

BUILDING A TEMPLE

A builder builded a temple;
He wrought it with care and skill—
Pillars and groins and arches,
All fashioned to work his will.
And men said, as they saw its beauty,
"It never shall know decay.
Great is thy skill, O builder!
Thy fame shall endure for aye!"

A mother builded a temple
With infinite loving care,
Planning each arch with patience,
Laying each stone with prayer.
None praised her unceasing effort,
None knew of her wondrous plan,
For the temple the mother builded
Was unseen by the eye of man.

Gone is the builder's temple—
Crumbled into the dust;
Low lies each stately pillar,
Food for consuming rust.
But the temple the mother builded
Will last while the ages roll,
For that beautiful unseen temple
Was a child's immortal soul.

MUTUAL INSURANCE

(You participate in the profits)

OUR DIVIDEND RECORD

25% to 40% on Fire and Allied Lines

12½% to 25% on Casualty Lines

CLASSES OF INSURANCE WRITTEN

Fire	Plate Glass
Tornado	Explosion
Hail	Compensation
Rents	Automobile
Use and Occupancy	Aircraft Damage
Leasehold	Liability of all kinds
Sprinkler Leakage	Burglary
Riot and Civil Commotion	Hold Up

FINANCIAL STRENGTH OF COMPANIES REPRESENTED

Assets \$65,931,787.14 — Surplus \$23,396,338.15

The Mill Mutuals Agency

Lansing, Michigan

Mutual Building

Phone 20741

We cover the Lower Peninsula of Michigan

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 19, 1932

Number 2561

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.

IMPROVING GRAND RIVER.

Proposal To Embellish the Banks of the Stream.

Charles W. Garfield, who has been first and foremost in every movement for the improvement of the city for more than half a century, was given charge of the programme of the local Rotary Club at its weekly meeting last Thursday. He took as his topic the beautification of the banks of Grand River, calling upon three friends to present their views on the proposal, with the following result:

Mark Twain has said, "Everybody talks about the weather and nobody does anything about it." The same could be said about the river fronts of many of our American cities. As a rule they are the rear end of lots used for industrial or residential purposes, the convenient dumping ground for the waste of the city, unsightly and unkept.

European cities are far ahead of us in their appreciation of the value of a fine water front. The British place their House of Parliament on the banks of the Thames where they overlook the shipping of the world; where they have a wonderful approach, attractive and dignified. Paris has her Seine. Venice has her canals, to which travelers from all over the world come. Rotterdam her quaint waterways.

Here at home we have tremendous projects underway or completed. Chicago is reclaiming her entire water front. Washington has her Lincoln memorial drive along the Potomac from the Capitol to Mt. Vernon. Seattle has a thirty-five mile scenic drive along the Columbia river, with Mt. Rainier in the offing. Philadelphia has Fairmount Park running fourteen miles along the Schuylkill.

Mr. Bartholomew, our chief counsel in city planning and now advising St. Louis on her \$50,000,000 city planning project, writes me in response to my letter that the cities which have done most interesting work in the improve-

ment of their river frontage are Harrisburg, Pa.; Des Moines, Iowa; Davenport, Iowa; Charleston, S. C.; Columbus, Ohio, and Fort Wayne, Ind. Charleston has developed a mile along the Ashley river. Five more are proposed. Columbus has a water front parkway 200 to 600 feet wide for fifteen miles along the river. Des Moines has under way a monumental river front project.

Anticipating this meeting and hoping to learn something of value, Mrs. Martin and I, last week, took an interesting trip across Wisconsin. First, Milwaukee, a beautiful city seen from the lake in the early morning sun, a city with a wonderful skyline. The former chairman of their park commission told me of his dreams for Milwaukee. They have acquired the entire water front, Grant Park some 360 acres lying along the Lake to the South, Juneau Park stretching from Wisconsin street to the North for two miles. Here they have planted the banks above the bluff, have screened the railroad from view and have developed a most beautiful lake side park. Along the Menominee river they have secured the land on each side of the river for over two miles. One mile cost them \$72 and the other something above that, as they had to buy a quarry. These lands were largely given.

Then to Madison where a man by the name of Olin has for years been the active spirit in securing a bit of the lake front here and another there through popular subscription connected these with parkways. Here we drove for miles along the shores of Lake Mendota. Beautiful homes along the route. Wonderful forests outlining the shores. Charming vistas from every approach to the lake.

Then to the Dells of the Wisconsin, not because of its contact with the city, but for its sheer beauty of rocky headland and swirling water and the beauty of its canyons.

On across the state to LaCrosse. Here we found parks on both sides of the Mississippi, one a lowland park subject to the overflow of the river and yet of great value to the city the major part of the year.

Before we left Grand Rapids, Mr. Garfield spoke of Dixon, Ill., as one of the small cities which owned and controlled the entire river frontage through the city. Ossian Simons, Mr. Garfield's cousin, probably the most eminent landscape architect in the West, had been working for years with the city of Dixon. The chairman of the park committee showed us with great pride the result of this work. A portion of the frontage is now used for parking, with the banks of the river planted. Farther down the stream Dixon has built their high school at a cost of some \$600,000, choosing this unusual location because of its wonder-

ful setting. Up the stream my attention was called to a monument to a Mr. Howell, who had served for years on the park board. The memorial inscription faced the street. On the down side of the monument was an interesting rock garden. On the side looking up the river was a seat of stone. It was Mr. Howell's habit when he came from his home to turn at this point and, looking up the river, drink in its beauty of outline, and the seat is placed at this point and in this connection so that others might enjoy the beautiful view of the river as he had done.

Grand Rapids has wonderful opportunities, both above and below the city, in the treatment of her river front as these other cities are doing. I am not advocating an expensive program. We should be constantly reaching out for land along the river which can be secured through gift and then these lands should be planted with seedlings and in a few short years we own and develop these parkways at small expense.

Mr. Hess, of the road commission, told me a few days ago of the nine county parks the road commission has developed and asked me what I thought the attendance was last year. My guess was 50,000. He said "better than 2,000,000." This, to my mind is proof sufficient of a great human need. We need these parkways, not alone for their recreation but for their beauty as well.

John B. Martin.

Mr. Martin has related to you his impressions of artistic water front treatment of many cities.

I have been requested to explain to you what Grand Rapids has done and should do in the future for a more beautiful and useful river treatment.

You must realize that permanent effect can hardly be expected unless at least a small amount of river front properties is owned by the city. No doubt many property owners would be glad to co-operate in any movement to improve the appearance of the river, but with the ever possible change of ownership this effort might be wasted. Many cities have turned their backs to the rivers and then use them for trunk line sewers. Grand Rapids is no exception to the general rule. The continued unnecessary misuse of the city's principal water supply has had a healthy reaction by awakening civic conscience. This was later reflected by the Supreme Court of Michigan, which ruled that hereafter streams in the state of Michigan cannot be used for sewage disposal. That ruling of the Supreme Court was vital, for the future embellishment of river front property would be rendered almost useless by the continued use of the river as an outlet for sewage.

Grand Rapids has been fortunate to have a public spirited organization

known as the Park and Boulevard Association. They have with their own time and money acquired a large acreage Southwest of the city following the banks of the river from the city limits to the village of Grandville, a total distance of about six miles. The acquisition of this river front property, containing the historical Indian mounds, will make possible a park way entrance from the South and Southwest to the city for passenger vehicles and relieve the increasing congestion on Grandville avenue. The virgin timber growth along the river shores will be spared the woodman's axe. The water highway from Lake Michigan to Grand Rapids will not pass through an undesirable district at the city's gateway.

The City Commissioners have also done a fine piece of work by acquiring a large acreage of river front property North of the city, beginning a little distance North of Ann street bridge and terminating at North Park. Part of this land was donated by the Comstock heirs and most of the remainder purchased by the citizens of Grand Rapids. This tract also includes the Soldiers Home woods West of Monroe avenue, the use of which is given to the city. If we lay aside all the future possibilities of Comstock riverside park for recreation purposes, the acquirement of this property reflects a rather important value. If you will allow your memory to go back a few years you will remember that the property was once owned by the Hydraulic Water Co. and was rapidly developing into a typical river front shanty town. Knowing, as we do, that Monroe avenue coming into the city from the North has a natural gateway into the city at North park and the Soldiers Home woods, after passing this beautiful gateway into the city to then become conscious of a shanty town would have cast a blight over the whole city.

There is still another large stretch of river shore property that has received little or no attention so far, and that is the river and its embankments within the heart of the city. No practical person would expect that the river front within the city can be acquired for promenade walks, lawns, embellishment and relief of congestion to the down town business district within a short period of time. If we had had an organization to sponsor improvements in this district some years ago, I feel certain that the property located across the river from the civic auditorium would now be owned by the city. I remember very well of being informed by Mayor George Ellis that it could have been acquired when the Kalama-zoo interurban was being organized, in exchange for some other concessions.

