laundry baskets and electric irons.

### Fourth Rise on Leather Coats.

At least one mill is scheduling its fourth advance within the last month and a half on men's suede and leather jackets this week. Several producers have already put into effect two and three rises, as they were caught short on rising material markets and another advance will bring current prices close to last year's levels. One suede and leather style priced at \$2.50 about six weeks ago is now quoted at \$3.25, following three successive advances of 25 cents each. The list last year was \$3.75. Women's styles have been marked up 25 cents a dozen to \$4, which compares with a \$4.50 price last year.

### To Make Creaseless Fabrics.

Pacific Mills has been appointed a licensee for the manufacture of anti-crease fabrics under the process developed by Tootal, Broadhurst, Lee Company, Ltd., of Manchester, England. The necessary equipment will be shipped from England in the near future. The company announced that it had studied very carefully not only the process, but the sales possibilities of fabrics finished by the anti-crease method, and feels that the properties afforded by the new process will find ready acceptance in the manufacturing and retail trades in both men's and women's wear.

### Electric Clock Sales Revive.

With large quantities of distress merchandise cleared from the electric clock market, demand started to revive this month. Calls for medium price clocks for regular Fall sale were more numerous this week than at any time since early Summer. Better price clocks, produced to retail around \$20, have been ordered in fair quantities for holiday sale by stores in New England and the Middle West. For more than three months, producers explained, demand for regular merchandise was dormant, due to the large volume of distress goods dumped on the market late in the Spring.

### Table Lamps in Demand.

Requests for table lamps constitute 60 per cent. of re-orders reaching

manufacturers at present. Demand for floor lamps, they report, has fallen off considerably this season compared with Fall, 1931. Pottery-base table lamps are outstanding in the call for low and medium price products, while copper, bronze and novelty metal bases are preferred in the higher ranges. Although initial orders for better price goods were heavier than expected this year, the re-orders placed by stores recently stressed low-end and medium products and neglected the better merchandise.

### New Beverage Mixer Shown.

A new beverage mixer has just been placed on the market here by a novelty silverware concern. The feature of the device is a dial and slot arrangement which shows at a glance the proportions of ingredients needed for mixing fifteen different kinds of drinks. Turning of the dial gives the desired information. The mixer is equipped with a double metal shell which prevents rapid melting of the ice. The item is available in quart sizes and is silver plated. It is priced to retail at \$7.50. The mixer is being stressed by the producer as a gift item for the Christmas holiday trade.

### Speed Output on Pewter Ware.

Despite reports of spotty retail business in pewter hollow ware, factories specializing in the production of such goods are operating on full time, and in some instances on night shifts, to fill orders placed by buyers in the last two weeks. Low-end and medium price goods have been re-ordered freely and in quantity. Exceptional activity also marks the sterling silver branch of the hollow-ware trade. Merchandise retailing in the ranges from \$3 to \$5 is in demand by consumers and stores are arranging special promotions on such goods for late October and November. Better price sterling is moving in limited quantities.

### Shoe Orders Continue Steady.

A steady flow of orders for shoes continued to reach manufacturers with the demand gradually spreading to include the Eastern seaboard states. Requests are fairly well divided between men's and women's styles, with the \$3.50 to \$5 numbers leading in the men's division. The firm tone of prices continues, although advances appear to have been halted for the time being. The largest organizations are holding steadily to their new levels. Since the middle of August the volume of orders for the two largest concerns is reported to be from 25 to 40 per cent. ahead of the corresponding period of last year.

### Show New Illuminating Mirrors.

New types of illuminating mirrors for shaving or boudoir use have been placed on the market. Light is thrown on the face through a narrow frosted glass aperture near the bottom of the mirror, the illumination being provided by a standard type of long electric bulb. The mirrors are beveled and etched and have a decorative border in black or pastel colors. The shapes are of varied ornamental type, including modernistic effects, with the supports of dull silvered metal. The sizes range from 8 by 12

to 10 by 14 inches. Wholesale prices are from \$3.25 to \$5.25 each.

### Show Bronze Christmas Cards.

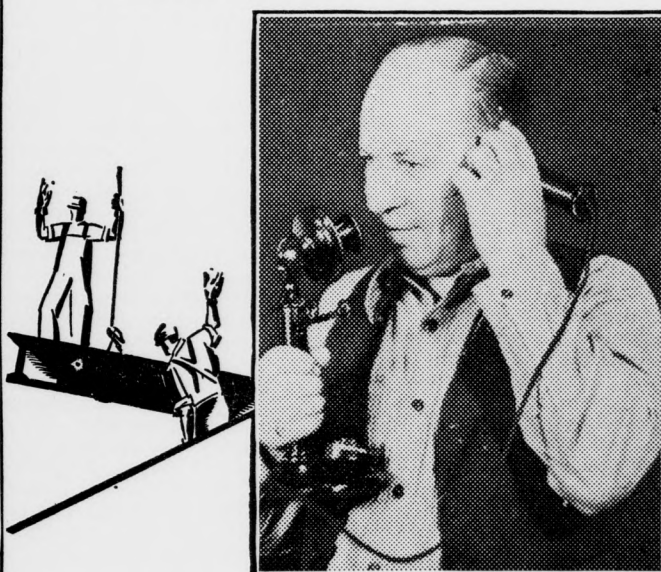
An innovation in Christmas and New Year's cards has been placed on the market featuring the use of a real bronze plaque bearing the holiday message. The plaques are mounted in the center of the folder usually employed, which is otherwise without decoration. The designs and lettering are embossed, the work having been done by artists known for their technique in bronze and metal work. The plaques are about two by three inches in size, with one design for Christmas and the other for New

Year's. The cards wholesale at \$4.80 per dozen.

### Active Call For Women's Sweaters.

Demand for women's slip-over sweaters has increased so rapidly in the last few weeks that Brooklyn and Cleveland mills are finding themselves unable to keep up with orders, and deliveries under three weeks cannot be promised. Ratine and knotted type yarns are used in the sweaters, which retail at \$1.95, and a varied assortment of neck styles is offered, with the turtle neck collar a popular number. Leading shades are raspberry red, rustic green, freedom blue and rhum brown. In the men's division, heavy shakers and sport coats are active.

## MICHIGAN BELL TELEPHONE CO.



## The TELEPHONE is a valuable aid in SECURING WORK

Persons who are hired by the day or job find their telephones invaluable as an aid in securing work. They are able to keep in close touch with employers. And, when workers are needed, employers usually call those applicants first who can be reached easily and quickly by telephone.

The person who tries to get along without a telephone may miss work that would pay for the telephone many times over.

IN EMERGENCIES, your telephone is priceless protection, enabling you to summon doctor, firemen or police instantly, day or night.



## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## HOTEL DEPARTMENT

### Incidents of a Trip To San Juan Capistrano Mission.

Los Angeles, Oct. 1—"Balancing the budget" doesn't seem to prove the outstanding success predicted by the president in his acceptance speech of August 25. In fact, to me it looks as though Mr. Hoover and his corps of financial advisers are pretty poor guessers and the overcoming of the major financial crisis still may be some way ahead. Cold figures from the treasury department tell a sad, contrary story. For the first forty days of the alleged new era Uncle Sam spent \$400,000,000 more than he took in, and the Government deficit was four million dollars more than the deficit for the same period last year. It may be good policy to tell the public these bed-time stories of Santa Claus and Goody Two Shoes, but it does not change the situation and does renew the old story of "Wolf, wolf."

Robert H. Thomas, probably as well known among Michigan hotel men as any commercial traveler covering the state, was killed in an auto accident at Tulsa, Oklahoma, last week. He made his home in Detroit, was a member of various prominent clubs there, and represented the Detroit Sulphite Pulp & Paper Co.

The play, "Grand Hotel," is not the only drama of the inn keeping industry. The large hotel in a hustling town is a highly concentrated city of itself, in which the manager plays the varying and exacting roles of mayor, police commissioner, judge, jury, city clerk, treasurer and fire chief. H. William Klare, vice-president of the Statler string of hostels, spoke before fellow members of the Rotary Club, at a luncheon in the Statler Hotel, in the motor city, where he was formerly manager. He told of the wealthy guest who squeezed his own orange juice rather than pay, of the society dowager who obtained her daily paper off a nearby park bench, and of three men who walked out with a grand piano.

The annual meeting of the East Michigan Tourist Association and the Northeastern Michigan Development Bureau is to be held at Bay City on Oct. 6. These associations have made a somewhat comprehensive survey to ascertain the production value of unused farm lands in Michigan, upon which a detailed report will be made, with a view of assisting in their occupation understandingly.

Mr. and Mrs. Lewis S. Gould, who conducted a summer hotel on Houghton Lake, near Prudenville, committed double suicide last week, due to their disappointment because Mr. Gould failed to receive the nomination for probate judge at the recent primary. Lack of tourist business the past season had also added to their difficulties.

Andrew J. Smith, father of Maynard Smith, president and part owner of Hotel Fort Shelby, Detroit, died at Port Huron, last week at the age of 81.

James H. McCabe, manager of Hotel St. Francis, San Francisco, was elected president of the California State Hotel Association, last week. Mr. McCabe was formerly connected with the Statler organization and was well known among Michigan hoteliers.

From the shoreline of a vanished sea to the crushing breakers of the mighty Pacific was just what I had handed to me on my last week end. All this through desolate desert hills, through pine-fringed mountain meadows and miles of rich, valley farms climbing almost as a plane above the mirror-like waters of Southern Cali-

fornia's largest lake—Elsinor—and out through the miles of so-called "elfin forest" to San Capistrano Mission, and the coast at Dana Point. Leaving Los Angeles early in the morning fog that has darkened almost every dawn all summer, we sped out over to San Bernardino, sixty-five miles away, over the Foothill Boulevard. Not until our car had climbed up the West slope of San Gorgonia Pass, through Reservoir Canyon, did the gray mist lift. Eleven miles East of Palm Springs and an equal distance from Indio, the new Palms-to-Pines highway turns South. The elevation at this particular point is only a few feet above sea level, for the old shore line of the ancient Gulf of California reached to a point some distance West of Indio. The first four miles of the Palms-to-Pines highway is newly paved "desert mix," and is a splendid, smooth thoroughfare. Beyond that, where the road begins to climb the rugged walls of the Santa Rosa foothills through Dead Indian Canyon, there is another story. No rain has fallen on this stretch of road since it was opened in August, and it has carried a heavy traffic of sightseers and of Coachella Valley residents seeking the San Jacinto Mountain resorts. As a result, the surface is badly corrugated from the suction of countless wheels, and makes rough and unpleasant traveling. The lower slopes of the hills are as barren and forbidding as desert well can be. Only the slender ocotillo, the agave and the hardy creosote are able to find a living there. Skirting the very head of Palm Canyon, the road reaches Vandeventer Flat. Here, with striking suddenness, the desert domain ends. Huge black oaks and willows line Omstott Creek, the blossoming red shank grows tall and thick beside the road. Through a wide mountain valley fringed with tall pines, at an elevation of nearly 5,000 feet, the road winds past Garner Ranch and Hemet Lake, and crosses Herkey Creek with its public campground, and drops down to the junction with the Idlewild road, near Tauquitz Lodge. West from Hemet our car sped over smooth pavement to Perris, and thence South to Elsinor, and around the West shore of the lake to the beginning of the Ortega highway, where the second climb begins over the cost ranges. Few views in Southern California are finer than that which is spread below. At Nau-Hatch-Ish Point we halted to enjoy the vista over glass-like Lake Elsinor, surrounded by fertile farms and orchards. Ortega highway, particularly after the 300 foot summit is crossed, and the Western slope begins, is rather rough traveling too, and bears the same witness of heavy automobile travel over its unpaved surface that the Palms-to-Pines highway does. Once past the popular resort, San Juan Capistrano Hot Springs, the canyon widens rapidly, and magnificent sycamores line the progress of the route. Fertile fields and fine orange groves begin in this beautiful valley that once held the Mission gardens of San Juan Capistrano, and the road joins the wide pavement of the San Diego highway directly at the Mission. We have traveled exactly 123 miles, had a pleasant recreation period and are thankful to be able to take the trip.

The Hotel Kern organization, at Lansing, has been incorporated with a capital stock of \$50,000, \$36,000 of which has been subscribed and paid in.

Hotel men in Wisconsin feel that buildings used by church and other organizations for the purpose of making money should be placed on the tax rolls and they are going to try to find a way of taxing them for the good of the general public. I do not know whether they will succeed or not. Our Michigan Association has discussed this subject time and again, have referred the matter to legal authorities

but have never been successful in forcing the problem to a successful issue, though it looks to me and a lot of others that the Y. M. C. A. particularly, which is deriving a revenue from the operation of cafeterias and other classes of service, might be taxable. The Supreme Court of Wisconsin has already decided in a case where a barber was permitted to ply his vocation on exempt premises, that such property might be taxed and there are many other citations on this very point. From what may be learned through hotel journals, other states have talk-



### CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

#### RATES

\$1 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

### Park Place Hotel Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.  
GEO. ANDERSON, Mgr.  
ALBERT J. ROKOS, Ass't Mgr.

