

MICHIGAN TRADESMAN

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Fiftieth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 12, 1932

Number 2560



LEONA

Leona, the hour draws nigh,
The hour we've awaited so long,
For the angel to open a door through the sky,
That my spirit may break from its prison, and try
Its voice in an infinite song.

Just now, as the slumbers of night,
Came o'er me with peace-giving breath,
The curtains half-lifted, revealed to my sight
Those windows which look on the kingdom of light
That borders the river of death.

And a vision fell, solemn and sweet,
Bringing gleams of a morning-lit land;
I saw the white shore which the pale waters beat,
And I heard the low lull as they broke at their feet
Who waked on the beautiful strand.

And I wondered why spirits should cling
To their clay with a struggle and sigh
When life's purple autumn is better than spring,
And the soul flies away like a sparrow, to sing
In a climate where leaves never die.

Leona, come close to my bed,
And lay your dear hand on my brow;
The same touch that thrilled me in days that are fled,
And raised the lost roses of youth from the dead,
Can brighten the brief moments now.

We have loved from the cold world apart,
And your trust was too generous and true
For their hate to o'erthrow; when the slanderer's dart
Was rankling deep in my desolate heart,
I was dearer than ever to you.

I thank the great Father for this,
That our love is not lavished in vain;
Each germ in the future will blossom to bliss,
And the forms that we love, and the lips that we kiss,
Never shrink at the shadow of pain.

'Twould even be pleasant to stay,
And walk by your side to the last;
But the land-breeze of Heaven is beginning to play,
Life's shadows are meeting Eternity's day,
And its tumult is hushed in the past.

Leona, good bye; should the grief
That is gathering now, ever be
Too dark for your faith, you will long for relief,
And remember, the journey, though lonesome is brief,
Over lowland and river to me.

By the light of this faith am I taught
That my labor is only begun;
In the strength of this hope have I struggled and fought
With the legions of wrong, 'till my armor has caught
The gleam of Eternity's sun.

Leona, look forth, and behold
From headland, from hillside and deep,
The day-king surrenders his banners of gold,
The twilight advances through woodland and wold
And the dews are beginning to weep.

The moon's silver hair lies uncurled,
Down the broad-breasted mountains away;
Ere sunset's red glories again shall be furled
On the walls of the West, o'er the plains of the world,
I shall rise in a limitless day.

Oh! come not in tears to my tomb,
Nor plant with frail flowers the sod;
There is rest among roses too sweet for its gloom,
And life where the lilies eternally bloom
In the balm-breathing gardens of God.

Yet deeply those memories burn
Which bind me to you and to earth,
And I sometimes have thought that my being would yearn
In the bowers of its beautiful home to return,
And visit the home of its birth.

LEONA

James G. Clarke.



YOU ARE INVITED

The Annual Meeting of the Michigan Tourist & Resort Association will be held in Grand Rapids

October 13th
at the
Pantlind Hotel

The main discussion will center around plans for increasing tourist business in 1933. Spot lights will be:

"General Rod License for Michigan."

"Reduction of foreign fishing License."

"The Michigan Exhibit at Century of Progress."

"What the Farmer gets out of the Tourist Business."

Meetings start at 10:00 a.m. and continue through the day.

Dinner meeting at 6:45 p.m.

Increase your cool weather PROFITS!



Royal Chocolate and Vanilla Puddings lead the way to extra Fall profits. For, cool weather brings a special appeal for these quickly made desserts.

Royal Quick Setting Gelatin Desserts are also popular at this time of the year. Cash in on this popularity by pushing the entire Royal Desserts line. You'll gain fine profits and all the advantages of the Standard Brands Merchandising Plan—frequent deliveries, fresh, well-regulated stocks, small investment, rapid turnover and quick profits.

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WE GIVE YOU

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Engineering Service
Fire Prevention Advice
Rate Analysis
Prompt Loss Adjustment
Saving in Cost



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BRANCHES

GRAND RAPIDS—Grand Rapids Trust Building
DETROIT—Transportation Building

(Michigan's Largest Mutual Insurance Agency)

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Fiftieth Year

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Number 2560

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.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

New Alignment in Milling Business at Plainwell.

Lloyd E. Smith & Co. have been organized for the purpose of buying, selling and distributing grain, feeds, household foods, flours, meals, etc., and the manufacture and blending of flour, meals and feeds, with authority to act as brokers and manufacturers' agent in lines associated with those mentioned. Headquarters for the time being will be at Plainwell, with branches at Cedar Springs, Traverse City and Lewiston, Maine.

Lloyd E. Smith & Co. have purchased the good will and business of the J. F. Eesley Milling Co., to be continued under the new corporate name and the mill's labels. Southern business will also be continued the same as under the J. F. Eesley Milling Co. through broker representation at various points in the South.

The following stockholders have subscribed and paid all or part on their stock:

E. J. Chart—Plainwell.

John O. Eddy—Kalamazoo.

Harold Chamberlain—Traverse City

R. K. Cook—Plainwell.

L. E. Smith—Plainwell.

Following are the officers:

President—E. J. Chart.

Vice-President—L. E. Smith.

Vice-President—Harold Chamberlain.

Secretary—John Eddy.

Treasurer—R. K. Cook.

The directors are E. J. Chart, John O. Eddy, Harold Chamberlain, R. K. Cook and L. E. Smith.

Harold Chamberlain, one of the vice-presidents, will manage the Traverse City office. Oscar Hansen will manage the New England office, located at Lewiston, Maine; John Eddy will have charge of the territory out of Plainwell; John Donker will be in charge of the territory out of Cedar Springs; R. K. Cook has charge of the general office at Plainwell and L. E. Smith was appointed general manager.

The activities of the directors and officers have given them valuable ex-

perience, so they are particularly well suited to meet the obligations of their various positions.

E. J. Chart, president of the company, has spent twenty-two years with the Eesley Milling Co. He was superintendent of the company at the time the fire destroyed the mill; was postmaster four years in Plainwell. He is thoroughly well known to those of the community where he bears an excellent reputation.

R. K. Cook, treasurer of the company, has had particularly good training in both financial and accounting lines. He was with the First National Bank at Marinette, Wisconsin, for three years and with the Sawyer-Goodman Lumber Co., of that point. Also Mr. Cook was in the United States Navy during the kaiser's war, after which he connected himself with the Eesley Milling Co., with which he has been associated ten years.

Harold Chamberlain, vice-president of the company, has had a broad merchandising experience. He was with the Woolson Spice Co., of Toledo, for some time, and later with Lee & Cady, of Kalamazoo. He was in the 26th infantry, first division, during the kaiser's war and saw active service in Europe. On his return he went into the real estate business in Kalamazoo, in which he was unusually successful, and later became interested in the Alandale Cherry Farm near Traverse City, which he later bought outright. He is now located at that point and manages the Traverse City office. He is a high-grade man in every particular. Mr. Chamberlain is also a director of the Michigan Cherry Growers Association of Traverse City.

John Eddy has been associated with the Milk Products Co., of Kalamazoo. He was with the Taylor Produce Co., of Kalamazoo, for approximately ten years, and has traveled the territory adjacent to Plainwell for the Eesley Milling Co. during the past two years, having proven a particularly successful merchandiser, energetic, capable and thoroughly dependable. He is secretary of the company.

L. E. Smith has had twenty-eight years' experience in flour milling and merchandising business, twenty-two years of which were with a well-known Grand Rapids house.

The new organization, it will be seen, is composed of men who are thoroughly familiar with the tasks at hand and are capable of making a success of the new enterprise.

The new company has purchased the goodwill and business of the J. F. Eesley Milling Co. and is leasing the elevator for blending, warehousing and jobbing purposes in connection with the requirements of the business.

When we have nothing to say it's best to say nothing, but few of us can do it.

Team Work as Illustrated in Football.

Now that the football season is starting, it might be well to draw a few pertinent observations from it. Have you ever noticed, as you sat up in the stands, the intensity of the play and the vim and vigor the young athletes put into it. They train hard and faithfully, forego the ordinary pleasures and fun of college life, go to bed early, eat proper food—all that they may make the team and make good. They play hard, show their opponents no quarter, tackle viciously, carry the ball to the best of their ability and as far as they can. They play so that some other member of their team can go through. They extol team play above everything else and do all this for the glory of their alma mater. They are battered, bruised and sometimes broken, but they still keep on going, face to the foe and eye on the goal at the other end of the field. Their only reward is a letter to be proudly worn, signifying that they have made the team and merited the award of their school.

Doesn't this mean anything to you as salesmen? Isn't the game of football much like the game of business? You have to play hard, you should train, you ought to be in bed early and you should take care of yourself. You ought to give everything you have to the house you are working for. Do it fairly. Don't lie about your goods or the line offered by your competitors. Play as a member of the team, in this instance as a part of the firm. Team work, with every aid given in your attempt to make sales, follow the signals called by the quarterback (in your case the sales manager).

You may get bumped now and then. Sure you will. You may lose once in a while—of course, but come right back and fight harder than ever. Your reward will be more tangible than that of the football player, for you will receive increased sales, more money and the real satisfaction that you have done the best you knew how, and that that best brought results to yourself and your house and all those dependent upon its success.

To the many employers of salesmen we say, "Play the game, send your salesmen out to bring back the business awaiting them. Any investment you make to-day in salesmen's salaries and expenses will be returned to you many times over. Now is the time to call back the trusted ambassadors of good will, who once sold your goods and established and maintained your business. If you are unable to secure your old reliables or desire new blood the team work group have many qualified salesmen awaiting the opportunity to go out after those elusive orders and we will do every-

thing possible to contact the proper men at no cost to either of you. That's team work. A. G. Guimond.

Good Canned Foods Necessitate Good Raw Materials.

Research conducted by the Department of Agriculture on the quality of canned foods has demonstrated that the canning process has little to do with quality and that if you want quality canned foods you must have the quality in your raw materials.

The canning process does not improve the quality except as it may affect flavor by the addition of salt, sugar and flavoring materials. However, the handling of the raw materials before the actual canning process starts is of vital importance.

Take the canning of corn as an example. There are decided differences in the quality of canned foods, and this is especially true of canned sweet corn and peas.

The variety of the corn, the degree of maturity, and the manner of handling before canning are of outstanding importance to quality of the canned product.

Corn on the stalk remains in prime canning condition for only three or four days. The tendency is to mature rapidly in the warmer parts of the country and in hot weather, and more slowly in cooler conditions.

Only sweet corns are suitable for canning, field corns providing a very inferior product. Most of the commercially canned product is of four or five varieties, with Stowell's Evergreen, Narrow-grained Evergreen, Country Gentleman, Golden Bantam, and Crosby leading, although Stowell's Evergreen and Country Gentleman probably constitute the bulk of canned corn.

The two varieties last mentioned give the largest yields of cut corn for canning, although three other varieties gave good yields also and some others gave fair yields. The tests showed that some varieties are naturally more tender than others and that tenderness can be bred into corn.

Among the most important factors affecting quality is the handling of the corn after it is gathered. Experiments showed that rapid chemical changes take place in the ears when they are held in a warm place.

Harvested ears kept at ordinary room temperature were found to lose one-fourth of their sugar content within 24 hours. At a temperature of 86 degrees the corn lost half of its sugar content in 24 hours. Desirable flavors and other qualities also are lost by such handling.

As far as the quality of the product of different varieties of sweet corn is concerned, first quality corn can be produced from any of the varieties if they are handled properly.

MEN OF MARK.

V. R. Davy, Fifty Years in General Trade.

In the minor trades, and as well, too, in many of the more important, the "shoemaker sticks to his last" as a rule from the day he inaugurates his industrial career until he taps his last sole. In other words, the tradesman is a tradesman, and that only, to the end of his breadwinning days. The baker but transforms the contents of the flour barrel; the farrier confines himself to the work of the forge, the carpenter to the hammer, plane and saw, the meat dealer to the block and cleaver, the farmer to the plow, the storekeeper to the disposition of the goods on his shelves. But by the very nature of his calling the merchant broadens out, acquires a smattering—not infrequently considerably more than a smattering—of trades and even of professions distinct from that pertaining strictly to the manufacture and distribution of mercantile products. So distinctly many sided do members of the fraternity become that they transform their calling into what without too great stretch of accuracy might be called a profession—or a fair composite of trades and professions.

Acquisition of this kind generally is signalized by the attainment of knowledge more prominently in one useful line than in others—an attainment often, in quality and scope, a distinction. A notable instance is that of a merchant who, while he has dabbled in much that is disassociated from the mercantile business proper, has reaped in almost minute detail another, liberal calling—an acquisition, to his everlasting credit be it said, due largely to his royal efforts in behalf of his immediate friends in the mercantile business. Versatility of this kind is, perhaps, in proportion to their numbers, more evident among merchants than among their brothers of other callings.

V. R. Davy, who will celebrate this month the fiftieth anniversary of his engaging in general trade at Evart, was born in Warren, Macomb county, April 17, 1862. His father was born in England and his mother was descended in a direct line from a family which came to this country from England in 1631, eleven years after the Mayflower landed the Pilgrims on Plymouth Rock. Mr. Davy attended the school in his native village, supplementing his education by attendance on the public schools of Detroit. At an early age he entered the employ of Roberts, McLellan & Co., dry goods merchants of Detroit. Seven years later, having saved a little money, he decided to engage in business for himself. He started out on an inspection trip in September, 1882. He visited all the towns of importance on the Michigan Central Railway, from Detroit to Mackinaw City, thence down the G. R. & I. South to Reed City, whence he learned of an opening for a dry goods store at Evart. That town looked so good to him that he immediately decided to locate there. He accordingly packed up his belongings and set foot in the town in which he became a dominant factor for fifty years. This was Oct. 9. He opened

his store on Oct. 25, having in the meantime purchased his stock of dry goods in Boston. Boots, shoes and men's wear were added two years later. Mr. Davy prospered in the business he thus established and has long been regarded as one of the outstanding merchants of Northern Michigan. The brick store he now occupies is 66 x 100 feet in dimensions, two stories and basement. Forty-seven years ago a grocery department was established on the opposite side of the street under the management of Fred B. Smith, who is still on the job. This store is

Davy died in 1891. Three years later Mr. Davy married Miss Jennie M. Allen, of Hanover, who still presides over his home. One son, Fred E. Davy, was the fruit of the first marriage. Three daughters have joined the family circle as the result of the second marriage. Two reside in Chicago and the other is advertising writer for P. Steketee & Sons, Grand Rapids. The family reside in a beautiful and commodious home. Both Mr. Davy and his wife are members of the Methodist church. He has been a member of the church board

confidence in which he is held by all who know him and the universal esteem with which he is regarded by every one who has ever had any dealings with him in any capacity. He has always been first and foremost in assisting every movement for the well being of his town, county and district.

In addition to his mercantile undertakings, Mr. Davy is Vice-President of the American Logging Tool Co., of Evart, which distributes its products to practically every state in the Union. He is also President of the Canadian Warren-Pink Co., of St. Catherines and Pembroke, Ontario, manufacturer of lumbering tools and hardware specialties.

Mr. Davy was a delegate to the Republican National convention in 1912, at the time of the Taft-Roosevelt contest. Otherwise, he has had no political aspirations.

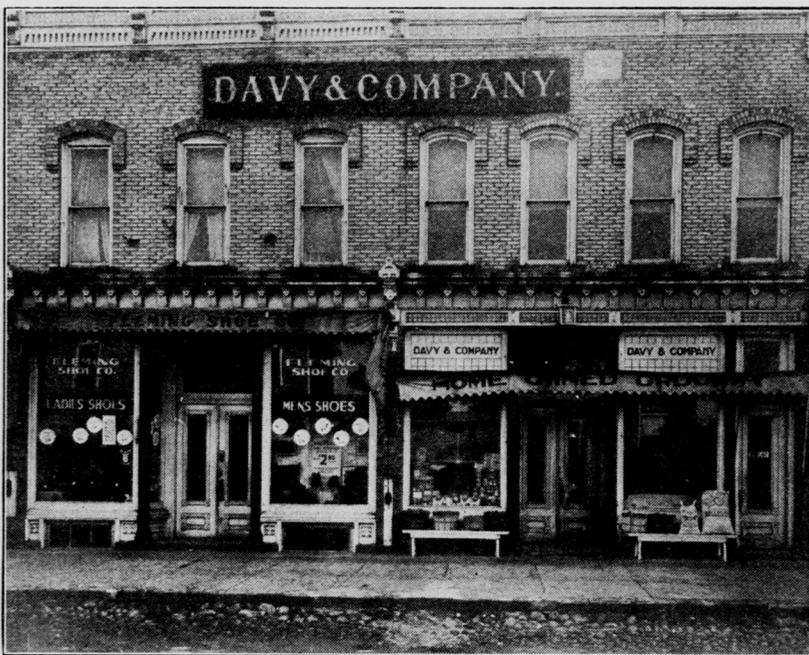
Mr. Davy at once impresses one as possessing that keen penetrating type of mind that gets to the root of a matter with the least possible delay. Decidedly democratic, willing to be "sold" an idea, he believes in strongly organized merchandise, promotion and operating divisions. His store credo is to present "merchandise of quality at fair prices, with the best possible service." He calls his salespeople his front line troops and believes that in them lies, in a great measure, the success or failure of any retail establishment.

Mr. Davy is a firm believer in the power of clean, forceful publicity. He spends a bit more than the average country store, perhaps, in newspaper advertising and thinks that if well done, it is a good investment.

Mr. Davy's friends are planning on giving him a complimentary banquet in celebration of his fifty years of service to the community on Oct. 17, on which occasion there will be appropriate tributes paid to his probity, energy, aggressiveness, public spiritedness and high character as a Christian gentleman and business man.

For some reason Mr. Davy was averse to the publication of his portrait in connection with the above biography. I could see no valid reason for such feeling on his part, because he is a tall, striking looking man with the bearing of a major general. He asked that illustrations of the two store buildings owned by his corporation be published instead of the portrait which usually accompanies biographical sketches of this character. The upper illustration is the store occupied by the dry goods and clothing stocks. The other illustration represents the block diagonally across the street. The corner store is occupied by the Bruce Drug Co., in which Davy & Co. have no financial interest. The next store is occupied by the Fleming Shoe Co. The third store is occupied by the grocery department of Davy & Co.

A new automatic instantaneous water heater uses piped or bottled gas, heats by hot air, eliminates condensation, is said to be 85 per cent. efficient. Another automatic heater uses coal, has a magazine which holds a day's supply.



22 x 100 feet, with an addition which opens out to another street, 20 x 66 feet in dimensions, two stories and basement. Some years ago both stores were merged into a corporation with \$60,000 capital stock under the name of Davy & Co. The officers of the corporation are as follows:

President—V. R. Davy.

Vice-President—J. G. Roxburgh.

Secretary and Treasurer—F. E. Davy.

These gentlemen and Mr. Smith constitute the board of directors.

Mr. Davy was married in 1886 to Miss Della Smith, of Evart. Mrs.

many years and has taught the men's class in the Sunday school for twenty years. He devoted thirty consecutive years to the work of building up the public school system of the town as a member of the school board and also served one term as a member of the common council. Mr. Davy is not a member of any fraternal organization. He owns up to no hobby and avoids the discussion of the features which have contributed to his success.

Mr. Davy has made money by honest dealing along the most approved lines, but his greatest success is in acquiring and retaining the con-

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

This is Fire Prevention Week. President Hoover has set aside the week of Oct. 9 to 15 to be celebrated throughout the United States by all communities in concentrated efforts to abate the loss of life, limb and property resulting from fires. The anniversary of the great Chicago fire, coincidentally, falls within the period embraced by this year's Fire Preventive Week. Detroit will, as usual, be among the leaders of the Nation in fire prevention efforts. Having once won the grand award of the Fire Waste Council of the Chamber of Commerce of the United States, Detroit is looked to by the Nation to set an example in this effort. The Fire Prevention Committee of the Board of Commerce, working in co-operation with the Board of Education, the Boy Scouts of America, the Detroit Industrial Safety Council, the Police Department and other civic and private organizations, is heading up this week's work. Radio addresses are to be given every day over four of the stations in Detroit and speakers of authority on the subject of fire losses and prevention will carry messages to the public. Several luncheon clubs in Detroit are co-operating by devoting the subjects of their weekly speeches to that of fire prevention.

The Detroit Community Fund will conduct its fifteenth annual campaign from Oct. 17 to Nov. 25, to finance eighty social agencies operating in the metropolitan area through 1933. While no goal is announced, the Fund will try to raise at least as much as was pledged last year, \$3,100,000; otherwise, its officials say, the work will have to be curtailed to a point where the agencies will be seriously handicapped at a time when their services are needed most. For this campaign four divisions have been set up — industrial, office buildings, general, and special gifts. Each has its own organization and will conduct its own canvass. The special gifts campaign, which in former years has preceded the general solicitation, will be the last to get under way this year.

Bentz, Inc., one of the newer entrants into the retail shoe field in Detroit, with a store at 15 East Grand River avenue, has gone out of business already. Edmund T. Bentz was head of the store.

The Dermer & Son Shoe Co. has been incorporated by Morton S. Dermer and his son, Harry L. Dermer, with a capitalization of \$10,000 under Michigan laws. The company will be a subsidiary or affiliate of W. H. Bartlett Co., prominent shoe and ladies' wear store of Detroit. Dermer is also interested in other local shoe stores, in addition to the large downtown store of the Bartlett company, of which he is the head.

The Buick plants are beginning to operate on a nine-hour day, five-day week schedule, and by the middle of the month all are expected to be functioning again. The program involves the disposal of preliminaries to the in-

roduction of the 1933 models, although no date is set for their appearance. There is a pronounced note of confidence in the statement of I. J. Reuter, president, that he is hopeful the current schedule can be maintained throughout the Winter.

Buick's announcement is expected to be followed by a succession of others of the same nature. Although it appears that most of the new model introductions will be deferred until the year-end, there is a considerable amount of preliminary work to be done that calls for renewed activities at most plants. The first new model announcement which embodies any quality of definiteness is one scheduled for Nov. 15.

That the economic situation will give the four-cylinder automobile a new and stronger lease on life becomes more evident in Detroit daily. This, too, in spite of reports that some makers of four-cylinder models will venture to adopt the six. Even should these rumors materialize, and one of them has a genuine ring of truth about it, it is believed that the smaller model in each case will be maintained.

Consumer demand for cars continues at a rate that provides a pleasant surprise here and there along the industry's front. An evidence of it is to be found in Chevrolet's final figures for September, which show that the company underestimated its production total by 10,000 units. It was, however, no undue burden upon the assembly lines to bring the output up to the additional demand on the part of the dealers.

The effort to make small cars look large—as large as their limited dimensions will permit—is going to produce some interesting body designs in 1933. For one thing, the body engineer is striving to dispose of all vertical lines, which have an emphatic tendency to break up the visual unity of the car and give it a stubby appearance. Extreme simplicity of line with even door hinges concealed, is forecast as the probable effect. Another matter of concern to the designer is the selection of precisely the right color harmonies to give the impression of length.

Softest Jobs.