It is gratifying to know that the City Commissioners and the City Man-

ager are again negotiating for this property. It is also fortunate that the flood wall protection has not been completed at this part of the river. It is surely to be hoped that the design of flood wall protection in this locality will permit more practical use of the river shore land and warrant an artistic treatment.

We all know that in the early days of most cities rivers were very important for water power, but with the tremendous increase in population and industry this limited water power is of little consequence. It is rather doubtful if the present industries now located on the property adjoining the river could afford to do so had they to do it over again.

Many cities where the water power is limited have found a greater and more useful value.

The improvement of rivers, without considering the bridges as a vital part of the whole scheme, would be a serious mistake. The approach to a bridge should be very ornamental and dignified. Before we come to the river one must pass their approach.

Some years ago Fulton street bridge was dedicated to the memory of Dean, who gave his life for scientific yellow fever treatment. This memorial bridge is now flanked on the West approach by a restaurant on one side and a filling station across the street from it. To the credit of the owners of this property it must be admitted that in a small way they are pioneers in beautifying the approach.

It seems to me I have never seen a time when changes followed one another so rapidly as at the present time, when it was more important to visualize a different future and prepare for it than to blunder into it.

With the St. Lawrence deep waterway practically assured it does not seem that it requires very much of a dreamer to appreciate a greater value for the great lakes, the central states and the larger rivers which flow into the great lakes.

If it was possible some years ago to interest the Federal Government in deepening Grand River it ought to be comparatively easy to do so when the deep water way from the ocean to the great lakes becomes a reality.

There are three vital public improvements this city must complete in the near future. One is the civic auditorium, the second the completion of reservoir hill stadium and the third an artistic and useful water front, within and outside of the city. When these improvements are completed, Grand Rapids will not be known as one of the largest cities in the United States, but the best balanced and most practical city of America. Eugene Goebel.

I have lived on Grand River most of the time for more than sixty years and my close acquaintance with the stream gives me a liking for it, despite the manner in which it has been abused by many of the people who live on its banks and by the Federal War department, which wickedly impaired the efficiency of the river by filling it full of brush and refusing to remove it so it could be navigated safely by small craft

and then adding insult to injury by changing the head of navigation from Fulton street bridge to Bass river.

When Mr. Garfield called on me a month ago and asked me to take part in a discussion on the best ways of creating interest in the improvement of our frontages on the river, I gladly accepted his assignment, because it would be treason to the king to deny any request he might make.

We have certainly made a good start in acquiring practically all the frontages from Ann street to the Soldiers Home on the East side of the river. We should secure, with as little delay as possible, the frontage on the West side of the river from Ann street to the bridge at the fair grounds. Perhaps the owners of the fair grounds—if the recent decision of Judge Brown is sustained by the Supreme Court—would consent to deed the city a strip along the river for park purposes. Fortunately we own the island and the Grand River boulevard association owns five or six miles of river frontage, which can be included in any general plan of river improvement. We should acquire the frontage, so far as possible, on the West side from the interurban bridge to the new bridge at Grandville. If this can be done, we will have approximately fifteen miles of river frontage which will probably be all we can expect to acquire at this time.

In suggesting that this great project be turned over to the women of the Garden Club, under the guidance of two or more master minds like those of Mr. Garfield and Mr. Goebel, I am not unmindful of the many substantial accomplishments that organization already has to its credit. The men of Grand Rapids will be busy for some years to come in maintaining and restoring their credit and repairing the ravages wrought by the depression from which we are now emerging. We must, as rapidly as possible, heal the wounds and repair the scars left by the ordeal we have had to face for the last three years. It is no small job we have ahead of us. Our women have done their part in helping us through this period of depression. Some of them have in the meantime developed managerial ability of a high order, which they can now put to good use by volunteering to assist in working out plans for the improvement of our river frontages which will do much to add to the beauty of our city and the happiness of our citizens.

The work of creating interest in this great project can be stimulated greatly by the daily papers, which have never failed us in public undertakings of this kind, by sending their reporters to such cities as South Bend, Ind., Dixon, Ill., and other places where remarkable accomplishments with river frontages are in evidence, and presenting written descriptions and illustrated views of the results to their readers. Nothing, in my opinion, will tend to create interest in the subject more than these presentations, because the daily newspaper of to-day furnishes the quickest and most effective way of presenting any proposition to the people under the most favorable circumstances.

The same pictures can be reproduced in slides and shown in churches, schools and public halls, with appropriate supplementary talks by able and enthusiastic speakers. I am told that Dr. Wishart and Samuel H. Ranck have a large amount of valuable information on file on this general topic. Every one who has witnessed improvements of this kind worked out in a satisfactory manner can contribute to the cause by describing what he has seen in the daily papers, either in the form of interviews or communications. Activities of this kind will naturally interest the children and result in the subject being made a subject of conversation in nearly every family in this city. I think we will all be surprised how quickly public sentiment in favor of this great project can be crystallized into action if we request every one interested to do his part.

Since the death of Wm. E. Curtis, I think Hon. Chase S. Osborn is the most widely traveled man in America. He claims to have crossed more oceans, sailed more seas, navigated more rivers and visited more cities than any other man now living. The utilization of river banks, so far as beautiful conditions are concerned, has been given particular study by him. Mr. Osborn likes Grand Rapids and Grand Rapids likes him. I think if he were invited to come here and spend a day with Mr. Goebel, going over in detail the conditions as they now exist, he could give the Garden Club some suggestions which would start the ball rolling in good shape, especially if arrangements were made with the daily papers to reproduce his talk in whole or in part. Nothing would contribute more to present the advantages of this undertaking to the people than a series of informative talks by ex-Governor Osborn in different sections of the city. Because he throws his heart and soul into any undertaking he espouses, he could create public interest in this great work quicker than any other man of my acquaintance. I think he is the most dynamic speaker we have had in Michigan since the days of Zachariah Chandler. You note I make pretty free use of Mr. Goebel's name and time in the belief that he is already drafted for service in this great undertaking. I know he will honor the draft with his usual alacrity and fortitude.

E. A. Stowe.

Holiday Purchasing Shows Gain.

Orders for gift and Christmas holiday items are now reaching manufacturers in substantially larger volume, although many retailers continue to defer commitments. Toys, undergarments, toilet goods, robes, gloves, hosiery and novel jewelry are the lines showing the best pick-up, with the general character of the buying indicating a strong trend toward utility merchandise in the popular and medium price brackets. Manufacturers have been slow in increasing output and predict delayed shipments when holiday buying reaches its peak stages.

A simple sprinkling and alarm system for home fire protection uses copper tubing and a new type of sprinkler head. It is designed for installation in basements.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Since the organization of the Detroit Women's Wear Market, about two years ago, many changes affecting the local market have been made. There has been a gradual shifting of locations until to-day the major number of apparel firms are located in a concentrated area which can be reached within a few minutes' walk from the loop district. Cloak and suit, dress, and millinery houses, representing the leading wholesale firms in the city, are affiliated with the Women's Wear Market. The Small-Ferrer Co., Inc., has been re-organized and the name changed to the S. & F. Garment Co., Inc. The location of the company at 1217 Griswold street remains the same. Alexander Licht Co., dresses and coats, has moved from the Jefferson avenue location to 1326 Broadway and will occupy the entire three-story building at this address. Louis Hartman Co., dealer in dresses and coats, has moved from Jefferson avenue to new quarters at 206 East Grand River avenue.

The General Jobbing House, Inc., which opened for business at 220 Jefferson avenue, West, a few weeks ago, is now occupying the entire three-story building. The house will deal in special job lot close outs and will place on sale bankrupt stock purchases made by their buyers in all parts of the country. Joseph Sanfield, well known in local retail circles, is president of the new corporation.

Orris J. Darling, councilman and welfare commissioner in Highland Park, died in Highland Park general hospital last Friday. Mr. Darling was 56 years old, forty years of which were spent in Detroit and Highland Park. He founded the O. J. Darling Construction Co., 683 Milwaukee avenue, West, and the O. J. Darling Hardware Co. For twelve years he was secretary of the Detroit Retail Hardware Dealers' Association, resigning in 1917 to enter the army. He is survived by his wife and two children.

From a recent issue of the Philadelphia Record a story recording a history of beverage as related to John H. Hughes, general manager of the Mavis Bottling Co., of Philadelphia, occupied a half column of space. Mr. Hughes, before his transfer to Philadelphia was manager of the Detroit branch of the Mavis Bottling Co. and was very popular as an after dinner speaker and was in demand by noonday organizations who relished his business enthusiasm and enjoyed his Irish wit.