### New Hotel Elliott STURGIS, MICH.

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

### Occidental Hotel

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

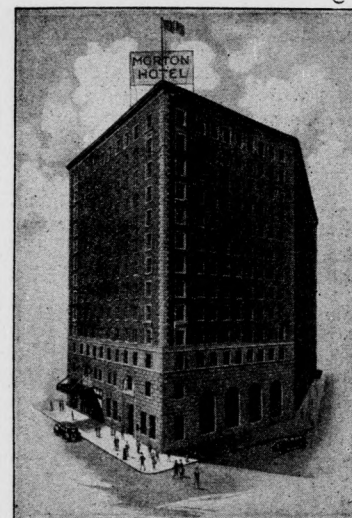
### Columbia Hotel KALAMAZOO

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, Receiver.



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

400 Rooms—400 Baths

Menus in English

### MORTON HOTEL

ARTHUR A. FROST  
Manager



### The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



ed about it, but actual court data is woefully lacking. I hope and believe something will come out of this Wisconsin movement.

A San Francisco judge holds that the trapping of miscreants into violations of the law is bad practice. For police officers to bribe or tempt the stranger into a breakage of the eighteenth amendment is not good business and will be frowned upon in his court, even if it seems to be the only way to procure necessary evidence. This judge makes the clarified statement that officers of the law should come into court with clean hands and they will not be encouraged in committing one crime for the purpose of uncovering another.

I happened in the other day, at an informal meeting of country newspaper men and enjoyed it. I used to be that way myself. The California country newspaper man is an institution. There are not many of them, but such as are do prosper exceedingly well. In the days when I was helping to "mould public opinion, it was no Sunday school picnic, I assure you. If you raised money enough to get your "patent insides" out of the express office, you were very much in luck, and if you collected one-third the amount due you on subscriptions, you were set down by your fellow sufferers as a magician. Of course, you could travel over the railroad on a "free pass," but these documents never covered meals and lodging, so you just naturally had to stay home and subsist on "hogs and hominy" brought in by some delinquent subscriber. But the California country newspapers have gone a long way ahead of the odd standard in every way, and especially in their business conduct. Through consolidations they have done away with much competition and while they may not be strongly organized they have more respect for one another and realize that there is money to be made if they are systematic. They do not attempt too much. They leave the matter of news gathering and electing presidents to the big city papers, and when they get a job of printing auction bills they get a fair price for them. But all the same I notice the big city papers frequently copy editorials clipped from them, and do not hesitate to give credit where it is due. Being a journalist has its joys even if one's efforts are confined to conducting the hotel page in a great, moral journal.

Charley Gratz, of Hotel Surf, Chicago, was for some time connected with Hotel Pantlind before accepting the Chicago position. Whereby he has specialized on looking after the trade of Wrigley Field in the baseball tournaments. This class of patronage he secured mostly on being upon good terms with hotel operators in other cities.

John S. Packard, manager of the Inn, at Dearborn, is responsible for the new ball room and several private dining rooms which are being added to that institution.

A new soda bar has been opened on the ground level of the W. K. Kellogg Hotel, Battle Creek, by Manager W. W. Carroll. The fountain is covered by a unique awning, with vari-colored lights, giving the establishment a novel and pleasing effect.

Confronted by a combination of low prices and public living on reduced budgets, many hotels and restaurants are suffering from a lack of income to pay overhead and fixed charges which cannot be adjusted to meet these conditions. This it is claimed can be solved, partially at least, by increasing sales, by keeping waiters on their toes and on the lookout for extra business. This may be accomplished by

offering weekly or monthly prizes, in cash. These cash prizes may be offered in special groups, according to the methods decided as best suited to the individual type of restaurant. They may be offered to encourage the sale of special dishes or for the greatest dollar volume sales. This will help waiters keeping in mind that they are expected to be salesmen and not merely hired to take care of trade which comes to them. The operator will suggest daily or before each meal some ways of making these extra sales without offending the guests. For instance, a not too insistent mention of ice cream with the pie already ordered, and such profitable extras as oysters, celery, olives, tomato or cranberry juice cocktails, etc. Special dishes also offer great possibilities for sales contests. Post a record of each day's sales in the pantry or kitchen, for each waiter, and watch the friendly but keen rivalry which will eventually develop for you a practical and interested sales organization. These contests will demonstrate that intelligent selling efforts and not unwise lowering of prices bring the best results. It must be remembered that the present low prices are not expected to last. Commodity prices are already facing a rising market, which means a return of higher prices on the menus, and the raising of prices always brings its difficulties, with a possible dropping off of trade.

Speaking of the necessities of life—and many persons unaccustomed even to thinking of them in the past are now even talking of them—it is reported that the farm pickets in Iowa, while placing a strict embargo on all food materials, promptly opened the way for a load of "booze" to progress. Seems to me that they used to talk of Iowa as a prohibition state, and that the farmers were the backbone of the "noble experiment" out there.

Prof. Henry Morton Roberts, in an article in College Humor on the subject of prodigies, has this to say: "In the last twenty years the American college has produced only two prodigies of the first magnitude, and it has been my peculiar fate to be more or less intimately acquainted with both of them. Having observed both these cases at work and at play, I've come to the conclusion that I would rather have a child of mine run away from home and join a flea circus than have him turn out to be a child prodigy."

A long, newsy letter from my friend H. F. Heldenbrand, of the "Hildy" bunch, at Bay City, contains a query as to my health, and "when are you coming back for that Michigan visit?" For his information and that of other enquiring friends, will briefly state that I had been looking forward to the gathering of the clans at Traverse City, but I am still confined to "baby food" and that my digestive tract has not, as yet, been attuned to hotel men's banquets.

Personally, I do not, in making my election prognostications, pay much attention to freak ballots and state elections, but here is one thing that I have observed this fall and that is that the continued depression is going to make it "hard sledding" for anyone who can in any wise be held responsible for it. This year, the voter is venting his primitive impulse to hit at constituted authority wherever he finds it, as an expression of his resentment of what has happened to him, and which, with characteristic blindness, he insists on blaming on government.

The question is continually agitated of keeping the school houses open for twelve months in the year. This would seem to me a question of only one side. If a big factory, for instance, remained closed for one-fourth of the

year, then had to build a huge factory next door, to fill orders, the stockholders would be justified in recommending the board of directors for a term in an insane asylum. The plan of keeping the schools open for twelve months does not deprive either the teacher or pupils of a vacation of three months if they desire to have it. But what a break it would be for the taxpayers.

Frank S. Verbeck.

#### Co-operative Buying To Be Adopted By Flint.

Lansing, Oct. 4.—Regular meeting of the Lansing Grocers and Meat Dealers Association was held at the warehouse of Redman Brothers Thursday, Sept. 22.

One officer absent, but we hear he has a very good reason.

Mr. Shoemaker and Mr. Affeldt gave us a report of their trip to and from Flint. They are planning to organize a quality service group such as we have in Lansing. It was pointed out to them the great saving which had been effected to the members of Redman Brothers, of Lansing, since the opening of the warehouse here. One of the points stressed at this meeting was the pooling of the cars of merchandise between Lansing and Flint through such an arrangement, thereby reducing the cost of the merchandise to both groups.

The group in Flint attending this meeting consisted of about thirty leading merchants. A tentative organization has already been set up and functioning along the plans of Lansing.

The Lansing group attending this meeting consisted of J. G. Reutter, Vice-President of Redman Brothers; Ralph Crego, Secretary-Treasurer; Nelson Shoemaker, chairman of the advertising committee; Joe Reuss and John Affeldt, Jr., members of the board.

A committee from the civic bureau of the Chamber of Commerce is to meet with our ordinance committee at the Hotel Kerns Tuesday noon concerning the city market.

It was voted by the Association to look into the advisability of raffling off a car to raise funds for the Association. This committee consisted of A. H. Bailey, Jeffries, Shoemaker and G. C. Kopietz.

Fred Kircher announced himself as a candidate for mayor. He stated he was in favor of a square deal to small business as well as large and that grocers would receive his careful consideration. Kenneth Olson, Sec'y.

#### Finding Work For Unemployed Salesmen.

Detroit, Sept. 30.—Enclosed is a copy of the radio talk made to-night over station WJBK Detroit.

You may use all or part or none at all, as you see fit, but would appreciate it if you would at least use the part where we mention the Territorial Team Work meetings Wednesday night at the Otsego Hotel, Jackson; Thursday at the U. C. T. hall in Battle Creek; Friday at the Home Dairy auditorium, in Lansing, and also at the Delta Hotel, Escanaba; Saturday at Saginaw's Shrine Temple with a stag supper at the Bancroft.

Rather ambitious program when you consider how everybody else is kicking about hard times, but the Supreme Council and our own Grand Council feel that now is the time to put added effort to the Team Work Plan and do everything in our power to have employers put their salesmen on the road for "Business is down when the salesmen are not out." A. G. Guimond, Jurisdiction Director.

#### Carbon Dioxide Proves Bar To Spoilage.

Prevention of diseases and other forms of spoilage of fruits and vegetables shipped in refrigerator cars can be effected by increasing the percentage of carbon dioxide in the air inside

the cars, tests just completed by the Department of Agriculture show, but the flavor of some fruits is injured by the treatment, limiting the usefulness of the method.

Grapes, peas, sweet corn and carrots stood extreme concentrations of the gas with favorable results, while plums, cherries, blackberries, blueberries, black raspberries, currants, pears, apples and oranges showed an intermediate tolerance of the gas, but injury to the flavor resulted with peaches, apricots, strawberries and red raspberries.

#### Fabric Buying Best in Months.

Consumer buying of piece goods during the week is the best for any similar period in the last six months. Customers interested in making their Fall garments are out in force, and business in notions is also good. The range of fabric demand stressed silks and velvets, but it is estimated at least a third of the buying is of the new woollens. Velvets are in active request, with some stores playing up special offerings and the general range of prices being from \$2.95 to \$4.50. Metal fabrics are in request. In plain silks the buying centered on goods up to \$2.95 per yard.

#### Report Price Drop on Copper Ware.

Reports of price reductions on low-end copper hollow ware are current in the market, despite denials from several of the leading manufacturers of such goods. The price changes, it is said, do not affect the chromium plated ware or goods developed especially for late Fall sale, but are confined to distress stocks which several producers are forced to clear at this time. Demand for better price copper products continues good in both the chromium plate and natural copper styles, it was said. Merchandise retailing at \$5 to \$8 is moving freely.

A pessimist is only a man who does his full share of the world's worrying.

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

#### Warm Friend Tavern

Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

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

Enjoy the delightful Government Park, the locks, the climate and drive.  
Sault Ste. Marie Michigan



## DRUGS

### Michigan Board of Pharmacy.

President—Clare F. Allen, Wyandotte.  
Vice-Pres.—J. W. Howard Hurd, Flint.  
Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

### Michigan State Pharmaceutical Association.

President—F. H. Taft, Lansing.  
First Vice-President—Duncan Weaver, Fennville.  
Second Vice-President—G. H. Fletcher, Ann Arbor.  
Secretary—R. A. Turrel, Crosswell.  
Treasurer—William H. Johnson, Kalamazoo.

### From Bad To Worse in Too Many Stores.

Those of us who are fortunate enough to see drug stores in many cities and states can see the trend which has been taking form in the last ten years. Many stores sell everything but drugs. Many stores will run for weeks and never trim a window with a real drug store display. We ask them about it and they tell us they cannot sell drug items in that town. I care not how small the drug store is nor how poor the community seems to be for drug sales, the store should have a drug counter and a real drug department.

For the last few years we have been in an era of cut prices such as the drug business has never seen before. Today it has come to the point where one no longer asks what the profit is but how little loss can we take on it. This has brought into existence the "pine-board" and many other stores that are not up to the par of the drug store of the last two decades.

The individual pharmacist who was in business first in the community is in a large measure to blame. If he had insisted on building up the business that had made the store successful in the past he would have continued successful.

Manufacturers have built up a direct list which would have been unthinkable thirty years ago, odd prices have come into vogue, and now in 1932 we have the most dangerous buyers' market that the drug field has seen. It has gone from bad to worse in many stores. The time of reckoning comes and it seems that no longer can living wages be paid to help those who have been faithful, honest and willing. Many stores will come to the point which makes business friends and partnerships break up, and others will just have to quit trying to function.