- A barber in Moscow.
- Horse doctor in Detroit.
- Killing the fleas on a goldfish.
- Keeping the flies off a snow man.
- Sweeping leaves from a hall tree.
- Being night watchman on a sun dial.
- To be admiral of the Swiss navy.
- Keeping the dust off Niagara Falls.
- Manager of an ice house in Africa.
- Driving a street sprinkler in Venice.
- Assistant lineman for a wireless company.
- Bathing suit censor on the Sahara desert.
- Keeping the grass cut at the North pole.
- Gathering the eggs the rooster lays.
- Running a clothes pressing business for Zulus.
- The humorous editor of the Congressional Record.
- Coaching the glee club in a deaf and dumb school.

Times Are Changing Examine Your Will



A certain man miscalculated the effects of the depression. He had made his will in 1925. Under it he specified several sizable bequests, to be paid at once upon his death. His wife was to receive the residue of the estate.

When he died last winter, the executor of his will paid the bequests promptly, as directed. But where was the wife's residue? The fall in the security market had practically wiped it out.

Of course, this man could not have changed the trend of the market. But he could have changed his will, making his wife come first—as he had really intended—instead of forcing her to come last.

* * * * *

LOOK AHEAD. Get out your own will and read it over. Is it up to date? Why not go over it with one of the officers in our Trust Department? Perhaps he can make some practical suggestions which your lawyer can incorporate in that valuable document.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Bitley—J. A. Beardslee succeeds D. P. Leffingwell in general trade.

Lansing—The Novo Engine Co. has decreased its capital stock from \$675,000 to \$337,500.

Boyne City—The W. H. White Co., lumber, has decreased its capital stock from \$200,000 to \$4,000.

Detroit—Sales Service, Inc., 405 Central Detroit Warehouse, has changed its name to the J. J. Thompson Co.

Benton Harbor—The Kinney Coal Co., Territorial street, has been incorporated to deal in fuel of all kinds with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—W. M. Ackerman has re-engaged in the wholesale electrical supply business at 549 Pine avenue under the style of the W. M. Ackerman Electric Co.

Detroit—The Standard Mill Supply, Inc., 928 Adelaide street, dealer in waste materials, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Thomas H. Johnson, Inc., 2016 Ash street, has been organized to deal in food products, with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Dearborn — The McFarland Mortuary, Inc., 5027 Shaefer Road, has been incorporated to conduct an undertaking business with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Detroit Shops, Inc., 3156 Penobscot building, has been incorporated to deal in wearing apparel for women with a capital stock of 100 shares at \$30 a share, \$3,000 being subscribed and paid in.

Flint—The Flint Food Market, Inc., 915 Citizens Bank building, has been incorporated to deal in groceries, meats and produce with a capital stock of \$50,000, \$4,500 of which has been subscribed and paid in.

Detroit — Maas Bros., Inc., 8960 Grand River avenue, has been organized to deal in dry goods, shoes and general merchandise with a capital stock of \$15,000, \$1,000 being subscribed and paid in.

Homer—The Michigan Dairy Farms Co., which opened its plant for business last week, enlisted seventy-two patrons the first days. Butter, milk powder and sweet cream will be the principal output of the new plant.

Detroit—The Dutch Mills Bakeries Sales Corporation, 12990 Houghton street, has been incorporated to buy, sell and deliver bakery products with a capital stock of 100 shares at \$100 a share, \$1,000 being subscribed and paid in.

Hamtramck—The Walter H. Teodecki Co., 10300 Joseph Campau street, dealer in apparel for women and men, has merged the business into a stock company under the same style with a capital stock of \$6,500, all subscribed and paid in.

Pontiac — Fred LaLone, wholesale dealer in well supplies, pumps and electric motors, has merged the business into a stock company under the style of Fred LaLone & Co., 80 Lafayette street, with a capital stock of \$3,000, all subscribed and paid in.

Wayland—James Vis & Son have sold their stock of agricultural implements to Birney Lemon, of Coopersville, who has removed it to that place. Mr. Vis retained the Boles garden tractor business, transferring the stock of machines and parts to Grand Rapids.

Detroit—Sucher Bros. Coal Co., 3149 Central avenue, dealer in fuel, builders supplies, ice, etc., has merged the business into a stock company under the style of Sucher Brothers, Inc., with a capital stock of 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—Yockey Bros., conducting auction sales and dealing in furniture at retail, has merged the business into a stock company under the style of Yockey's Auction House, Inc., 4303 Fourteenth street, \$3,000 common and \$7,000 preferred, \$1,000 of which has been subscribed and paid in.

Kalamazoo—John M. Lucasse, 824 South Westnedge avenue, for many years engaged in the grocery business in this city, died at Bronson hospital Sunday. He was 69 years of age, a native of Kalamazoo, and had resided here all his life. He had been ill for several months following an attack of influenza and was removed to the hospital two weeks ago for an operation, from which he never recovered.

Lansing—What is claimed to be the oldest retail shoe store in Michigan will pass out of existence soon after a prosperous history of seventy-six years. The firm is the Woodworth Shoe Co. on North Washington avenue. Three generations of the Woodworths have maintained the business. It was founded in 1856 by George A. Woodworth and his son, Henry A. Woodworth. Father and son came to Lansing from Rochester, N. Y., after having traded an equity in a business in their home town for a farm on the old River Road, North and West of Lansing. In 1870 George R. Woodworth died and his son, Henry, now past his ninety-fifth year, continued the business. Mr. Woodworth later took his two sons, Harry P. Woodworth and Robert Woodworth, into the business under the firm name of H. A. Woodworth & Sons. Robert Woodworth later purchased a store in Bay City which he conducted until his retirement a few months ago. Harry P. Woodworth died in December, 1931, and his brother, Robert, returned to Lansing to take active charge of the business here.

Manufacturing Matters.

Detroit — The Colloidal Paint & Products Co., Inc., 933 Custer avenue, manufacturer and distributor of chemical products, has merged the business into a stock company under the same style with a capital with a capital stock of 10,000 shares at \$1 a share, \$10,000 being subscribed and \$2,000 paid in.

Jackson—S. H. Camp, manufacturer and dealer in surgical supports and braces, has merged the business into a stock company under the style of Samuel H. Camp, Inc., 109 West Washington avenue, with a capital stock of \$1,000,000, \$140,000 of which has been subscribed and paid in.

Plymouth — Happy Chick Laboratories, Inc., has been organized to manufacture and deal in foods and preparations for poultry and live stock with a capital stock of 500 shares at \$10 a share, \$1,000 being subscribed and paid in.

Chelsea—The Tower Creamery Co. has been incorporated with a capital stock of \$15,000 common and \$20,000 preferred, \$10,000 being subscribed and paid in. The company will manufacture butter and deal in milk and dairy products.

Detroit—The American Record-ograph Co., Tuller Hotel building, has been organized to manufacture and sell recording and reproducing equipment, with a capital stock of 75,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Death of William Alden Smith.

This man was as keen as a Damascus blade in the great fields of business, politics and statesmanship and won marked success in all of them. He was a man of great personal charm. Some of the best known citizens of Grand Rapids had an affection for William Alden that has been lavished on no one else. His personal qualities were such that he drew it out. With a brain so well ordered as to be extraordinary, and a heart that was ever courageous, it is not to be wondered at that Mr. Smith went high. The Nation he served with such fidelity has lost a man of splendid equipment. The people with whom he was identified in business have lost an associate who was an inspiration to them. His circle of personal friends are bereft of a companion of rare qualities.

Answer To Letter in Realm of Rascality.

Chicago, Oct. 10—We wish to acknowledge your communication of Oct. 8, relative to a Mr. William Goodman.

For your information we would state that Mr. Goodman was employed by a branch agency up to the latter part of August. Due to the fact that he did not take up checks bearing his endorsement that had defaulted, his services were dispensed with. We received general information that he was leaving for New York City, but further than that we have no trace of him.

We do not believe Mr. Goodman would forge any checks, although if such facts were proved, we would not condone any such acts, but would assist in prosecution of the guilty party.

If you will send us the names of the makers of the checks referred to, we will endeavor to assist you in obtaining the money your clients are entitled to, providing such makers are enrolled with this institution as students. Otherwise, we have no interest in the matter.

Inter-State University.

Rayon Anklet Prices Lower.

Despite the fact that cotton and rayon prices are above those prevailing at the corresponding period of last year, competition among producers of rayon-mixture anklets has been so severe that current quotations are slightly under the opening levels of 1932. A fairly brisk demand has appeared since the Spring, 1933, levels were announced some weeks ago, but mills have been unable to lift prices in line with the higher commodity

levels. Major interest is centered on the numbers to retail at 10 and 15 cents, which are improved in quality over last year's offerings.

Further Gain in Quality Trend.

Reports indicate that better quality merchandise showed further gains in retail trade during the week. Both in apparel and home furnishings, there was a very definite trend toward higher grade goods, in which price was not the major factor. Buying interest, executives said, reveals a stronger swing to the medium price brackets, with considerable shopping around being done by consumers to fill their needs. Orders reaching the market from out-of-town stores reflected a similar emphasis in which value at the specific price point was outstanding.

Christmas Card Orders Increase.

Substantial orders for holiday greeting cards, in retail price ranges up to 25 cents, are now being received from stores on the Pacific Coast and in the mid-West. The orders supplement sample quantities taken by the retailers early in the Summer. Cards packed in assortments of a dozen and retailed at unit prices ranging from 25 cents to \$1 are in heavy demand among buyers. Stores in the East are delaying purchases and will not place final orders until late this month.

Cotton Blankets Hold Steady.

The recession in cotton prices since new and higher lists were issued on cotton blankets in the early part of September has failed to affect adversely that market and mills are holding quotations steady. Wholesalers comment on the fact that they are unable to obtain goods when they offered orders at levels prevailing before the September lists were issued. Plaids appear to be the outstanding styles and some mills are unable to make immediate shipments on these types of goods.

A Cloud.

I am wondering
At the fleecy thing
Breath is it of Taurus old
As he quits the winter's cold
Or mayhap the Pisces be
Spouting mists adown their sea;
Falling, fleeting,
Then retreating
Quiet, rolling undulating
Oh the lines are fascinating
Of a cloud in yonder sky.

I am wondering
Is it venturing
Quite would go another way
Than the wind directs today—
On a journey off afar
Visiting another star
Veiling, flying,
So defying
What a thrilling undertaking
Stellar haloes to be making
By a cloud adrift the sky.

I am wondering
At its coloring
Is there somewhere up on high
On the course a cloud must fly
Gold, and silver linings too
Colors kept in rendezvous
Pure and yellow
Rich and mellow
Waiting to be used in showing
Vistas, dreamlands, glories growing
Out of clouds across the sky.

I am wondering
Is it wondering
At the sights it also sees
As it rides before the breeze
Back and forth around the earth;
Suffering in lands of mirth
Famine, treason
Without reason
Pride and hate, the same always
Could we hide these for a day
From a cloud up in the sky.
Charles A. Heath.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.70c. Beet granulated will be in market soon.

Tea—No important change has occurred in the first hands tea market. There have been some fluctuations in primary markets in Indias and Ceylons, but no change in this country. Consumptive demand fair.

Coffee—Early in the week the revolution in Brazil came to an end and the market on Rio and Santos coffee at once broke several cents a pound, referring particularly to futures. Actual coffee has shown some decline, but not as much as futures, for the scarcity of Rio and Santos, especially the latter, in this country is still practically unaffected. About the middle of the week the situation changed again when news was received that the port of Santos was again closed. At present the situation is very irregular and uncertain. It depends very largely on whether Brazil intends to resume shipping coffee to this country. The undertone, however, is still weak as everybody knows there is plenty of coffee and if it reaches this country in any volume prices are certain to drop decidedly. Milds are feeling to some extent the weakness in Brazils. The jobbing market on roasted coffee has not had time as yet to feel the full effect of the drop in Rio and Santos. This is the time to buy coffee for wants only.

Canned Fruits—Announcement of formal opening prices on California fruits provided the chief development of the week in canned foods. Even among operators and others whose price ideas usually are more or less below the ideas of leading packers, the effect of the opening prices was to cause withdrawal of offerings at the prices prevailing just before. Heavy movements of lower grade fruits both to domestic and foreign markets has pretty well depleted the supply. Shipments to the United Kingdom have been heavy, both from California and the Northwest, as a result of the recent Ottawa conference, under which preferential tariffs will go into effect after ratification.

Canned Vegetables—While the tomato market appears to be about unchanged, except for a tendency to shade the \$2.50 price on No. 10s for carlot business, the Maryland peninsula section holds well to prices on other vegetables, and some primary brokers look for advances on stringless beans. This advance is predicted because of the relative scarcity and higher prices which prevail on fresh beans, as well as the good statistical position of the canned variety. Corn continues quite firm in all markets and peas likewise are well held. As they have been removed from the position of low price prominence among retail outlets, there is less emphasis on both corn and peas. Buyers are filling their requirements rather closely and pay little heed to what the market will be after the turn of the year. Consumer buying power will be the final answer to how these items will finally go. The movement of fancy peas has been restricted, but fortunately for the canners, they had

so little, comparatively, that their un-sold inventories are proving no burden.

Canned Fish—The situation in red Alaska salmon is still irregular and some shading being done. Alaska pinks are also somewhat irregular and are being quoted by some holders at very low prices. Fancy salmon is wanted and stocks are getting low; price firm. There is some little evidence of greater firmness in Alaska salmon, but there is still lots of cheap stuff about. Other canned fish unchanged and quiet.

Dried Fruits—The dried fruit market here has been taking its usual holiday breathing spell. Prices are steady, and stocks here generally adequate, without being burdensome. There is no sign of easiness in any line. Prices are well maintained here and on the Coast. Buyers are now content to draw on stocks already purchased as they are sufficiently covered for the near future. After the holidays this week, there ought to be a return to buying in a more substantial way. There is nothing to be gained in delay, as the Coast market keeps in good shape, and the trade can cover now their needs with little danger of reactions. The news from the Coast last week was that prices were generally steady in raisins, prunes were firm under the pool's control, and some grades of apricots. Dried peaches and pears are moving in a very narrow price range. The fig market has not as yet taken on definite shape. Good pre-holiday business is expected to develop well in advance of the Thanksgiving, however. With the first shipment of dates due in in about a week or ten days, trade outlets are ready to take on their requirements as the market is bare.

Beans and Peas—The market for dried beans has shown more weakness during the week, the downward trend touching practically all items. Dried peas, which were fairly firm early in the week, weakened later.

Cheese—Cheese shows but a moderate demand and values are steady.

Nuts—The market is quite active here. The demand for domestic walnuts is still the feature of trading. The California Walnut Growers' Association reports its business in this market has set a record for volume thus far with the new low prices and the early crop stimulating demand. Already Mayettes have advanced 1c per pound and it is expected that other varieties will soon be higher also. Almonds have been booked in good volume also. The shelled nut market is about the same. There is no forward demand and stocks continue light. Exporting countries are holding around present price levels and apparently finding markets other than the United States.

Rice—Clearer weather prevails in the Southern rice market and offerings are again being made, but growers are very firm in their price ideas on rough stocks, and little is moving to the mills. The tendency now is to wait until stocks of new crop Blue Rose become more abundant, and distributors, as well as millers, are closely covering their requirements until that time, feeling that prices will recede accordingly.

Salt Fish—The mackerel situation is firm. It is now established that the Irish and Norway packs are small, leaving the bulk of the market to American shore mackerel, which shows no over-supply. Buyers are interested, especially as prices have not materially advanced and are very attractive. New Holland herring is now coming into the market.

Sauerkraut—Although prices have a firm tone the basis for 1932 kraut is unchanged. To date there has been no large demand.

Syrup and Molasses—Sugar syrup continues firm on account of light production; demand fair. Compound syrup is unchanged and shows a little better demand. Molasses, that is the fine grocery grades, is moving better on account of the season. Prices are unchanged.

Vinegar—Vinegar makers express satisfaction with the level of demand. Business has been running about even with last year. Prices are firm because of the lack of an over-supply.

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, \$1@1.25 per bu.; Wagner, \$1@1.25; Spys, \$1.50 for No. 1 and \$1 for No. 2.

Bagas—Canadian, 60c per 50 lb. sack.

Bananas—3½@4c per lb.

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

Butter—The market has had both up and down fluctuations. Last week it advanced on account of light receipts and generally firmer feeling. The following day the situation turned weak again and the market declined. At the present writing it is fairly steady with a satisfactory demand and fair receipts. Jobbers hold plain wrapped prints at 20½c and 65 lb. tubs at 19½c for extras.

Cabbage—35c per bu.; 50c for red. California Fruits—Plums, \$1.40 per box; Bartlett Pears, \$2.25 per box; Tokay Grapes, \$1.35.

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

Cauliflower—85c 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, Early Black.

Cucumbers—No. 1 home grown, 60c 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 ----- \$1.55
Pea from farmer ----- 1.35
Light Red Kidney from farmer.. 1.90
Dark Red Kidney from farmer.. 1.90
Cranberry beans to farmer --- 2.40

Eggs—Fine fresh eggs are continuing scarce and firm. The market began the week with an advance of 2c per dozen. Jobbers pay 26c for 56 lb. crates and 28c for 57 and 58 lb. Jobbers sell candled eggs at 29c. Cold storage are now being offered on the following basis:

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

Grape Fruit—Florida command \$5.25@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—\$1.25 per hamper for Calif. or Wash.

Green Peppers—75c per bu.

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 ---- \$3.25
Imperial Villaey, 4s and 5s, crate 3.75
Home grown leaf, per bu. ----- .50

Lemons—The price is the same as a week ago, as follows:

360 Sunkist ----- \$11.00
300 Sunkist ----- 11.00
300 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.

Onions—Home grown, 40c per bu. for medium yellow and 60c for white. Growers are receiving 40c per 100 lbs. for their crops. Domestic Spanish, \$1.50 per crate.

Parsley—40c per doz. bunches.

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

Elbertas ----- \$1@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; Kiefers, 35@50c.

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

Plums—German Prune, \$1@1.25.

Potatoes—Home grown 40c per bu. on the local market; Idaho bakers, 30c for 15 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 12c
Light fowls ----- 8c
Ducks ----- 10c
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.

Squash—Hubbard, 75c per 100 lbs.

Sweet Potatoes—\$2.50 per bbl. for Virginia.

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.

Fractional horsepower motors having correct amounts of oil for each bearing sealed in at the factory are now being offered.

MUTUAL FIRE INSURANCE

Will People Never Learn?

When my barn burned Sept. 19, 1930, a neighbor about a mile away was building a barn 120 feet long, of lumber, of course. I built a tile barn with steel girders for floor over basement, steel posts set in concrete and a metal roof.

This summer that large barn burned, starting on or in the hay in the forenoon soon after a load of hay was put in—cause unknown—but the insurance company paid \$7,000 or more covering contents, and a smaller barn which the Dexter fire department could have saved if there had been plenty of water. It was put out twice and then the half-filled cistern was empty. On the same repaired foundation walls a new barn is visible from my home—of lumber, of course. Well, it helps the local carpenters to live, which is quite important now. An hour or less after the barn took fire a strong West wind brought burning embers nearly a half mile and set fire to an old shed near a large group of old buildings. The farmer's wife was outdoors and saw that shed on fire. The telephone summoned men from the scene of the fire and it was taken care of and a watch set until danger was past. One of the men summoned realized that his home a quarter of a mile this way was in line of the wind. He hastened home and found a burning shingle in his yard and grass on fire about it. About twenty rods from the shed mentioned is the school house with dilapidated buildings near. Across the road East is the church and across North a community hall. One-half the school house roof was much in need of repairs. The week before school was to open a new wood shingle roof was put on that side and chimney repaired. Metal roofs cost little if any more than wood now.

I began the agitation for an adequate reservoir to aid protection of two groups of farm buildings—hall, church, school and another residence. A neighbor had forestalled me with a better plan. Within 600 feet of most of the buildings is a pond with plenty of water in ordinary seasons. He said have a neighborhood bee and clean out that pond. Weeks have gone by and no start made.

The Dexter fire engine, which is at the call of farmers, carries 1200 feet of large hose—four inch, I think—and a reel of smaller hose, leaving 500 feet of hose in the village for the old engine, in case of need. In one instance at least several hundred feet of hose were borrowed from Ann Arbor.

For two years I have been suggesting that the township should be organized into neighborhood units, select a chief and mate, hold meetings to discuss methods of fighting fire and saving property. Always there are spectators willing to help if they were asked. While they gaze at the fire there may be fence posts and telephone poles on fire near the ground where a grass fire has passed over. Fruit and shade trees may be girdled by a fire in the turf which would not be noticed without close inspection. Goods, vehicles and implements may

take fire from flying brands after being removed to a supposedly safe place. Someone should be set to watch things. Smoetime, possibly, fire insurance companies may take up the work of organizing farmers into fire-fighting units. They are not likely to do it themselves. E. E. Whitney.

Leaf and Brush Fires.

The autumn months bring, in most sections of the country, falling leaves. Householders trim the trees and vines on their property, and in general clean up before the winter months. Fire departments at this time should issue warnings against carelessness in burning trash, leaves and brush. Sometimes the fires are left untended, and the high winds whip the flaming particles in every direction.

These small fires create a definite hazard, and should be discouraged. All leaves and trash should be burned in metal receptacles, preferably with lids. These devices prevent in a great measure the fire scattering.

No fires should be allowed on streets. It is a common practice in some localities to let the leaves pile up in gutters, and then to set them on fire. Such fires are apt to travel for a whole block, and if any cars are parked there, a considerable loss may result.

In Cincinnati, the following ordinance has been enacted: "It shall be unlawful for any person or persons to kindle, or cause to be kindled, any fire in or upon any of the streets, lanes, avenues, landings, parks, or any public place within the limits of the said city, unless the same be confined within a proper and safe receptacle, and unless a permit be first obtained from the city manager."

The public should be warned of the hazards presented by these small fires, and the danger of their communicating to buildings, houses, or parked cars. No doubt local newspapers will be willing to run short articles on this very important phase of fire prevention. E. J. Ader.

A Tornado May Hit It.

An Indiana fireman, insured with "Grain Dealers Mutual," lives two doors from the fire station. He is somewhat of a nut on fire prevention and has so rigged up his garage as to make it practically theft and fireproof. The garage has two locks on the door and the door itself is so arranged that when it is opened even after the locks are unlocked a loud burglar alarm rings until it is shut off inside of the garage by means of a secret switch. The interior of the garage is honey-combed with strings so arranged that any flame in any part of the garage would sever one of these strings and also turn on a fire alarm. The car itself is also equipped with a special theft-proof device. He has it arranged by means of a secret switch in the tonneau so that when the car is parked the ignition system is entirely cut off, even the starting motor. If the hand brake is released, in order to tow the car away, a loud horn blows continuously as long the brake is not set.—Our Paper.

Towser's Cut.

A visiting fireman went into a small barber shop in the convention city, and took his seat in the chair. After the barber had been working on him for a few minutes, the fireman remarked, "Your dog seems very fond of watching you cut hair."