According to E. E. Prine, secretary of the Wholesale Merchants Bureau of the Detroit Board of Commerce, a moderate increase in wholesale activities has been noted all along the line during the past few weeks. He finds, especially in the textile field, stocks are at low levels with mill deliveries being made slowly. With the advent of cold weather and the usual seasonal demands there will undoubtedly be a scarcity of many desirable lines, he was told by business executives.

Thomas J. Green, hardware dealer, died recently, following a long illness.

NEARING THE END.

Impending Death of Alfred J. Brown, Seedman.

Alfred J. Brown has been confined to his bed at his home for several weeks. He has been gradually growing weaker and has now reached the crisis of his illness with heart trouble and is expected to Pass On any hour.

Biographical.

Alfred J. Brown was born in 1860, at "Old Croydon," England, about seven miles from London. Croydon is one of the oldest towns in England. History is silent as to when it was founded, but it tells us that the old church was repaired about 1,000 A. D., by no less a personage than John Smith, who, though not quite so numerous, was, even in that distant day, found in considerable numbers. The walls of the church, which is now a cathedral, are from four to six feet thick, and are in an almost perfect state of preservation. It was in this ancient structure that Alfred J. was baptized and received his name. His father, Thomas E. Brown, was a market gardener, and emigrated to America (coming direct to Grand Rapids) in 1872. He rented a farm in Paris township, South of the city, which is now within the city limits. Alfred attended school in England for several years before coming to this country, and closed his scholastic career with two years in the old Seymour school in Paris township. He would have quit school sooner but lacked an excuse. English fathers are not given to allowing their sons to become idlers, so it was either school or work, until one day while passing S. D. Jackson's Peoples' Dry Goods store on Monroe street (now a part of the Boston Store) he saw in the window the legend "Boy wanted." Not that he loved work more, but because he loved school less, he applied for the place. He was accepted, and his services paid for at the munificent rate of \$2 per week. He remained in this situation about a year, when he left, and, much to his disgust, was compelled to go back to school, but only for a short time, however, when he secured a situation in W. G. Osborne's grocery. His old employer was subsequently Secretary of the A. J. Brown Co. About two years later Mr. Osborne sold his grocery business to F. C. Hawkins and turned his attention to farming. He owned a farm near Dorr, and thither Alfred proceeded and began his brief and more or less brilliant career as a tiller of the soil. Brief it certainly was, for it lasted but two weeks, at the expiration of which time he returned to Grand Rapids and went to work for Mr. Hawkins, remaining about a year. He then tried gardening with his father. It will never be known with any degree of certainty whether he would have been a success as a gardener or not. He was only in the business three weeks, which was hardly sufficient time in which to demonstrate his ability, or want of it, in that direction. He then drove a delivery wagon for Horton & Stewart, grocers, for about a year. He then entered the store as clerk, also doing the buying on the market, for

three years longer. He then accepted a position as bill clerk with the I. M. Clark Grocery Co. It was still a case of a square peg in a round hole, for he kept the place but two weeks. He then "went on the road" for Ira O. Green, dealer in produce and grocers' sundries, with whom he remained four years. In the spring of 1885 he left the road and started a small produce store in the old D'Ooge building on East Fulton street, near Spring street. Three months later the floor of the building collapsed and precipitated everything into the cellar. Mr. Brown had but an instant before stepped to the door to speak to his teamster, which circumstance probably saved his life. Teams were immediately secured, and in a few hours the business was again in full operation in the Wenham

an acre. In July, 1893, the firm of A. J. Brown & Co. was merged into a stock company, of which Mr. Brown was President and W. G. Osborn, Secretary.

The company subsequently moved to the Gilbert building, on Ottawa street. Several years later it removed to the corner store in the same building, now occupied by Reed & Wiley. In 1919 the company removed to 25 Campau street, rebuilding the warehouse next door. In 1925 Mr. Brown met financial reverses, but he promptly re-engaged in business at 9 North Ionia avenue under the style of A. J. Brown & Son, Inc. This involved the organization of a stock company with \$100,000 capital stock, officered as follows:

President—Alfred J. Brown.

Vice-President—I. C. Bradbury.



Alfred J. Brown.

block, 18 North Division street. From this time the growth of the business was rapid and in 1887 the adjoining store was rented. About this time the business was enlarged by the addition of a full line of farm and garden seeds, garden tools, implements, and fertilizers. A constantly expanding trade compelled Mr. Brown at last to look about for a building better adapted to his business than the premises in the Wenham block, but not finding any, he determined to erect one which would meet his requirements. So the five-story block at 24 and 26 North Division street was built in 1890. For the two following years the Y. M. C. A. occupied two floors, but on the completion of their own building, moved out. The space actually in use was 19,040 square feet, something over half

Secretary and Treasurer — T. Herschel Brown.

In 1930 the corporation purchased a tract of land at the corner of Hansen avenue and the G. R. & I. Railway, two miles South of the city limits, where it has since maintained a warehouse, shipping station and bean cleaning plant. This has proved to be a very valuable addition to the equipment of the organization. The office has been continued on Ionia avenue. The business has been expanded as much as business conditions will permit, largely through the activities of Herschel Brown, the junior partner.

Mr. Brown was married in 1887 to Miss Sallie Thrasher, of Indianapolis. Two children have come to the family circle, Herschel, and Robert S., aged 32, who is actively engaged with the

Livo Block Co., 217 East Farnsworth avenue, Detroit. The family have resided in their own home, 521 Paris avenue, more than forty years.

In 1913 Mr. Brown erected a summer cottage at Northport Point. The family occupied the summer home every year until 1928, when the property was sold.

In the early days of his business career Mr. Brown was an ardent sportsman. He fished and hunted with equal enjoyment. He was especially fond of quail hunting, on which he was regarded as the first authority in Grand Rapids.

Mr. Brown has one brother living, George S. Brown, who resides at 3348 Briggs boulevard, Grand Rapids, and a sister, Mrs. Jessie Rounds, who lives in Dallas, Texas. Another brother, Thomas, died at Blackhall, Conn., a few years ago.

Mr. Brown has been a member of the Fountain street church many years. He has had no fraternal relations for several years.

Mr. Brown has lived a very active life. He took life very seriously and gave his business and his friends faithful service. He was very fond of both and devoted long hours to the demands made on him by both. His death will leave a void which will cause an aching pain in many a heart.

A Business Man's Philosophy.

A good part about travel is that it enables one to acquire a sense of values.

A home is never so much appreciated as when one has been absent for a month.

A job looks better after one has observed and talked to men in strange cities.

One's friends, even one's relatives, improve by comparison.

A cynical gentleman once said that most people were cursed by a desire to get more out of life than there was in it. There is something in the idea. A man gratifies the hope of a lifetime and goes to Europe for a long holiday. On the way over no ship is too slow. On the return voyage no ship is fast enough. He has enjoyed the rest and the unfamiliar scenes, but now he wants to get home, and the quicker the better.

Men change wives, jobs and neighborhoods, expecting vast increase in their happiness. Sometimes they get what they expect, usually they don't.

The capacity of most of us for joy or pain is limited. If we have trouble getting along with people in a small town we'll be as much of a misfit in a big town. If leaky plumbing irritates us at home we'll be even more irritated by a total lack of plumbing in foreign parts.

Few of us will accept such counsel as valid until we have investigated. Travel is therefore an inexpensive way of confirming the maxims in the copy-books.

William Feather.

Checking Up on Ma.

Mother—Why are you reading that book on the education of children?

Son—To see if you are bringing me up properly.

Ease is pleasantest after pain.

MOVEMENTS OF MERCHANTS.

Adrian—Benfer & Nachtrieb have opened with a full line of drugs and chemicals.

Pineville—Gragg's Pharmacy, Inc., has opened lately with a full line of drugs and chemicals.

Hastings—B. R. Reed has purchased the drug stock of H. B. Cowdrey and will continue the business at the same location.

Petoskey—The Petoskey Radio Hospital, Madison street, opened for business recently with Raymond Schaaf as manager.

Muskegon—Torbeson Drug Co. succeeds the Chance Drug Co. in business at 1394 Peck street. They formerly owned the store.

Flint—The Flint Tire & Rubber Co., 920 Walnut street, has changed its name to the Augustus Tyler Resilient Tire & Rubber Co.

Lansing—Fletcher's Hat Shop has removed its stock to 209 South Washington avenue and is now connected with Stewart's, a new women's wear shop.

Detroit—Tebdler's Market, Inc., 4543 Michigan avenue, has been incorporated to deal in meats at retail with a capital stock of \$1,000, all subscribed and paid in.

Flint—The Zip Oil Co., 301 Kresge building, has been incorporated to deal in gasoline and motor oils, with a capital stock of \$1,000, all subscribed and paid in.

Bangor—Fire of unknown origin destroyed the elevator of the Bangor Fruit Growers' Exchange causing a loss estimated at \$15,000, covered by insurance.