It has seemed during the last year that those who have cut the deepest have had the most trouble in their stores, and in few cases has it brought sufficient increase in volume to make it come close to paying. I think the time is here when a retail pharmacist must remember that the profit is what pays the rent, clerk hire, and other expense and must be guarded. I believe as firmly now as I did ten years ago that if the stock in the drug store is priced reasonably, showing a profit consistent with the type of article stocked and rate of turnover, the druggist will get his share and then some of the business of his community.

To-day the drug counter must be one of the main parts of any drug store, whether it is in a small town or located in one of the metropolitan

centers. That counter should be an integral part of the store and I contend it should start with a good, attractive, seasonable display in the window and should end with a stock of the best-known drugs behind the counter. Backing up a counter of this sort with high grade preparations and keeping the seasonable drug counter items in the window will make a combination which is hard to beat.

Nearly every store has some section that does not add to its appearance, and one must be constantly on the alert to see it in the light of the customer. This is the only real chance for improvement. In the center at the rear of our store there was a section at right angles to the front door, which did not add to its attractiveness. This was removed and a new fifteen foot section built in, carrying six cabinets in the lower part, wide enough for boxes that should be out of sight, and eighteen drawers above this section for pills, ointments, tablets and other small items that display did not materially help to sell. Above this section are six glass doors in front of shelves. The case was a distinct improvement from the day it was stocked. It has proved to be a winner, because first, it put items in front of the customer that he did not know we carried; second, it gave the entire store the professional appearance which a high grade pharmacy should have and, third, it enabled us to make an outstanding drug department.

No pharmacist has ever enjoyed keeping up a stock any more than the writer. Few stores in towns much larger than Fennville carry the same quantity of items and such numbers of them. There is a personal satisfaction in having something that is out of stock in other stores; and to have an item brings a customer back as nothing else can do.

No other retail business to-day requires the amount of real ability that the drug business requires. It is now a problem to know whether it is more profitable to buy direct or from a wholesaler. The growth of buying clubs has helped in many cities and states. Some successful ones are now in existence in Grand Rapids, Muskegon, Kalamazoo and other Michigan cities. Many items show a real saving when bought in this manner, while others are losses that tie up capital.

In my business I have always taken a cash discount. There are times when it cannot be taken with the overly large buying that plenty of druggists have done. One's own business should be the best investment and one should always bear that in mind. Every day we see businesses which have suffered very acutely for lack of capital, attention and management.

Proper understanding of management is something that is not acquired in a year. It is seldom an inborn trait, but it is something that can always be improved. Management starts with window display and advertising and ends with paying for the merchandise that the customer has bought or may buy. There are many courses offered to build up retail management, but none has proved as valuable as good experience with someone who has been in the field and has seen

something from the viewpoint of the manufacturer, wholesaler and retailer.

In comparing the problems of management in small town drug stores and city stores, it has always seemed that the smaller store has the greater problem. Because the city merchandising drug store can get play on goods from window and counter displays that the smaller town store cannot. Candy windows will produce in a city much better than they will in the small town because candy is sold on the impulse of a good, tasty display and not because the customer went to that store or that part of the city to get candy. The same can be said of many other articles that are sold and are not in the class of absolute necessities. The city stores have the flow of potential customers all day.

Many real drug counter items are hard to display in the window unless there is a competent show card man at hand to work on cards for such display. In cities many stores sell surprising amounts of cough and cold preparations under their own label

from windows because of spending a few dollars for good and attractive signs.

It has been the experience of the writer that cough preparations have been very good items to build one's own label list on. If one will feature a cough preparation for a year or two, people will come back for more of it and will recommend it to their friends and tell others about its effectiveness. In time it is surprising what a great amount of it can be sold from such a start. The same can be done with some good diuretic pill or elixir for kidney and bladder trouble.

At this time the market seems to be flooded with free deals. We have given a great deal of thought to this evil; so far little has been accomplished on it. It would seem that the druggist is about "fed up." If the item offered is one that will not turn in a fairly short period of time it is expensive at any price. The retailer today has to be on his guard to get merchandise that will sell, and to buy so that he will not be overloaded.

*Putnam's*

## POPULAR CANDIES FOR HALLOWE'EN

**PUTNAM FACTORY**

NATIONAL CANDY CO., INC.

Grand Rapids, Mich.

**MICHIGAN'S LARGEST CANDY MANUFACTURER**

## SCHOOL SUPPLIES

PENCIL AND INK TABLETS, ERASERS, PENCILS, PENHOLDERS, PRANG'S PAINTS, INKS, MUCILAGE, COMPASSES, SLATES, CRAYOLAS, CRAYONS, CHALKS, PENS, COLORED PENCILS, NOTE BOOKS, DRAWING TABLETS, ARTISTS BRUSHES, DICTIONARIES, SPELLING BLANKS, THEME TABLETS, COMPASS SETS, COLOR BOXES, LOOSE LEAF COVERS, SCHOOL COMPANIONS, PENCIL BOXES, PROTRACTORS, BANNER NOTE BOOKS, NOTE BOOK FILERS, MUSIC BOOKS, ETC.

**Hazeltine & Perkins Drug Co.**

Grand Rapids

Michigan



To-day it is necessary for the druggist to show more and better business ability than formerly. I maintain that a weekly order is a splendid method and ordering more frequently is better than less frequently. We have had very few alarming price reductions in the business as a whole and we may not have any, for during the years of inflation the advance in drug items was slight compared to shoes, clothing, hardware and other products. Personally, I do not look for lower prices but I do look for prices closer to the retail list prices than they have been.

One very practical dean of a pharmacy college told me of a new trend that he believes will be the next step in retailing the drug lines, and that is the unit basis. It would consist of taking twenty-five or thirty dollars' worth of an article the ordinary store of a thirty thousand gross per year would use, packing this and selling it at the lowest possible price to everyone in the business whose credit would allow the purchase of it. This would give the small drug store owner the same chance to get merchandise that the store doing five times as much had, and would still give him the price he should have. If this quantity could not be used he could get small shipments from the local wholesaler and take the lesser discount. This unit plan has been worked out by some manufacturers and as far as the writer knows has been successful. The goods come in freight paid or allowed, so that the retailer is out very little besides the cost of the goods, and the cash discount is always worth while and helps pay the rent. Some retailers maintain that the discounts should always pay the rent, but there are stores which could not go that far.

There are plenty of problems confronting us in the retail field to-day, but the one which is paramount is, What can I do for my business that will assure its success for years to come? There are many answers to this but here is mine. Use business methods which you know are above reproach by your trade, your conscience, and the distributors with whom you trade. If you have the good will of your customers you have a great deal to look forward to. If your conscience is clear, you will do the things which will prolong your prosperity in the community. Just treatment to your wholesaler such as you expect to receive from him will take care of your credit and friendship with him.

In closing, it is the hope of the writer that something worth while in the drug business and store management will come to the readers from this article. — Duncan Weaver in American Druggist.

#### Deodorizer—Disinfectant.

Creosote ..... 30  
Formaldehyde (40%) ..... 120  
Oil of turpentine ..... 75  
Menthol ..... 2

Pour 20 to 30 drops on a hot plate in a sick room.

Wires in a new circular brush for removing paint and scale from metal surfaces are so set that all act on the work at once. It is used with a rotary hand tool.

#### New Treatment For Infantile Paralysis.

In spite of the rather severe outbreak of infantile paralysis during the past year, there are two circumstances that may be considered as fortunate.

One is that a large number of cases have been recognized in the pre-paralytic stage. Early recognition has permitted early treatment, and a great many of these patients have recovered from the acute attack without paralysis, or with such a small amount of paralysis as to be negligible.

The other fortunate circumstance is that recently developed methods of treatment give a more hopeful outlook for patients who are paralyzed, provided the treatment is begun early and persistently carried out for a sufficient length of time.

One of the newer methods of treatment for paralyzed cases consists in carefully supervised exercises under water. A number of Connecticut institutions have installed facilities for the application of this method of treatment which has been found of value in certain selected cases.

Another new method of treatment is the respirator, or mechanical lung, that attracted so much attention during the height of the recent outbreak. Not only is the use of the respirator a definite life-saving measure for certain cases of respiratory paralysis, but it has been found useful in the after-care of such cases for developing the respiratory muscles, expanding the chest and increasing the capacity of the lungs. Thus the respirator may be of value in the after-care of infantile paralysis cases as well as in the acute stage.

But these new methods of treatment are merely incidental to the long-continued procedures necessary to get the best results in such cases. Under proper treatment the paralysis sometimes clears up rather quickly. At other times a very prolonged course of treatment is required. The results to be expected will depend to a large extent upon the amount of injury to the nerve cells.

In cases where the nerve cells have suffered only slight injury, recovery may be rapid and complete. Even in cases where the nerve cells are severely injured, there may be very great improvement if the treatment be properly carried out for a sufficient length of time.

Parents whose children are paralyzed as a result of infantile paralysis are urged to consult their family physician in regard to treatment. Should the physician wish to consult an orthopedic surgeon who has specialized in the after-care of such cases, the physician's advice should be followed.

Sometimes infantile paralysis results in deformity. By careful attention during the acute stage, many deformities can be prevented. Where deformities occur, they often require surgical procedures. Dr. Millard Knowlton.

#### Eczema and Healing Ointment.

Ac. carbol. .... 16 gr.  
Liq. picis carb. .... 2 dr.  
Calamin ..... 2 dr.  
Vaselin ..... 1 oz.  
Lanolin ..... ad 2 oz.

Skilful aviators rise above clouds.