"It ain't that," replied the barber, "sometimes I snip off a piece of ear."

Epitaffy.

A motorist sleeps
In this flower-strewn patch.
He measured his gas
By the light of a match.

—The Safe Worker.

High finance doesn't look for new lows.

Electrical Lines Show Gains.

Orders placed in the wholesale market last month for small electrical appliances ran 5 per cent. ahead of August totals, but still fell below the expectations of sales agents. Re-orders on merchandise were numerous, but involved only small quantities of goods. In the field of larger and more expensive goods, electrical refrigerators again stood out. Price reductions and the introduction of models at new low figures by several of the leading producers helped to stimulate demand. Sales of models available around \$100 were especially notable from a volume standpoint.

One touch of love mends all heart punctures.

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WILLIAM N. SENF, Secretary-Treasurer

What you can do to add to your profits!

You can examine the insurance item in your overhead expense for hidden profits. If your protection is not completely mutual, return the coupon to one of the Federal companies today. They offer fire and windstorm protection at a saving of 30 to 40%. A saving on your overhead expense is a profit for your business and yourself. The sooner you Federalize your protection the sooner you save.

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Stevens Point, Wisconsin

Minnesota Implement Mutual Fire Ins. Co.
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Federal Hardware & Implement Mutuals, Stevens Point, Wis.
Please send me without obligation complete information about the Federal Plan.

Name _____
Address _____
City _____ State _____

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Cadillac, Oct. 7—You have had such a wide experience in dealing with crooks and those who make a practice of gypping people within the letter of the law that you may have some suggestion as to bringing the following to time.

A few months ago we cashed a check for a traveling salesman (the exception, of course, and therefore the one we got caught on) whom we did not know, but who seemed reasonable at least. It was small, for about \$12.50 and about a third was taken in merchandise. It was taken from a minor (as we later found out) who had no account in the bank and as it was for the first payment of a course of study he later decided not to accept, he refused to honor it. It looks like typical high-pressure salesmanship to us from that angle. However the salesman, whose name is William Goodman, works for the Interstate University of Science, 440 South Dearborn street, Chicago. When we took up the matter with them they sent out a mimeographed form letter acknowledging it. This must be a habit when this is the type of reply to expect. They offered to help. We have tried through an attorney and our credit bureau to get the name of Mr. Goodman's home address and they refuse to supply it. The check was protested, so it has a legal standing and we would attach his bank account or other property if this could be located. But with their shielding him, we can think of no way to get this information. If you can suggest some method we should certainly get a kick out of showing them this can't be pulled successfully.

Carl L. Maurer.

Jeffrey Jewelry Co., Chicago, has been ordered by the Federal Trade Commission to cease representing by the words "Indian" or "Navajo," or other words, markings or labels that the jewelry it sells is manufactured by hand by American Indians, when such is not true.

Misrepresentation of the powers of an automobile accessory are to be discontinued according to an order of the Federal Trade Commission to Frank J. Clark, Battle Creek, trading as Syncro Motors Co. and manufacturing a device known as "Syncro Ignition System," sometimes described as a "high frequency spark transformer."

Clark is ordered to cease representing that the device, when properly installed on an automobile in accordance with his company's directions, will accomplish the following: Reduce the amount of gasoline consumed per mile from 25 per cent. to 33 per cent.; prolong the life of the crankcase oil and eliminate the necessity of change thereof oftener than 2,500 miles; eliminate formation of carbon in the cylinders; prevent the fouling of spark plugs; enable a cool motor to start more quickly, and give complete combustion.

The device is no longer to be described as a wonderful gas and oil saver or as indispensable, or as applying to the ignition system a wonderful new form of electricity comparable with radio. It is not to be called a miniature welding flame nor is it to be represented as creating an "ionized field" about the plug points exerting a chemical influence on the gas.

Clark and his representatives, in their sale of the device to prospective purchasers or so-called agents for resale, is no longer to represent that he has made any special selection of such agents because of their personal qualifications or otherwise, or that he is conducting an advertising campaign in co-operation with or to promote the sales of such agents. He is not to assert that he has enquiries from dealers or other prospective customers awaiting the prospective agents' attention, except in instances where such statements are true.

L. Fatato, Inc., wholesale grocer, has been ordered by the Federal Trade Commission to cease using, in the sale of tomato paste, the word "Posilipo" on brands, labels, containers or packages or in advertisements. Posilipo tomato paste is manufactured for the company from tomatoes grown in this country only, it was brought out in the Commission's complaint against the firm.

According to the order, the company is also not to use words, phrases, pictures, designs or vignettes implying that the tomato paste is made in or imported from Italy or other foreign country, or made from tomatoes grown in such countries, when this is not true. Exception is made in the order that the words, phrases and designs of the company's present label, minus the word "Posilipo" may be carried as a brand or label or in advertisements of a tomato paste made from the "plum-shaped tomatoes" grown in the United States or a foreign country, provided apt and adequate words or phrases are used in conjunction therewith and in close proximity thereto, to indicate clearly that the product is made from tomatoes grown in the United States, or grown in a foreign country and manufactured in the United States or such foreign country, as the case may be.

The Federal Trade Commission has dismissed a complaint charging Bleadon-Dun Co., Chicago, with misrepresentation in sale of electrical appliances for use in treatment of diseases. The corporation is a bankrupt and no longer engaged in the business described in the complaint.

The Federal Trade Commission has ordered M. Harris, dealer in fountain pens, Philadelphia, to discontinue selling any fountain pen or other pen designated as "Schafner Lifetime Pen," or Genuine Schafner Lifetime Pen," "Schafner" or "Schafner Pen," or by any other words simulating or suggesting the word "Sheaffer."

The Federal Trade Commission has ordered Roggen Bros. & Co., Inc., New York, to stop selling shirts labeled with the words "Troy Tailored" or "Troy" unless such shirts are actually manufactured in the City of Troy, New York, which is well known as the home of a number of shirt factories.

L. F. Cassoff, Brooklyn, manufacturer of paints and varnishes, has been ordered by the Federal Trade Commission to stop advertising or labeling

(Continued on page 23)



M. E. Davenport
President.

FALL TERM STARTS

AUGUST 29 and SEPTEMBER 6

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**Wolverine
Soda
Crackers**



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NEW QUARTER FAVORABLE.

As the last quarter opens there is additional evidence of a reversal of the situation which prevailed two months ago. In July and August there was an outburst of speculative activity without any visible sign of trade recovery, except a gradual revival in demand for textiles from an extremely low plane. This absence of tangible improvement was, moreover, especially pronounced in the case of iron and steel and the other heavy industries.

Now, however, security and commodity prices are on the decline, although each week brings to light further, although admittedly gradual, recovery in industrial activity. This improvement has now spread to the steel industry, which on the basis of official figures showed an increase of 23 per cent. in the seasonally adjusted daily average rate of steel ingot production in September, as compared with the corresponding figure for August.

This was the first upturn in the rate of steel output since last January. Pig iron production also showed a contra-seasonal gain in September. These upturns are all the more gratifying because the percentage of steel ingot capacity engaged in September exceeded the average of the weekly estimates by leading authorities in the trade.

In the financial field there have been further substantial imports of gold and an additional large decrease in money in circulation, adjusted for seasonal changes. Both of these factors work in the same direction toward easing the banking position by enabling member banks to repay their borrowing from the Federal Reserve Banks and by enabling the Reserve Banks to make less use of the emergency provisions of the Glass-Steagall act.

For the week ended Oct. 1 the weekly business index shows a further advance, mainly through a further rise in freight car loadings. Commodity prices, however, have continued to weaken, the weekly price index dropping back to 93.1 from a recent peak of 96.3, thus canceling about one-third of the sharp rise from the end of June to the first part of September.

TWELVE HUNDRED BIRDS.

It is nearly one hundred years since John James Audubon finished his edition of 161 books, each carrying 435 hand-colored plates of American birds. For the better part of a century that monumental work has stood as the great ornithological record, in pictures. Now it has been surpassed. Reginald I. Brasher has completed his twelve-volume work on American birds.

For twelve years he worked. He finished 400 pictures. They did not satisfy him. He burned them and started over. Five years later he destroyed most of what he had done a second time. Then he started his final version. For twenty-three more years he painted, revised, culled out and repainted.

Then he found that the price of reproducing his priceless plates would be exorbitant, and that even at the price the best reproduction could not guarantee color exactitude. So he started work on an edition of 500 sets,

each plate reproduced in black and white and colored by hand from the originals. He did 100 copies of the first of the twelve volumes in six months and realized that he could not live long enough to finish the project. He reduced the edition to 100.

Now he has finished these 100 sets, 1,200 volumes containing 90,000 plates, each of which Mr. Brasher himself colored with the greatest accuracy to nature that man's hand and eye can muster. The books have been sold by subscription, to wealthy nature lovers and libraries, at a price which, though large in dollars, cannot begin to approach the amount of labor put into them. They are the work of a man's lifetime, such a work as a few men have ever had the ability, the persistence and the insistence of minute detail to achieve. Mr. Brasher's life work is done, and, at sixty-three, he said, looking at the completed project, "The hardest jolt was when I found that I was through."

ESTIMATE DISAPPOINTS.

The Government cotton crop estimate of 11,425,000 bales came as a distinct disappointment to the cotton goods industry, which had been expecting a more favorable report. Fiber quotations dropped more than \$2 a bale, but the gray cloth market remained fairly orderly, with both sellers and buyers adopting a waiting attitude.

What effect this unfavorable development will have on the industry during the remainder of the year will depend on the manner in which leaders in the trade handle themselves. If mills and selling agents resign themselves to the fact that the feverish August activity was abnormal and that the recent less active business was on a healthier basis, the trade should be able to pass through this last quarter without major damage to the price structure. The industry, however, has its somewhat panicky element and the action of this group may find a reflection in the general market, favorable or unfavorable.

Hope rests in the fact, however, that in recent years this element has tended to dwindle in importance, as the progressive measures advocated by leaders have knitted the intelligent factors more closely together. The strides made in adoption of the 55-50 week and in the elimination of night work for women and minors bear witness to this.

So far as the statistical position of the cotton goods market is concerned, it continues fairly strong. Printcloth stocks are still low, and, with the lessons learned in the past, it does not appear likely that mills will overproduce. Finished goods business will keep many plants busy for some time, and, with prospects of a fairly good Spring demand, the industry should be able to hold steady.

BRITISH TRADE.

Little of the apprehension noticed in export circles immediately after the Ottawa conference last Summer is discernible at present among those who make a specialty of selling goods to England and her colonies. The unity of feeling among those making up the

British Commonwealth of Nations, which exporters believed would be an immediate outgrowth of the meeting for the formulation of empire trade agreements, has so far failed to manifest itself among the business men within the empire. In addition, the approval of the trade pacts by legislative bodies throughout Great Britain faces more obstacles daily. Of concrete satisfaction to American shippers is the fact that the proportion of trade between this country and the British colonies stands at the same level, and in some cases at slightly higher levels, obtaining before the Ottawa meeting took place.

In the case of Australia, commercial advices received by business houses here engender the hope that the United States will gain rather than lose as a result of the Ottawa sessions. A belief that statesmen representing Australia sacrificed the commonwealth's interests for the benefit of the empire has grown up there. To show their resentment, many importers are reported favoring products of the United States whenever possible. This reaction, Americans contend, will gain in strength and eventually force a modification of tariff restrictions against non-empire goods.

In the meantime, as the prospects of legislative contests over ratification of the Ottawa trade agreements grow in the empire, selling efforts by United States manufacturers are being increased. The result has been that current orders have held up to previous levels and American exporters have been able to effect contacts with British buyers which the exporters believe will be proof against all but the most radical of tariff restrictions.

BRANCH-STORE EXPANSION.

Along with the current trend toward decentralization of buying operations by large retail units has come a reappraisal of branch-store expansion in the department store field. The branch unit, largely a product of the 1927 to 1929 expansion period in retailing, does not seem to have proved successful under more difficult merchandising conditions. Some branch stores have been abandoned, while others are proving burdens which the parent stores wish they had not assumed.

One reason for lack of success, however, may lie in the notion that a branch store merely should be an offshoot of the parent store, conducted more or less as a sample and order-taking depot, with the actual stocks carried very limited. This type of branch store could not stand up under the stress of competition in its local community. There does appear to be opportunity for the successful operation of units, completely divorced from the main store except for its name, and merchandised locally.

Indications are, however, that further expansion either in additional department store units or in the size of main stores is a matter that will be approached carefully for some time to come. Plant capacities of many retail establishments now range from 25 to 40 per cent above actual sales.

It seems obvious that intensive study of how to get the best return per square foot of selling space is worthy of consideration with rent reductions and lease changes.

HONORING THE DOUGHNUT.

This month has been officially designated as "Doughnut Month" by two hundred bakers' associations and their publications. The designation brings to mind the pioneer days, when the bustling housewife baked a large batch of doughnuts to supplement succulent roasts, delicious home-made pies and other culinary triumphs for an equally bustling husband. It was a time when nobody thought about the size or the location of a waistline. The bakers' associations, having taken over the housewifely task of turning out doughnuts, have adopted as a motto a remark in a speech which was made about a year ago by President Hoover, who said: "If we proceed with sanity we must not only look at the empty hole in the doughnut." If the various kinds of weeks set aside in the interest of this thing or that were placed end to end, they would reach from here to the moon. But the bakers have appropriately used a little leaven and raised the length of their celebration from a week to a month. The doughnut has its established place when October brings the apples, cider, pumpkins and other feasty things of the Fall.

A VANISHING TRADITION.

America's centenarians are either losing in their race with the years or they are reckoning their ages more accurately. A new compilation by the Census Bureau shows that those who gave their ages as more than 100 years numbered only 3,964 in the last census, while ten years ago 4,267 claimed that distinction. The decrease in centenarians probably is an indication of the dying tradition more than anything else. Negroes constitute almost two-thirds of the listed centenarians. For years it was almost an essential of Southern districts that some aged man or woman there should be well over 100, at least in popular fancy. Because there were few records kept of births in slavery days, this custom gained a foothold. Now the custom is dying. The statistics are probably beginning to catch up with actuality.

DRY GOODS CONDITIONS.

While rainy weather has reduced volume somewhat, retail trade makes a fairly good showing. Consumer buying is reported as exceptionally brisk. Purchasing centered largely on women's apparel and home furnishings, with business in men's wear registering a pick-up as compared with recent weeks. Further gains were noted in the demand for better grade merchandise.

Although the current month has one less shopping day than October a year ago, retail executives believe that sales for the period are likely to prove a shade better than the September comparison. Several stores launched their anniversary sales this month, which a year ago were held in September, and this undoubtedly will favorably affect comparative volumes.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I had occasion to visit Evert last week to secure data for the biographical sketch of V. R. Davy, which is published elsewhere in this week's paper. I figured that I could cover the distance in about eighty miles, but when I drove into the main street of Evert my speedometer disclosed that I had traveled 88 miles.

The distance from Reed City to Evert via M 10 is now 14 miles. A shorter and more direct route is under construction and eight miles—two four mile stretches—have been covered with cement. I was told that the completed portion of the thoroughfare would soon be opened to the public.

In calling on the merchants of Hersey I was pleased to meet John T. Delzell, druggist, who was attending school in Reed City, sixty years ago, when I was clerking in the general store of D. M. McClellan. Mr. Delzell has the only drug store in Hersey. He bears his years with becoming dignity, conducting a store which would do credit to a larger town than Hersey.

My first visit to Hersey was during the winter of 1872-73, when I accompanied a relative to the grist mill—the first one to be conducted in Osceola county. If I remember rightly, the motive power was supplied by a dam over the Hersey river. The late D. A. Blodgett was then the dominant figure in the county. He was then well started in the purchase of enormous holdings of pine land which later made him one of the wealthiest men of Michigan.

Greatly to my surprise I was told there is not a vacant house in Hersey; that the operations at the gravel pit and the construction of the new cement road on M 10 now furnish employment to every idle man in the vicinity.

I had not been in Evert for many years and was naturally delighted to meet so many old friends and patrons of the Tradesman. The town I knew best was the town of Scott Gerrish and Joe Sayles. Now it is composed of men of equal ability, of which the Messrs. Davy are conspicuous examples. The main street of the town is broad and commanding looking, lined on both sides with well-built stores containing up-to-date merchandise and managed by progressive merchants.

Scott Gerrish is very generally conceded to be the first lumberman who ever built a logging railroad. Regular railroad rails were used. The road was utilized to convey logs from the Gerrish camps to Lake George, whose waters reached the Muskegon river through Doc and Tom creek. Gerrish had beautifully lithographed passes made in the name of the Lake George and Muskegon River Railroad. Signed by himself as president, he sent one to every railroad president in the country. The response was so generous that he could travel anywhere he

wanted to go on a pass. Chauncey M. DePew was then president of the New York Central and wrote: "I cannot find your railroad on the map, but I suppose it is all right, so here is your pass with my compliments." Mr. Gerrish replied: "My road may not be as long as the New York Central, but it is just as wide." As I recall the circumstances, Gerrish died as the result of an attack of spotted fever, as it was called in those days. It is now known as spinal meningitis. He was a very enterprising and agreeable man who would probably have taken rank with D. A. Blodgett, Tom Stimson and John Brown, financially speaking, if he had lived. He was a good deal of a plunger, like R. G. Peters, of later days, and if he had lived he would probably have been alternately a millionaire and a pauper several times.

The Wolf brothers—Dave and Ben—started the foundation of their fortunes conducting a store in Evert which had been established by their father. They subsequently transferred their mercantile business to Cadillac, but returned to Evert and engaged in the manufacture of lumbering tools, which made them both rich.

The Evert Review was established in September, 1872, and has therefore entered upon its sixty-first year of successful publication. No change has been made in name since the paper was started. I was told that the paper has had but four ownerships during the past sixty years, which is certainly a pretty good record. For forty years or more the paper was in the hands of Minchen brothers—George and Jesse—who were certainly very excellent citizens, as I recall it. George survived his brother many years and came to be regarded as one of the oldest newspaper men, in point of service, in Michigan. He was a very dependable gentleman.

The soil East and West of Evert is not strong, but North and South of the town the soil is more fertile and farming conditions are conducted with more satisfactory results. The merchants of Evert have always cultivated friendly relations with their agricultural friends, which has contributed to the satisfaction and profit of both parties.

I was delighted to find so complete a dry goods emporium as that of Davy & Co., in Evert. I do not know of any other town of that size which is so greatly favored. Such a store naturally draws much trade to Evert which might otherwise go elsewhere.

I was pained last Saturday to learn of the death of Walter C. Ashley, who has conducted a collection agency in this city for the past eleven years under the style of Ashley's Collection Service. Mr. Ashley was not only an honest man, but a very energetic one. He was the most dependable collector of mercantile accounts I have ever known. He gave his clients the choice of two systems. One was the 50-50 basis. The other involved the payment of a \$25 retainer, in which case he kept 25 per cent. of all receipts and

handed 75 per cent. over to his customer. When he made a collection his client was handed his share within twenty-four hours. I hope sometime to find a collector who was as successful and scrupulous as Mr. Ashley, but such men are few and far between.

The two mile extent of black surfaced pavement on US 31, just South of Mona Lake, is being torn up, to be replaced with regular cement pavement twenty feet wide. The improvement was greatly needed, because the primitive pavement has not been in good condition for several years. The detour arranged by the contractor is disreputable to the nth degree—sandy, dusty and nasty. I am surprised that the State authorities at Lansing should permit the improvement to start until the detour is well oiled or the dust settled by the liberal use of chloride. Fortunately, the traveler can avoid the use of this wretched stretch of road by turning left on the paved road to the road which passes the Paul Raider place at the mouth of Mona Lake. The sign at the turn is Portoluna. This gives the traveler access to Muskegon or Muskegon Heights by traveling about three miles farther than he has to travel if he uses the official detour. The longer detour is accompanied by pleasant surroundings instead of nondescript homes and dilapidated out-buildings.

I was told by Muskegon friends that the Eastern stockholders of the Bennett Pump Co. are undertaking to force the removal of that great industry from Muskegon Heights to the location of the Eastern connection, but that Mr. Bennett has an option on the property and is bending every energy to secure funds to enable him to exercise his option. Mr. Bennett started the business and was the master hand in building it up to its present proportions. It is to be hoped that he succeeds in his undertaking. The Heights could ill afford to lose two factories the same year. The Tyler plant is now installed in its new building at Niles.

There is apparently no branch of the public service in which reckless extravagance does not prevail. The North American Review in the September issue publishes an article on the excessive cost of burying a dead congressman. It cost Uncle Sam \$21,322.55 to conduct the funeral of the father of William Randolph Hearst, besides the check for \$10,000 which was handed the widow. The funeral expenses include care of the remains, casket, outside case, flowers, railway transportation and food and drink. In the case of Representative Elston, of California, seventeen members of the House accompanied the remains to destination, at a cost of \$5,337.36 for railway fares alone. Nor does the extravagance stop when the last words are said at the grave. The eulogies handed out after death are printed in book form—4140 copies in each case at a cost of \$1 apiece. Each congressman receives four copies and the widow gets fifty copies. All of these copies are sent out over the congressional frank. Burying congressmen at

public expense dates back 123 years, when a Rhode Island congressman died. Among the expenses listed on that occasion was "sixteen pounds of crackers, \$3, and 11½ pounds of cheese, \$2.81. Congress allowed the item for crackers, but denied the expenditure for cheese. Now the average expense attending the death of a congressman is \$15,000.

Since history at best is plagued by human forgetfulness, perhaps now, when the conduct of the kaiser's war is a subject for official controversy, the time has come to speak a good word for what the army called "slum." So familiar in 1918, it is now almost a forgotten dish.

"Slumgullion" was its full name; yet, like most military heroes, it was known chiefly by its nickname. The result of accumulation rather than design, it betrayed the culinary influences of the races that made America the melting pot. It was both democratic and cosmopolitan. On a common base of beef stew, Hungarian goulash mingled with the New England boiled dinner and Irish stew consorted with roast beef hash Southern style. Although it was known to contain meat, cabbage, onions, garlic and carrots, critics were never long in reaching a point at which identification ceased. It was scornful of vitamins and careless about calories; yet its consumers were loud in their praise. A mess kit of "slum," a chunk of bread and a tin cup of coffee are known to have inspired a sense of paradise that would have made Omar Khayyam inarticulate.

By all means history should be revised to include at least a footnote about "slum." Without it the finest strategy of the Allied high command would have remained impotent and Versailles might be only the name of a town and not a treaty.

An encouraging story of progress in the campaign of education against illiteracy is found in the report of the Phelps-Stokes Fund, established by the will of Caroline Phelps Stokes to aid in the intellectual and social advancement of the Negro race in this country.

The accomplishment of the last twenty years is described as "little less than marvelous." Statistics support this characterization. In 1910 literacy among the colored population was calculated as 69.5 per cent.; the figure for 1930 was 90 per cent. Enrollment in public schools increased from 1,670,000 to 2,289,000 in the same period. Attendance at institutions of higher learning provides a startling contrast within the twenty-year interval. There were only about 1,500 colored students in college in 1910. Two decades later there were 22,478.