Flint—Fraser & Krupp, druggists at 809 Detroit street, will do business under the style of Krupp's Pharmacy, hereafter, Marion J. Krupp now being sole owner.

North Muskegon—Mrs. Mary Miller has sold her drug stock to Schad A. Registeres, druggist, who will conduct the business under the style of Schad's Drug Store.

Grand Rapids—Barth's Drug Store No. 2, successor to the Robinson Road Pharmacy, 1401 Robinson Road, has enlarged the stock and has an up-to-date store in every particular.

Detroit—Debutante Hosiery Shops, Inc., 3263 Joy Road, has been incorporated to deal in hosiery and other merchandise, with a capital stock of \$5,000, all subscribed and \$1,000 paid in.

Grand Rapids—The drug stock formerly owned by B. C. Chapman, has been sold to Fred Erhardt, who will continue the business at the same location, 133 Lexington avenue, N. W.

Detroit—The City Tool Engineering, Inc., 1207 Wayburn avenue, has been organized to repair tools, jigs, dies, etc., with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Detroit—Andrews Michigan Corporation, 140 12th street, has been organized to deal in Michigan produce and food products, with a capital stock of \$50,000, \$25,000 being subscribed and paid in.

Detroit—The Navahoe Market, Inc., 12530 East Jefferson avenue, has been

incorporated to deal in groceries and meats with a capital stock of \$2,500, all of which has been subscribed and paid in.

Detroit—The Wonderlace Shoe Fastener Co., 1056 West Baltimore street, has been incorporated with a capital stock of 3,000 shares at \$1 a share, of which \$3,000 has been subscribed and \$2,000 paid in.

Ann Arbor—The Publix Department Store, Inc., 119 East Liberty street, has been incorporated to deal in clothing and furnishings for women and men with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The McDonald Tool & Engineering Co., 1537 Temple avenue, has merged the business into a stock company under the style of the McDonald Tool Co. with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Wayne Store Fixture Co., 632 Madison street, has been incorporated to manufacture and sell store fixtures and furniture with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Grand Rapids—The Thatcher Drug Co. has purchased the stock and fixtures of Frank's Drug Store at 11th and Davis streets. Mr. Thatcher for many years was connected with Amberg & Murphy, at Battle Creek.

Lansing—The No-Bunk Store, Inc., 200 East Michigan avenue, has been incorporated to deal in men's clothing and furnishings, also tobaccos, with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Hartford—The Cookware Company of America has been incorporated to deal in goods and conduct a general brokerage and commission business with a capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Detroit—Samuel Fleisher, dealer in dry goods and furnishings, has merged the business into a stock company under the style of the Fleisher Co., Inc., 14272 Gratiot avenue, with a capital stock of \$25,000, \$1,000 of which has been subscribed and paid in.

Grand Rapids—B. A. Hoxie & Sons have removed their stock of drugs from its location at Plainfield and Carrier street to 953 East Fulton street where they have a larger store and a larger stock. They also conduct stores at 1415 Plainfield avenue, N. E., and at 1601 Kalamazoo avenue, S. E.

Lowell—Dexter G. Look, state representative, has sold his drug stock to John M. Hilderley, of Flint, who will take possession immediately. Mr. Look has been a druggist in Lowell fifty-two years. His store has been in the present location for forty-seven years. Mr. Hilderley is a graduate of the 1926 class of the pharmacy department of Ferris Institute.

Manufacturing Matters.

Marcellus—The Robinoff-Stead Co. has engaged in the manufacture of household furniture. It is located in the former plant of the Sturdebuilt Body Co.

Jackson—Samuel H. Camp & Co., 109 West Washington avenue, manufacturer of surgical belts, braces and

supports, has changed its name to S. H. Camp & Co.

Detroit—The Berkey Manufacturing Co., 35 West Grand River avenue, has been organized to import and deal in jewelry with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Welch Tool & Manufacturing Co., 4723 16th street, has been incorporated to manufacture and deal in metal cutting tools with a capital stock of \$3,000, all subscribed and \$1,000 paid in.

Owosso—The Hagen Candy Co. has been incorporated to manufacture and deal in candy, soft drinks and confections in general with a capital stock of \$10,000, all subscribed and \$2,000 paid in.

Detroit—The Mundus Brewing Co., 2330 Buhl building, has been incorporated to manufacture and sell malt and other beverages with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Farmington—The Farmington Dairy, Inc., has been incorporated to manufacture and sell at retail, dairy and milk products with a capital stock of 250 shares at \$100 a share, \$5,000 being subscribed and paid in.

Detroit—The Detroit Star Products Corporation, 12345 Kercheval avenue, has been organized to manufacture and sell electrical burners, stoves and ranges with a capital stock of 10,000 shares at \$1 a share, \$1,000 of which has been subscribed and paid in.

Traverse City—A. W. Rickerd, manufacturer and dealer in dairy products, fuel, feed, marble and granite monuments, etc., has merged the business into a stock company under the style of the A. W. Rickerd Co., with a capital stock of \$33,000, all subscribed and paid in.

Contaminated Food as Health Peril.

At more or less frequent intervals we have outbreaks of food poisoning erroneously called ptomaine poisoning. The most serious, and fortunately less frequent type of food poisoning is botulism. The mortality in this country is from 24 to 84 per cent.

Nearly all the reported outbreaks of botulism have been caused by food that has been smoked, pickled, or canned, allowed to stand for some time, then eaten before cooking or after inadequate cooking.

Olives, string beans, corn, peas and spinach are the most frequent offenders in this country, and the home canned food is more often incriminated than commercially canned food. The causative agent of botulism is clostridium botulinum. This organism multiplies in the food, producing a very powerful soluble toxin. This toxin is so powerful that as little as 1/100 milligram is a fatal dose.

Clostridium botulinum is a normal inhabitant of the surface layer of the soil, hence all vegetables and most meats are contaminated. This organism is heat resistant and will live after being boiled as long as 30 minutes. It is killed in less time and at a lower temperature when in an acid material such as fruit.

It grows only in the absence of oxygen, which probably explains why fresh food and food recently cooked

does not cause botulism, and why canned or dried food does cause botulism at times.

It is never entirely safe to can vegetables or meat in the home for it is impossible to meet the requirements of a safe procedure. Also, it is impossible to outline a procedure that is safe for the extent of contamination, the acidity of the material to be canned, the size and shape of the container and rapidity and stability of the heat used, all enter into the question and cannot be controlled under home conditions.

However, the housewife can with safety, can and preserve fruit, for the acid of the fruit enables her to kill the organism with a lower temperature and in a shorter time. Also the fruit is not as suitable a media for the growth of clostridium botulinum as are meats or vegetables; particularly such vegetables as beans, peas and corn.

When vegetables and meats are canned in the home there are certain precautions that should be observed in using the product. None of the material should be used if it has any appearance of decomposition, whether this be color, consistency or odor. The toxin and not the organism is the cause of the poison. Fortunately this particular toxin is made inert by heating to boiling temperature. For this reason all home canned vegetables should be thoroughly cooked.

Miss M. Greenfield.

A Business Man's Philosophy.

Family problems soon become National problems.

In this depression the heads of the majority of families have been set back twenty years in savings and income. Many of these men have sons and daughters, ranging in age from twenty to forty years, who had expectations of allowances, gifts and bequests. Now the future of these young men and women is totally dependent on their own efforts.

Intrenched wealth has largely disappeared. Month by month the percentage of busted estates increases in each community. The creation of new wealth will be the job of the generation that was just beginning to take hold when the crash came.

The years that lie ahead will be a young man's era in a vital sense. All classes of people have been scrambled in a way that never occurred before in the lifetime of most people living now. Former debutantes whose photographs were sought by society editors are now selling millinery and step-ins. They are likely to find eligible husbands in unexpected places.

The revolution is going on right under our noses. William Feather.

Chicken Dinner at Lowell.

The old time travelling men of Grand Rapids and their wives will have a get-together dinner party at Riverview Inn, Lowell, Oct. 30. A chicken dinner will be served at 1:30 p. m. at 75 cents per plate. Reservations may be made on or before Oct. 28 with any of the following members of the committee: Leo A. Caro, D. A. Drummond, William L. Berner, John H. Miller, George W. McKay, W. M. TenHopen.

George W. McKay, Chairman.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.70c. Beet granulated, 4.60c.

Tea—The market has shown no particular change in this country during the week. In the primary markets certain grades of Indias, Ceylons and Javas have shown a tendency to advance, but prices on this side are practically unchanged on the entire line. First hands buying has increased somewhat. The consumptive demand is quiet.