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acid</b>	<b>Gum</b>	<b>Hemlock, Pu., lb. 2 00@2 25</b>
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Heml'k Com., lb. 1 00@1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 4 00@4 25
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. 75 @ 80	Junip'r W'd, lb. 1 50@1 75
Citric, lb. 40 @ 55	Powd., lb. 75 @ 80	Lav. Flow., lb. 4 00@4 25
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 50 @ 55	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 45 @ 50	Lemon, lb. 2 00@2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 40	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
<b>Alcohol</b>	Asafoetida, lb. 50 @ 60	Origanum, art, lb. 1 00@1 20
Denatured, No. 5, Gal. 50 @ 60	Asafoetida, Po., lb. 75 @ 80	Pennyroyal, lb. 3 25@3 50
Grain, Gal. 4 25@5 00	Gualac, lb. 60 @ 70	Peppermint, lb. 3 50@3 75
Wood, Gal. 50 @ 60	Gualac, Powd., lb. 70 @ 80	Rose, dr. 2 50 @ 2 50
<b>Alum-Potash, USP</b>	Kino, lb. 90 @ 1 00	Rose, Geran., ozs. 50 @ 95
Lump, lb. 05 @ 13	Kino, powd., lb. 1 00 @ 1 00	Rosemary
Powd. or Gra., lb. 05 1/4 @ 13	Myrrh, lb. 75 @ 80	Flowers, lb. 1 50@1 75
<b>Ammonia</b>	Myrrh, Pow., lb. 75 @ 75	Sandalwood, E. I., lb. 12 50@12 75
Concentrated, lb. 06 @ 18	Shellac, Orange, lb. 25 @ 35	W. I., lb. 4 50@4 75
4-F, lb. 05 1/2 @ 13	Ground, lb. 25 @ 35	<b>Sassafras,</b>
3-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 35 @ 45	true, lb. 2 00@2 25
Carbonate, lb. 20 @ 25	Tragacanth, No. 1, bbls. 2 00@2 25	Syn., lb. 75 @ 1 00
Muriate, Lp., lb. 18 @ 30	No. 2, lbs. 1 75@2 00	Spearmint, lb. 3 00@3 25
Muriate, Gra., lb. 08 @ 18	Pow., lb. 1 25@1 50	Tansy, lb. 5 00@5 25
Muriate, Po., lb. 20 @ 30	<b>Honey</b>	Thyme, Red, lb. 1 50@1 75
<b>Arsenic</b>	Pound 25 @ 40	Thyme, Whi., lb. 1 75@2 00
<b>Balsams</b>	<b>Hops</b>	Wintergreen
Copaiba, lb. 50 @ 80	1/4s Loose, Pressed, lb. 60 @ 60	Leaf, true, lb. 6 00@6 25
Flr. Cana., lb. 2 00@2 40	<b>Hydrogen Peroxide</b>	Birch, lb. 3 00@3 25
Flr. Oreg., lb. 65 @ 100	Pound, gross 25 00@27 00	Syn. 75 @ 1 00
Peru, lb. 2 00@2 20	1/2 Lb., gross 15 00@16 00	Wormseed, lb. 5 00@5 25
Tolu, lb. 1 50@1 80	1/4 Lb., gross 10 00@10 50	Wormwood, lb. 7 00@7 25
<b>Barks</b>	<b>Indigo</b>	<b>Oils Heavy</b>
Ordinary, lb. 25 @ 30	Madras, lb. 2 00@2 25	Castor, gal. 1 35@1 60
Ordin., Po., lb. 20 @ 25	<b>Insect Powder</b>	Cocoonut, lb. 22 1/2 @ 35
Saigon, lb. 50 @ 60	Pure, lb. 25 @ 35	Cod Liver, Nor-vegian, gal. 1 00@1 50
Saigon, Po., lb. 50 @ 60	<b>Lead Acetate</b>	Cot. Seed Gals. 90 @ 1 10
Elm, lb. 35 @ 40	Xtal, lb. 17 @ 25	Lard, ex., gal. 1 55@1 65
Elm, Powd., lb. 35 @ 40	Powd. & Gran. 25 @ 35	Lard, No. 1, gal. 1 25@1 40
Elm, G'd, lb. 40 @ 45	<b>Licorice</b>	Linseed, raw, gal. 55 @ 70
Sassafras (P'd lb. 45) @ 35	Extracts, sticks, per box 1 50 @ 2 00	Linseed, boil., gal. 58 @ 73
Soaptree, cut, lb. 15 @ 25	Lozenges, lb. 40 @ 50	Neatsfoot, extra, gal. 1 25@1 35
Soaptree, Po., lb. 25 @ 30	Wafers, (24s) box @ 1 50	Olive, Malaga, gal. 2 50@3 00
<b>Berries</b>	<b>Leaves</b>	Pure, gal. 3 00@5 00
Cubeb, lb. 75 @ 80	Buchu, lb., short @ 50	Sperm, gal. 1 25@1 50
Cubeb, Po., lb. 80 @ 80	Buchu, lb., long @ 60	Tanner, gal. 75 @ 90
Juniper, lb. 10 @ 20	Buchu, P'd, lb. 30 @ 35	Tar, gal. 65 @ 75
<b>Blue Vitriol</b>	Sage, bulk, lb. 25 @ 30	Whale, gal. 2 00 @ 2 00
Pound 05 @ 15	Sage, loose pressed, 1/4s, lb. 40 @ 40	<b>Opium</b>
<b>Borax</b>	Sage, ounces -- @ 35	Gum, ozs., \$1.40; lb. 20 00@20 50
P'd or Xtal, lb. 06 @ 13	Sage, P'd & Grd. @ 35	Powder, ozs., \$1.50; lb. 21 00@21 50
<b>Brimstone</b>	Senna, Alexandria, lb. 50 @ 60	Gran., ozs., \$1.50; lb. 21 00@21 50
Pound 04 @ 10	Tinnevela, lb. 20 @ 30	<b>Paraffine</b>
<b>Camphor</b>	Powd., lb. 25 @ 35	Pound 06 1/2 @ 15
Pound 60 @ 75	Uva Ursi, lb. 20 @ 25	<b>Papper</b>
<b>Cantharides</b>	Uva Ursi, P'd, lb. 30 @ 35	Black, grd., lb. 30 @ 40
Russian, Powd. @ 1 50	<b>Lime</b>	Red, grd., lb. 42 @ 55
Chinese, Powd. @ 1 25	Chloride, med., dz. @ 85	White, grd., lb. 35 @ 45
<b>Chalk</b>	Chloride, large, dz. @ 1 45	<b>Pitch Burgundy</b>
Crayons, white, dozen @ 3 60	<b>Lycopodium</b>	Pound 20 @ 25
dustless, doz. @ 6 00	Pound 35 @ 50	<b>Petrolatum</b>
French Powder, Coml., lb. 03 1/2 @ 10	<b>Magnesia</b>	Amber, Plain, lb. 12 @ 17
Precipitated, lb. 12 @ 15	Carb., 1/8s, lb. 30 @ 30	Amber, Carb., lb. 14 @ 19
Prepared, lb. 14 @ 16	Carb., 1/16s, lb. 32 @ 32	Cream Whi., lb. 17 @ 22
White, lump, lb. 03 @ 10	Carb., P'd, lb. 15 @ 25	Lily White, lb. 20 @ 25
<b>Capsicum</b>	Oxide, Hea., lb. 75 @ 75	Snow White, lb. 22 @ 27
Pods, lb. 60 @ 70	Oxide, light, lb. 75 @ 75	<b>Plaster Paris Dental</b>
Powder, lb. 62 @ 65	<b>Menthol</b>	Barrels 5 @ 25
<b>Cloves</b>	Pound 3 82@4 16	Less, lb. 03 1/2 @ 08
Whole, lb. 25 @ 35	<b>Mercury</b>	<b>Potassa</b>
Powdered, lb. 30 @ 40	Pound 1 25@1 35	Caustic, st'ks, lb. 55 @ 88
<b>Cocaine</b>	<b>Morphine</b>	Liquor, lb. 40 @ 40
Ounce 12 85@13 50	Ounces @ 12 60	<b>Potassium</b>
<b>Copperas</b>	1/4s @ 12 68	Acetate, lb. 60 @ 96
Xtal, lb. 03 1/4 @ 10	<b>Mustard</b>	Bicarbonate, lb. 30 @ 35
Powdered, lb. 04 @ 15	Bulk, Powd., select, lb. 45 @ 50	Bichromate, lb. 15 @ 25
<b>Cream Tartar</b>	No. 1, lb. 25 @ 35	Bromide, lb. 51 @ 72
Pound 25 @ 40	<b>Naphthalene</b>	Carbonate, lb. 30 @ 35
<b>Cuttlebone</b>	Balls, lb. 06 1/2 @ 15	Chlorate, Xtal, lb. 17 @ 23
Pound 40 @ 50	Flake, lb. 05 1/2 @ 15	powd., lb. 17 @ 23
<b>Dextrine</b>	<b>Nutmeg</b>	Gran., lb. 21 @ 28
Yellow Corn, lb. 06 1/2 @ 15	Pound 40 @ 40	Iodide, lb. 3 64 @ 3 84
White Corn, lb. 07 @ 15	Powdered, lb. 50 @ 50	Permanganate, lb. 22 1/2 @ 35
<b>Extract</b>	<b>Nux Vomica</b>	Prussiate, Red, lb. 80 @ 90
Witch Hazel, Yel-low Lab., gal. 99 @ 1 82	Pound 25 @ 25	Yellow, lb. 50 @ 60
Licorice, P'd, lb. 50 @ 60	<b>Oil Essential</b>	<b>Quassia Chips</b>
<b>Flower</b>	Almond, Bit., true, ozs. @ 50	Pound 15 @ 20
Arnica, lb. 75 @ 80	Bit., art., ozs. @ 35	Powd., lb. 25 @ 30
Chamomile, German, lb. 35 @ 45	Sweet, true, lb. 1 50@1 80	<b>Quinine</b>
Roman, lb. 90 @ 90	Sw't, Art., lbs. 1 00@1 25	5 oz. cans., ozs. @ 57
Saffron, American, lb. 35 @ 40	Amber, crude, lb. 75@1 00	<b>Sal</b>
Spanish, ozs. @ 1 25	Amber, rect., lb. 1 50@2 00	Epsom, lb. 03 1/4 @ 10
<b>Formaldehyde, Bulk</b>	Anise, lb. 1 25@1 60	Glaubers, Lump, lb. 03 @ 10
Pound 09 @ 20	Bay, lb. 4 00@4 25	Gran., lb. 03 1/2 @ 10
<b>Fuller's Earth</b>	Bergamot, lb. 5 00@5 20	Nitre, Xtal or Powd. 10 @ 22
Powder, lb. 05 @ 10	Cajeput, lb. 1 50@1 75	Gran., lb. 09 @ 20
<b>Gelatin</b>	Caraway S'd, lb. 3 00@3 25	Rochelle, lb. 21 @ 31
Pound 55 @ 65	Cassia, USP, lb. 2 25@2 60	Soda, lb. 02 1/2 @ 08
<b>Glue</b>	Cedar Leaf, lb. 2 00@2 25	<b>Soda</b>
Brok., Bro., lb. 20 @ 30	Cedar Leaf, Coml., lb. 1 00@1 25	Ash, lb. 03 @ 10
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. 75 @ 1 20	Bicarbonate, lb. 03 1/2 @ 10
Whi. Flake, lb. 27 1/2 @ 35	Cloves, lb. 2 00@2 25	Caustic, Co'l., lb. 08 @ 15
White G'd, lb. 25 @ 35	Croton, lbs. 8 00@8 25	Hyposulphite, lb. 05 @ 10
White AXX light, lb. 40 @ 40	Cubeb, lb. 5 00@5 25	Phosphate, lb. 23 @ 28
Ribbon 42 1/2 @ 50	Erigeron, lb. 4 00@4 25	Sulphite, Xtal, lb. 07 @ 12
<b>Glycerine</b>	Eucalyptus, lb. 1 00@1 25	Dry, Powd., lb. 12 1/2 @ 20
Pound 15 @ 35	Fennel 2 00@2 25	Silicate, Sol., gal. 40 @ 50



# 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

Raisins  
Currants  
Prunes  
Mueller Macaroni  
Lamb  
Mutton  
Pork

### 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

### APPLE BUTTER

Quaker, 12-38 oz., doz.	2 00
Musselman, 12-38 oz. doz.	2 00

### BAKING POWDERS

Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 20
Royal, 12 oz., doz.	4 37
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50



K.C. 10c size, 8 oz.	3 60
K.C. 15c size, 12 oz.	5 40
K.C. 20c size, full lb.	6 80
K.C. 25c size, 25 oz.	9 00
K.C. 50c size, 50 oz.	8 50
K.C. 5 lb. size	6 50
K.C. 10 lb. size	6 50

### BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 00
Lizzie, 16 oz., 12s	2 15

### BLUING

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

### BEANS and PEAS

Chili Beans, 100 lb. bag	5 00
Dry Lima Beans 100 lb.	6 25
Pinto Beans	5 50
White H'd P. Beans	2 90
Split Peas, Yell., 60 lb.	4 40
Split Peas, Gr'n 60 lb.	3 15
Scotch Peas, 100 lb.	5 20

### BURNERS

Queen Ann, No. 1	1 15
Queen Ann, No. 2	1 25
White Flame, No. 1 and 2, doz.	2 25

### BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross	13
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### BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	1 80
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

### BROOMS

Leader, 4 sewed	3 45
Our Success, 5 sewed	5 25
Hustlers, 4 sewed	5 50
Standard, 6 sewed	7 50
Quaker, 5 sewed	6 25
Warehouse	6 50
Rose	2 75
Whisk, No. 3	2 25

### Amsterdam Brands

Gold Bond Par., No. 5 1/2	7 50
Prize, Parlor, No. 6	8 00
White Swan Par., No. 6	8 50

### ROLLED OATS

Purity Brand	
Instant or Regular	
Small, 24s	1 53
Large, 12s	1 85
China, large, 12s	2 70
Chest-o-Silver, 12 lge.	2 98
Glassware, 12s, large	2 25
Purity Oat Snaps, 24s	2 20

### Post Brands

Grapenut Flakes, 24s	2 00
Grape-Nuts, 24s	3 80
Grape-Nuts, 50	1 40
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 50
Post Toasties, 24s	2 50
Post Bran, PBF 24	2 85
Post Bran PBF 36	2 85

### BRUSHES

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

### Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

### Shoe

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

### BUTTER COLOR

Dandelion	2 85
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### CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

### CANNED FRUITS

Hart Brand	
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### Apples

No. 10	4 75
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### Blackberries

Pride of Michigan	2 55
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### Cherries

Mich. red, No. 10	5 25
Red, No. 2	3 00
Pride of Mich., No. 2	6 00
Marcellus Red	2 10
Special Pie	1 35
Whole White	2 80

### Gooseberries

No. 10	7 50
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### Pears

Pride of Mich. No. 2 1/2	3 60
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### Plums

Grand Duke, No. 2 1/2	3 25
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### Black Raspberries

No. 2	2 80
Pride of Mich. No. 2	2 45

### Red Raspberries

No. 2	3 25
No. 1	2 00
Marcellus, No. 2	2 35
Pride of Mich. No.	2 90

### Strawberries

No. 2	3 00
8 oz.	1 20
Marcellus, No. 2	1 85

### CANNED FISH

Clam Chder, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, Key	4 50
Sardines, 1/4 Oil, k'less	3 60
Salmon, Red Alaska	1 90
Salmon, Med. Alaska	1 45
Salmon, Pink, Alaska	1 20
Sardines, 1m, 1/4, ea.	6 @ 16
Sardines, 1m, 1/2, ea.	25
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/4s, Chicken Sea, doz.	1 85