Negro illiteracy still accounts for a large part of the National rate, which has been steadily declining for thirty years. It is still more than twice as high as the figure for the whole country. The fault for this condition lies

(Continued on page 23)

FINANCIAL

Solution Demands Full Facts Be Given.

Washington statements about our Federal finances continue to be incomplete and misleading. The most recent one is that giving the figures covering the first quarter of this fiscal year. It places the deficit for that period at \$400,000,000. Examination shows, however, that this is only part of the story. During the period the public debt, after allowing for cash on hand, increased \$680,000,000. This was the real deficit for those three months, as the term deficit always has been used in this country until the last eight months.

The same type of discrepancy between what the Treasury called the deficit and the excess of expenditures over receipts was evident, it will be recalled, at the end of the last fiscal year. The Treasury gave the deficit for that period as \$2,885,000,000. The excess of outgo over income was \$3,150,000,000. In the current statement, therefore, the policy of incompleteness merely is being continued.

The discrepancy in the figures for the last fiscal year was the result of advances by the Treasury to the Reconstruction Finance Corporation in excess of \$500,000,000. The discrepancy between the \$400,000,000 and \$680,000,000 is caused by the same factor. In statements out of Washington, nevertheless, the fact that the \$400,000,000 does not include the advances to the Reconstruction Finance Corporation is not mentioned.

Technically, of course, the Treasury does not have to mention this fact. Because of a legal provision the expenditures of the Reconstruction Finance Corporation have to be charged directly to the public debt. This technical provision, nevertheless, does not alter the fact, and Treasury officials must be well aware of this, that the public at large considers the deficit as the entire excess of expenditure over receipts.

No one would object to the Federal Government's setting up a capital account and distinguishing between expenditures in this category and operating expenses. There is, however, every reason to object to picking out just one group of special expenditures and setting them aside in a separate budget. That is what the Treasury is doing to-day in connection with the advance to the Reconstruction Finance Corporation. The policy cannot be justified even on an accounting basis.

At present one of the most pressing problems before the country is the condition of the Federal finances. Even with the complete realization on the part of the public of the seriousness of this problem it will be difficult to get it solved. Especial care, therefore, should be taken in seeing to it that the public has all the facts.

The Treasury is not doing this. On the contrary, in the statements issued by it which come to the attention of the general public only a part of the truth is told. Because of the existing law, of course, the Treasury must continue to charge advances to the Reconstruction Finance Corporation directly to the public debt. It should

be obvious, nevertheless, that this should not keep Treasury officials from giving a complete and accurate picture when they discuss the condition of our Federal finances.

Ralph West Robey.

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Sure Way For Investor To Lose His Investment.

Investors should bear in mind that the stock market and the stocks that make it up are operated by human beings, all prices are made there through the buying and selling by people. Consequently, the market on individual stocks indicates the outlook and methods of people who make the markets. Investors should investigate these methods, study the number of points which each stock makes in its moves, either up or down, and investigate carefully the volume of sales on which its major or minor moves stop or end. They should attempt to determine whether these bottoms or tops or resistance levels are made by a slow movement or by a fast run up.

The charts will indicate sharp tops and round tops, square tops and triple tops. These various formations all will indicate to the trader some definite sign by which he can judge the purchases or sales.

Investors should remember that stocks do not all move alike. Some are leaders, others are followers, some fast movers and some slow movers. Some stocks make flat tops and then have a sideways movement before making a move in either direction. Investors should remember that distribution takes place in stocks that make sharp tops. They are distributed as they are run up and sold on the way down. Usually, after making a sharp top, they break down and then stop. A great many investors then step in to buy. This, in many cases, is just a start of the downward trend.

The amount of distribution and the time it requires to distribute stock depends on the amount of shares outstanding, the value of stock and how well it has been advertised to the public. If investors will watch a stock when it reaches a level, they will find rapid moves up or down, a large volume of trades and both short selling and buying. It is at this point that investors are attracted to this particular stock due to its wide fluctuations and the fact that they think that there are great opportunities in catching these moves.

The following is a good rule to watch and indicates distribution. A fast move up or down on a large volume; increased dividends; stock dividends; and special privileges to stockholders usually are put out at the time the pool is unloading the stock and if purchases are made at these times, it is almost a sure way for the investor to lose his investment.

Jay H. Petter.

A Business Man's Philosophy.

Seldom to-day is anything properly edited. Most writers, from column conductors to authors of books, are striving to expand an epigram into a column, a column into a page and a page into a book.

The fault lies with editors and publishers who buy words instead of

ideas. A column sells for \$25, whereas an epigram sells for 50 cents. A book may produce royalties of \$1,000, whereas a pamphlet may bring the author \$100.

Readers, unfortunately, encourage verbiage by buying their reading by lengths and weight instead of idea-content. A book is considered fairly priced at \$2, but a magazine that contains as much thought and information as can be found in six ordinary books will meet with buying resistance, if it is priced at a half dollar.

Much writing appears learned and informative merely because it is difficult to read. Ruskin complained that "A great part of the supposed scientific knowledge of the day is simply

bad English and vanishes the moment you translate it."

F. B. McDonald, author of "Science and English," reprinted this sentence, written by a professor for an engineering periodical:

"In any complex undertaking which involves the efforts of many individuals we acknowledge at once the value of sympathetic co-operation made effective through co-ordination in reaching a common goal."

McDonald translates this into seven words:

"In complicated undertakings men gain by co-operation."

William Feather.

The world is like a great staircase; some go up and others go down.

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**Proceedings of the Grand Rapids
Bankruptcy Court.**

Grand Rapids, Oct. 3. We have received the schedules, order of reference and adjudication in the matter of Willard L. Smith, Bankrupt No. 5015. The bankrupt is a resident of Grand Rapids, and his occupation is that of a railway employe on the Perg Marquette. The schedules of the bankrupt show no assets, with liabilities listed at \$2,775.70. The property claimed as exempt to the bankrupt equal \$50. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 3. We have received the schedules, order of reference and adjudication in the matter of Forrest Montgomery, Bankrupt No. 5013. The bankrupt is a resident of Sparta, and his occupation is that of a farmer. The schedules of the bankrupt show assets of \$8,857, with liabilities listed at \$10,492.33. The property claimed as exempt to the bankrupt equal \$2,100. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 3. We have received the adjudication of the bankrupt, Ray A. Hayden, Bankrupt No. 5014. The bankrupt is a resident of Grand Rapids, and his occupation is that of a draftsman with the American Seating Co. We have written for funds and upon receipt of same the first meeting of creditors will be called. The court has ordered schedules filed, and upon receipt of same list of creditors, assets, and liabilities will be published herein.

Oct. 3. We have received the schedules, order of reference and adjudication in the matter of Edward Forbes, Sr., Bankrupt No. 5016. The bankrupt is a resident of Niles, and his occupation is that of a Litho press room foreman, with the National Printing & Engraving Co. of Niles. The schedules of the bankrupt show assets of \$208.94, with liabilities listed at \$13,266.95. The property claimed as exempt to the bankrupt equal \$250.

Oct. 3. On this day first meeting of creditors in the matter of George H. Holwerda, Bankrupt No. 4995, was held. Creditors present in person ad by Dilley & Dilley, attorneys. Creditors present in person and by Hilding & Baker, attorneys. Claims proved and allowed. Bankrupt sworn and examined without reporter. Fred G. Timmer, trustee; bond \$100. Meeting adjourned no date.

Oct. 3. On this day first meeting of creditors was held in the matter of Frank C. Priebe, Bankrupt No. 4996. Bankrupt present in person and by John W. Rody, attorney. Creditors represented by John C. St. Clair, attorney. Report of custodian approved and allowed. Claims filed. Bankrupt sworn and examined without reporter. M. N. Kennedy, Kalamazoo, trustee; bond \$1,000. Meeting adjourned no date.

Oct. 3. On this day first meeting of creditors was held in the matter of Judson Price, Bankrupt No. 4994. Bankrupt present in person and represented by R. G. Goebel, attorney. Creditors present in person and represented by Kim Sigler, attorney. Claims filed. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$500. Meeting adjourned no date.

In the matter of Max E. Cooper, Bankrupt No. 5009. The first meeting of creditors has been called for Oct. 21.

In the matter of Edward Forbes, Sr., Bankrupt No. 5016. The first meeting of creditors has been called for Oct. 21.

In the matter of Robert B. Newton, Bankrupt No. 4990. The first meeting of creditors has been called for Oct. 21.

In the matter of George Mallick, Bankrupt No. 4902. The first meeting of creditors has been called for Oct. 21.

In the matter of Family Circle Stores, Inc., Bankrupt No. 5000. The first meeting of creditors has been called for Oct. 21.

We have received the schedules, order of reference and adjudication in the matter of Lionel Cox, Bankrupt No. 5017. The bankrupt is a resident of Cedar Springs. The schedules of the bankrupt show assets of \$823.33, with liabilities listed at \$1,586.91. The bankrupts exemptions, according to the schedules are \$753.33. 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:

| | |
|----------------------------------|----------|
| Earlin Vandervort, Cedar Springs | \$ 75.00 |
| Cedar Springs State Bank | |
| Cedar Springs | 1,201.91 |
| Sand Lake State Bank, Sand Lake | 210.00 |
| Wm. J. Branstrom, Fremont | 100.00 |

Oct. 5. We have received the schedules in the matter of Ray A. Hayden, Bankrupt No. 5014. The schedules show no assets, with \$650 set aside as exempt to the bankrupt. The liabilities listed equal \$6,000. The list of creditors of said bankrupt is as follows:

Elizabeth VanderMaas, Grand R. \$6,000.00

In the matter of Charles Weber and Albert Weber, copartners doing business under the firm name and style of Weber Bros., and Charles Weber and Albert Weber, individually, Bankrupt No. 4997. The sale of assets has been called for Oct. 19 at the premises formerly occupied by the bankrupt at 220 East Michigan

avenue, Kalamazoo. The assets to be sold consists of shoes, rubbers, etc., for children, men and women, and fixtures used in said business, all appraised at \$1,188.94. All interested in such sale should be present at the date and time above stated.

In the matter of A. Maxwell Sargent, Bankrupt No. 4734, final meeting of creditors was held Sept. 26. Trustee only present. Trustee's final report approved and allowed. Claims proved and allowed. Bill of Lucien F. Sweet as attorney for bankrupt approved, subject to reduction for lack of funds. Order made for payment of administration expenses as far as funds would permit—no dividend for creditors. No objection to bankrupt's discharge. Case will be closed and files returned to district court.

In the matter of Hilda Hughes, Bankrupt No. 4714, final meeting of creditors was held Sept. 26. Trustee present and represented by Fred G. Stanley, attorney. Trustee's final report and account approved and allowed. Claims proved and allowed. Bill of Fred G. Stanley as attorney for trustee approved and allowed. Order made for payment of administration expenses, preferred claims and first and final dividend of 16.4 per cent. No objections to bankrupt's discharge. Case will be closed and files returned to district court.

Oct. 4. On this day special meeting of creditors in the matter of DeVaux-Hall Motors Corporation, Bankrupt No. 4786, was held. First report and account of Frank G. Deane and George R. Scott, trustees, was approved. Claims proved and allowed. Trustee's petition for authority to compromise alleged indebtedness against Central National Bank, of Oakland, California, considered and approved. Petition of attorneys for trustees for fees and expenses approved and allowed. Special meeting adjourned without date.

In the matter of Roy W. Heath, Bankrupt No. 4791, final meeting of creditors was held under date of Sept. 26. M. N. Kennedy, trustee, was present. Jackson, Fitzgerald & Dalm, were present as attorneys for the bankrupt. Claims were proved and allowed. An order was made for the payment of expenses of administration and for a first and final dividend to general creditors of 1.9 per cent. No objection to bankrupt's discharge. Case will be closed and files returned to district court.

In the matter of Addac Co., Bankrupt No. 4854. The final meeting of creditors has been called for Oct. 28. The trustee's final report will be approved at such meeting. There may be a small dividend.

In the matter of Meyer Kohlenstein, Bankrupt No. 4838. The final meeting of creditors has been called for Oct. 28. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Joe Wepman, Bankrupt No. 4860. The final meeting of creditors has been called for Oct. 28. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of William Y. Kooiman, Bankrupt No. 4864. The final meeting of creditors has been called for Oct. 28. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Walter Olson, Bankrupt No. 4836. The final meeting of creditors has been called for Oct. 28. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of W. B. Bera & Sons, Bankrupt No. 4833. The final meeting of creditors has been called for Oct. 28. The trustee's final account will be approved at such meeting. There may be a dividend for creditors.

In the matter of Martin Autoelectric Service, Bankrupt No. 4835. The final meeting of creditors has been called for Oct. 28. The trustee's final account will be approved. There may be a dividend for creditors.

Oct. 10. We have received the schedules, order of reference and adjudication in the matter of Bertha Wieman, Bankrupt No. 5019. The bankrupt is a resident of the Village of Shelby, her occupation is that of telephone operator, for the Michigan Associated Telephone Co. The schedules of the bankrupt show no assets, with liabilities listed at \$6,338.71. The property claimed as exempt to the bankrupt amounted to \$500, but owned by Henry Wieman. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

A Business Man's Philosophy.

A farmer's wife may want a new dress.

Unless her husband can increase his income he can't buy it for her. How is she going to get it?

Her husband may raise corn and hogs. We must now assume that we are back in the early years of this

century, when it was common for a farmer to lose half his hogs from cholera. (No cure was known). Farmers worked hard, promised their wives new clothes, but when the end of the season came they were broke. Cholera had taken profit and principal.

Marion Dorset, a Government employe, studied cholera for many years. In 1907 he discovered a serum that was an effective preventive.

Thousands of farmers' wives since then have owned better clothes and their sons have gone to college. The cholera serum brought dependable prosperity to thousands of hog raisers. It brought cheaper pork to the city markets.

Everybody who raises or eats pork gained.

Such is the economic value of science. A lone worker, able to observe and think and endowed with Godlike patience, by a single discovery can add a hundred million dollars to the annual wealth of a nation, although his salary may be less than \$7,000.

William Feather.

A new metal partitioning method provides practically any desired combination from fewer than two dozen standardized parts. These are said to be easily, quickly assembled.

An eastern railroad has put a new type of railroad coach into service experimentally. Double-decked in interior design, it seats 120 passengers instead of the usual seventy-six.

America's gold standard has proved twenty-four carat.

Ebbrybody's Crabbin'.

Rastus, how'se yer 'splainin'
Wid filosophy
All dis heah complainin'.
Trubles too thet be;
Ebbrybody's crabbin'
Suah got no job
Hoe-cake neither habbin'
Only jes a cob.

What all am de trubble?
Chimblys hev no smoke
Taxes comin' dubble
Ginnin' cotton broke;
Not er mule he-hawin'
Lak er yuster be
Nor no possum knawin'
Roun' de 'simmon tree.

Rastus when youah trabble
Look way down de road,
Ef dar aint no grabble
Nuff to stan' yer load
Dribe it at slow pacin'
Else youah doan get by
Pigs who'se allus racin'
Hab no fat to fry.

All dis world wuz goin'
Mighty! Jes so fas'
Dat dar wuz no knowin'
When de road wuz pas'
An' dey ran de waggin'
O'er de ribber bank
Now are we-uns crabbin'
Whar dose speeders sank.
Charles A. Heath.

We get ahead ourselves by helping other people forward.



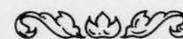
UNDER THE TOWER CLOCK
ON CAMPAU SQUARE

**Why You Should Choose
This Bank**

This bank is big enough to accommodate you regardless of the size of your banking requirements.

And, what is equally important, it is big enough to appreciate you regardless of the size of your account.

When and how can we serve you?



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.

Here and There in Grocery Management.

"The grocery expenses must come down," said some far seeing observers a few years ago. That did not "set well" with the rank and file, always touchy about their margins. But grocery expenses have come so far down in the interval that already the percentage formerly allotted to expense covers expense and profit on the average.

Stock turn—turnover—which ran about six, average, now runs nearly once monthly. Let us note, however, that this is an average. It includes ratios from 6.1 to 48 times. And this is among full service grocers. So we can see that there is ample room for further progress.

The keynote is sales, selling. One hearing that statement asked, "How about the overhead?" But the answer is the same: Keep after your sales. The rest follows. We can afford to take a second look at a list of ways to cut retail prices, published a while back, which should read ways to cut expenses. Here are some of the points:

Reduce sales expense by individualizing records. A and B may be drawing \$1,000 each per year, but A's sales may be \$20,000 and B's only \$10,000. Observe that here you raise the average of sales per person to cut costs.

Reduce by employing part time workers in busy times. One well managed store has 20 per cent. of its workers on part time. Again we study sales.

Place fastest moving items where clerks can get them most easily. Fewer steps increase sales per person. And so we see it is still sales.

Reduce rent by increasing sales per square foot of floor space. Interior rearrangement goes far in this work, but it's all sales.

Reduce rent by subdividing the store if it is too large for business done. Sublet part at any return rather than use more than you need, for the real expense is man power. Sales expense—man power—is over half the total cost of operation. Any reduction therein helps. And again this is sales regulation.

Encourage customer circulation that they may see more, buy more, help themselves to more—thus reducing the cost of sales through making sales easier to effect.

There are other factors apparently far removed from sales, but the greatest of all things in business is sales.

Commenting on a short-weight incident, a trade editor says that a man may be honest, yet give short weights. This is specially true in small towns where facilities for scale testing are absent.

One cause of shortweight is carelessness. Another is defective scales—out of adjustment, dirty, ill-kept. An

inspector recently said: "It's terrible, the filthy condition of some scales." Some think it is never necessary to look over their scales, not realizing, apparently, what delicate mechanism a scale must be.

Defective scales can cheat the merchant as well as the customer. For a trifle of cost anyone can provide a few standard weights and keep his scales in order. And it is well to think that the law fines for short weights—not for either good or bad intentions.

A striking instance of the certainty which characterizes British law is that of a grocer in an Ontario town who was fined \$1 and costs for keeping open after 1 p. m. on Wednesday, July 6, "contrary to a local by-law." Before that case was decided the by-law in question had been repealed, but because the law was in force when the offense was committed the grocer was made to pay just the same.

Whether as grocers or simply as citizens, this is worth observing: that the effectiveness of British law arises from the certainty of its action—not from its severity. Our trouble springs more from our easy-going laxity and will to disregard laws we take lightly than from lack in our laws themselves. We should be better off if we took all law seriously, respected it, backed up its enforcement, regardless of who might be affected by it.

Reverting again to sales—the central factor in business—I print once more the significant figures of ratios as they stand now. The figures to aim at are these: Grocery sales in a general store, per person employed, per year, \$14,268; complete food market, \$14,360; service grocery store, \$15,971; cash-carry, self-service type, \$20,031.

Let us not be misled by that last figure. Let us think rather of the third figure. Despite lowered values, which are fully \$3,000 above what ruled a dozen years ago. It is a good figure to aim at by the service grocer. The \$4,000 odds advantage gained by non-service is attained by prices cut so low that little profit is left, plus the help customers contribute to their own service. Let us make no mistake about it—cash-carry business is not all sunshine—as I expect to show later on.

But the forward moving merchant always aims to surpass his previous record, no matter how good that may be. The man whose sales-per-person have attained any of the averages above indicated is not thereby warranted in feeling altogether satisfied. We must always remember that any average is a mean between extremes. Hence, that near \$16,000 average in service stores indicates that individual sales are far above that in many service stores.

Truth is, in business there is no resting place. We are never justified in ceasing efforts. There is no chance to sit down. For in any environment there are enterprising merchants watching their own chances to get ahead. Therefore, if we relax our efforts, others stand ready to push ahead into the higher ground we leave open to them.

Our aim must ever be to attain yet higher levels.

One advantage of American mass production economies is revealed by pressure of adversity. Five and ten (Continued on page 13)

KENT STORAGE COMPANY

Grand Rapids, Michigan

EGGS - EGGS - EGGS

Now shipping finest quality
 APRIL and MAY Canded Whites or Browns
 Wire or Write us for prices.



Show Quality The MONARCH Way

"See It in Glass—Buy It in Tin"

NO guesswork here—"The Monarch Way" permits you to show quality . . . Customers see, in glass, the perfect condition, full pack, size, style and true value of Monarch Finer Foods—the exact same quality they buy in tin . . . Decide now to fix up your store "The Monarch Way." We furnish everything needed—Display Brackets, Pickle Stand, Flood Lights, etc.—all on attractive terms.

RADIO Hear the Monarch Mystery Tenor,
 every Sunday 1 p. m. C. S. T. 2 p. m.
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 Please tell me about "The Monarch Way" to larger sales. MT-10

Name.....

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A 'SURE SALE' STAND-BY!

Rowena

(SELF-RISING)
Pancake Flour
 and BUCKWHEAT COMPOUND



Made by
**VALLEY CITY
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 GRAND RAPIDS, MICH.

THE GREAT AMERICAN BREAKFAST

MEAT DEALER

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

Bacon and Picnics Sell Better Than Hams.

A better demand for bacon and picnics was a feature of the meat trade during September, according to a review of the live stock and meat situation issued by the Institute of American Meat Packers. In contrast, smoked hams declined in price during the month, and are now selling at levels from 35 to 45 per cent. lower than at this same time a year ago. Hog prices at the close of September were slightly lower than at the opening of the period.

Wholesale prices of dressed beef improved during the first two weeks of September but moved lower from that time until the close of the period. Prices of choice, heavy-weight cattle moved slightly higher during the month, but other grades declined.

The wholesale prices of dressed lamb were steady during the first two weeks but moved lower as the period closed. Prices of sheep and lambs declined during September.

The export trade in meats was of small dimensions during the month.

Sausage Is For Every Meal.

In the fall and winter, sausages of all kinds come into their own. They are delicious for breakfast, for luncheon, for the simple dinner. They may be used to make steak or chops do double duty in case of unexpected guests. The housekeeper may just cook a dozen or so little link sausages and serve them on the meat platter and her guest will never notice that his helping of steak is cut pretty thin.

Sausage meat is put up in casings or in bulk. In cooking link sausages the skin should be pierced so that it will not burst in cooking. The bulk sausage is made into little cakes or slices cut from the compact roll, which is one form in which it may be purchased. The sliced sausage meat should be dipped lightly in flour, put into a hot frying pan and fried rather slowly until crisp and brown.

Fried apples and sausages make a wonderful breakfast dish on a cold morning. It makes an equally delicious dinner accompanied by a heaping dish of hot riced potatoes and a green salad.

Fried Apple and Sausage.

Slice thinly from the sausage roll as many pieces as required. Dip in flour and brown nicely on each side in a frying pan. At the same time fry in part of the fat in another pan, halved, but unpared, apples. Slice a bit from the end and dip the cut part in flour mixed with sugar. Fry until soft and a rich brown. Arrange the pieces of sausages on a hot platter and surround with the golden brown apple rings.

A simple dish for luncheon, but a decidedly good one, is smothered sausages.

Smothered Sausages.