Coffee—The situation in Rio and Santos coffee is very irregular and uncertain. Futures declined a fraction during the week on account of the general belief that Brazil, no matter what she does, cannot for very long keep the price of coffee up, as her stocks on spot down there are very heavy. Later in the week the news, came from Brazil, however, that she did expect to reduce shipments to this country and on the strength of this futures firmed up a little. Spot Rio and Santos, green and in a large way, declined a fraction early in the week, and later strengthened slightly. Milds have shown a slight tendency to advance owing to possibility that shipments of Santos to this country may be held back in order to keep prices up. Jobbing market on roasted coffee is unchanged, except in spots, as reflecting the green coffee market.

Canned Fruits—California fruits have been unchanged during the past week, but absence of selling pressure or control over prices by the banks has at last given the primary market the outward appearance of stability.

Canned Vegetables—Fancy grade goods are dragging. Packers in Maine are quoting corn at 85c, factory, while refugee beans and peas in New York State are generally well maintained by the larger factors, although the volume of business done indicates that perhaps smaller packers can be found to do better.

Canned Fish—Alaska salmon has firmed up to 85c, Coast for Pinks and \$1.35@1.45 for Reds, but the pack of the consuming season is over, and there is no considerable business passing at these prices. Fancy salmon continues to show to better advantage.

Dried Fruits—The principal event in dried fruits is the arrival in this country of the steamer Registan with its \$2,500,000 cargo of Arabian dates, the first of the season. The steamer made a record voyage for the 10,000 mile trip from Basrah, Iraq, to New York, taking twenty-six days, or one day less than the former record. Distribution will be speeded as much as possible, for the market is bare of old crop and distributing centers throughout the country are anxious to get new goods. The first shipment will move out in orderly and quick fashion, and later arrivals will supply additional markets and take care of the replacement demand. Other dried fruits are moving out in very good fashion. Jobbers report a good replacement business, well spread over the entire line. At the present time there is some very encouraging business being done in packaged figs from California, as well as in packaged raisins. Ade-

quate financing of the new prune crop has been announced by the United Prune Growers of California, and growers, therefore, are certain of advances on their fruit. This will tend to stabilize the market and help along the stability that has been sought through organization of the pool. Old crop prunes are reported as well cleaned up on the Coast, and apricots are now so largely in control of the packers that prices are holding steady. Trading has been more or less restricted for the past week or so, but the undertone of fruits has shown some definite improvement.

Beans and Peas—The demand for dried beans during the week has been rather poor and prices have weakened still further. California limas perhaps are not quite as weak as the other items and blackeye peas, together with other split peas fairly well sustained.

Cheese—Cheese has shown a moderate demand during the week with prices about steady.

Nuts—The nut market has worked into a good position and distributors have given good buying support to help it along. The movement thus far of California walnuts has been very gratifying and some excellent business has been done in pecans. With the paper shell crop short, the carryover will be necessary to meet demands in the season ahead, sellers feel. Prices have been established by the leading independents and the marketing association. The prospects of higher prices on walnuts later on have strengthened future sentiment regarding pecans. Domestic almonds have moved out in good volume, but are now in the merchandising phase. Shelled nut markets are generally steady abroad with Spanish shellers showing a disposition to advance their price ideas on some varieties. French walnuts are firm and the outlook is for higher prices on Bordeaux halves as a cleanup is seen before new crop shelled walnuts reach this market. Filberts continue irregular.

Pickles—There is nothing new in the pickle situation. It is again reported that Western packers refuse to sell genuine dills forward, having barely sufficient to cover the needs of their immediate customers. Locally prices are very firm. To date the demand has been rather light.

Rice—The trend in Southern rice markets has been for a gradual easing of prices as new crop rice becomes available in larger quantities. New Blue Rose continues to show very good quality, but millers are inclined to cover their requirements closely. As a result, the market has been rather slow, as both millers and distributors of clean rice are waiting for prices to level off before they do any forward buying.

Salt Fish—The mackerel situation is unchanged from last week. Considerable mackerel is going into consumption on account of low prices. Situation is firm.

Syrup and Molasses—Demand for sugar syrup is fair and prices are firm. Compound syrup steady with a better demand. Molasses shows no change for the week.

Vinegar—Considering the times the demand for vinegar is good. Leading

sellers agree that the depression has not been as badly felt as in most other lines. Prices remain steady.

Review of the Produce Market.

Apples—Wolf River, 20 oz. Pippin and Red McIntosh, \$1@1.25 per bu.; Wagner, 85c@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 demand for butter has been fair during the past week and the market is steady with only slight fractional changes. Jobbers hold plain wrapped prints at 21c and 65 lb. tubs at 20c for extras.

Cabbage—35c per bu.; 50c for red.

California Fruits—Plums, \$1.60 per box; Bartlett Pears, \$2.50 per box; Tokay Grapes, \$1.75.

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 hot house, 75c per doz.

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

C. H. Pea from elevator	-----	\$1.45
Pea from farmer	-----	1.25
Light Red Kidney from farmer	-----	1.90
Dark Red Kidney from farmer	-----	1.75
Cranberry beans to farmer	-----	2.50

Eggs—The market has had a rather quiet week with almost no changes in prices. Apparently plenty of fine fresh eggs are coming in for the demand and as long as that situation continues the market will be fairly stable. Hens will begin laying on regular schedule in about three weeks. Jobbers pay 27c for 56 lb. crates and 28@29c for 57 and 58 lb. Pullet eggs fetch 20c. 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@5.50 per box.

Grapes—Wordens and Niagaras command \$1.60 per doz. 4 lb. baskets; Delawares, \$1.75; Wordens in bulk, 50@75c per bu.

Green Corn—10c for Evergreen.

Green Onions—15c per doz.

Green Peas—\$2.25 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 Valley, 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	-----	\$12.00
300 Sunkist	-----	12.00
360 Red Ball	-----	11.00
300 Red Ball	-----	11.00

Mushrooms—28c 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—Cold storage Elbertas command \$1@1.25.

Pears—Bartletts, No. 1, \$1@1.25 per bu.; No. 2, 50@75c per bu.; Sickles, \$1; Kieifers, 35@50c.

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

Potatoes—Home grown 35c 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, 40c per ½ bu.; 75c per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	8c
Good	-----	6c
Medium	-----	5c

Wax Beans—\$1 per bu.

Prepare Quality Campaign Booklet.

Preparation of the brochure dealing with the quality movement being sponsored by the National Retail Dry Goods Association was discussed last week at the meeting of the committee in charge of the campaign, presided over by W. O. Riordan, president of Stern Brothers. The pamphlet, which will shortly be sent to retailers all over the country, will present the means whereby individual stores, through advertising, window and interior displays and other means, may most effectively carry the quality message to the consumer.

Merchants who are pessimistic about the future of trade can find plenty to justify their pessimism. But merchants who are optimistic can find justification for their optimism. Take your choice.

Refrigerant gas leaks are located by a new alcohol blowtorch which gets its air through a rubber detecting tube. Leaking gas makes the torch flame turn green.

The trade journal is expensive only when and if you fail to read it. It costs more to pass up its ideas and suggestions than it costs to pay the subscription price.

MUTUAL FIRE INSURANCE

Arson Exposed by Fire Department.

At 2:17 a. m., June 19, we responded to a fire in a garage, and on arrival the engine crew laid in with a 2½ inch line from the fire plug to the engine, which was in front of the building. In the meantime, the truck crew found that it was necessary to force the door to permit entrance. The door, of the double sliding type, was securely bolted on the inside. The center of the doors was fastened together by a hasp and staple, into which a bolt was inserted. At each end of the doors there was another bolt pushed into holes in the walls.

The men inserted an axe between the doors at the center, and pried them open far enough to get a bar in and knock the hasp off. Then three men were able to make the bolt at the end of the door bend enough to open the door.

The fire, which could be seen through the windows in front, was in the rear, to the right of the door. Acting Lieutenant Fred Rutt, with another man, advanced to the seat of the fire with a 1½ inch line, while the engine crew laid a 2½ inch line to back them up.

The blaze was consuming some rags on a work bench, and had begun to travel up a board partition, to which the bench was fastened. A battery charger was in operation at the rear, and directly over the bench; the master electric switch was located alongside the charger. One of the firemen pulled the switch, but although this cut off the current in the entire building, there was an uninterrupted sparking on the bench, where the fire started.

Naturally, this made the lieutenant suspicious. He noticed a queer looking device attached to the partition, directly over the fire on the bench. Being careful not to wash anything away, he opened the shutoff nozzle and sprayed the fire, extinguishing it.

After the fire was out, we inspected the device. It consisted of one alarm clock, one mouse trap, a ford coil, a six volt wet storage battery and a number of wires all hooked up so that at 1:30 the clock would go off, spring the mouse trap, and complete a circuit that would throw sparks into gasoline-soaked rags on the bench. There was also a half gallon of gasoline in a can on the bench.