### CANNED MEAT

Bacon, Med. Beechnut	3 00
Bacon, Lge. Beechnut	2 10
Beef, Lge. Beechnut	4 10
Beef, Med. Beechnut	2 50
Beef, No. 1, Corned	2 00
Beef, No. 1, Roast	2 70
Beef, 2 1/2 oz., Qua., sli.	1 35
Beef, 4 oz., Qua., sli.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	80
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen.	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

### Baked Beans

Campbells	64
Quaker, 16 oz.	60
Freemont, No. 2	1 25
Van Camp, med.	1 25

### CANNED VEGETABLES

Hart Brand	
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### Baked Beans

Medium, Sauce, 36 cs.	1 70
No. 2 1/2 Size, Doz.	90
No. 10 Sauce	4 00

### Lima Beans

Little Quaker, No. 10	10 50
Little Quaker, No. 1	1 15
Baby, No. 2	1 90
Pride of Mich. No. 2	1 60
Marcellus, No. 10	6 50

### Red Kidney Beans

No. 10	4 00
No. 2	90
8 oz.	60

### String Beans

Little Dot, No. 2	2 25
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 60
Little Quaker, No. 2	2 00
Choice, Whole, No. 2	1 90
Choice, Whole, No. 1	1 25
Cut, No. 10	9 00
Cut, No. 2	1 60
Cut, No. 1	1 10
Pride of Michigan	1 35
Marcellus Cut, No. 10	7 25

### Wax Beans

Little Dot, No. 2	2 25
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 45
Choice, Whole, No. 10	10 25
Choice, Whole, No. 2	1 80
Choice, Whole, No. 1	1 35
Cut, No. 10	9 00
Cut, No. 2	1 60
Cut, No. 1	1 10
Pride of Mich., No. 2	1 25
Marcellus Cut, No. 10	7 25

### Beets

Extra Small, No. 2	2 50
Fancy Small, No. 2	2 00
Pride of Mich., No. 2 1/2	2 00
Hart Cut, No. 10	5 00
Marcel. Whole, No. 2 1/2	1 35

### Carrots

Diced, No. 2	1 15
Diced, No. 10	5 25

### Corn

Golden Ban., No. 2	1 20
Golden Ban., No. 10	10 00
Little Quaker, No. 1	90
Country Gen., No. 1	85
Country Gen., No. 2	1 20
Pride of Mich., No. 1	80
Marcellus, No. 2	95
Fancy Crosby, No. 2	1 15
Whole Grain, 6 Ban-tam, No. 2	1 45

### Peas

Little Dot, No. 2	2 40
Little Quaker, No. 10	11 25
Little Quaker, No. 2	2 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 25
Belle of Hart, No. 2	1 75
Pride of Mich., No. 2	1 45
Marcel., Sw. W, No. 2	1 50
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50

### Pumpkin

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

### Sauerkraut

No. 10	4 25
No. 2 1/2	1 15
No. 2	85

### Spinach

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

### Squash

Boston, No. 3	1 35
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### Succotash

Golden Bantam, No. 2	2 10
Hart, No. 2	1 80
Pride of Michigan	1 65
Marcellus, No. 2	1 15

### Tomatoes

No. 10	5 00
No. 2 1/2	1 80
No. 2	1 40
Pride of Mich., No. 2 1/2	1 70
Pride of Mich., No. 2	1 35

### 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	55
Wisconsin Daisy	15
Wisconsin Flat	15
New York June	24
Sap Sago	40
Brick	15
Michigan Flats	14
Michigan Daisies	15
Wisconsin Longhorn	15
Imported Leyden	23
1 lb. Limberger	18
Imported Swiss	62
Kraft Pimento Loaf	20
Kraft American Loaf	18
Kraft Brick Loaf	18
Kraft Swiss Loaf	22
Kraft Old Eng. Loaf	33
Kraft, Pimento, 1/2 lb.	1 35
Kraft, American, 1/2 lb.	1 35
Kraft, Brick, 1/2 lb.	1 35
Kraft, Limbur., 1/2 lb.	1 65

### CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen Sen	65
Beeman's Pensin	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Wrigley's P-K	65
Zeno	65
Teaberry	65

### CHOCOLATE



**Currants**  
Packages, 14 oz. ----- 16

**Dates**  
Imperial, 12s, pitted 1 75  
Imperial, 12s, Regular 1 35

**Peaches**  
Evap., Choce ----- 09  
Fancy ----- 10 1/2

**Peel**  
Lemon, American ----- 24  
Orange, American ----- 24

**Raisins**  
Seeded, bulk ----- 7  
Thompson's seedless blk. 7  
Thompson's seedless, 15 oz. ----- 8  
Seeded, 15 oz. ----- 8

**California Prunes**  
90@100, 25 lb. boxes -----  
80@90, 25 lb. boxes -----  
70@80, 25 lb. boxes -----  
60@70, 25 lb. boxes -----  
50@60, 25 lb. boxes -----  
40@50, 25 lb. boxes -----  
30@40, 25 lb. boxes -----  
20@30, 25 lb. boxes -----  
18@24, 25 lb. boxes -----

**Hominy**  
Pearl, 100 lb. sacks ----- 3 50

**Bulk Goods**  
Elbow Macaroni, 20 lb. 05  
Egg Noodle, 10 lbs. ----- 12

**Pearl Barley**  
0000 ----- 7 00  
Barley Grits ----- 5 00  
Chester ----- 3 50

**Sage**  
East India ----- 10

**Tapioca**  
Pearl, 100 lb. sacks ----- 7 1/2  
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 ----- 5 10  
Harvest Queen ----- 5 20  
Yes Ma'am Graham, 50s ----- 1 40

**Lee & Cady Brands**  
Home Baker -----  
Cream Wheat -----

**FRUIT CANS**  
Presto Mason  
F. O. B. Grand Rapids  
Half pint ----- 7 15  
One pint ----- 7 40  
One quart ----- 8 65  
Half gallon ----- 11 55

**FRUIT CAN RUBBERS**  
Presto Red Lip, 2 gro. carton ----- 70  
Presto White Lip, 2 gro. carton ----- 76

**GELATINE**  
Jell-O, 3 doz. ----- 2 55  
Minute, 3 doz. ----- 4 07  
Plymouth, White ----- 1 55  
Quaker, 3 doz. ----- 1 75

**JELLY AND PRESERVES**  
Pure, 30 lb. pails ----- 2 60  
Imitation, 30 lb. pails 1 60  
Pure, 6 oz., Asst., doz. 90  
Pure Pres., 16 oz., dz 1 85

**JELLY GLASSES**  
1/2 Pint Tall, per doz. 38  
1/2 Pint Squat, per doz. 38

**Margarine**  
I. VAN WESTENBRUGGE  
Food Distributor



Cream-Nut, No. 1 ----- 13  
Percola, No. 1 ----- 09

**Wilson & Co.'s Brands**  
Oleo  
Nut ----- 10  
Special Roll ----- 13

**MATCHES**  
Diamond, No. 5, 144 ----- 6 00  
Searchlight, 144 box ----- 6 00  
Swan, 144 ----- 5 00  
Diamond, No. 0 ----- 4 75

**Safety Matches**  
Red Top, 5 gross case 5 45

**MULLER'S PRODUCTS**  
Macaroni, 9 oz. ----- 2 00  
Spaghetti, 9 oz. ----- 2 00  
Elbow Macaroni, 9 oz. 2 00  
Egg Noodles, 6 oz. ----- 2 00  
Egg Vermicelli, 6 oz. 2 00  
Egg Alphabets, 6 oz. ----- 2 00

**NUTS—Whole**  
Almonds, Tarragona -----  
Brazil, large -----  
Fancy Mixed -----  
Filberts, Sicily -----  
Peanuts, Vir. Roasted -----  
Peanuts, Jumbo, 12, 1 lb. case ----- 1 05  
Pecans, 3, star ----- 25  
Pecans, Jumbo ----- 40  
Pecans, Mammoth ----- 50  
Walnuts, Cal. ----- 23@25  
Hickory ----- 07

**Salted Peanuts**  
Fancy, No. 1 -----  
24 1 lb. Cellophane case 1 95

**Shelled**  
Almonds, Salted ----- 95  
Peanuts, Spanish ----- 125 lb. bags ----- 5 1/2  
Filberts ----- 32  
Pecans Salted ----- 55  
Walnut California ----- 40

**MINCE MEAT**  
None Such, 4 doz. ----- 6 20  
Quaker, 3 doz. case ----- 3 15  
Yo Ho. Kegs, wet. lb. 16 1/2

**OLIVES**  
7 oz. Jar, Plain, doz. 1 05  
16 oz. Jar, Plain, doz. 1 95  
Quart Jars, Plain, doz. 3 25  
5 Gal. Kegs, each ----- 6 50  
3 oz. Jar, Stuff., doz. 1 15  
8 oz. Jar, Stuff., doz. 2 25  
10 oz. Jar, Stuff., doz. 2 65  
1 Gal. Jugs, Stuff., dz. 2 40

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

**PICKLES**  
Medium Sour  
5 gallon, 400 count ----- 4 75

**Sweet Small**  
5 Gallon, 500 ----- 7 25

**Dill Pickles**  
Gal., 40 to Tin, doz. ----- 7 50  
32 oz. Glass Pickled ----- 2 00  
32 oz. Glass Thrown ----- 1 45

**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. ----- 13  
Good Steers & Heif. ----- 11  
Med. Steers & Heif. ----- 10  
Com. Steers & Heif. ----- 07

**Veal**  
Top ----- 11  
Good ----- 10  
Medium ----- 9

**Lamb**  
Yearling Lamb ----- 12  
Good ----- 12  
Medium ----- 09  
Poor ----- 06

**Mutton**  
Good ----- 04 1/2  
Medium ----- 03  
Poor ----- 02

**Pork**  
Loin, med. ----- 10  
Butts ----- 10  
Shoulders ----- 08  
Spareribs ----- 06  
Neck bones ----- 04  
Trimnings ----- 06

**PROVISIONS**  
Barreled Pork  
Clear Back ----- 16 00@18 00  
Short Cut Clear ----- 15 00

**Dry Salt Meats**  
D S Bellies 18-29@18-10-8

**Lard**  
Pure in tierces ----- 6 1/2  
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 ----- 7 1/2  
Compound, tubs ----- 8

**Sausages**  
Bologna ----- 13  
Liver ----- 15  
Frankfort ----- 15  
Pork ----- 20  
Veal ----- 19  
Tongue, Jellied ----- 25  
Headcheese ----- 15

**Smoked Meats**  
Hams, Cer. 14-16 lb. @13  
Hams, Cert., Skinned 16-18 lb. @13  
Ham, dried beef -----  
Knuckles ----- @25  
California Hams ----- @12 1/2  
Picnic Boiled Hams ----- @16  
Boiled Hams ----- @22  
Minced Hams ----- @14  
Bacon 4/6 Cert. ----- @15

**Beef**  
Boneless, rump ----- @22 00

**Liver**  
Beef ----- 10  
Calf ----- 40  
Pork ----- 04

**RICE**  
Fancy Blue Rose ----- 3 50  
Fancy Head ----- 06 1/2

**RUSKS**  
Postma Biscuit Co.  
18 rolls, per case ----- 1 80  
12 rolls, per case ----- 1 20  
18 cartons, per case ----- 2 15  
12 cartons, per case ----- 1 45

**SALERATUS**  
Arm and Hammer 24s 1 50

**SAL SODA**  
Granulated, 60 lbs. cs. 1 35  
Granulated, 18-2 1/2 lb. packages ----- 1 10

**COD FISH**  
Middles ----- 20  
Peerless, 1 lb. boxes 19  
Old Kent, 1 lb. Pure 27  
Whole Cod ----- 11 1/2

**HERRING**  
Holland Herring  
Mixed, Kegs ----- 76  
Mixed, half bbls. -----  
Mixed, bbls. -----  
Milkers, Kegs ----- 86  
Milkers, half bbls. -----  
Milkers, bbls. -----

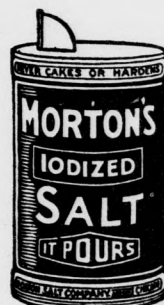
**Lake Herring**  
1/2 Bbl., 100 lbs. -----  
Mackerel  
Tubs, 60 Count, fy. fat 6 00  
Pails, 10 lb. Fancy fat 1 50

**White Fish**  
Med. Fancy, 100 lb. 13 00  
Milkers, bbls. ----- 18 50  
K K K 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 30  
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  
Stovoll, per doz. ----- 3 00