Roll rich baking powder biscuit dough one-third of an inch thick. Cut

into 3 inch squares or long ovals, and on each one lay a small cooked sausage. Fold edges together, place in a buttered pan, brush over with milk and bake in a hot oven (450 degrees F.) until golden brown. Brush with butter and garnish with fried apples. You may serve the sausage rolls plain or with Macedoine sauce. Macedoine sauce is simply a well-seasoned rich cream sauce to which finely cut cooked vegetables such as carrots, green beans and celery are added.

Hominy is an old-fashioned article of food which goes very well with sausages. Samp may be used instead of hominy. Concordia sausages may be made the main dish for dinner. The hominy or samp, as the case may be, furnishes the starchy food, so potatoes are not necessary. Here is the way to prepare this dish.

Concordia Sausages.

Put a layer of thoroughly cooked hominy or samp in a shallow baking dish. Season it with one tablespoon of butter and salt to taste. Cover lightly with grated cheese. Now arrange the required number of small cooked sausages over the top, radiating from the center. Set in the oven to brown. Serve with slices of pineapple which have been fried in butter until brown and soft.

Here and There in Grocery Management.

(Continued from page 12)

store long have sold electric bulbs at 10c to 15c, made in Japan—prices "below American standards" apparently. But now our big electric manufacturing companies make bulbs with 500 hours life in them which anybody can sell for 10c on a satisfactory basis.

Is that bringing down anybody's standard of living or other? I do not think so. History does not so indicate. The effect undoubtedly will be that folks will have more electric lights about their homes, each of higher power, hence more wholesome for the sight, each using more current. All of this works into a beneficent circle, as against the vicious circle we have lately heard so much

about. Such are some of the sweet uses of adversity.

Groceries is the line which maintains its volume almost unchanged in bad times as in good. We would say this is because "folks must eat." But the Wisconsin Retail Bulletin shows that furniture sales find ready consumer response these days wherever retail prices have been kept uniform with lowered wholesale costs—yet anybody would say, offhand, that

folks can certainly do without new furniture in hard times.

Perhaps all this shows that good business practice results in good business always and in all lines. Maybe that further indicates that what it is wise to do in slow times is exactly what is found sound in good times—good business practices are always good.

Paul Findlay.

Many talk for the sake of talking.

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 We save you money.
 Battle Creek Sales Book Co.
 Battle Creek, Mich.



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PERFECTION DOG FOOD
 (Sacks or Packages)
CANNED MEAT FOOD
 (Contains No Horse Meat)
 Write for Prices
 Perfection Foods Co.
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ELECTRIC REFRIGERATING SYSTEMS
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For Over 49 Years

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2 CAKES 5¢

RED STAR YEAST

HAS been marketed under the most exacting requirement . . . that it be of the highest quality . . . regardless of production cost. Strict adherence to this policy has merited a host of friends who insist on Red Star Yeast as the . . .

***BEST FOR ALL USES**

It will fulfill Your Customers' expectations, too!

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c

Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

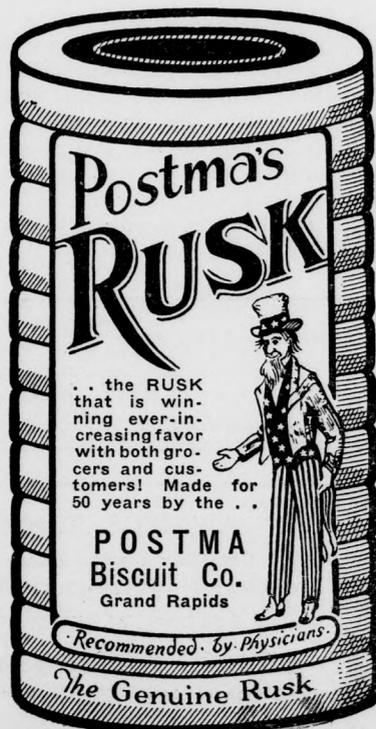
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★★ STRICTLY INDEPENDENT—SINCE 1882 ★★

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.

The Small Town Dealer and the Second Hand Stove.

In the selling of stoves, one of the small town dealer's chief problems is the second hand stove which his customer wishes to "trade in." The big city dealer has, of course, his own "trade in" problem; but he is helped by the fact that second hand dealers and direct purchasers in the city absorb a great many second hand stoves. In fact, the city dealer can often say: "I'll allow you so much for this stove, but why not try to sell it direct? You are apt to do better."

The country customers, however, and the small town resident lack these facilities for getting rid of the second hand stove; and the result is that, in whatever deal he makes for the new stove, the hardware merchant has to make provision for a trade-in.

Under the circumstances, the small town dealer is well advised to study the problem and discover methods of turning his "trade ins" into money and, if possible, into more money. One such dealer says:

"I have no trouble disposing of the second hand stoves I take in part payment. Of course, it is a bit difficult to get rid of the really ancient models. Yet I make quite a bit of money out of the line.

"For instance, six years ago I sold a range to a farmer. This year he came in and wanted another range. Of course it was up to me to take the old range in part payment. I allowed \$10 which suited the farmer. He was good for the rest of the money, and I got a fair share of it in cash. I got a new grate for the second hand range, and did a few things to it which cost around \$2. And I sold it for \$17. Two profits made out of that one stove; and practically all cash business, and the rest as good as cash."

Another instance involved a double trade. A farmer wanted a new range, but he wanted to trade in not merely an old range but a still older Quebec heater. The dealer tried to side step the double trade in. But eventually he acceded, got the balance in cash, and after overhauling the two trade in items sold them for cash, with a fair little profit.

Everybody can't do that, though. It requires one thing. That thing is a pretty intimate knowledge of your community and of just where you can place these second hand stoves. More, the dealer must know what he can get for them before he makes his dicker; and that knowledge isn't acquired off-hand. All of which means that the dealer who systematically undertakes to accept old stoves in part payment must make a thorough study of the subject.

A dealer in a town of about 8,000 people stresses the point that the most important thing in accepting old stoves in part payment is to secure a proper market.

"In normal times," he said, "I can't get enough of them to meet the demand; and even now all I take are absorbed. I can make money on them

right along. Of course I couldn't if I made an extravagant allowance for the second hand stove."

Suppose a customer buys a range at \$50. This dealer is accustomed to allowing \$3 to \$4 for cash. If, however, an old stove is taken in part payment, the allowance, from \$5 to \$15, is set off against the time price, whether or not the balance is paid in cash.

The old stove is immediately repaired and cleaned. Then, when a customer objects to the high prices of the new ranges or heaters offered him, he is shown the old model. He is frankly told that it is second hand. But it has been overhauled, and it looks good. The customer is told that if he takes it, and it doesn't give satisfaction, it will be taken back within a certain time and full allowance made on a new range. With rare exceptions these old stoves give good satisfaction; in the cases where they don't, the dealer is pretty sure to sell a new stove.

Asked if this business interfered with the sale of new stoves, the dealer stated that it did not. The second hand stoves merely displace a possible line of cheap ranges which could not be counted on to give satisfaction. Meanwhile, taking them in trade helps to sell the high class line the dealer is featuring. The second hand range appeals to the customer who cannot afford to buy a high priced range; or to the customer who wants to set up housekeeping at a modest expense, and whose future business is assured by the promise of full credit on a new range within a certain time and part credit after that.

In a town of 3,500 people a rather peculiar situation has developed. The dealers handling stoves stick to quality goods and allow no trade ins. By stressing quality and allowing credit they sell quite a few ranges and heaters. There is, however, a certain foreign trade the retailers do not reach with their quality goods. To meet this demand the second hand dealers buy up old stoves. They shine up these old stoves and re-sell them to the cheap trade at a good profit. Usually the overhauling is merely superficial and unintelligent, and the purchaser gets a rather unsatisfactory stove. Ultimately, when he can afford it, he buys the quality article from the retailer, and sells his old stove to the second hand dealer.

Handling the second hand stove undoubtedly helps the legitimate hardware dealer to sell the new stove. The chief danger is allowing too much for the trade in; while there is the added danger of taking in more stoves than you can re-sell.

The re-selling of the old stove after it has been overhauled does not seem to interfere materially with the sale of new stoves. In fact, it can often be made to pave the way for further business in new stoves.

Handling the old stove is an art and a science. You must look after the old stoves systematically. Don't thrust them into a store room for attention at some remote future time; but, at once, have them overhauled and put in shape to re-sell. The overhauling should be intelligent and thorough; with a view to making the stove thoroughly efficient and presentable.

Then you must know where to re-sell such stoves. Proper overhauling and a strong guarantee back of every second hand stove you sell, will help. People will learn in time that your second hand stoves are dependable; and instead of you having to go out after business, business will come to you. It takes time, however, and consistent, intelligent work to build up the reputation that will make the sale of old stoves an easy matter.

Victor Lauriston.

Chain Stores Meet Another Tax Defeat.

The chain stores have just been beaten again in Mississippi over a chain store tax. The tax law is as follows:

Upon every person engaging or continuing within this State in the business of selling any tangible property whatsoever, real or personal (not including, however, bonds or other evidence of indebtedness, or stocks), there is likewise hereby levied, and shall be collected, a tax equivalent to one-fourth of one per cent. of the gross income of the business; Provided, however, that in the case of a wholesaler or jobber, the tax shall be equal to one-eighth of one per cent. of the gross income of the business. Provided, further, that if any person shall operate more than five stores in this State, at or by which any such property is sold, at retail, there is likewise hereby levied on, and shall be collected of such person, an additional tax equivalent to one-fourth of one per cent. of the gross income of the business of all such stores.

The chain stores fought the tax bitterly, as they particularly hate a tax on sales. The courts, however, upheld the tax at every point.

A Business Man's Philosophy.

A reader writes:

"If you were to go down town, walk into a gent's furnishing store, point to the fifth shirt in the pile in the showcase and tell the clerk to wrap it up; carry it home, find out that it was three sizes too small for you, just what would your wife say to you?"

"That is how the average man gets his job.

"I have been through the mill and I made up my mind that if I ever became an employment manager I would let the men I hired know just what to expect. My opportunity came with an automobile manufacturer.

"I sold the company to new employees—the officers, its foremen, the wages and even the toilet facilities. We had the most contented group possible. An investigator, sent out by a trade magazine, stayed around the plant two days and told me he never saw so many smiling men in a factory.

"The average man when seeking employment has to tell his education, experience and stand a physical examination. In return he is given no information about the company hiring him or the conditions under which he is to work.

"We all have our tastes or prejudices and we are apt to feel that we have been deceived if anything we expected in a plant does not satisfy us. A disgruntled man is like a rotten apple in a barrel—he spoils those around him. If you make a salesman out of your employment manager you will see that it works wonders."

William Feather.

Demand For Flatware Increases.

Increased demand for sterling and plated silver flatware was noted in the wholesale market this week. Retailers placed substantial orders for sterling goods for later delivery and for plated ware for immediate shipment. According to buyers the sterling will be used for both Thanksgiving and Christmas promotions, while the plated goods are wanted mainly for current selling. A revival of consumer interest in the piecemeal purchase of sterling flatware is reported as a result of the trade's promotion of sterling flatware in quantities small enough to avoid payment of the excise tax required on all silverware sales totaling more than \$3.

Smart Boy.

A small boy, leading a donkey, passed by an army camp. A couple of soldiers wanted to have some fun with the lad.

"What are you holding on to your brother so tight for, sonny?" asked one of them.

"So he won't join the army," the youngster replied.

Economical use of water is insured by a new faucet which opens at a downward push, delivers a predetermined flow, then automatically closes.

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

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Grand Rapids, Mich.

DRY GOODS

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 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.

Increase Novelty Notion Output.

The novelty goods branch of the notion manufacturing industry has been forced onto an overtime production basis in the last two weeks in order to cope with delivery orders on holiday goods. Manufacturers complain that purchases which should have been made in April and May are reaching the factories at this time and predict that a serious delivery problem will result within the coming three weeks. In response to the unexpected call for goods prices have advanced slightly on more desirable items such as wardrobe accessories and sewing kits. Orders for staples continue at a normal level for this season.

September Hose Sales Heavy.

The hosiery industry enjoyed one of the most active months in its history during September from the standpoint of new business booked. Earl Constantine, managing director of the National Association of Hosiery and Underwear Manufacturers declares. Most of the mills are operating at full or near full capacity and their orders on hand will keep them occupied through November and in many instances December he said. The larger demand has, of course, increased the number of men and women given employment by the industry, he added.

Spring Curtains Orders Start.

Heavy advance buying of curtain materials for Spring, 1933, lines is noted in the market this week. Popular price goods, chiefly in patterns, have attracted manufacturers now stocking merchandise in anticipation of an exceptionally active Spring demand. Current orders continue heavy, with mills finding it difficult to comply with requests for favored goods. Price advances of 5 to 10 per cent. have had little effect upon buyers. At present the delivery problem takes precedence over the question of prices as far as the trade is concerned.

Holiday Orders Expanding Slowly.

Orders for gift merchandise and items for Christmas selling continue notably slow in developing even in more staple lines. Many buyers are still somewhat hesitant about placing orders now for the Christmas period, although they are generally much more confident regarding the outlook than was the case two months ago. The view is held that a flood of buying is likely to develop next month. This is supported by reports from leading retailers that an early start on Christmas promotions is being planned.

Active Call For Novelty Jewelry.

An active demand for bracelets, brooches and earrings features buying of novelty jewelry. The call for brooches has been particularly heavy and compares with little or no demand for these items last Fall. Business in earrings also continues well ahead of

last year, with reorders coming through on this merchandise. Two types are sought in bracelets, buying interest being divided between the hinged and so-called "dome" styles. The latter, sponsored by leading Partisian couturiers, are of the bangle variety, but instead of being flat are curved like a dome. Barpins, novel safety pins and Ascot clips are in good demand. Go'd, silver and copper lead in the metal effects favored.

Berkshire Raises Hosiery Price.

A further advance of 25 cents per dozen in 4-thread 42-gauge full-fashioned silk hosiery was made last week by the Berkshire Knitting Mills, bringing the current quotation to \$4.50, the National Association of Hosiery and Underwear Manufacturers was advised. A similar number was also advanced to \$4.50 by the Rosedale Knitting Co. Pointing out that demand for hosiery during September was the best of any month of this year, the Association said that this buying movement has taken care of 33 to 50 per cent. of Fall requirements and that a second buying wave is due.

To Price Spring Woolens Oct. 15.

While several important mills are showing Spring lines of men's suitings, prices will not be named officially until about Oct. 15. Current opinion about new quotations is that they will be practically unchanged from those now ruling on Fall goods and that mills will wait until after the National election before attempting an advance, based on higher commodity prices. Some mills are worried over the fact that they will not be able to get into production of Spring styles until very late this year, as Fall fabrics will occupy production, in some cases, until late December.

August Silk Imports Up Sharply.

Raw silk imports of 56,859 bales during September were 18.4 per cent. higher than those of the same month last year and compared with 61,412 bales in August, according to figures issued by the Silk Association of America. Mill takings during the month continued large, the total of 59,694 bales being 10.9 per cent. higher than in September, 1931, and only slightly smaller than the August total of 59,905 bales. In storage on Oct. 1 were 49,393 bales, the smallest quantity available at any time this year. Japanese silk in transit at the end of September totaled 42,800 bales.

Active Cushion Buying Noted.

Re-orders on medium price decorative cushions and substantial initial business on holiday numbers is reported in the wholesal emarket. Cushions to retail in the \$1.95 to \$5 retail ranges are moving freely, with interest centered on the low-end goods for immediate sale and the higher price products for holiday promotion. Tailored cushions covered with rayon and silk in shades of rust, green and taupes are favored by buyers. The call for lace-trimmed styles, producers said, is considerably smaller than in the 1931 Fall season.

Weather Affects Millinery Call.

Weather vagaries recently have had an effect on consumer demand and reorders for millinery show a let-up of the pressure which featured recent buying. Producers, however, continue to buy on orders in hand and the belief is general that a strong pick-up will develop with the arrival of cold weather. The new models to be worn tilted forward on the head have met with good response. New variations of sailors, turbans and beret types are being shown. Felt continues outstanding in materials.

Van Heusen Collar Prices Raised.

As a result of the higher cotton prices now prevailing, the Phillips-

Jones Co. will restore on Nov. 1 the former retail price of 35 cents each or three for \$1 on its line of Van Heusen collars. The present price is 25 cents. The move will enable the manufacturer to reconcile selling prices with higher production costs and will aid the retailer to return to higher-price units of sale and larger dollar margins of profit, the announcement said. All orders from stores dated prior to Nov. 1 will be taken at the current wholesale prices.

In a new back for rugs the woven fabric is imbedded in pure latex. Such rugs are said to lie firmly on the floor, to require no nonskid linings.

MICHIGAN BELL TELEPHONE CO.



"Jim called last night and asked me to go to the game with him"

"I'm certainly enjoying myself since we've had our telephone put in. Before, no one could call us, and I missed a lot of good times."

"Mother said she never did feel safe without a telephone, because she knew she couldn't summon help in case anything happened."

"And then, when Dad got sick and couldn't even call the office, he decided that, considering the value of the service and how little it costs, we couldn't do without a telephone any longer."



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Sidelights on a Trip To Pomona.

Los Angeles, Oct. 8.—One certainly gets a thrill out of the numerous side trips which can be made out of Los Angeles. Now Pomona is only fifty miles away, and I have been there a dozen times, to say the least, yet the other day a friend took me over there to the county fair and added much to my joy by negotiating a route never before explored by me. Construction is not yet completed on what is known as the San Jose Hills route, but as a starter it can be announced that it will bring this delightful suburb just three miles nearer to the Angelic City, and for added measure quite a bunch of delightful sight-seeing will be thrown in. With the view in mind of making a "preview" of this so-called short cut and visiting some of the places of interest along the way, a small but select party of us started out last Saturday and made an interesting loop trip, taking in the sights at the State Narcotic hospital near Spadra, Pomona College and the celebrated W. K. Kellogg stock farm, recently donated to the state by the Michigan health-food producer. While the short cut between El Monte and Pomona has not been completed, we went out on Ninth street to Ford boulevard, thence North over Garvey boulevard through the Coyote Pass, following the principal artery until it bisected Valley boulevard East of El Monte. From this point we followed Valley boulevard drive until Pomona was reached. The new road makes a wide swing to the South from the present route takes between these two points, and the direct line the proposed short cut by way of West Covina will offer. At Spadra, seven miles West of Pomona we turned North into the hills where the Narcotic Hospital is located. This sanitarium nestles against the base of the hills on the North side of a huge bowl. The setting is particularly attractive, and the forty acres comprising the hospital property provide an interesting scenic spot little known to the average tourist, or, I might say motorist who has negotiated this district previously. At Pomona we made a short stop at the chamber of commerce for information concerning historic scenery in the vicinity. On the grounds of the Ebell Club in Pomona is the largest camphor tree in the world. It has a tremendous spread and occupies enough space to build a modern apartment house for fifty families. This tree was planted in 1883 and the property acquired by the Pomona Ebell Club in 1922. Another landmark is Christian Oak, located on North Kenoak drive near Ganesha Park. A tablet on this tree reads: "Under this tree was held the first Christian services in Pomona Valley, March 19, 1837." Of further interest is the H. J. Nichols' home, an adobe house dating back considerably over a hundred years and retained today in practically the same condition as it was when the Spanish dons and donnas graced it with their presence.

Heading back to Los Angeles, we made a visit to the Kellogg ranch, before spoken of. This institution, which harbors the finest herd of Arabian horses in the world, is open to the public, without charge, every Saturday afternoon, in an immense patio, where these steeds are put through their paces. Just over the hill North of this ranch is found the beginning of the half-million dollar unit of the Garvey-Holt avenues highway, connecting Pomona with Los Angeles. The strip at this point is known as the Kellogg Hill cut-off and will eliminate the winding hill found here by cutting across a U-shaped stretch of road. It is from this point to another one six miles distant that the new construction work is progressing. The old highway cuts back and forth across it and it will be some time next

year before it is completed, but it will be eighty feet wide, of solid concrete, just like all these other California highways you hear of, and it will be very largely used for through traffic.

Hotel Mayfair, one of the show hotels of Los Angeles, built a short time ago at an expenditure of \$2,000,000, backed up by the Strauss organization has gone astray. It is asserted that at no time since its installation has it had a house count in excess of forty per cent. George Cummings, well-known among Michigan hoteliers, has been its manager.

Sometimes the hotel man takes a survey of himself and asks the question: "Are hotel rates too high?" The hotel man can answer honestly and satisfactorily to any fair-minded guest that the average hotel charges are actually at rock-bottom, and that the hotels would go out of business if they tried to make them any lower. The matter of empty rooms is one factor that helps to set rates. If every room in the hotel were filled regularly it would be a different matter. It would be the old story of mass production, being more economical, with a consequent decrease in the price of the product possible. There are a few more factors that enter into the fixing of hotel rates. Only about 48 per cent. of the area of a hotel is productive of revenue to the operator. The other 52 per cent. of the hotel's space is taken up with lobbies, hallways, writing rooms, stairs, lavatories, working spaces, such as kitchens, etc. Space of this sort is necessary for the guests, yet it does not bring in any revenue to the hotel. Besides this operating expenses, outside of wages, have risen in hotels more than in any other line. In some cases I might say they have advanced 250 per cent. I do not need, in this connection, to make any reference to the tremendous increase in taxes. Room rates, on the contrary have been reduced very noticeably, in the almost hopeless attempt to stimulate trade. An investigation of rates in over six thousand hotels, conducted by one of the hotel journals shows that the room costs were never advanced to the extent of increase of other lines. Hotel rates may go lower, but such reductions will be made by receivers. The real owner has gone the limit.

Uncle Sam has discovered that the 3 cent postage charge on letters has almost blasted that type of traffic. Now they are going to play hob with parcel post rates. Of course the Government ought to make an honest effort to play even with such service, but, after all, the postal department, out of the multitudinous divisions, commissions, etc., is the only one which returns the taxpayers anything in the shape of service, so it might be given half a chance somehow.

Maybe the Wisconsin primary election may be interpreted as an indication that the Nation is going either radical or conservative, but my guess is that there are just a lot of badgers who have had their toes pinched and they are willing to try anything once, just so it is a change. 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 the party in power. It is going to happen in a lot of places just as it did a decade ago.

A lot of hotels and restaurants spoil an otherwise tempting table d'hote meal by leaving off a very important item—salad. At a cost of a few cents this essential might be added and its cost compensated for by abbreviating some of the heavier items. A lot of folks nowadays consider a tasty salad

one of the chief elements in a meal and I agree with them.

That food luxuries of a former day have become the necessities of today is indicated peculiarly perhaps, in figures showing the consumption of tropical fruits in temperate regions, and different items of this nature which were rarely called for in hotels and restaurants of a generation ago are now consumed by all classes of patrons. A recent survey made by the U. S. Department of Commerce in one principal industry, shows that of the total spent for food approximately 6 per cent. was for fresh fruits.