The man who conducted the garage was arrested, charged with arson. This was his third fire. When his case came up for trial some three months later, he entered a plea of guilty. He was given a parole by agreement with the district attorney's office, and through the sympathy surrounding the case.

Chief T. P. Treadwell,
Fort Collins, Colo.

Static Spark Ignites Gasoline Fumes.

A special printing press for decorating two-color Christmas wrapping paper was located in a wooden enclosure in a large warehouse where rolls of paper were stored. A workman had just thinned some of the color with gasoline and was pouring it from a metal container into one of the two

ink reservoirs on the machine. As he did so, fire flashed across the reservoirs and quickly spread to the paper. The fire probably resulted from the ignition of gasoline fumes by a static spark between the ungrounded container and the machine.

Seven sprinklers opened at once and prevented the fire from spreading. Employees used a small hose stream and several soda-acid and carbon tetrachloride extinguishers without effect. The fire was finally extinguished with foam.

Printing rolls on the machine were damaged, and water spread over a large area of the building, wetting the ends of rolls of nearly sixty tons of paper. The loss including use and occupancy was over \$6,500.

A process of this kind, located in a building containing such valuable and easily damaged stock as finished paper should be cut off by non-combustible partitions, and provision should be made to get rid of the water.

Machines of this kind and accessory equipment should be thoroughly grounded to prevent static sparks. A relative humidity of at least 40 per cent. maintained by open steam jets or other means will reduce the possibility of static sparks.—Factory Mutual Record.

Put out those matches—always.
Remove rubbish regularly.
Examine electric fixtures and
Verify their safety.
Educate others in Fire Prevention.
Note well the dangers of explosives.
Take precautions against spontaneous combustion.

Fires took 10,000 lives in 1931!
Incidentally, a half billion dollars went up in smoke.

Respect the Fire Demon.
End this horrible waste.
Save homes, jobs and lives!

Copyright,
National Safety Council, Inc.

When On Your Way, See Onaway.

Onaway, Oct. 18—The hunters are arriving in numbers of twos and threes up to carload lots. The weather is just right and to prove the marksmanship of the nimrods, snapshots with the kodaks are being made and the mails are conveying the proofs to the folks down State. There is a "bag limit" to the snapshots made with the gun, but not so with the kodak. Open season year around and perfectly legitimate to keep firing as long as the ammunition holds out.

How does this sound? The Onaway city band composed of twenty-one members was organized last week. Merle Smith and Carl McClutchey will act as conductors, with Herb Lefler as manager and Forest Wickersham treasurer. Weekly practice will be held throughout the winter in the city hall.

John Isbister, President of the Onaway Electric Light and Power Co., also chairman of Onaway Board of Commerce, was called to Canada last Thursday by the sudden death of his father.

Work is progressing rapidly on US 23 East of Onaway. The road is being widened, brush and grass along side cut, giving a nice, clean appearance.

All that is needed now to extend the tourist and resort season for Onaway and vicinity is the open road during the winter months on M. 95 running North to Black Lake State Park. This road is used not only by the U. S. mail and farmers generally, but would

be the means of attracting many visitors to Black Lake for skating, snowshoeing and tobogganing. A natural long incline runs through the park for a long distance before reaching the lake. M. 95 would become as popular a five mile strip of road as any similar stretch of trunk line road.

Squire Signal.

Something To Consider.

I was born and brought up in Gloucester, Massachusetts, a seafaring city which teaches many things not learned from books and blackboards. When you are caught in rough water, with the wind blowing harder every minute and the waves rising higher, the situation often looks like sure disaster. But just as the mounting seas reach a critical height where it seems that one foot more will swamp

you, those waves lengthen out; and instead of riding through them, you begin to ride over them. Those who study the ways of God and the teaching of history do not collapse in a crisis. They drive ahead as best they can, having faith that at the very moment when all seems lost—the waves will lengthen out.

Roger Babson.

A new process for quick-freezing foods, introduced from Europe, uses all three methods of heat transfer, makes maintenance of extremely low temperatures unnecessary.

Fabric or paper treated with a new water-repellent lacquer is unchanged in appearance, retains its porosity, can be dipped into water and not be wet.

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

INSURE and feel sure

that when you have a fire you will have money to pay at least the most of the cost of re-building; but place your insurance with the company that will furnish this protection at the lowest cost, as there IS a difference, and it will pay you to investigate. The company that gives the most SAFE insurance for the least money is

The Finnish Mutual Fire Insurance Company
of Calumet, Michigan

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

I discussed the case of the Simplicity Pattern Co. with many merchants last week who were the victims of the unfortunate practices of that organization. They were inveigled into investing \$55 in a complete assortment of patterns which was not to be increased under any circumstances. Now they find they have from \$100 to \$150 worth of patterns on hand, two-thirds of which are out of date and which the company refuses to redeem. All the merchants I talked with purchased their original orders from their jobbers, who now deplore the attitude of the pattern company, but refuse to force the issue and compel the company to recede from its illegal position and make good. I am inclined to agree with my mercantile friends that the jobbers should insist that the pattern company keeps faith with its customers by doing as it agreed to do.

E. A. Stowe.

Saks & Company, New York City department store, issues a warning to women, through advertisements, to the effect that New York is flooded with "pasted" shoes, presenting the same appearance as the "sewn" shoes sold by respondent, but manufactured by an inferior, cheap, slap-stick method, which produces an unhealthy, uncomfortable shoe possessing poor wearing qualities.

Perpetual Encyclopedia Corporation and others, Chicago, engaged in the sale of reference works, sold one set of reference works under three different names, represented as gratuities/articles included in the charge for the original purchase, misrepresented prices, used misleading contract forms, represented as members of consulting staff, or as contributors or revisors, persons who do not serve in such capacities, used misleading copyright dates and represented books as "up-to-date," and intimidated and coerced through fictitious collection agencies.

A manufacturer agrees to discontinue use of the word "Navana" or any other word simulating the word "Havana" to designate stogies not made of tobacco grown on the Island of Cuba.

A manufacturer of metal grave vaults agrees to discontinue misrepresenting their durability and to discontinue guaranteeing that they will prove impervious to seepage and corrosion for a half century.

A distributor agrees to discontinue use of the word "Importing" in trade name and to discontinue its use in advertising matter in a manner to imply that the distributor imports the fabrics sold, when such is not the fact; to discontinue using a pictorial representation of a building in a manner to imply occupancy of the entire building, when such is not the fact; to discontinue use of the words "Silk," "Silkette," "Supersilk," "Silk Bengaline," "Crepe," "Pongee," and "Taffeta" to designate products that are not made

of silk; and to discontinue use of the words "English Broadcloth" to designate shirts made from material that is not broadcloth and is not imported from England.

A distributor agrees to discontinue use of the words "Paris" and "Gamine de" to designate cosmetics which are not of French origin.

An importer and commission merchant agrees to discontinue use of labels and advertising matter that imply a certain tomato paste is made from the Italian plum-shaped tomato, when such is not the fact.

A distributor of yarn products agrees to discontinue use of the words "Wool-o-silk" to designate a product not consisting of silk and wool in substantial quantities, and to discontinue use of the words "Wool" and "Sparklewool" to designate a product not consisting in whole or in substantial part of wool. When the product is composed in substantial part of wool, the word "wool" shall be accompanied by a word or words in type equally conspicuous, to the effect that the product does not consist entirely of wool.

A vendor agrees to discontinue representing that an alleged treatment will stop attacks of asthma, when such is not the fact.

Lexoid Co. and Dr. H. Mitchell DeWerth, Cleveland, vendors of a product designated "Threefold Lexoid Treatment," alleged to be a remedy for kidney and bladder weakness, muscular and sub-acute rheumatism, and kindred ailments, agree to discontinue representing that H. Mitchell DeWerth is a specialist of twenty years' experience or an experience of any other length of time, in the treatment of the ailments above enumerated; and that he, or any other physician, advises the users of the treatment, unless and until such advice is available to purchasers of the treatment; to discontinue representing that the product will cure kidney, bladder, or rheumatic trouble, and remove the cause, having proven efficacious in cases where all other remedies had failed, when such is not the fact; to discontinue representing that any prices are "special" or for a limited time only, unless such prices are less than those customarily quoted under similar circumstances and unless orders at the price quoted, received after the expiration of the time limit, are refused; and agree to acknowledge primary responsibility for all representations contained in any testimonials published, the Federal Trade Commission to consider any such testimonials as direct representations of respondent, and to refrain from disclosing the contents of all letters received by them from so-called "patients."

H. & J. Laboratories, Parkersburg, W. Va., vendor of two products designated "Orange Brand Tonic" and "Golden Nuggets," agrees to discontinue representing that the products are a competent remedy for rheuma-

tism, neuritis and kindred ailments, when such is not the fact.