**SALT**  
F. O. B. Grand Rapids  
Colonial, 24, 2 lb. ----- 95  
Colonial, 36-1 1/2 ----- 1 20  
Colonial, Iodized, 24-2 1 35  
Med. No. 1 Bbls. ----- 2 90  
Med. No. 1, 100 lb. bk. 1 00  
Farmer Spec., 70 lb. 1 00  
Packers Meat, 50 lb. 65  
Cream Rock for ice -----  
Butter Salt, 280 lb. bbl. 85  
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



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

**BORAX**  
Twenty Mule Team  
24, 1 lb. packages ----- 3 35  
48, 10 oz. packages ----- 4 40  
96, 1/2 lb. packages ----- 4 00

**WASHING POWDERS**  
Bon Ami Pd., 18s, box 1 90  
Bon Ami Cake, 18s ----- 1 65  
Brillo ----- 85  
Climaline, 4 doz. ----- 3 60  
Grandma, 100, 5c ----- 3 50  
Grandma, 24 Large ----- 3 50  
Snowboy, 12 Large ----- 2 55  
Gold Dust, 12 Large ----- 2 05  
Golden Rod, 24 ----- 4 25  
La Frace Laun., 4 dz. 3 65  
Old Dutch Clean., 4 dz. 3 40  
Octagon, 96s ----- 3 90  
Rinso, 40s ----- 3 20  
Rinso, 24s ----- 5 25  
Rub No More, 100, 10 oz. ----- 3 85  
Rub No More, 20 Lg. ----- 4 00  
Spotless Cleanser, 48, 20 oz. ----- 3 85  
Sani Flush, 1 doz. ----- 2 25  
Sapolio, 3 doz. ----- 3 15  
Soapine, 100, 12 oz. ----- 6 40  
Snowboy, 100, 10 oz. ----- 4 00  
Speedee, 3 doz. ----- 7 20  
Sunbrite, 50s ----- 2 10  
Wyandotte, 48s ----- 4 75  
Wyandotte, Deterg's, 24s 2 75

**SOAP**  
Am. Family, 100 box 5 85  
Crystal White, 100 ----- 3 50  
F.B., 60s ----- 2 15  
Fels Naptha, 100 box 5 00  
Flake White, 10 box 2 85  
Grdma White Na. 10s 3 50  
Jap Rose, 100 box ----- 7 40  
Fairy, 100 box ----- 4 00  
Palm Olive, 144 box 9 90  
Lava, 50 box ----- 2 25  
Octagon, 120 ----- 5 00  
Pummo, 100 box ----- 4 85  
Sweetheart, 100 box ----- 5 70  
Grandpa Tar, 50 sm. ----- 2 10  
Grandpa Tar, 50 lge. ----- 3 50  
Trilby Soap, 100, 10c 7 25  
Williams Barber Bar, 9s 50  
Williams Mug, per doz. 48

**SPICES**  
Whole Spices  
Allspice, Jamaica ----- @24  
Cloves, Zanzibar ----- @36  
Cassia, Canton ----- @24  
Cassia, 5c pkg., doz. @40  
Ginger, Africa ----- @19  
Mixed, No. 1 ----- @30  
Mixed, 10c pkgs., doz. @65  
Nutmegs, 70@90 ----- @50  
Nutmegs, 105-110 ----- @48  
Pepper, Black ----- @23

**Pure Ground in Bulk**  
Allspice, Jamaica ----- @25  
Cloves, Zanzibar ----- @38  
Cassia, Canton ----- @25  
Ginger, Corkin ----- @27  
Mustard ----- @26  
Mace, Penang ----- @85  
Pepper, Black ----- @25  
Nutmegs ----- @26  
Pepper, White ----- @38  
Pepper, Cayenne ----- @36  
Paprika, Spanish ----- @36

**Seasoning**  
Chili Powder, 1 1/2 oz. ----- 65  
Celery Salt, 3 oz. ----- 95  
Sage, 2 oz. ----- 85  
Onion Salt ----- 1 35  
Garlic ----- 1 35  
Poneltz, 3 1/2 oz. ----- 3 25  
Kitchen Bouquet ----- 4 50  
Laurel Leaves ----- 20  
Marjoram, 1 oz. ----- 90  
Savory, 1 oz. ----- 65  
Thyme, 1 oz. ----- 90  
Tumeric, 1 1/2 oz. ----- 65

**STARCH**  
Corn  
Kingsford, 24 lbs. ----- 2 30  
Powd., bags, per 100 3 25  
Argo, 24, 1 lb. pkgs. 1 52  
Cream, 24-1 ----- 2 20

**Gloss**  
Argo, 24, 1 lb. pkgs. 1 52  
Argo, 12, 3 lb. pkgs. 2 17  
Argo, 8, 5 lb. pkgs. ----- 2 46  
Silver Gloss, 48, 1s ----- 11 1/2  
Elastic, 32 pkgs. ----- 2 55  
Tiger, 48-1 -----  
Tiger, 50 lbs. ----- 2 75

**SYRUP**  
Corn  
Blue Karo, No. 1 1/2 ----- 2 45  
Blue Karo, No. 5, 1 dz. 3 38  
Blue Karo, No. 10 ----- 3 18  
Red Karo, No. 1 1/2 ----- 2 66  
Red Karo, No. 5, 1 dz. 3 64  
Red Karo, No. 10 ----- 3 44

**Imit. Maple Flavor**  
Orange, No. 1 1/2, 2 dz. 3 10  
Orange, No. 5, 1 doz. 4 74

**Maple and Cane**  
Kanuck, per gal. ----- 1 50  
Kanuck, 5 gal. can ----- 5 50

**Grape Juice**  
Welch, 12 quart case 4 40  
Welch, 12 pint case ----- 2 25  
Welch, 36-4 oz. case ----- 2 30

**COOKING OIL**  
Mazola  
Pints, 2 doz. ----- 4 60  
Quarts, 1 doz. ----- 4 50  
Half Gallons, 1 doz. 7 75  
Gallons, each ----- 1 20  
5 Gallon cans, each ----- 5 50

**TABLE SAUCES**  
Lee & Perrin, large ----- 5 75  
Lee & Perrin, small ----- 3 35  
Pepper ----- 1 60  
Royal Mint ----- 2 40  
Tobasco, 2 oz. ----- 4 25  
Sho You, 9 oz., doz. ----- 2 25  
A-1, large ----- 4 75  
A-1 small ----- 2 85  
Caper, 2 oz. ----- 3 30

**TEA**  
**Japan**  
Medium ----- 17  
Choice ----- 24@31  
Fancy ----- 38@42  
No. 1 Nibbs ----- 35

**Gunpowder**  
Choice ----- 40  
Fancy ----- 47

**Ceylon**  
Pekoe, medium ----- 45

**English Breakfast**  
Congou, medium ----- 28  
Congou, Choice ----- 35@36  
Congou, Fancy ----- 42@43

**Oolong**  
Medium ----- 39  
Choice ----- 45  
Fancy ----- 50

**TWINE**  
Cotton, 3 ply cone ----- 25  
Cotton, 3 ply Balls ----- 27

**VINEGAR**  
F. O. B. Grand Rapids  
Cider, 40 Grain ----- 16  
White Wine, 40 grain ----- 20  
White Wine, 80 Grain ----- 25

**WICKING**  
No. 9, per gross ----- 80  
No. 1, per gross ----- 1 25  
No. 2, per gross ----- 1 50  
No. 3, per gross ----- 2 30  
Peerless Rolls, per doz. 90  
Rochester, No. 2, doz. 50  
Rochester, No. 3, doz. 2 00  
Rayo, per doz. ----- 75

**WOODENWARE**  
Baskets  
Bushels, Wide Band, wood handles ----- 2 00  
Market, drop handle ----- 90  
Market, single handle ----- 95  
Market, extra ----- 1 60  
Splint, large ----- 8 50  
Splint, medium ----- 7 50  
Splint, sp. ----- 6 50

**Churns**  
Barrel, 5 gal., each ----- 2 40  
Barrel, 10 gal., each ----- 2 55  
3 to 6 gal., per gal. ----- 16

**Pails**  
10 qt. Galvanized ----- 2 60  
12 qt. Galvanized ----- 2 85  
14 qt. Galvanized ----- 3 10  
12 qt. Flaring Gal. Jr. 5 00  
10 qt. Tin Dairy ----- 4 00

**Traps**  
Mouse, Wood, 4 holes ----- 60  
Mouse, wood, 6 holes ----- 70  
Mouse, tin, 5 holes ----- 65  
Rat, wood ----- 1 00  
Rat, spring ----- 1 00  
Mouse, spring ----- 20

**Tubs**  
Large Galvanized ----- 8 75  
Medium Galvanized ----- 7 75  
Small Galvanized ----- 6 75

**Washboards**  
Banner, Globe ----- 5 50  
Brass, single ----- 6 25  
Glass, single ----- 6 00  
Double Peerless ----- 8 50  
Single Peerless ----- 7 50  
Northern Queen ----- 5 50  
Universal ----- 7 25

**Wood Bowls**  
13 in. Butter ----- 5 00  
15 in. Butter ----- 9 00  
17 in. Butter ----- 18 00  
19 in. Butter ----- 25 00

**WRAPPING PAPER**  
Fibre, Manila, white ----- 05  
No. 1 Fibre ----- 07  
Butchers D F ----- 05 1/2  
Kraft ----- 04  
Kraft Stripe ----- 09 1/2

**YEAST CAKE**  
Magic, 3 doz. ----- 2 70  
Sunlight, 3 doz. ----- 2 70  
Sunlight, 1 1/2 doz. ----- 1 35  
Yeast Foam, 3 doz. ----- 2 70  
Yeast Foam, 1 1/2 doz. 1 35

**YEAST-COMPRESSED**  
Fleischmann, per doz. ----- 0  
Red Star, per doz. ----- 20



## 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.

### Don't "Cut" Your Regular Fall Season.

The battle for business must be fought in the next six weeks if the shoe stores of this country are to make any sort of a showing for the year's effort. The six weeks' cycle of retail trade has something to do with the habits of people to buy in common pushes and as such it has certain advantages and many limitations.

The retail store that plans its promotions to make the most of the selling opportunity in the heart of the season is the one that gets the trade. What an unfortunate appendage is fastened on to this six weeks' selling stunt. It is something that has come out of some department store practices where the idea is to get a traffic of customers by all means—fair or foul. In the six weeks of buying impulse, the scheme is to sell the public regular goods in the regular way. But at the same time that the goods are bought, the idea is presented of buying for the selling spurts in the weeks to follow at bargain prices.

The old motto of planning your selling before you do your buying has been carried one step further and too far, in planning the following clearance as well. Certainly goods cannot be bought for regular sale and for bargain sale so that the order as placed covers both. The buyer believes that his regular selling weeks will take care of themselves but that he must join in with the store-wide ballyhoo and that he must plan for the bargain season with even more finesse. His mind and his worry are on how he can make a showing in total sales volume in the bargain weeks.

Is a crowd worth the price? Evidently some stores feel that customers won't buy in a store that is not crowded. Some people won't eat in a modestly attended restaurant, for the idea is widespread—"go where the crowds are and it must be good."

Shoes cannot be sold that way for it takes a run of shoes in regular quality and sizes to do a regular job, and the individual served and pleased is the unit of progress, profit and prestige.

A merchant must anticipate what he thinks he can sell in that six weeks' period. He must concentrate all of his effort in getting the shoes sold with complete satisfaction in price and service to the customer. "Selling regular" is one technique and carries with it the responsibility of the right shoes and the right service. Selling with a bargain appeal is something else again. The twain should never meet.

We are not advocating that shoes and service go back to those "good old days." Such settled practices and processes of retailing are gone forever; but we are certainly in a period of new opportunities. There is an opportunity for regular stores to do a job in the service of selection and fitting that is so much better than the shoe department that thinks that it

can sell "regular" for six weeks and then throw shoes at the customers.

Industry cannot afford to operate on any plan that gives it six weeks of possible profit, followed by four weeks of absolute loss. If sales periods are planned with a definite intent to lose money, they violate the basic purpose of business. Department store buying isn't usually planned "to take a store loss." The factory is expected to take the loss. The idea is that in compensation for orders sufficient for six weeks' regular demand, that the factory must make a superhuman effort to meet a price interesting enough to force the public into the store during the ebb weeks of the season.

What's wrong with the principle of doing regular business for an entire season and then offering the public what's left over at a sales price? Why should the new season be only six weeks long? Why should so much steam be put into "building a picture" for a bargain sale to follow? Shoes do not lend themselves to these higher forms of gymnastics over the counter. Shoes are not grab-bag goods. Shoes are worthy of a sensible sales policy.—Boot and Shoe Recorder.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 3.—It won't be long now before we can drive from here to St. Ignace on US 2 on all cement pavement, if weather conditions continue as favorable as we have been having the past few weeks. The contractors will have the road finished by Oct. 10. The opening of this new route will mean much extra traffic for some time with the residents at both St. Ignace and the Sault, as they are all waiting to make the trip, which means much to this community. The work has done much to take care of the unemployed who have been employed at various places en route, also unloading the cement boats.