The report comes to me to the effect that while the summer hotel business in Michigan during the present season, was short of what it should have been, Canadian hotels had a banner year. It may be, as some claim, that the Volsted program, had a lot to do with it. There is no other reason I can think of why Canadian resorts can offer any better entertainment than are supplied by Michigan operators, hence we must take it for granted there is something in the reasons set forth. Another claim is also made and that is Canadian authorities have very little trouble in handling the traffic situation, so far as drunken driving is concerned, which speaks volumes for the quality of the liquor supplied over there.

Detroit hotel operators have perfected an arrangement with the principal laundry owners of that city whereby hotel laundry found in the hands of private parties will be returned to the rightful owner. This move, it is expected will save a large sum annually to the various hotels and will have a very substantial effect on "linen snipers."

It is a curious fact that the average small business man does not know whether he is making or losing money. He sees a store or restaurant full of customers and a lot of money coming in. Not until the smash comes does he realize that he has been doing business at a loss. I know a Detroit man who made a fortune buying and selling the same restaurant a number of times. He succeeds where others fail because he knows exactly the number of slices of tomatoes he can place on a plate and make a profit. He knew the exact margin of profit on every order he placed on his table, while others just guessed at it.

The Colonial Hotel, Cleveland, has been leased by the Railroad Postal Clerks Association, as one of a chain of hotels throughout the country. The Colonial was operated by George Fulwell, for many years prior to his death. Mr. Fulwell, as we all know was associated with hotel operation in Michigan for many years, latterly, prior to his demise, associated with his son-in-law, Robert C. Pinkerton, in connection with Hotel Normandie, Detroit.

Last week's issue of the Hotel Review had a very readable biographical sketch of Wm. K. Carroll, manager of Kellogg Inn, at Battle Creek. Mr. Carroll, but 25 years of age, is undoubtedly one of the youngest, if not the youngest hotel executive in Michigan. He is a graduate of Cornell

Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

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

CODY HOTEL
GRAND RAPIDS
RATES—\$1 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

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

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

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 pub-
lic and are in full apprecia-
tion of the esteem its generous
patronage implies."

HOTEL ROWE
Grand Rapids, Michigan.
ERNEST W. NEIR, Receiver.

University Hotel school. According to all reports he is giving a good account of his stewardship of the Kellogg interests.

The annual convention of the American Hotel Association is to be held at Memphis, Tennessee, next week. From all reports it will undoubtedly be the most interesting and important of any session ever held by the organization. The recent entry of the organization into the political field for the purpose of securing the repeal of the eighteenth amendment has had much to do with the increased interest manifested.

Pending a hearing of action filed by the Union and Peoples National Bank, Detroit, for distribution of liens or disposal of property as asked in proceedings started recently, Clarence B. Hayes has been named as receiver of Hotel Hayes, Jackson. This is only one of a lot of similar institutions which are bound to have an application of the vacuum cleaner before the "cruel war is over." A good hotel, well conducted, but in a field already fully occupied.

The Wisconsin Hotel Association is holding its annual convention at Oshkosh, this week. This is one of the worth while hotel organizations of the Nation, with a full record of accomplishments to its credit, thanks to the efforts of its secretary, Herman Kletsch, manager of the Republican House, Milwaukee.

The Rotary Club held their 884th session at Hotel Statler, last week. It was the occasion of the club entertaining the hotel officials, including H. W. Klare, vice-president of the Statler organization, and J. H. Pichler, resident manager. Mr. Klare was the featured speaker of the evening. The large hotel in a hustling town is a highly concentrated city in itself, according to Mr. Klare, in which the manager plays the varying roles of mayor, police commissioner, judge, jury, city clerk, treasurer and fire chief. Commenting on the lighter side of hotel operation, Mr. Klare told of the wealthy guest who squeezed his own orange juice rather than pay for it, of the society dowager who obtained her daily newspaper off a nearby park bench, and of the three men who walked out of the lobby with a grand piano and nearly got away with it.

The J. H. Callahan estate, at Battle Creek, has cancelled the lease held on the Clifton Hotel, that city, held by C. G. Hammerstein, and will continue the operation of same under the management of Fred De Tray, who has had charge under the Hammerstein administration. Mr. Hammerstein is well known among the Michigan fraternity, having represented Albert Pick & Co., in that territory for many years before embarking in actual hotel operation.

Mr. and Mrs. Reno Hoag, of Hotel Lafayette, Marietta, Ohio, have been enjoying a motor trip through the Southeastern states for the past month. They are well known to the Michigan fraternity.

Every hotel man in the Middle West knows Dave Olmstead, who was for some time connected with the executive department of the Book-Cadillac, Detroit, as well as manager of the Park-American, Kalamazoo. Mr. Olmstead, it is announced, is now associated with Hotel New Yorker, New York City.

Preston D. Norton, manager of Hotel Norton, Detroit, and Norton-Palmer, Windsor, Canada, tried out a game of golf at the Windsor course, the other day, and won the association cup. Naturally, I hope to help him initiate the cup in the near future.

E. H. (Ted) Beecher, manager of Hotel Crathmore, Grand Rapids, had a very interesting communication in the current issue of the Hotel World on the subject of hotel advertising and promotion. It might be read to advantage by a good many executives, who, possessed of ambition toward proper publicity, do not, as it were, to my notion, select the proper mediums for this purpose.

The East Michigan Tourist Association is holding its annual convention in its log cabin home, at Bay City, this week, and 400 delegates are expected. A full program will be presented, with a banquet at Hotel Wenonah, as a finale.

A restaurant operator I know out here is doing his part to neutralize the thought of hard times by slipping his patrons a card which they are bound to read, and at least starts their thoughts in a happier channel.

"Did you ever stop to think: That hard times mean nothing to a hen? She just keps on digging worms and laying eggs, regardless of what the newspapers say about conditions. If the ground is hard she scratches harder. If it is dry she digs deeper. If she strikes a rock she digs around it. But always she digs up worms and turns them into hard-shelled profits, as well as tender broilers. Did you ever see a pessimistic hen? Did you ever know of one starving to death waiting for worms to dig themselves to the surface? Did you ever hear one cackle because times are hard? Not on your life; she saves her breath for digging and her cackle for eggs."

I certainly have issued repeated warnings against Easterners coming to California to look for winter jobs. It is absolutely useless to try it, for there is just as much unemployment out here and the highways are lined with jitneys, loaded with families and household belongings, hoping to find employment when there is none to be had. This season particularly the charitable organizations are at their wits ends to figure out some way to keep people from starving to death to say nothing about jobs. If you have the wherewithal to pay the expenses of a vacation somewhere you will find it can be done economically and comfortably in California, but be sure you have in reserve a return trip coupon.

Here is a notice I saw posted in a cafe the other day: "We intend to pay our employes well so they will not require tips for the maximum of service. We will not encourage this gratuity practice." Frank S. Verbeck.

Report of Ruth Mary Myhan at Hotel Convention.

The work of the Educational Committee is divided into two distinct divisions, the arrangement of the short course and the activities in behalf of the students in the regular four year course in Hotel Training at Michigan State College.

The 1932 Short Course was held April 14, 15 and 16. Contrary to the expectations of the committee the attendance exceeded that of other years, two hundred registering. Those taking part displayed great interest, as was evidenced by the lively discussions following the sessions.

The subjects considered at the short course were Maintenance and Modernization the first day, Food subjects on the second day. The last day was given over to Advertising and Business Promotion.

The personnel of the program was made up entirely of men and women

who are leaders in their lines and fully qualified to handle their subjects. It is impossible in such a brief report to even mention the highlights of the program. One outstanding feature which created considerable interest was the exhibit of hotel and resort advertising materials collected and displayed by Frank Johnson.

President Green, of the American Hotel Association, gave recognition of Michigan's efforts along educational lines by attending the last afternoon session and speaking at the banquet.

The 1933 short course will be held during the week of April 16. It is hoped that larger numbers of the Michigan hotel men will co-operate by sending their employes and by attending themselves. Those employes who have attended short courses in the past have returned to their work with a renewed enthusiasm which is priceless.

College Activities.

The Catalogue of the Michigan State College states that "the hotel training course is offered to meet a special demand for personnel adequately trained in present day hotel methods." It is not expected that the student upon graduation will be a finished executive, but rather that the course will furnish the hotels with a market where they can obtain college trained men who are familiar with the principles underlying hotel ethics and management.

It has been the policy of the college and of the Michigan Hotel Association which has co-operated in outlining the work not to push the course or to make any concentrated effort to obtain students until such time as the industry can absorb those already trained.

Registration is going on now at the college so that it is not possible to give the exact number of hotel students. There is a slight decrease in enrollment, so that it is estimated that there will be thirty students in the hotel training course.

Each year your committee arranges for an inspection trip of some outstanding hotels for faculty members and students. This year in February the Battle Creek hotel men were hosts for the student tour. The first part of the day was spent in the dining rooms, kitchens, storage department and dairy of the Sanatorium with staff members explaining the operations. After lunch at Kellogg Inn a trip was made through some of the apartments and to the linen room of the W. K. Kellogg Hotel. The kitchens of the U. S. veterans hospital were visited and some time spent in going through the W. K. Kellogg plant. The day ended with dinner at the Post Tavern.

The most important activity of your committee is that of securing summer employment for the students. This is an obligation assumed by the Hotel Association when the work was inaugurated, the idea being that the summer employment would be laboratory work. Frank Johnson who acted for the committee this year was able to place only half the number.

Three students graduated in June. Of these only one is employed at the present time. These men will do any kind of work. If you have something, give them a trial.

Your chairman attended the meetings of the Wisconsin and Illinois hotels associations, extending invitations to attend the short course. The reception was cordial and considerable interest was displayed. When the hotel men in neighboring states are better acquainted with our activities we can depend upon them for co-operation.

At a conference with Dean Ryder, faculty members and Mr. Klare on Monday, a number of plans for the future of the course were formulated. When the present upheaval occasioned by the grand jury investigation has subsided the college will be prepared to make several announcements of importance concerning the work there.

Word has come from the Detroit Steward's Association that they will be ready in a short time to undertake instruction in stewarding. This co-operation ought to be appreciated by the Association.

I am grateful to the officers for the honor conferred upon me in making me chairman of this committee. The success of this year's efforts is due to the perfect co-operation of the committee members. At this time I wish to acknowledge my indebtedness to Mr. Klare who, as Director of Education, is the actual head of this committee. Mr. Klare has been unfailing in his efforts in behalf of the educational work. Mr. Robinson, Mr. Simon and Mr. Buckley gave especial assistance in outlining the short course programs and in contacting speakers to take part. Publicity was handled by Mr. McKinnon and the task of furnishing student employment fell to Mr. Johnson. It has been a pleasure and a privilege to have been associated with the members of the Educational Committee.

Easy To Remember Technical Name.

Professor: I would like a preparation of phenylisothiocyanate.

Drug Clerk: Do you mean mustard oil?

Professor: Yes, I can never think of that name.

Blessed are the joymakers.

1932 HIGH SCHOOL GRADUATES

A million dollar educational institution, established in 1898, has its reputation and resources behind an advertising plan to train, at low cost, young men and women who want to develop into executive positions. The plan is endorsed by high authorities.

Bonded Field Secretaries are employed to talk with students interested.

Write for booklet giving names and addresses of 376 students who have recently completed their training.

Address
WINSLOW SMITH, Sec'y.
AMERICAN TECHNICAL
SOCIETY

Drexel Ave. at 58th St., Chicago, Ill.

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.

Why Not Try Something Different?

A survey from a section containing ten drug stores will perhaps help explain the reason why there is need for somebody to try something different. All the stores in this section kept open nights until after 10:30 p. m. None of them opened before 8 a. m., although some of them were passed by people on their way to trains and work at a much earlier hour. All had soda fountains; none handled leeches, although there were some calls for them. They all carried tobacco. Only one of the ten had a certain kind of pencil wanted. Generally speaking, whether the survey is made at the seashore, the mountains or "on the banks of the Wabash far away," they all imitate each other too closely and don't look around and resurrect lines that have been dormant or would fit in. Outside of the agency lines and the stores that cater largely to foreigners, the chances are that the largest stocked store in a section will carry about every item that the several smaller competitors have. "The world does not need educating as much as it does reminding."

Take the aristocratic sections. Instead of all trying to become minions of the socially prominent in their advertising letters, who only consign them to the waste paper basket, try this original idea: Enter society through the back door and make up a list of maids and domestic servants working in these wealthy families. People in this class do not receive more mail than they can read: they are good spenders; they are cash and carry buyers.

During his travels in recent years the writer has come across a number of young men who possessed the higher collegiate degrees, such as Pharmaceutical Chemist or Bachelor of Science in Pharmacy. These men by virtue of their higher education are capable of doing some private chemical work for clients, in addition to conducting retail drug stores. Of course it does take time to develop this line of endeavor like everything else. The major part of them though, can soon be found with stores and methods about the same as the others.

All ideas on developing prescription business are by no means exhausted. For a pharmacist to subscribe to a medical journal is a good investment if for no other reason than to give to some physician after you have read it. Still there are greater possibilities of its use. When a big reliable house is using liberal space to advertise a remedial article to physicians the pharmacist can rest assured that he is likely to have a prescrip-

tion for the product sooner or later. Again if a noted specialist writes an article to a medical journal and states that he has received wonderful results in treating a certain ailment with bearsfoot the pharmacist can in small measure anticipate his future calls. The medical journals can inform the pharmacist what is being told the physicians.

Veterinary pharmacy is a branch that is worthy of going after. Many pharmacists, unless situated near stables or riding academies are not proficient in preparing colic drenches, blisters, horse balls, or electuaries. Veterinary work has not been fully equalized with the prescription business, although it is true ethical pharmacy. Many druggists cannot be in the vicinity of horses and cows, but cats and dogs and many other small pet animals can be found in about all places. The veterinarian's friendship is worth cultivating. A couple of books containing formulas for their remedies will make one more outstanding among the public, than his competitors.

For goodness sake don't go on persistently and stupidly imitating the others.

Two unusual things that recently could not be purchased at the drug stores were a commode and hospital night gown. The former is as appropriate a stock item for drug stores as bed pans and toilet paper. The towns and cities are full of dress-makers; one druggist out of ten could take orders for these night gowns and have them made to order near by.

About three years ago the writer called on a distinguished pharmacist who conducted a strictly ethical pharmacy. During this visit that afternoon, he sold fully five dollars worth of botanicals in twenty-five and fifty cent amounts. They consisted of roots, berries, leaves, etc. While most of these crude drugs were sold as remedial agents, such herbs as saffron, sage, thyme and bay leaves which are used as condiments were in the assortment also.

The store also sells a great many of its own preparations and does a splendid prescription business. This pharmacist can defy the department stores, cosmetic shops and chain stores because the business was built upon a firm foundation. This type of pharmacy has stood up under the depression and other vicissitudes better than those that catered to the passing fads.

Out of ten pharmacies there is a good opportunity for one to specialize on botanicals. There is nothing that yields more profit and that is less competitive. Besides, it is unquestionably part of true professional pharmacy. Here is one line that is waiting for more to foster it, and develop it. There is one fear in the hearts of the younger pharmacists that they dread more than failure, and that is the fear of being old fashioned. For this reason also the flavoring extract business has passed from the pharmacists hands to the grocers.

One pharmacist said that if he had remained in the drug business, he would put up a full line of his own preparations in herb form. They would consist of mixtures like the fol-

lowing: the first one would be catsup, fennel, wintergreen and carminatives. The second one rhubarb, senna, taraxicum, podophyllum and ginger. The third, sarsaparilla, senna and licorice. There would be about a dozen of these separate combinations and would be labeled as follows: No. 1, stomachic, and flatulent colic of infants. No. 2. Laxative and cathartic. No. 3. Blood medicine, etc. The idea seems not only good but it is something different.

In the matter of side lines, too, they select and install these departments because they are customary and not because they have fully considered their possibilities and future.

The writer would like to see every pharmacist a strictly ethical one, but it will take many years of higher pharmaceutical education to reduce our numbers sufficiently so that all can live this way. While waiting for these days to come we must sell side lines and in many cases plenty of them.

One druggist said that his best side line was that of groceries. As much as I dislike to see such things enter

pharmacy, something of an unrelated nature must be added to help pay expenses. This line consisted of the small sizes of meats, fish, fruit, cheese, vegetables, crackers, coffee, tea, milk, prepared cereals, etc., all in cans or sealed packages. This stock was carried exclusively for Sundays, nights and holidays, when the regular food stores were closed. Someone would have unexpected company and straight away seek out this grocery department. The prices were a little higher than they were even in the independent grocery stores. Customers knew that large orders were not expected from them on account of the higher prices and they did not under the circumstances complain. This line was successful.

If it is permissible for drug stores to sell handkerchiefs, hair pins and bath towels, there is no harm in this dealer stocking sewing materials, as needles, thimbles, spools of thread, cotton and silk. There are women who find, when getting ready for church or preparing for the holiday

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 FIL- LERS, MUSIC BOOKS, ETC.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

picnic that it is necessary to do some sewing first, and the usual source of supply closed. Charge more too.

Legal forms make a good side line in the vicinity of court houses and law offices.

Every druggist should try to be the leader in his section on one side line even if its only penny pencils, nipples or chewing gum. Geo. W. Hague.

Liggett Issues Ultimatum To Landlords.

Rent continues to be a problem of paramount importance among retailers everywhere. While appeals based on common-sense facts and figures have been sufficient to convince many landlords that some readjustment of lease bases is necessary if stores are to exist and to remain as tenants, others are adamant in their determination to exact the full terms set forth in contracts entered into during better times.

Where merchants are able to obtain reductions, the difference between success and failure in business is often realized in just this one important lowering of overhead expense. In Philadelphia, for example, the Eugene Jacobs Men's Shop chain announced in half-page advertisement during September:

"Eugene Jacobs is remaining in business because of the co-operation of our landlords. The condition we found ourselves in six months ago was a common one throughout the country. Like many other large chain organizations we found it difficult to weather the storm because of high rentals.

"Merchandise in our line dropped 35 per cent. in price during the previous two years. Because of this our volume of business was considerably lower in dollars and cents. Yet our rents, contracted when our volume was greater, remained the same. We could not continue to pay those rents on our smaller volume.

"We were facing what seemed to be a great problem. We were naturally happy to sell goods to our customers at the new low prices. But small prices mean small profits. Consequently, it was necessary to reduce expenses. We did not think this possible. So we decided to go out of business. But our landlords came to our rescue, with the viewpoint that reduced rentals were better than empty stores.

"Since rent is one of the largest items of expense, a reduction in this figure can be the life saver of a business. In our case it was. Thanks to our landlords we will be able to remain in business."

The other side of the picture is represented in the case of the Liggett Drug Co. whose president, George M. Gales, recently announced for publication that "unless substantial readjustments of rents can be effected," this extensive drug chain would have to undergo a reorganization.

In what he termed a "final effort," Gales made public a letter which he mailed to the landlords pointing out the necessity of obtaining their co-operation "in averting the financial disaster which threatens to overtake the company."

The letter stated the company's business had dropped some \$20,000,000 annually since 1929, eliminating all profits and "now involving heavy losses which it cannot long sustain." In addition it was said the company had also suffered heavy losses in its real estate operations.

More Drug Taxes Feared.

Publication of the National deficit of \$400,000,000, exclusive of the loans to the Reconstruction Finance Corporation; during the week brought a definite fear to the drug and cosmetic industries that they will be subject to additional taxation when Congress meets again in December. Trade leaders generally agreed that some form of a general manufacturers' sales tax will be sought at the next session to cover the mounting deficit, which impost might be applied to their products, in addition to the current duties.

Admitting that they do not know definitely what will happen, but wishing to be prepared for emergencies, executives decided to adopt a waiting attitude and to keep in close touch with developments. The sales tax on drugs and cosmetics enacted at the last session of Congress has resulted in advancing wholesale and retail prices somewhat and has not retarded sales to consumers very much, but additional levies would be very harmful, it was asserted. Some of the products regarded as in the luxury class would be the first to receive added imposts.

Diseases Traceable To Infection of Teeth.

It must not be forgotten that teeth being in close communication with the tiny channels behind the nose, with the natural openings in the skull and with the passage leading to the middle ear and thence to the mastoid, thus have a direct avenue to the blood stream itself which, with its contents, reaches every portion of the body. Teeth, therefore, that harbor germs may be associated with diseases in various parts of the body, and they also may affect the general health.

Affections of the nose, eye, sinuses of the head, the stomach and even the intestinal tract frequently have infected teeth as their source. The same may be said for a germ invasion of the heart and kidneys. To this formidable list can often be added arthritis and neuritis.

Therefore, from a preventive standpoint, infected teeth should not be tolerated by anyone. The dental examination twice yearly and daily dental hygiene represent the real weapon against them.

Dr. C. J. Hollister.

Copper cooking utensils are now made with chromium plated interiors. Copper's conductivity is thus linked with chromium's wear-resistant, non-tarnishing qualities.