Edwin B. Meeks, trading as Panter Remedy Co. and advertising as Dr. Panter, agrees to discontinue representing that Dr. Panter is living and distributing an alleged specific for blood and skin diseases, and to discontinue representing that the preparation has been used successfully for more than twenty-five years in the most severe and chronic cases, that it will cure social diseases, and any skin diseases and be effective in the treatment of high blood pressure regardless of the cause, when the treatment will do nothing more than aid and relieve the patient.

Spend and Live.

"Save a dollar and keep the sheriff away" was possibly good preachment for yesterday.

But "spend a dollar and keep the sheriff away" is far more appropriate philosophy and economics for to-day.

We had a full year of non-spending and hoarding and we all know, to our grief, the results.

Now that we are well over the panic stage we realize that money in cold storage means trade stagnation, unemployment and suffering; whereas money in motion means busy factories, full wages and prosperity.

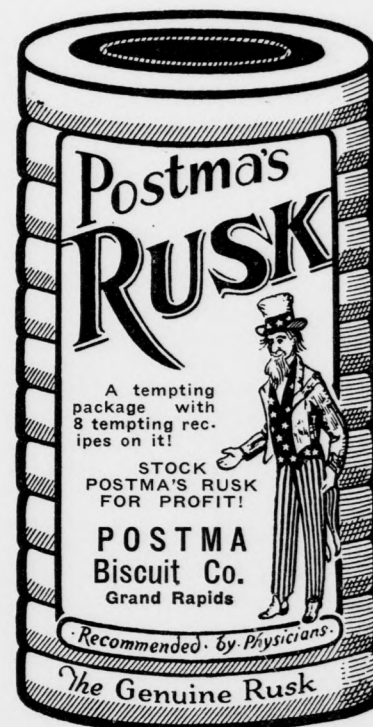
Dollars are restless. They must have plenty of exercise if they are to

function normally and serviceably for all. Normal spending is healthy; abnormal saving is disastrous.

E. B. Terhune.

If a man owns a clever dog his friends are apt to question his veracity.

Fretting fetters.



M. E. Davenport
President.

FALL TERM STARTS

AUGUST 29 and SEPTEMBER 6

Business training puts one in touch with the business leaders. Secretaries and Accountants will be needed as long as business is transacted. Selecting a school for your business training is very important. DAVENPORT-McLACHLAN INSTITUTE is Chartered by the State as a Class A College. Write, phone or call for information.

DAVENPORT-McLACHLAN INSTITUTE
215 Sheldon Avenue, Grand Rapids, Michigan

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Ave., Grand Rapids, Mich.
Agency Offices in Principal Cities of Michigan.

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

THE LAME-DUCK CLUB.

The Lame-Duck Club at the December session of Congress will be a large one. About forty-five members of the House have been defeated for renomination and fifteen more have not sought it. Five Senators have been defeated for renomination and one is retiring. These sixty-five "lame ducks" will have for company those fellow members of Congress who, although renominated, fail to win re-election Nov. 8. The total number of defeated members serving in the three-month session beginning in December and ending March 4, may, therefore, run very high. It might constitute a fourth or more of the whole.

But there is nothing to become alarmed about in this possibility. Despite the horrified ejaculations of some politicians and some political writers over the circumstances that men who have been elected to stay at home continue to hold office for three months, it would be difficult to point to any actual disadvantage to the public interest resulting from this arrangement. All that the short session does is to pass the appropriation bills, and these would not be particularly different if the places of the "lame ducks" were taken by those who were to succeed them.

The "lame duck" amendment abolishing the short session and calling the new Congress together in January is well on its way to ratification, but anybody who thinks that it will make any important improvement in Federal legislation is to be envied for his simple faith. It is open to serious objection for marring one of the most impressive spectacles on this planet—the inauguration of the President of the United States. As the weather in January usually forbids an outdoor ceremony, the inauguration of the President who takes his seat in that month will be postponed until March or later. This postponement will detract from the significance of the occasion. Inauguration of a President who has been serving for several weeks or months cannot but be a very different thing from the inauguration of a President whose term begins as he takes the oath of office before the eyes of a vast multitude of his fellow countrymen. But the cry of "lame duck" will probably be sufficient to carry the amendment into the Constitution without public realization of the changes it will bring.

SELECTIVE DISTRIBUTION.

Sponsors of selective distribution have outlined a program which leaves little to be desired in the way of protecting manufacturers and wholesalers in the merchandising of goods. Plans are now under way to put into effect an actual test between mills and distributors which will be watched with interest. It would seem, however, that proponents of the plan have overlooked an opportunity to render a social service by not taking into consideration the attitude of mills regarded as worthy of inclusion in the scheme toward their workers.

A recent incident may be cited to show how selective buying, in another

sense of the term, may be applied. A large chain group placed a substantial order with a manufacturer, who underbid a competitor by 5 per cent. Upon receiving confirmation of the deal, this manufacturer proceeded to reduce his employees' wages 5 per cent. The action came to the attention of executives of the chain, who immediately canceled the order on the ground that they did not wish to purchase merchandise at the expense of workers.

In this era of intensive competition, it may be too much to expect that every buyer will scrutinize carefully his sources of supply and eliminate those which find wage cutting the easiest method to reduce costs. But since it is generally agreed that business recovery lies in the restoration of consumer purchasing power, the practice may prove fruitful.

In entering into selective distribution agreements, wholesalers might give some consideration to the mills' relationships with workers, because indirectly wholesale volume depends on the maintenance of workers' buying power. It might be argued that the intention of the plan is to enable mills to operate profitably and that if it succeeds there need be little worry about wages. However, even in the more prosperous periods some producers have had scant consideration for their workers, and a little emphasis by buyers on the subject might prove beneficial.

DEVELOPMENTS WATCHED.

With most of the monthly trade statistics for September now available, business observers are watching the weekly production and distribution figures for an answer to the vital question as to whether the recent upturn in activity will continue or whether, like the recoveries which occurred in the Springs of 1930 and 1931, they will turn out to have been merely temporary revivals. This question has been rendered more acute by several happenings which have obviously caused disquietude in trade circles.

One of these happenings was, of course, the visible signs of alarm in financial circles over President Hoover's remark that we were at one time within two weeks of being forced off the gold standard. The second was a slightly greater-than-seasonal rise in money in circulation, following a practically uninterrupted decline since the latter part of July.

Still more significant, from the standpoint of the future course of business activity, has been the persistent fall in commodity prices. Last week the *Analyst* weekly price index dropped 2.2 points to a level at which about half the rise from June to early September had been canceled. Some signs of recovery toward the close of the week, however, are encouraging.

Thus far, despite these unfavorable developments and a few others which might be cited, there has been no definite sign of any general let-down in business activity. For the week ended Oct. 8 the combined weekly business index is practically unchanged from the advanced level of the preceding week. Automobile sales statistics sug-

gest the possibility of an upturn once 1933 models are in production. Steel output appears to be holding its recent gains, and carloadings and textile mill activity may fairly be said to be making a showing rather better than generally expected.

CANADIAN TARIFF.

The suddenness with which the Canadian tariff on non-British products was put into effect, rather than the scope of the new law, seems to have provided the principal surprise to exporters last week. A study of the items and rates included in the regulations put in force Thursday shows that, excepting in isolated instances, the law follows the pattern laid out in discussions at the Ottawa conference last Summer. The extent of preference granted England is no greater on the majority of products than was forecast two months ago. Similarly, this country's possible loss in Canadian trade, fixed at \$75,000,000 by unofficial estimates in Washington last week, is the same as the total forecast in August by observers who were in attendance at the Ottawa meetings.

While a drop of \$75,000,000 in sales to Canada is serious, it must be remembered that the estimate is considered as the maximum likely under the new restrictions and may very well be reduced to \$40,000,000 or less in actual operation.

One aspect of the situation which was widely discussed among exporters was the possible effect which Canada's action will have upon the current movement among American manufacturers to foster trade with Soviet Russia. Several products with which Canada now supplies the United States are also obtainable from the Soviet, it was pointed out, and with the present turn of events, it was held, little salesmanship would be needed to persuade many American buyers to transfer their orders. Although there may be good grounds for such a belief, it is difficult to see what this country would gain by such retaliation. Canada, even with her present tariff, is still a better customer to the United States than Soviet Russia can hope to be for years to come.

MARK-UP ABANDONED.

With commodity levels higher than they were and Fall trade improving, few supporters are to be found in retail circles for a general increase in the percentage of markup on merchandise. While advocated early this year as a means of reducing losses and conserving profits, the plan never got beyond the suggestion stage and has now been recognized as a fallacious procedure. Many stores are successfully endeavoring to obtain a larger gross margin on selected items of merchandise which intrinsically warrant a higher initial mark-up, but nothing approaching a general rise has been attempted.