The busy little village of Pickford now has a good band which was organized last week.

Norman H. Hill, a former Saultite, has been appointed secretary to Mayor Frank Murphy, of Detroit, succeeding John T. Taylor, resigned. Mr. Hill has many friends here who are pleased to hear of his success. While here he was editor of the Sault News.

A real golfer is one who would rather play golf in the rain than go to church in the sunshine.

The grocers and butchers picnic held at Alcot beach last Thursday was a decided success, not only as a get together affair, but all enjoyed the sports, ball game, dancing and other games. There was all the ice cream they could eat, which was donated by the Sault Creamery. There were free oranges and candy for the ladies and children. Looks like an annual affair from now on.

We are told of a remark of the much traveled racing man who was asked what was the closest race he had ever seen. He replied unhesitatingly, "The Scotch."

The Chewomegan resort, three miles North of St. Ignace, on US 31, will be under new management next week. The resort has been conducted for the past three years by Mrs. L. M. Crawford. Fred Barker, owner of the Evergreen Tavern, has taken over the place and the business will be conducted by Miss Elizabeth Fenlon and Miss Doris Blanchette. Dancing will be featured twice each week—Wednesday and Saturday nights.

Railroads entering the Sault have reduced the fares between the Sault and the Straits of Mackinaw. The fare is now nearly half the former rate. They hope they will win back

much of the patronage which is now going to other transportation systems. The reduced fares are for round trips only \$2.75 between the Sault and St. Ignace and \$3.75 between the Sault and Mackinaw City. Tickets are to be good for fifteen days. The new rates go into effect Oct. 3.

The case of Oliver Ballard vs. Mackinac Island Hotel Co. for receivership was continued until Oct. 17. A partition was issued for the payment of the interest on the first mortgage.

John W. Beach, proprietor of the Elliot House, on Grand LaSalle Island, near Cedarville, has been re-elected president of the Les Cheneaux Chamber of Commerce. It was the annual meeting of the Chamber of Commerce and in addition to selecting the officers revision of the by-laws was made, reports of the president and secretary were made and plans for a membership campaign were discussed.

This is probably as good a time as any to tell you about the cannibal chief who came down with hay fever. "It serves him right," remarked his wife, "I told him not to eat that grass widow."

William G. Tapert.

### Hanes Withdraws Low-End Line.

The P. H. Hanes Knitting Co. announces that it has withdrawn entirely its low-end line of heavyweight cotton-ribbed union suits from sale and will not again offer them for the remainder of the year. The company said that it was so busy on its higher grade ranges that it decided to center attention on the sale of these lines and give less emphasis to the cheap goods. The mill is working night and day to fill orders on several types of goods, it was said, but is steadily falling behind. The present month has been one of the most active periods experienced by the company in a long time.

### Current Dress Season Profitable.

Unless radically different conditions from those prevailing during the month just closing develop, the Fall season for the dress trade will be a profitable one. A clean stock situation prevails and re-orders continue numerous for wool, silk and velvet dresses. Wool styles have sold particularly well, exceeding expectations. The new crepes in silks have also measured up to the profitable demand which was anticipated. The trade is now turning its attention to possible October developments, with a keen weather-eye to be focused on returns or cancellations. Unjust returns will be fought vigorously.

### Another Mill To Raise Blankets.

Another important blanket mill is expected to put into effect a 5 per cent. price advance on part-wool styles before the end of the week. Despite the fact that many producers are finding it difficult to make deliveries on part-wool numbers at this time, the general trade is apparently not ready for another advance. In one or two quarters it was reported that the cheaper all-wool line could still be bought at prices prevailing before several mills raised the 66x90 number to \$3. One large mill cannot make deliveries on all-wools under three weeks.

Cellophane bags may now be had for wrapping food in refrigerators. They are made in assorted sizes, are moisture-, grease-, and odor-proof.

Cold cash melts lots of hearts that are not affected by warm love.

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Originally

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All profits belong to the policyholder

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MUTUAL FIRE INSURANCE CO.**

LANSING, MICHIGAN

Mutual Building

Phone 20741



### Questions of Interest To Merchants and Clerks.

No. 1. Question: Can honey be made artificially?

Answer: There is no honey other than that made by bees, and the Federal pure food law prohibits the sale of any product as honey which is made by artificial means.

No. 2. Question: What is a "special" endorsement?

Answer: A special endorsement names the person to whom the instrument is transferred. A check is usually endorsed "pay to the order of" a certain person and he must sign it before it can be again transferred.

No. 3. Question: Do we use as much wheat as we did thirty years ago?

Answer: In 1899, each person in the United States consumed an average of 222.2 pounds of flour, while in 1927, the latest figure available, each person consumed only 171.5 pounds.

No. 4. Question: Do white and black pepper come from different plants?

Answer: The dry, immature berry of the pepper plant produces both white and black pepper. The whole berry is ground for black pepper, but the shell is removed and only the berry ground for white pepper. Black pepper is stronger than white pepper. The vine is grown in the East Indian Islands, French Indo China and Siam.

No. 5. Question: How many varieties of canned food are there?

Answer: A fairly complete list includes sixty-five varieties of vegetables, forty-three of fruits, thirty-seven of fish and shellfish, twenty-nine of meats, thirty of soups, twenty-eight of specialties, and twelve of ready entrees—a total of 244.

No. 6. Question: Is there a taste of tin?

Answer: The so-called "tinny" taste is usually the astringent or metallic taste imparted by dissolved iron, which is entirely harmless.

No. 7. What kind of cheese is Reggiano cheese?

Answer: The Reggiano cheese is imported from Italy and comes in loaves and also in granulated form. The loaves average from forty-five to seventy pounds, are blackened outside and are of rich yellow color inside. The grated Reggiano cheese comes in jars and is used chiefly for flavoring soups and macaroni. It takes from two to four years to properly cure this cheese.

No. 8. Question: How many grades of almonds are there?

Answer: There are three grades: (1) Paper Shell, (2) Soft Shell, and (3) Hard Shell. Both the domestic and the imported almonds come in these three grades.

No. 9. Question: Why are some figs white and some black?

Answer: The white and black figs are two different varieties. The Smyrna, the Calimbyrna, and the Adriatic figs are of the white variety, while the "Mission Black" fig, cultivated largely in the Southern States, is of the black variety.

No. 10. Question: What are nectarines?

Answer: The nectarine is a variety of peach, having a smooth skin. It is a smaller fruit than the peach.—Kentucky Grocer.

### OUT AROUND. (Continued from page 9)

the demands of the American Legion, but it does offer as an initial proposition the statement that it will fight "by all means in its power all existing and future legislation designed to benefit those veterans of the Spanish-American and kaiser's war who suffered no disability in fact in war service." Just and liberal provisions for those actually disabled or for dependents of such soldiers are receiving the support, not the opposition, of the league.

The times are such that an organization of this sort has become necessary. Candidates for legislative offices in every state and Nation are at all times subject to pressure from organizations seeking especial monetary favors for the limited classes which they represent. There was, until the organization of the National Economy League, no body of enrolled citizens able to exert counter pressure in defense of the great mass of American taxpayers. I am informed that the growth of the league is so rapid that it constitutes the Nation's best answer to the question as to whether an organization of this sort is necessary. A blank enrollment form is published elsewhere in this issue of the Monitor.

The United Cigar Stores has just gone into bankruptcy in order to secure release from topheavy leases which preclude the possibility of their making any money. David A. Schulte hints that his chain of cigar stores will be compelled to do the same unless his landlords relent. No creditor who has an honest claim will lose a penny by these subterfuges. Landlords who insist on holding up their tenants to leases which were made in the days of prosperity are wolves in sheep's clothing. It is fortunate that men and corporations who are now doing business at a loss can resort to this alternative to relieve themselves from the grasping tactics of some landlords whose veins run ice water instead of good red blood. The weekly Time publishes a long array of cities where landlords have voluntarily reduced their rentals 50 per cent., rather than have their tenants vacate their properties, which would probably remain unoccupied for a long time.

Samuel H. Ranck, manager of the Grand Rapids Public Library, who has navigated many of the rivers of the American continent, made a canoe trip this year on the St. Lawrence, Ottawa and Mattawa rivers—three historic waterways. He will give an illustrated lecture on his trip at Fountain street Baptist church Sunday evening, Oct. 30. No charge for admission. I hope all readers of the Tradesman within driving distance of Grand Rapids will avail themselves of this opportunity of hearing one of the most talented men in America.

Next Monday marks the fiftieth anniversary of the establishment of a general store in Evart by Mr. V. R. Davy. The affair will be made memorable by a banquet in the evening, to which distinguished friends of the gentleman from all over the State have been invited. Congratulatory addresses will be made by noted speech-makers. Among Grand Rapids people who are planning to attend are John W. Blodgett and Benj. Wolf. I am pleased to be among the invited guests

and greatly regret that my duty to Tradesman readers will preclude the possibility of my accepting the invitation.

Grand Rapids people were made very happy by the announcement in the Monday morning Herald that Wm. Alden Smith has returned to the organization as President and Frank Sparks is now manager and editor in chief. Both gentlemen were associated for many years in the palmy days of the Herald and both have the confidence of the reading public to an exceptional degree. Unless I am very much mistaken, things will hum around the Herald office from now on.

Dr. Eugene N. Nesbitt, city Welfare director, is considering a plan to establish branch stores of the city grocery store throughout the city. Although the matter is in an embryo stage, Dr. Nesbitt, stated Tuesday that he believed that branch stores could be established in the various sections of the city without appreciable increase in the cost to the city. He pointed out that the congestion at the city store is bad and that some of those on the welfare lists of the city have to walk three and four miles for their groceries and haul them home in a small wagon.

On the other hand, City Manager Johnson suggests that the city secure a large allowance from the Government in the shape of a loan from the Reconstruction Finance Corporation, to run a long period of years. If this arrangement can be made, Mr. Johnson favors paying city employees in orders on independent stores instead of scrip, providing the merchants will sign agreements to confine the purchases of employees holding these orders to goods named on a list furnished by the Welfare Department. The Manager has already discussed this matter with Commissioners McNabb and Whitworth, who promptly acquiesced in the plan. It is to be hoped that some plan will be adopted which will make it unnecessary to maintain the present city commissary, with all the evils it brings to all concerned.

Comments from railway travelers about the large number of boys seen riding on freight trains have been substantiated by conservative authorities who estimate that between 200,000 and 300,000 youths from twelve to twenty years of age are now "on the road." Another "roving army" of jobless youths is reported in Great Britain. Russia has been troubled by bands of children wandering about the country stealing what they could find.

The wanderers here represent a new type. They are neither lazy nor adventurous. They are not criminally inclined. In fact, some of them are fairly well educated. Broken homes, reduced family incomes and unwillingness to remain a burden to an already large family are responsible for their wanderings. Their lot is not a happy one. Last winter a Western city reported taking from freight trains thirty-five men and boys who were seriously ill. One railroad has reported fifty young men and boys killed and a hundred

others injured during a single winter as the result of hopping trains. The best the wanderer can hope for in a town is two meals of bread, coffee and beans, and the admonition to "move on." Although a publicity campaign is planned to give warning of the dangers of "taking to the road," it can hardly be expected to prove a complete remedy. Both homes and jobs are needed to keep these young men off the road.

The remark of an old Indian fighter the other day, "Nobody wants to hear about Indians any more," raises the question whether the last decade has witnessed an exchange of new heroes for old. The Indians themselves are passing. Oil royalties and Government issues of provisions have replaced the bow and arrow as their means of sustenance. They prefer a six cylinder car to the fastest cayuse. Even their language is being forgotten. Only recently a research committee reported that the preservation of one Indian dialect, the Southern Caddoan, depends entirely upon the life of one woman, the only person still able to speak that tongue.

The old heroes are passing, too. In the place of Hawkeye and Buffalo Bill have come Babe Ruth and Colonel Lindbergh. Perhaps the small boy of to-day would rather have accompanied Admiral Byrd to the Antarctic than to have blazed a trail with Lewis and Clark. The younger generation knows well that nowadays "when the sharp crack of a pistol rings out" another gangster—not a redskin—"bites the dust." Perhaps it is true that old heroes have given place to new. However, the younger generation still demands—and has—its heroes.

E. A. Stowe.

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Grand Rapids, Michigan**

### Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.



### Progress in Color Matching—Carbon Dioxide For Light.

A most ingenious and highly practical method of matching colors has been put into use this Summer in garages and repair shops and automobile paint shops. Primarily, it is intended to be a help in repair work, but it is equally useful in any special job of automobile lacquering.