WHOLESALE DRUG PRICE CURRENT

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

| | | |
|---|----------------------------------|-----------------------------|
| Acetic, No. 8, lb. 06 @ 10 | Gum | Hemlock, Pu., lb. |
| Boric, Powd., or Xtal, lb. 08 1/2 @ 20 | Aloes, Barbadoes, so called, lb. | Heml'k Com., lb. |
| Carbolic, Xtal, lb. 36 @ 43 | Aloes, Socotrine, lb. | Juniper Ber., lb. |
| Citric, lb. 40 @ 55 | Powd., lb. | Junip'r W'd, lb. |
| Muriatic, Com'l., lb. 03 1/2 @ 10 | Arabic, first, lb. | Lav. Flow., lb. |
| Nitric, lb. 09 @ 15 | Arabic, sec., lb. | Lav. Gard., lb. |
| Oxalic, lb. 15 @ 25 | Arabic, sorts, lb. | Lemon, lb. |
| Sulphuric, lb. 03 1/2 @ 10 | Arabic, Gran., lb. | Mustard, true, ozs. |
| Tartaric, lb. 35 @ 45 | Arabic, P'd, lb. | Mustard, art., ozs. |
| Alcohol | Asafoetida, lb. | Orange, Sw., lb. |
| Denatured, No. 5, Gal. | Asafoetida, Po., lb. | Origanum, art, lb. |
| Gal. ----- | Guaiac, lb. | Pennyroyal, lb. |
| Grain, Gal. ----- | Guaiac, Powd. | Peppermint, lb. |
| Wood, Gal. ----- | Kino, lb. | Rose, dr. ----- |
| Alum-Potash, USP | Kino, powd., lb. | Rose, Geran., ozs. |
| Lump, lb. ----- | Myrrh, lb. | Rosemary |
| Powd. or Gra., lb. | Myrrh, Pow., lb. | Flowers, lb. |
| Ammonia | Shellac, Orange, lb. | Sandalwood, |
| Concentrated, lb. | Ground, lb. | E. I., lb. |
| 4-F, lb. ----- | Shellac, white, (bone dr'd) lb. | W. I., lb. |
| 3-F, lb. ----- | Tragacanth, No. 1, bbls. | Sassafras, true, lb. |
| Carbonate, lb. | No. 2, lbs. | Syn., lb. |
| Muriate, Lp., lb. | Pow., lb. | Spearmint, lb. |
| Muriate, Gra., lb. | Honey | Tansy, lb. |
| Muriate, Po., lb. | Pound ----- | Thyme, Red, lb. |
| Arsenic | Hops | Thyme, Whl., lb. |
| Pound ----- | 1/2s Loose, Pressed, lb. | Wintergreen |
| Balsams | Hydrogen Peroxide | Leaf, true, lb. |
| Copaiba, lb. | Pound, gross | Birch, lb. |
| Fir, Cana., lb. | 1/2 Lb., gross | Syn. |
| Fir, Oreg., lb. | 1/4 Lb., gross | Wormseed, lb. |
| Peru, lb. | Indigo | Wormwood, lb. |
| Tolu, lb. | Madras, lb. | Oils Heavy |
| Barks | Insect Powder | Castor, gal. |
| Cassia, Ordinary, lb. | Pure, lb. | Cocanut, lb. |
| Ordin., Po., lb. | Xtal, lb. | Cod Liver, Norwegian, gal. |
| Saigon, lb. | Powd. & Gran. | Cot. Seed Gals. |
| Saigon, Po., lb. | Lead Acetate | Lard, ex., gal. |
| Elm, lb. | Xtal, lb. | Lard, No. 1, gal. |
| Elm, Powd., lb. | Powd. & Gran. | Linseed, raw, gal. |
| Elm, G'd, lb. | Licorice | Linseed, boil., gal. |
| Sassafras (P'd lb.) | Extracts, sticks, per box | Neatsfoot, extra, gal. |
| Soapree, cut, lb. | Lozenges, lb. | Olive, |
| Soapree, Po., lb. | Wafers, (24s) box | Malaga, gal. |
| Berries | Leaves | Pure, gal. |
| Cubeb, lb. | Buchu, lb., short | Sperm, gal. |
| Cubeb, Po., lb. | Buchu, lb., long | Tanner, gal. |
| Juniper, lb. | Buchu, P'd, lb. | Tar, gal. |
| Blue Vitriol | Sage, bulk, lb. | Whale, gal. |
| Pound ----- | Sage, loose pressed, 1/4s, lb. | Opium |
| Borax | Sage, ounces | Gum, ozs., \$1.40; |
| P'd or Xtal, lb. | Sage, P'd & Grd. | lb. |
| Brimstone | Senna, | Powder, ozs., \$1.50; |
| Pound ----- | Alexandria, lb. | lb. |
| Camphor | Tinnevela, lb. | Gran., ozs., \$1.50; |
| Pound ----- | Powd., lb. | lb. |
| Cantharides | Uva Ursi, lb. | Paraffine |
| Russian, Powd. | Uva Ursi, P'd, lb. | Pound ----- |
| Chinese, Powd. | Lime | Papper |
| Chalk | Chloride, med., dz. | Black, grd., lb. |
| Crayons, white, dozen | Chloride, large, dz. | Red, grd., lb. |
| dustless, doz. | Lycopodium | White, grd., lb. |
| French Powder, Coml., lb. | Pound ----- | Pitch Burgundy |
| Precipitated, lb. | Magnesia | Pound ----- |
| Prepared, lb. | Carb., 1/8s, lb. | Petrolatum |
| White, lump, lb. | Carb., 1/16s, lb. | Amber, Plain, lb. |
| Capsicum | Carb., P'd, lb. | Amber, Carb., lb. |
| Pods, lb. | Oxide, Hea., lb. | Cream Whl., lb. |
| Powder, lb. | Oxide, light, lb. | Lily White, lb. |
| Cloves | Menthol | Snow White, lb. |
| Whole, lb. | Pound ----- | Plaster Paris Dental |
| Powdered, lb. | Mercury | Barrels ----- |
| Cocaine | Pound ----- | Less, lb. |
| Ounce ----- | Morphine | Potassa |
| Copperas | Ounces ----- | Caustic, st'ks, lb. |
| Xtal, lb. | 1/2s ----- | Liquor, lb. |
| Powdered, lb. | Mustard | Potassium |
| Cream Tartar | Bulk, Powd., select, lb. | Acetate, lb. |
| Pound ----- | No. 1, lb. | Bicarbonate, lb. |
| Cuttlebone | Naphthaline | Bichromate, lb. |
| Pound ----- | Balls, lb. | Bromide, lb. |
| Dextrine | Flake, lb. | Carbonate, lb. |
| Yellow Corn, lb. | Nutmeg | Chlorate, Xtal, lb. |
| White Corn, lb. | Pound ----- | powd., lb. |
| Extract | Nux Vomica | Gran., lb. |
| Witch Hazel, Yellow Lab., gal. | Pound ----- | Iodide, lb. |
| Licorice, P'd, lb. | Powdered, lb. | Pernanganate, lb. |
| Flower | Oil Essential | Prussiate, Red, lb. |
| Arnica, lb. | Almond, Bit., true, ozs. | Yellow, lb. |
| Chamomile, German, lb. | Bit., art., ozs. | Quassia Chips |
| Roman, lb. | Sweet, true, lb. | Pound ----- |
| Saffron, American, lb. | Sw't, Art., lbs. | Powd., lb. |
| Spanish, ozs. | Amber, crude, lb. | Quinine |
| Formaldehyde, Bulk | Amber, rect., lb. | 5 oz. cans., ozs. |
| Pound ----- | Anise, lb. | Sal |
| Fuller's Earth | Bay, lb. | Epsom, lb. |
| Powder, lb. | Bergamot, lb. | Glaubers, |
| Gelatin | Cajeput, lb. | Lump, lb. |
| Pound ----- | Caraway S'd, lb. | Gran., lb. |
| Glue | Cassia, USP, lb. | Nitre, Xtal or Powd. |
| Brok., Bro., lb. | Cedar Leaf, lb. | Gran., lb. |
| Gro'd, Dark, lb. | Coml., lb. | Rochelle, lb. |
| Whl. Flake, lb. | Citronella, lb. | Soda, lb. |
| White G'd., lb. | Cloves, lb. | Soda |
| White AXX light, lb. | Croton, lbs. | Ash ----- |
| Ribbon ----- | Cubeb, lb. | Bicarbonate, lb. |
| Glycerine | Erigeron, lb. | Caustic, Co'l., lb. |
| Pound ----- | Eucalyptus, lb. | Hyposulphite, lb. |
| | Fennel ----- | Phosphate, lb. |
| | | Sulphite, Xtal, lb. |
| | | Dry, Powd., lb. |
| | | Silicate, Sol., gal. |
| | | Turpentine |
| | | Gallons ----- |

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 |
|----------------|-------------------|
| Scotch Peas | Quaker Mince Meat |
| Split Peas | Hart Carrots |
| Dry Lima Beans | Hart Sauerkraut |
| | Hart Tomatoes |
| | Lard |
| | Wilson's Oleo |

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

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

Pears

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

Plums

Grand Duke, No. 2 1/2 3 25

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

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

100 lb. bag

Chili Beans ----- 5 00
 Dry Lima Beans 100 lb. 7 50
 White H'd P. Beans 2 75
 Split Peas, Yell., 60 lb. 4 10
 Split Peas, Gr'n 60 lb. 4 25
 Scotch Peas, 100 lb. ----- 6 25

BURNERS

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
 Clam Chowder, No. 2 ----- 2 75
 Clams, Steamed, No. 1 ----- 2 75
 Clams, Minc'd, 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, Im. 1/4, ea. 6 @ 16
 Sardines, Im. 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

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

Scrub

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

Stove

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

Shoe

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

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, 1/2s ----- 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. 1/4 1 45
 Vienna Saus. No. 1/2 1 00
 Vienna Sausage, Qua. 90
 Veal Loaf, Medium ----- 2 25

CANNED FRUITS
 Hart Brand

Apples

No. 10 ----- 4 75

Blackberries

Pride of Michigan ----- 2 55

Cherries

Mich. red, No. 10 ----- 5 25
 Red, No. 2 ----- 3 00
 Pride of Mich., No. 2 ----- 2 60
 Marcellus Red ----- 2 10
 Special Pie ----- 1 35
 Whole White ----- 2 80

Gooseberries

No. 10 ----- 7 50

BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross ----- 13

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, 3/4 oz. ----- 1 10
 Kaffe Hag, 6 1-lb. cans ----- 2 75
 Whole Wheat Fla., 24 ----- 1 90

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

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

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 00
 No. 2 ----- 85

Spinach

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

Squash

Boston, No. 3 ----- 1 35

Succotash

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

Tomatoes

No. 10 ----- 5 25
 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

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 ----- 2 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 ----- 95
 Diced, No. 10 ----- 4 00

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

Baked Beans

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

CANNED VEGETABLES
 Hart Brand

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 ----- 2 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 ----- 95
 Diced, No. 10 ----- 4 00

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
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 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

CHILI SAUCE

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

OSTER 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 ----- 14
 Wisconsin Longhorn ----- 15
 Imported Leyden ----- 23
 1 lb. Limberger ----- 18
 Imported Swiss ----- 52
 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

CONFECTIONERY

Stick Candy

Pails

Pure Sugar Sticks-600c ----- 4 00
 Big Stick, 20 lb. case ----- 17
 Horehound Stick, 5 lb. ----- 18

Mixed Candy

Kindergarten ----- 15
 Leader ----- 11
 French Creams ----- 12
 Paris Creams ----- 13
 Jupiter ----- 09
 Fancy Mixture ----- 15

Fancy Chocolate

5 lb. boxes

Bittersweets, Ass'ted ----- 1 50
 Nibble Sticks ----- 1 50
 Chocolate Nut Rolls ----- 1 60
 Blue Ribbon ----- 1 25

Gum Drops

Pails

Champion Gums ----- 14
 Jelly Strings ----- 14

Lozenges

Pails

A. A. Pep. Lozenges ----- 14
 A. A. Pink Lozenges ----- 14
 A. A. Choc. Lozenges ----- 14
 Motto Hearts ----- 18
 Malted Milk Lozenges ----- 20

Hard Goods

Pails

Lemon Drops ----- 12
 O. F. Horehound drops ----- 14
 Anise Squares ----- 15
 Peanut Squares ----- 14

Cough Drops

Bxs

Putnam's ----- 1 25
 Smith Bros. ----- 1 50
 Luden's ----- 1 50

Specialties

Italian Bon Bons ----- 16
 Banquet Cream Mints ----- 18
 Handy Packages, 12-10c ----- 80

CONDENSED MILK

Eagle, 2 oz., per case ----- 4 60

EVAPORATED MILK

Page, Tall ----- 2 55
 Page, Baby ----- 1 43
 Quaker, Tall, 10 1/2 oz. ----- 2 30
 Quaker, Baby, 4 doz. ----- 1 15
 Quaker, Gallon, 1/2 dz. ----- 2 30
 Carnation, Tall, 4 doz. ----- 2 55
 Carnation, Baby, 4 dz. ----- 1 28
 Oatman's D'dee, Tall ----- 2 50
 Oatman's D'dee, Baby ----- 1 25

CONDENSED MILK

Eagle, 2 oz., per case ----- 4 60

EVAPORATED MILK

Page, Tall ----- 2 55
 Page, Baby ----- 1 43
 Quaker, Tall, 10 1/2 oz. ----- 2 30
 Quaker, Baby, 4 doz. ----- 1 15
 Quaker, Gallon, 1/2 dz. ----- 2 30
 Carnation, Tall, 4 doz. ----- 2 55
 Carnation, Baby, 4 dz. ----- 1 28
 Oatman's D'dee, Tall ----- 2 50
 Oatman's D'dee, Baby ----- 1 25

COUPON BOOKS

50 Economic grade ----- 2 50
 100 Economic grade ----- 4 50
 500 Economic grade ----- 20 00
 1000 Economic grade ----- 37 50
 Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lbl boxes ----- 42

DRIED FRUITS

Apples

N. Y. Fcy., 50 lb. box ----- 13
 N. Y. Fcy., 14 oz. pkg. ----- 16

Apricots

Evaporated, Choice ----- 10 1/2
 Evaporated, Ex. Choice ----- 11
 Ex. Fancy -----

Citron

10 lb. box ----- 24



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 @6 3/4
 40@50, 25 lb. boxes @7 1/4
 30@40, 25 lb. boxes @8 1/2
 30@30, 25 lb. boxes @12
 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 05
 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 ----- 09
 Special Roll ----- 12

MATCHES
 Diamod, 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 ----- 7
 24 1 lb. Cellophane case 1 95

Shelled
 Almonds, Salted ----- 95
 Peanuts, Spanish ----- 5 1/2
 Filberts ----- 32
 Pecans Salted ----- 55
 Walnut California ----- 40

MINCE MEAT
 None Such, 4 doz. ----- 6 20
 Quaker, 3 doz. case ----- 2 95
 Yo Ho, Kegs, wet, lb. 16%

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, Stuffed, doz. 1 15
 8 oz. Jar, Stuffed, doz. 2 25
 10 oz. Jar, Stuffed, doz. 2 65
 1 Gal. Jugs, Stuffed, 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 Str's & H.f. ----- 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
 Trimmings ----- 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
 60 lb. tubs ----- advance 1/4
 50 lb. tubs ----- advance 3/4
 20 lb. pails ----- advance 3/4
 10 lb. pails ----- advance 7/8
 5 lb. pails ----- advance 1
 3 lb. pails ----- advance 1
 Compound tierces ----- 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 ----- @19 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 ----- 78
 Mixed, half bbls. -----
 Mixed, bbls. -----
 Milkers, Kegs ----- 89
 Milkers, half bbls. -----
 Milkers, bbls. -----

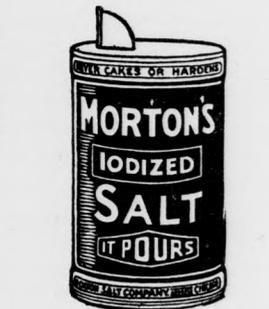
Lake Herring
 1/2 Bbl., 100 lbs. -----
Mackerel
 Tubs, 60 Count, fy. fat 6 00
 Pails, 10 lb. Fancy fat 1 50

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
 Vulcanox, No. 10, doz. 1 30
 Stovoil, 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 cream, 100 lb., each 85
 Butter Salt, 280 lb. bbl. 4 00
 Block, 50 lb. ----- 40
 Baker Salt, 280 lb. bbl. 3 80
 6, 10 lb., per bale ----- 93
 20, 3 lb., per bale ----- 1 09
 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
 Wyandot, 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 ----- @43
 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
 Penalty, 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 ----- 1 1 1/4
 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
 Capar, 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, spruce ----- 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 ----- 13 00
 19 in. Butter ----- 25 00

WRAPPING PAPER
 Fibre, Manila, white ----- 05
 No. 1 Fibre ----- 06 1/2
 Butchers D F ----- 05 1/4
 Kraft ----- 04
 Kraft Stripe ----- 00 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. ----- 20
 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.

To Make Inventory Dynamic—Move.

The object of October is to obtain maximum sales at retail—but it can't be done this month, next month or any month, with a minimum of inventory. A starved stock often leads to a starved purse. Empty cartoned shelves do not a business make!

Recently we interviewed a man who had the ability to take a world-wide inventory. He discovered that nature in the raw is cheap—so "let it lay, let it lay."

Man and money have at last decided that collection and storage only up to the point of anticipated use—is worth while. The old theory of holding passive inventory for profit is gone forever—it doesn't pay.

We have all noted the recent rises in the commodity markets—a good sign that even in plenty we restrain our hands and hoarding to what mankind can "timely use."

So far so good—but inventory is in the wrong place. We can no longer maintain mountains of inventory in congestion. But we can spread inventory far and wide providing it is given dynamic treatment at the point of use. Planning inventory in finished goods will start the cycle of employment and use.

Man and merchant have lost the urge to venture through proficiency in the game of "playing safe." But all life is buying and selling goods for human use. What then? No buying, no selling, no use, no profit.

An incentive is needed. We have it in dynamic inventory at the point of contact with the customer—inventory so placed as to be constantly in motion. We maintain that if the stores of this country were again spirited with men eager to buy and sell for a profit, the uplift would be tremendous. What this industry needs is to increase the number of useful hours of sale and service in the retail store—by providing the store with goods—timely and sufficient—so that the merchant can get money for them.

You can't make money without goods and services. In fact, America can't make "goods" without buying and selling more goods and services. One of the first definite signs of business recovery is the buying of more goods by merchants for stock and sales facility—for the merchant is the natural selector of goods for his public consumers. More goods mean more employment in their making.

The old theory of thrift as applied to useful articles must be revised. The consumption of more goods must be brought about. The store must learn how to tell men, women and children that there is more use and more pleasure in more shoes. To advocate buying one shoe to straddle two or three costumes is wrong thinking, if we are to bring about the return of prosperity for the many.

We advocate and recommend dynamic inventory even to the extent of keeping it constantly in movement

within the store itself. On board ship every man must keep his hands busy every moment of the watch. There is painting and pounding and ship-keeping every minute of the voyage. The idea is a good one to adapt to the store itself. Move the stock about so that every day stock is being handled and re-handled for then everyone selling shoes is aware of the slow selling and odd numbers.

If we are to have dynamic inventory in constant movement toward the consumer, it has got to be in constant movement, in and out. There is no reason why a store shouldn't take a piece of its inventory every day in the year for a physical inventory is the only one that is right and proper.

Handling and rehandling your shoes will teach you more about dynamic inventory than all the words that can be put on paper. We make a prediction right here and now that you will find that some of the shoes cost you 60 per cent. to sell because they are passive shelf-sitters, moving toward the customer once a year or less. You will find other lines of shoes that have that dynamic touch and popular selling appeal that actually cost you less than 25 per cent. to sell because you move them four times or more per year.—
 Boot and Shoe Recorder.

Orders For Shoes Slacken.

Demand for shoes slackened somewhat during the week, as retailers came to the conclusion that there would be no additional price advances for the time being. Although retailers have been operating very closely they have purchased a fair volume of goods in recent weeks and appear to be sufficiently covered on immediate requirements for the time being. There are no excessive stocks in either manufacturers' or retailers' hands, however, and if consumer demands pick up, a substantial volume of re-order business will come in shortly, it was said.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 10—With the opening of the partridge season many of our citizens have taken to the woods but the price of a license for only ten days' sport has kept many at home. It seems as if the birds are plentiful, but, according to reports from some of the old timers, we are told that the partridges are on the alert and manage to keep at a safe distance. In other parts of the country the hunters report better success and manage to get their allotment in short order.

The arrival of the cooler weather and the approach of the hunting season have brought renewed activity to the Soo Woolen Mills. An increase of orders within the past few weeks has meant an increase in efforts for the fifty employes and the plant will soon be in capacity operation. Wool purchased from our local farmers is converted into materials and made by tailors into men's garments, which are shipped daily into all of the Northern states. Conditions in general are looking better and we are all looking for a continued improvement in other lines as well.

The first snowfall of the season was last Wednesday, but it was a mild attack and reminded us of the good old winter which will soon be upon us. It is true that we have an abundance of coal and also wood at prices much less than last year, but the added expense and the extended time before next summer will make us feel no regret when it is over. We have a short

spring which makes the winters feel longer here.

John Hengels has sold his cigar stock to Edward Lapraire, formerly manager of the Border service station during the last summer. Mr. Lapraire will continue the business and will handle a full line of cigars and cigarettes, confectionery, newspapers and other periodicals. Mr. Lapraire is a young man well acquainted in the city and his many friends wish him every success in his new venture.

A new restaurant was opened at DeTour last week. It will be known as the D & D Lunch, owned and operated by Reese & LaFountain. They are both young men and are getting started just in time to secure a large share of the hunters' business which goes to Drummond every year.

When a man asks for criticism he is usually seeking praise.

George Bailey, the well-known shoe merchant on Ashmun street, met a tragic death by drowning Friday at his summer home on Sugar Island. He was alone at the time, getting in some vegetables he had grown in his garden. No one saw the accident. It appears that as he was loading bags of potatoes into a rowboat it capsized, throwing him in the shallow water, which had a soft muddy bottom, so that he sank so quickly in the mud that he could not get out and when a search was made the capsized boat was found and near by the upper part of the body submerged only two feet under water in an upright position. It was a terrible shock to his wife and two daughters, who had been waiting his return. George, as he was known by his score of friends, will be greatly missed in this community. He was of a happy disposition and had a cheerful word for everybody. He was a member of the Kiwanis club and also the business manager of the Soo Hiking club, composed of well-known business men who have enjoyed the hikes each winter arranged by George. He was a real booster for any cause for the good of the community and always pleased to do his share in that direction. We know of no one who will be able to fill his place. The family have the sympathy of the entire community in their bereavement.

The county fair at Stalwart last week was a decided success. The weather was ideal and the exhibits were exceptionally good. The attractions were better than last year and the attendance was about the same as last year. The directors have every reason to be proud of the showing made.

In a political discussion at DeTour last week an amusing remark was made by one of the old timers, who said that he is a Democrat and has always voted a Democratic ticket heretofore, but this year he is going to vote for Hoover, because Hoover got us into this hole and he wants to see him get us out of it again.

William G. Tapert.

Many Retail Promotions.

Among advertised items meeting with active consumer response during the week in New York City stores were promotions of radios, Oriental and American-Oriental rugs, nationally advertised simulated pearls at \$1 and rabbits' hair and corduroy knitted dresses, according to analyses made by shoppers of the Meyer-Both Retail Reporting Bureau.

The radios were of branded make and were featured at \$19.98, \$29.98 and \$39.98. The console model at the first price was a sell-out the initial day of the sale. Oriental rugs sold steadily throughout the week, with particularly good response in one store to an American-Oriental at \$58 for the 9 by 12 size. The knitted dresses, with dressmaker touches, sold well at \$15.44 and \$17.94.

Kitchenette pajamas at \$1, one of a series of successful adaptations, met a good response. The pajamas were developed in the Victorian style of plaid material. A Chinese table lamp, equipped with a high-grade rayon moire shade, sold well at \$9.97. Several stores repeated, with good results, their sales of pure-dye hand-made Puerto Rican and Philippine hand-made underwear at \$1.79 for panties and chemises and \$2.79 for gowns and slips.

True Economy.

Rigid economy was the watchword of the day in a Western company. At each weekly sales meeting each employe would tell what economy he had effected. At one meeting one of the employes said he had saved on his gasoline by coasting down every little hill in his territory.

Another employe said he had saved the company money by going without dessert for dinner and showed his meal checks to prove it. Another man called local city accounts by phone instead of sending them letters. It came to the Scotch book-keeper's turn to say what economy he had effected. He was known to have practiced all the economies anyone could practice, so everyone wondered what he had done.

"This week," said the Scotch book-keeper gravely, "I dinna cross my t's or dot my i's when entering accounts on the books, in order to save on ink."

Some men dispose of a disagreeable matter by stuffing the papers in the drawer of a desk.

Positive protection
plus profitable investment
is the policy of the

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
 Mutual Building • • • Lansing, Michigan



Lines of Interest To Grand Rapids Council.