Under ordinary circumstances, when it becomes necessary to apply lacquer to some one part of an automobile body, it is virtually impossible for the painter to make a perfect match with the original color of the work. Each color used by motor manufacturers is a blend of a number of colors, and the poor garage has about as hard a time matching it as your grocer would have in matching the flavor of a particular brand of coffee.

Now, however, the matter is simple.

Step one: The painter has a number of cards containing 300 different colors and shades applied with nitro-cellulose lacquer. Any one of these cards he can convert into a "slide rule" as soon as he ascertains which one contains the group of shades which approximates that of the automobile whose color he is about to match. Choosing what seems the most likely color, he sets a slide to frame this and conceal adjoining shades. He is then able to compare the tentatively chosen shade with the car; if it does not seem to be a precise match, he tries the next shade, and the next, until he does find exactly what he needs.

The second stage: Presto! The painter turns the slide rule over and on the back is exact information on how to obtain the shade which has been selected. This may read "33 parts crimson red, 27 parts oxide red, 13 parts white;" or it might be "4 parts toning maroon, 68 parts Prussian blue, 25 parts black, 3 parts white." Without such precise instruction, what repair man in the world would ever dream of making a red or a blue out of these particular combinations?

The new device I have just described certainly simplifies the problem of producing a given color, once it is chosen. But any of us who has ever bought a necktie or a suit of clothes under artificial light—to say nothing of the executives in the grain, silk, tobacco, ink, paper, carpet, glass or any of a number of other industries which have struggled for years with the problem of color matching—knows that unless the original choice is made under proper daylight conditions, it is liable to turn out not to be a match at all.

At the National Electric Light Association convention, there was displayed a method of obtaining light which, for color matching purposes, is a close approximation to daylight. This method consists in building up from various units of incandescent lamps and purplish-hued mercury vapor tubes a combination of lights which gives somewhere near the required effect. This method is said to mark an important forward step in artificial lighting.

Within the past two weeks, however, there has been brought to the attention of scientists and important electric manufacturers in the East an

entirely new type of lighting which is going to upset quite a few apple carts in this business of color matching. The new lamp and the new method were developed in Seattle, Washington.

Simply enough, this new light is a tube which contains carbon dioxide. Scientists have long known that the spectrum of carbon dioxide is very near indeed to that of daylight. But the problem has been to make a carbon dioxide lamp that was practical. Previous experience has been that the metal filament has quickly caused the breakdown of the gas so that in a relatively short number of hours the carbon dioxide lamp lost its illuminating powers. The new lamp, however, has a lighting life of at least 4,000 hours.

The answer, surprisingly simple when found, was not to have a metal filament at all. Instead, a series of parallel glass tubes filled with CO<sub>2</sub> and connected at one end with the main illuminating tube is coated with metal. The metal coating, the glass di-electric and the outer layer of carbon dioxide molecules constitute a condenser, and when current is passed through the metal coatings, another current is set up by induction in the gas which fills the tubes. The gas immediately becomes luminous, and the light which it emits is by far the closest approximation to daylight I have ever seen.

It is not expected that carbon dioxide will be the only gas used. The method is applicable, no matter what the gas; and combinations of helium, neon and dozens of other gases may be tried out. Already, it has been proven that the light is practical with a tube 60 feet long, and in the near future there may be seen all sorts of weird and unusual combinations of color built into giant advertising signs.

Chapin Hoskins.

### Cotton Goods Orders Heavier.

Following a steady period of activity last week, cotton goods houses have received a substantial volume of mail requests this week, which are regarded as encouraging. While the hesitancy in the cotton market has retarded some wholesalers and stores from making advance commitments the necessity of replenishing stocks of wanted Fall merchandise has forced buyers to cover immediate requirements. In many buying quarters there is objection to paying the higher prices on goods, but the sold-up condition of numerous houses eliminates the need for shading quotations.

### Presence of Mind.

Pat and Mike were working on a new building. Pat was laying bricks and Mike was carrying the hod. Mike had just come up to the fourth floor when the whistle blew.

"I hate to walk down," he said.

"Take hold of this rope," Pat said, "and I'll let you down." Pat let him down half way and then let go of the rope. Mike landed in a mortar bed not much hurt but angry.

"And why did you let go of the rope?" he demanded.

"I thought it was going to break," said Pat, "and I had prudence of mind enough to let it go."

### Men's Wear Novelties Active.

A good Fall and holiday season for novelties in men's wear is predicted, as buyers press for immediate deliveries on various new ideas in furnishings. The several novelties, produced to go with the English drape suit, such as the rounded tab collar shirt and the curled brim hat, are moving freely. Imported shirtings in checks and plaids are slow in being shipped from England, with the first showings of them here bringing a good response. The trade expects that novelties will play a larger part in holiday promotions this year than they have since 1929.

### Glassware Call Continues Gain.

The demand for pressed and blown glassware and specialties continues strong, with volume steadily increasing. Orders being placed are for prompt delivery, with little or no business being received for future shipment. Orders for window glass during the second half of September were larger than for any similar period since early in the Spring. The movement of plate glass and other flat glass products has improved, but real volume is lacking, and it is not anticipated that demand will be satisfactory until next year.

### Du Pont Explains Selling Policy.

The Du Pont Rayon Co. will accept advance business on its yarn only from the first to the twentieth of each month for a period of two months ahead. An order taken on the first of each given month may be for delivery in the last week of the ninety-day period, while an order accepted on or about the 20th may be for delivery seventy days later. Spot business may be accepted for immediate delivery or for delivery during the month in question. All orders are taken on the basis of the prices prevailing at date of acceptance of the order.

### May Show Hard Surface Rugs Nov. 1.

A general opening of linoleum and felt base floor coverings lines for Spring will be held the first week in November. The opening was scheduled originally for the first week of December, but many mill executives feel that the new date will give them an earlier opportunity to adjust prices which they hold are now out of line with business conditions. The opening would be marked by a general upward movement in prices on linoleums and by an advance of 10 per cent. on all felt base products.

### Scarcity Hampers Curtain Sales.

Scarcity of desirable goods continue to hamper the operations of popular price curtain manufacturers who are in need of cloth to fill orders for immediate delivery. Calls for curtains to retail at \$1 or less are especially heavy this week, but the majority of buyers specify cushion dots and part-rayon materials, which are difficult to obtain. In the better price curtain market, demand continues for merchandise to retail from \$2 to \$3, with a few manufacturers reporting a growing call for curtains in the \$5 to \$7 retail ranges.

### Reports Upswing in Toy Orders.

Increased orders last month indicate that total retail sales of toys and play-

things this year are likely to be within 15 per cent. of the \$200,000,000 volume of 1931, according to a survey just completed by the Toy Manufacturers of America. Stocks on hand, however, are at least 50 per cent. under a year ago, which will mean a sharp upturn in toy production and employment during the period from now to Christmas, he said. Parlor games, including those for adult use, will reach a new high this year, with gross sales of over \$30,000,000. Dolls with \$25,000,000 in retail sales, metal playthings with \$30,000,000 and woolen toys with \$15,000,000 are other outstanding volume classifications.

### Activity Revives in Carpet Trade.

An active demand for carpet goods is the only feature of the floor coverings market this week. Calls for room-sized rugs are scarce due to the fact that buyers filled requirements through their mid-September purchases and are marking time until the merchandise moves into consumption. In the carpet field, however, the call for stocks has just opened and substantial orders for roll goods in the \$3 to \$5 ranges were reported. Because of the exceptional values available at the \$5 price most of the purchasing was in that division. Rust, red, green and taupe were the shades preferred by buyers.

### To Meet Oct. 11 on Soviet Trade.

Members of the American Manufacturers' Export Association will hold a special meeting to discuss furthering Soviet-American trade at the Hotel Astor, New York, Oct. 11. More than 200 producers, including members and guests of the export group, are scheduled to attend the meeting, which will follow a luncheon session. A modified form of barter in which the finished products and some raw material of the Soviet will be used as security for credits extended Russia on machinery purchases here is the plan on which the Association desires the opinions of American producers.

### National Honey Week.

The American Honey Institute is sponsoring National Honey Week, November 7 to 12. A preliminary report shows the mobilization of governmental agencies, food companies and food publications in promoting the campaign to increase the use of honey.

With a better than usual honey crop this year, the work of the American Honey Institute promises to be a splendid example of how a trade association can, by co-operation, further the use of its product.

### To Show Winter Dresses Oct. 11.

The date of Oct. 11 has been selected by members of the Fashion Originators' Guild for the presentation of early Winter styles. No formal showing will be held such as marked the opening of the Fall season, but the date has been chosen so as to time the offerings generally of dresses which retailers may sell in November. A letter has been sent to leading local stores urging them to prolong the season in current dress styles by avoiding untimely special sales.

If a man once uses porous plasters he becomes much attached to them.



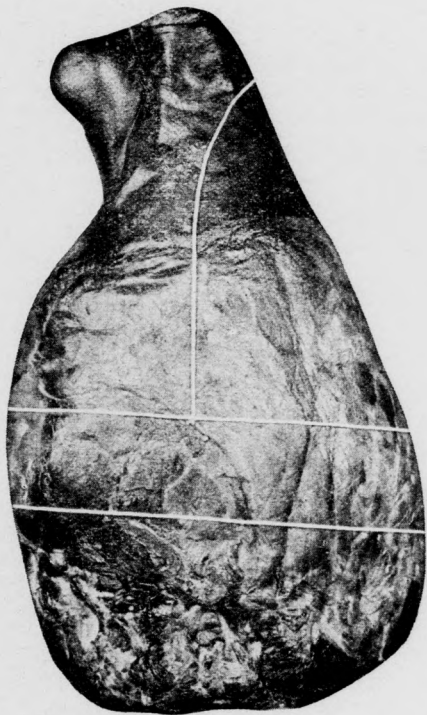
## FOUR CUTS FROM A HEAVY SMOKED HAM

(18 Pounds and Over)

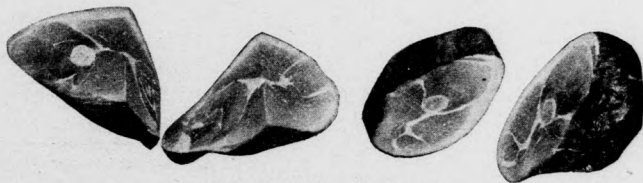
Heavy hams sold as whole or half hams produce cuts which often are too large to fill the popular demand.

When a heavy ham is cut as suggested by the marking on the picture it provides four cuts of desirable size.

If three cuts instead of four are preferred, one-half of the center section may be left on the butt and one-half on the two other cuts.



(Article II - Cut I.)



(Article II - Cut II.)

The cuts in this picture weighed:

No. 1. Butt	-----	7 lbs. 9 oz.
No. 2. Center	-----	4 lbs. 4 oz.
No. 3. Cushion	-----	5 lbs. 1 oz.
No. 4. Knuckle	-----	5 lbs. 11 oz.

## Speed Up Sales

*by featuring properly  
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

# K C Baking Powder

*Same Price  
for over 40 years*

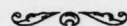
25 ounces for 25c

Your customers know it is a **quality** product . . . that the price is **right**.

Why ask them to pay War Prices?

It's up to you to show them that you have it.

**Millions of Pounds Used by Our  
Government**



**We Believe You Are Entitled to a Profit on All  
Merchandise You Handle or is Distributed to  
Your Customers**

We don't believe in the distribution of free samples or free merchandise to the consumer unless such merchandise pays the merchant his full profit which includes the expense of handling when handled by him.



# Coffee

Quality Coffees are steadily growing in favor with the public.

It pays to sell quality.

When our Coffees are sold there is always the satisfaction in knowing that there are none better at the price.

Quaker  
Morton House  
Boston Breakfast Blended  
Imperial  
Breakfast Cup  
Nedrow  
Majestic

Sold by Independent Dealers Only



**LEE & CADY**

# Cater to the Fall Demand for PUDDINGS



Capitalize on the seasonal demand for substantial desserts by pushing these two fast-moving items—Royal Chocolate and Vanilla Puddings.

These puddings satisfy your customers and make money for you quickly. And powerful advertising is steadily increasing the demand for them. In fact, the complete Royal Desserts line, including the famous Royal Quick Setting Gelatin Desserts, is setting a new pace for consumer preference.

Cash in on this demand by giving these dessert items your best selling efforts. They enjoy all the advantages of the unique Standard Brands Merchandising Plan which means frequent deliveries, well-regulated fresh stocks, small investment, speedy turnover and quick profits.

Get behind Royal Desserts! They're big money-makers!

## ROYAL DESSERTS

Products of  
STANDARD BRANDS  
INCORPORATED