Those of you who have attended Council meetings in the past year remember Alva Cruzen, representing the Hazeltine & Perkins Drug Co. in Northern Michigan for a number of years, but who is now in California for his health, being a sufferer from asthma. Mr. Cruzen has a very modern house located at 704 Lovett avenue which is an excellent locality and at present is unoccupied. If any of the readers of this column contemplate making a change of residence or purchasing a home, we recommend that you inspect this residence, with a view to renting or purchasing same.

Past Grand Councilor L. V. Pilkington and his mother were called to Andrews, Indiana, last Saturday to attend the funeral of Mr. Pilkington's uncle, who passed on quite suddenly.

Notwithstanding this time of business uncertainties, many of our members are encouraging their families to prepare for lives of usefulness and good citizenship. The reporter in interviewing L. H. Berles, learned that his son, S. Donald Berles, is taking business administration, secretarial and public speaking course at Michigan State College, East Lansing, after graduating from the high school and the junior college in this city.

The Council extends its sympathy to E. T. Stearns, one of our old time members, who is confined to his home with an attack of sciatica.

Past Grand Councilor Wilber S. Burns, living at 2132 Madison avenue, after an extended vacation in Florida and elsewhere, has re-entered the field of business by buying an interest and taking an active part in the distribution of a mighty good product. It is known as the "Get-U-Out" tire shoe, which is about the last word in accessories for moving stalled cars or trucks out of snow or mud. It is so effective that it seems to sell on sight and operators of a fleet of trucks are keenly interested in the saving of time, tire and trucks by the use of this device. We congratulate Mr. Burns on his new connection and wish him all the success possible.

Members of the Salesmen's Club of Grand Rapids will be pleased to learn that plans are now under way for beginning the meetings very soon. They will probably meet in a new location this year, but a complete announcement and program will be published in this column, probably next week. The program at the first meeting will be prepared by Hon. John P. Dalton, president of the club.

The reporter found one of our formerly active members and official scribe for a year, Roy H. Randall, of the James Bayne Co., in a "huddle" with the Secretary and Senior Counselor last week, discussing affairs of the Council with commendable seriousness. We feel sure that whatever you were telling them had merit, but the meetings the first Saturday of

each month, at 7:30 p. m. is an excellent time and place to get in some good work for the order. We will reserve a seat for you Nov. 5.

Paul E. Schmidt has returned his family to the city, after spending a delightful summer in the rural part of Michigan. They are nicely located at 540 Ethel avenue. Paul keeps open house for all the members of Grand Rapids Council, so do not forget the number.

William E. Kellogg, who served the Valley City Milling Co. for a number of years in a sales promotion capacity, has accepted a position with the Associated Credits of America, with a Grand Rapids territory. The best wishes of the Council are with you Mr. Kellogg.

H. F. DeGraff, Council leader of the best team work group in Michigan, has been ill with a severe cold for the past few days and confined to his rooms in the Herkimer Hotel. Notwithstanding his illness, he held a meeting of his crew leaders Saturday afternoon in the parlor of the hotel and important matters were discussed.

We are all pleased to learn that Eugene Crowley, whose accident was reported last week, is doing nicely. He will be confined to the Blodgett hospital for several weeks, however.

Cadillac Council, No. 143, of Detroit, has issued an invitation to Grand Rapids Council officers and members to meet with them at their meeting Oct. 15 in Detroit-Leland Hotel. We hope a large number from Grand Rapids will be in attendance.

The second in the series of pot-luck luncheons, held by the Ladies Auxiliary was given at the home of Mr. and Mrs. Selby Miller on Plainfield avenue, last Thursday. Their home is beautiful and commodious. Mrs. Miller is a very gracious hostess and the luncheon was a decided success in every way. In the benefit bridge that followed the luncheon, the first prize was won by Mrs. Ohlman, second by Mrs. Fordred and consolation was won by Mrs. Smith.

I hope all of us view the present political campaign as a sales effort on the part of the candidates, for in a broad application of the term it is just that—desire to "sell" the voters on the policies of the party or the qualification of the candidate. Of course, signing the order is done on election day when you mark the ballot. The radio gives us almost all the advantages of the old New England town meeting, where the voting population assembled and discussed the local civic problems and were addressed by the learned men of the locality. Now we are addressed by the learned men of the Nation and personally the reporter gets quite a "kick" out of listening to all the addresses where it is possible to be a listener. I like to think of the candidates as intellectual gladiators, engaged in combat, without any physical danger. They sometimes say the unfortunate thing, "even as you and I," and the general public is very critical of the opposite party, hence the care which must be exercised in presenting the merits of a platform or policy. In the future, if you have in the past, do not allow yourself to become wrathful or radical,

but listen to these candidates for major offices, as you would listen to a sales presentation, and you will be taking a post graduate course in higher salesmanship, and there is no better course in America.

Norman Boss, of 842 Griggs street, a member of the Council since 1920, was seriously injured in an automobile accident which occurred on Oct. 6 at the Soo. We are informed Mrs. Boss is now with him, but to date have no other details. The entire Council joins in wishing him a speedy recovery. L. L. Lozier.

IN THE REALM OF RASCALTY.
(Continued from page 7)

paint the pigment of which is not composed of 50 per cent. lead and 50 per cent. zinc," or other words of substantially the same effect. Cassoff does business under the names Central Paint & Varnish Co., Central Shellac Works, and Cumberland Paint Works.

Cassoff is also directed to discontinue advertising or labeling his paint with phrases "100 per cent. pure ready-mixed paint, zinc, lead, linseed oil," or "100 per cent. pure lead and zinc," or with other representations to the effect that his paint is composed in its pigment of lead and zinc, unless in each instance the pigment is so made up in its entirety.

Cassoff is also to cease using statements as to the kind, class or proportion of the ingredients of such paint, in advertising matter or on labels or containers, except when such assertion is true in fact.

Dry Goods Jobbers Cautious.

Dry goods wholesalers, busy with selling merchandise purchased in August and early September, went into the markets during the week for restricted lots of goods, waiting with other buyers for the Government crop estimate. The opinion in many quarters seems to be that it will be slightly bullish. Jobbers reported that they were getting a fair seasonal response from their retail customers throughout the country, and that goods were moving in steady volume to stores. In addition to the improved business sentiment, the credit situation does not appear so serious, with sellers more willing to ship goods to accounts.

Glassware Improvement Continues.

Signs of basic improvement are still evident in the general outlook for the glass industry. In the flat-glass division which leads in the recent gain, window glass by far has provided the most momentum. In pressed and blown glassware, the utility lines, such as kitchenware and refrigerator sets, along with novelties and specialties have been in comparatively good demand. In many quarters it is believed a turn has come in tableware and associated lines. In the glass-container division, medicine and proprietary wares are moving in good quantity from the South Jersey district.

Natural History.

Teacher—Rastus, what animal is most noted for its fur?

Rastus—De skunk; de more fur you gits away from him de better it is fur you.

OUT AROUND.

(Continued from page 9)

with the inadequate educational opportunities available to colored children. Only 70 per cent. of them in Southern States attend school, and the qualifications of their teachers are far below the average of the public schools.

But progress continues toward the time when every child born in the United States will have the essential elements of an education. In the case of the colored people, the advances made in recent years are highly encouraging.

The American Light and Traction Co., which is conceded to be the premier investment of America, has again declared regular dividends on both its preferred and common stock, as it has done without interruption for many years. No holding company of which I have any knowledge can duplicate the record of this corporation in this respect.

E. Van Kuiken, the local grocery broker, must have felt his ears burning many times during the past four weeks, judgment from the words of praise I have heard concerning him over the success of the school for bakers which has been conducted under his management at the Morton House. The effort necessarily involved a large amount of hard work on his part, but hard work and Van have never had a falling out; in fact, they appear to be on very friendly terms. Whenever they join hands something always happens which contributes to the satisfaction of the participants and the glory of the Grand Rapids market. E. A. Stowe.

GREENE SALES CO.
SPECIAL SALES CONDUCTORS
Reduction — Money-raising or
Quitting Business Sales.
142 N. Mechanic St. Phone 9519
JACKSON, MICHIGAN

Phone 61366
JOHN L. LYNCH
SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

Business Wants Department

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

For Sale—Complete shoe store furnishings, including chairs, show case, and other fixtures. P. B. Appeldoorn's Sons Co., Kalamazoo, Mich. 545

CAKE AND ICING SCHOOL.

Second Series in Grand Rapids Closes This Week.

Two series of an icing and cake decorating school have been conducted in the Morton House ball room by the Wesson Oil & Snowdrift Sales Co. The classes opened Sept. 20 and will end Oct. 14. The first afternoon and evening session on Sept. 20 was formally opened by E. Van Kuiken, of Grand Rapids, local broker for the Wesson Oil and Snowdrift Sales Co. The Chicago office was represented by E. L. Reinke, the Division Sales Manager, P. E. Minton, Chief Chemist, Al. Wilson, Salesman, Chris Sonneveldt and Chas. Pastoor, distributors for Western Michigan.

Six classes are held each week, on Tuesday, Wednesday and Thursday afternoons and the evenings of the same days. There is an enrollment of forty to forty-five bakers in each class. The students can finish the course in two weeks and, at the completion of each course, those graduating are presented with diplomas.

Earl Randall, expert baker and decorator for the Wesson company, is the director in charge. Those who have seen him work know that he stands high in his line, and, in addition, is remarkably successful as a lecturer and instructor.

The prime purpose back of the school is to educate bakers to use a higher quality icing on their cakes—something that the consumer wants and is willing to pay for. Following this idea, each class is shown how to make a high grade butter cream icing, and a complete line of other icings for commercial purposes. The students are given every opportunity to ask questions and to do the actual work themselves. Actual shop practice rather than theory is stressed. They are taught to use the appropriate icing on each type of cake, which is important.

Realizing the importance of attractive cake decorating to the retail baker, considerable time is devoted to this feature. The students are shown how to handle hurry-up orders, or unusual cakes for special occasions. One of the many interesting items is what is called "rapid-fire" decorating, or decorating a rather elaborate cake within fifteen minutes.

Another branch of the art taught is the making of all kinds of flowers. With a simple twist of the wrist, the baker can become so proficient that he can make a couple of hundred of these flowers in ten minutes. Among the decorations demonstrated might be mentioned shamrocks, roses, sweet peas, lilies, hearts, doves, swans, pumpkins, etc., something special for every holiday. Tinting, in various colors, is also taught.

The company conducting these schools is filling a long-felt want for retail bakers, and doing a fine piece of altruistic work. That it is appreciated is shown by the attendance at every class, and by the innumerable questions asked. Retailers, in the larger cities especially, are keen to improve upon the quality and appearance of their cakes, realizing that their future

success lies in the development of their sweet goods business, and their ability to supply the housewife with a better product than she can make herself.

The afternoon session of the first school was attended by the following:

- Henry Ringersma, Grand Rapids.
- James Kok, Grand Rapids.
- R. Van Daalen, Grand Rapids.
- C. R. Garnett, Grand Rapids.
- Mrs. C. R. Garnett, Grand Rapids.
- J. H. Opper, Grand Rapids.
- A. N. Sonneveldt, Grand Rapids.
- B. W. Jansen, Grand Rapids.
- Fred Powell, Grand Rapids.
- Andrew Mouw, Grand Rapids.
- H. E. Pray, Grand Rapids.
- K. H. Herzog, Grand Rapids.
- Jack Hoellzgen, Grand Rapids.
- Rudolph Egle, Grand Rapids.
- Albert Rolnes, Grand Rapids.
- Fred Hill, Grand Rapids.
- Arthur G. Wright, Grand Rapids.
- Mrs. A. G. Wright, Grand Rapids.
- Paul La Botz, Grand Rapids.
- Barney Mulder, Grand Rapids.
- Phil M. Smith, Grand Rapids.
- Isaac Grashuis, Grand Rapids.
- G. D. Congdon, Lansing.
- Irvin Miller, Lansing.
- O. D. Crowell, Lansing.
- W. Veeder, Lansing.
- Dorothy Dye, East Lansing.
- Frances Blackmer, East Lansing.
- F. Gibby, Ionia.
- E. H. Cole, Ionia.
- J. A. Brieve, Holland.

The attendance at the evening school was as follows:

- Joe Soboleski, Grand Rapids.
- Arthur Schupert, Grand Haven.
- Al. Bowlus, Grand Rapids.
- Geo. De Young, Muskegon.
- John Petersen, Muskegon.
- Nick Freyling, Grand Rapids.
- John Herder, Muskegon.
- Glenn Gilland, Grand Rapids.
- Ruth Strong, Grand Rapids.
- Anselm Martin, Grand Rapids.
- Lena Austin, Grand Rapids.
- Louis Sondag, Grand Rapids.
- John Borst, Sr., Grand Rapids.
- John Borst, Jr., Grand Rapids.
- Paul Mulder, Grand Rapids.
- Dan E. Bergsma, Grand Rapids.
- H. C. Northrup, Muskegon Heights.
- Fred Regenboog, Grand Rapids.
- Chas. Fisher, Grand Rapids.
- Dale Bassett, Grand Rapids.
- Mrs. A. Schubert, Grand Haven.
- John De Boer, Grand Rapids.
- C. Haverkamp, Grand Rapids.
- L. E. Godde, Battle Creek.
- H. Hoeflinger, Battle Creek.
- B. Godde, Battle Creek.
- J. H. Jacobs, Battle Creek.
- H. O. White, Battle Creek.
- Clarke Maxson, Battle Creek.
- L. J. Switzer, Grand Rapids.
- Carl Shikoski, Kalamazoo.
- Simon Vander Meer, Grand Rapids.
- Earl Tiefenthol, Kalamazoo.
- Clayous Pinnicke, Kalamazoo.
- Wallace Gogulski, Grand Rapids.
- Albert Moll, Kalamazoo.
- J. W. Cruikshank, Muskegon Hts.
- G. Mollema, Grand Rapids.
- F. Borter, Grand Rapids.
- Mrs. K. M. Winger, Muskegon.
- Walter Winger, Muskegon.
- Dick Clay, Grand Rapids.

The membership of the second session afternoon school was as follows:

- John Vanden Bos, Grand Rapids.
- Mildred Gentz, Grand Rapids.
- Helen Field, Grand Rapids.
- F. Van Dyken, Lansing.
- O. R. Davidson, Grand Rapids.
- Peter Macheese, Grand Rapids.
- W. O. R. Jamison, Cedar Springs.
- Joe De Jong, Grand Rapids.
- Jean Steenhegen, Grand Rapids.
- Mildred Anderson, Grand Rapids.
- Angus Alyea, Grand Rapids.
- Gus Peterman, Grand Rapids.
- Steve Palaszek, Grand Rapids.
- Lambert Doornbos, Grand Rapids.
- Cornelia Holleman, Grand Rapids.
- Frank P. Rothenberger, Grand Rapids.
- Glenadine De Boer, Grand Rapids.
- P. J. Veen, Grand Rapids.
- J. C. Steenstra, Grand Rapids.
- H. Steenstra, Grand Rapids.
- Charles Jaenicke, Holland.
- Clarence D. Burton, Grand Rapids.
- Harold Jaenicke, Holland.
- A. Mulder, Grand Rapids.
- B. Mulder, Grand Rapids.
- Henry Devore, Grand Rapids.
- A. H. Wood, Grand Rapids.
- John Antoch, Grand Rapids.
- Bernie Sydinski, Grand Rapids.
- C. Tanple, Muskegon.

The members of the evening school is as follows:

- Sadie Steenstra, Grand Rapids.
- Fannie Steenstra, Grand Rapids.
- Ann De Boer, Grand Rapids.
- Mary Mulder, Grand Rapids.
- Wilma Westrate, Grand Rapids.
- Mary Versluis, Grand Rapids.
- Fred Bonine, Grand Rapids.
- John Helder, Grand Rapids.
- Bert Breker, Grand Rapids.
- Joe Snyder, Grand Rapids.
- Louis Sondag, Grand Rapids.
- Mary Regenboog, Grand Rapids.
- Christian Regenboog, Grand Rapids.
- Leon Gordener, Wayland.
- Max Koxybalski, Grand Rapids.
- Everett Vanden Bos, Grand Rapids.
- Arnold La Botz, Grand Rapids.
- Fred Orsinger, Grand Rapids.
- Willis Sweedyk, Grand Rapids.
- Melvin Caster, Grand Rapids.
- Leonard Breisted, Grand Rapids.
- Harry J. Gordener, Wayland.
- John Cooley, Grand Rapids.

- Mrs. Phil Smith, Grand Rapids.
- Henrietta Stap, Grand Rapids.
- Irene Soboleski, Grand Rapids.
- John Sonneveldt, Grand Rapids.
- Richard La Botz, Grand Rapids.
- Bernard Kondracki, Grand Rapids.
- Howard Sonneveldt, Grand Rapids.
- Mrs. Bernie Opper, Grand Rapids.
- Peter Bozen, Grand Rapids.
- Harry La Botz, Grand Rapids.
- Stelle Koter, Grand Rapids.
- Florence Kasnia, Grand Rapids.
- Joe De Vries, Grand Rapids.
- Henry Sonneveldt, Grand Rapids.
- Arnold Sonneveldt, Grand Rapids.
- Maude Wilcox, Grand Rapids.
- Jake Zuiderbaan, Grand Rapids.
- John Sobota, Grand Rapids.
- Albert Braak, Spring Lake.
- George Koster, Spring Lake.
- Jake Schumaker, Grand Rapids.
- Bertha Halladay, Grand Rapids.
- Julia Zweer, Grand Rapids.

Grocers Plan Special Promotions.

Grocery manufacturers and wholesalers of food products are co-operating in special Thanksgiving Day sales campaigns to be launched early in November. Preparations for special advertising programs to be run by retail grocers at the instance of jobbers were completed this week. In addition to promoting the sale of foodstuffs of a strictly seasonal nature, the food trade will experiment in an attempt to persuade consumers to purchase Winter stocks of staples. Special prices for those buying canned goods and other foodstuffs in quantity are contemplated.

Creaseless cotton, rayon, and silk fabrics are produced by a process recently perfected in England. Men's neckties made under the process are being marketed there.

A new synthetic motor oil for year-round use is said to deposit no sludge, to be practically noncarbon forming, to require changing only when fouled with road dust.

Nonskid surfaces are restored to smooth-worn tires by a new machine which cuts groves in the treads.

mfb

Snowdrift

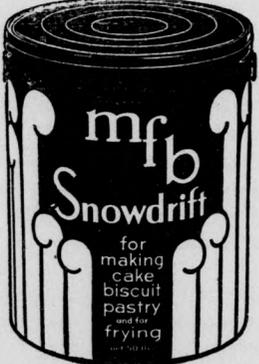
Puts that extra goodness in cakes.

Wonderful for making rich creamy icings.

Excels in deep frying.

PASTOOR BROS.
GRAND RAPIDS

Western Michigan Distributors

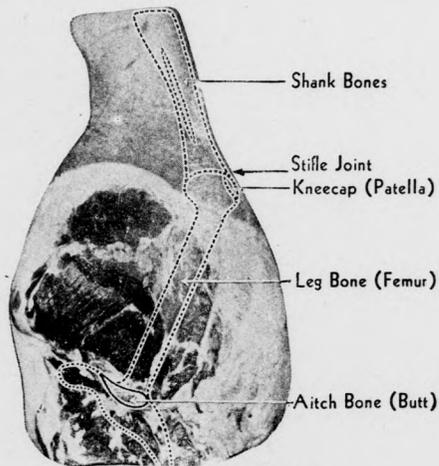


MODERN CUTS OF PORK

This is the third of a series of articles presenting modern methods of cutting pork which are being introduced by the National Live Stock and Meat Board.—Editor's Note.

CUTS FROM THE FRESH SKINNED HAM

While a large percentage of the supply of hams is cured and smoked, the fresh product also has an important place in the retail market. In making the boneless cuts of fresh ham as described here, it will be helpful to keep in mind the location of the bones as shown in the picture below.



Art. III.—Cut 1

THREE WAYS TO BONE AND ROLL FRESH SKINNED HAMS
Utilization of the fresh skinned ham to the best advantage is the object of these three methods of boning and rolling given here. Boneless cuts appeal to the consumer. These cuts also fill a demand for pork to be barbecued.

Boned and Rolled Fresh Skinned Ham

To eliminate the slow moving end cuts the entire ham may be boned and rolled, thus providing a piece of meat from which easily carved roasts of desirable size may be obtained.



Art. III.—Cut 2

1. Remove the skin, or collar, from the shank end of the ham.



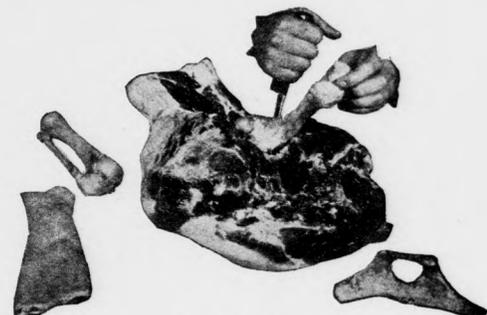
Art. III.—Cut 3

2. Remove the aitch (butt) bone.



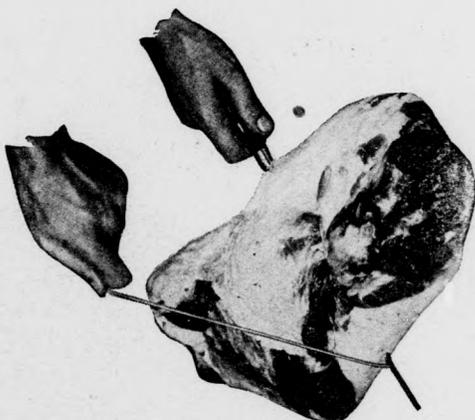
Art. III.—Cut 4

3. Open ham to uncover the leg (femur) bone and shank bones.



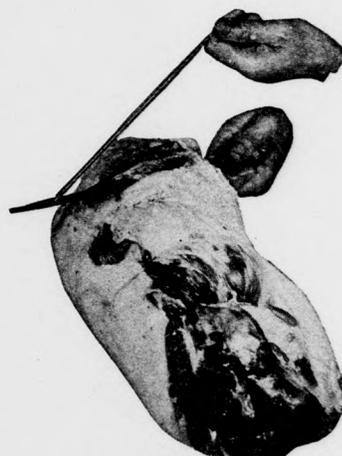
Art. III.—Cut 5

4. Remove shank bones and leg (femur) bone.



Art. III.—Cut 6

5. Fold ham into symmetrical roll and stitch to hold in place.



Art. III.—Cut 7

6. Tuck shank meat into end of the roast and stitch to hold it inside while the roll is being tied.



Art. III.—Cut 8

7. The completed Boned and Rolled Fresh Skinned Ham.

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

Same Price
Today
As 42 Years Ago
25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

*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.

Quaker Fruits

Packed from Luscious
Ripe Fruit where grown.

*Unusually Satisfactory Quality
low priced*

Apricots

Fruits for Salad

Grape Fruit Juice

Grape Fruit

Peaches

Pears

Pineapples



LEE & CADY