It may be said that in this instance the traditional habit of retailers to view proposed changes cautiously has served them in good stead. Higher mark-ups would have brought about a far greater degree of consumer sales resistance than that being currently experienced.

Of itself, of course, a higher mark-up, even where it does not increase sales resistance, is no guarantee of profitable operation. A well-managed store will usually fare better from a profit standpoint than one with higher mark-up but less capably operated. High mark-ups in many instances yield high mark-downs. The maintained mark-up is most important.

It should be emphasized, however, that the competition of too low mark-up has proved detrimental in many departments. Spread of this practice in recent months represents a serious but avoidable drain of legitimate retail profits.

Instead of tampering with mark-up, good management to-day senses the need for lower distribution expense as exemplified in the spread of the cash-and-carry basement.

DRY GOODS CONDITIONS.

Stimulated by lower temperatures and the opportunity for family shopping provided by the Columbus day holiday, retail trade made excellent progress during the past week. Gains over a year ago were made by a number of stores here, while reports from out of town were also of an encouraging tenor. The probabilities are that the sales figures for the half month will prove substantially better than for the first half of September. Several executives here felt the chances are good for the entire month's sales of their establishments showing a gain over October a year ago.

The improving trend is likewise evidenced in the report of a leading mail house which for the four-week period ended Oct. 8 showed a sales drop of 10.3 per cent. from the same period of 1931, the smallest decline in more than a year. A sales compilation of twenty-five chains and two mail order houses showed a decline for September of 12.17 per cent. and for nine months of 14.11 per cent.

Business in cold weather apparel during the week has been exceptionally active, with coats for both women and men selling better than at any time this season. Accessories and home furnishings lines were also in brisk request. Promotions of rugs, lamps and draperies rolled up large sales totals.

Wholesalers anticipate brisk re-order activity this week. Stocks in most lines are low and further gains in retail trade would renew the pressure applied by the stores a few weeks ago for quick deliveries. Orders for Christmas holiday and gift goods are now growing larger.

Do men succeed while boasting of failure? Can anyone build up business while declaring there is no business? Can I advance my business through complaints that business in general is dead?

Which store will the public prefer to patronize—the one where the salespeople are cheerful and talk of their merchandise, or the one where they are gloomy and talk of business depression?

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I met a man last week who boasted that he had just purchased seven bushels of potatoes at Howard City for \$1.05. He said he met a farmer who had succeeded in disposing of all but seven bushels of the potatoes he brought into town on his truck for 18 cents per bushel and he offered to sell the remainder for 15 cents. I had just purchased a pound of potato chips for 50 cents and could not reconcile the difference between 15 cents per bushel and 50 cents per pound, so I decided to meander up to Howard City the next day and see if I could solve the problem.

My first call at Howard City was on a well-to-do merchant who lives comfortably and enjoys a practical monopoly of business in his line. I asked him how things were going and his reply was "Rotten. How can we expect to do any business when potatoes are bringing only 18 cents per bushel and beans only 79 cents per bushel?" I asked the reason for the low prices. He promptly replied: "Because the farmers grow too many things of which there is an oversupply and too few things which yield a profit." I asked him what the farmer should grow in order to prosper. At that moment a customer entered the store and the merchant excused himself with the plea that customers take precedence over all other class of men nowadays.

I crossed the street to the grocery store of Arthur Crook, where I found him busy putting up a \$6 order for a customer who had left him a memorandum of his weekly requirements an hour before. As Arthur was computing the amount of the order the customer came in and handed him a \$10 bill. As the purchaser departed with his change and his purchases, I said to my mercantile friend: "What is the occupation of that man?" "He is a farmer," was the reply. "How did he ever get a \$10 bill growing 18 cent potatoes and 79 cent beans?" I enquired. "He got his \$10 bill by not growing them," was the reply. "He grows chickens and is now in receipt of \$50 per week from his egg establishment. With the low price of chicken feed and the comparatively high price of eggs—we are all paying 25 cents for eggs this week—there is good money in the egg business if properly handled. If more farmers would practice rotation of crops and avoid the production of crops when there is likely to be an oversupply, there would be less complaint about the depression of business and the inability of farmers to function along profitable lines." I looked at the Crook stock and noticed that one side of the store was devoted to the display of well-selected canned goods exclusively and could not help wishing that the average farmer would conduct his farm with the same skill that Arthur Crook conducts his store.

I was not so fortunate as to see Mrs. Jennings, the well-known poetess,

song writer and dramatist, but I was told that she received a hearty reception at the Grand Lodge of the Eastern Star at Detroit last week and came home with her order book bursting with requisitions for her varied productions—creations of a fertile brain and a warm heart.

Solomonson's new restaurant did so well during the summer season that the owner has leased the upper story above the restaurant and fitted it up for a dancing parlor. Looks to me as though the new undertaking would add materially to the profits of the establishment.

En route home I called at the general store of Alfred Giddings at Sand Lake. Mr. Giddings is 83 years old and has been engaged in the mercantile business in Sand Lake sixty-two years. He took the Tradesman until he was forced to discontinue all his papers and magazines because of impaired eyesight. He gets around his store with greater alacrity than most men of 50 display. Business is not very brisk with him, but the store keeps him out of mischief and furnishes him a livelihood.

My visit to Sand Lake reminded me that I was a guest at a banquet given by the Sand Lake Business Men's Association—which I had previously organized—at the Sand Lake Hotel while the grist mill burned about forty years ago. Geo. F. Cook, of Cook's Corners, and J. V. Crandall, of Crandall's Corners, set next to me on that occasion. I would give a good deal for a hand shake with either gentleman. Both long since passed to the Other Shore.

I was grieved to learn that Fred Hart, the Cedar Springs grocer, had given his business little detailed attention for about six months. He has been forced to submit to repeated operations for impacted teeth and suffers much pain in consequence of the operations.

Charles F. Dickinson has engaged in the grocery business on the lower river road, about half way between Plainfield and Comstock Park.

The sudden death of William Alden Smith last Tuesday was a shock to all his friends. I knew him intimately for fifty-six years. I knew him when he was as poor as a church mouse and I was ten times poorer. I never detected a particle of difference in his attitude toward me, whether he had ten cents in his pocket or a million dollars to his credit in the bank. He was the same "Will" to me at all times and under all circumstances. I think one of the greatest things which can be said about a man is that prosperity and the accession of high honors have not changed his attitude toward the friends of his boyhood and early manhood.

At one time Will and I were competitors for the same position. The local jobbers had organized a Merchants and Manufacturers Exchange and sought a manager to conduct the

new undertaking. I wrote the members that I was an applicant for the position of manager, but did not undertake to exact a promise for support. Will, having already acquired the political instinct, called on every member and secured his verbal promise for support. Of course he was elected. From that time on I knew that anything Will Smith wanted he would go after with all the power he could command. To that habit, evidently formed early in his career, is due the success of every effort he made to advance himself and further the interests of himself and friends.

One of the features of Will's political career was the way he stayed by his friends and the way they stayed by him. The late George Clapperton presented his name to the convention the first time he was nominated for Congress by the Republican party and subsequently nominated him six times in succession for the same office. I think this circumstance is without precedent in the political history of this country.

One of Will's greatest gifts was his ability and inclination to conciliate the men of the Democratic party. The late Wm. B. Weston (Democrat) used to remark that "Will would not go ten feet out of his way to greet a Republican, but that he would chase across the street to accost a Democrat and give him a cordial greeting." The last time he was a candidate for Representative the Democrats put up no candidate against him. Most of the men who were nominated by the Democrats to contest the elections with him were inferior fellows who acted on the theory that they must cover their opponent with mud to stand any chance of election. Will never paid any attention to these attacks. The night before election he always spoke in Hartmen's hall and his opening sentences were invariably as follows: "If all the men North of the Mason & Dixon line were to die to-night the men of the South would carry this Nation on to glory. If all the men of the Republican party were to die to-night the men of the Democratic party would carry this Nation on to glory." The audience would be composed of as many Democrats as Republicans and the former—gratified over the words of praise Will uttered in their behalf—would go to the polls next day and vote for him.

Will's greatest asset in every walk of life was his wife, who is a diplomat in all that the term implies. During his campaign for the Senate in the Legislature of 1907, she was at his side every moment. Many think that he would never have been able to land the honor he sought but for the assistance of Mrs. Smith, who made friends by the thousands by her graciousness, poise, genius and brilliant conversational powers. It was the same all through his career. Will could never have achieved many of the honors and distinctions which came his way but for the continued assistance of his accomplished wife.

About a year ago I made comment on some of the many accomplishments

Will had to his credit, as follows:

"We had a call at Lamont last week from Senator William Alden Smith and wife, who also happen to be our near neighbors in the city. We both live among the idle rich, but neither of us avail ourselves of the privilege thus accorded us. We both started at the bottom of the ladder. He climbed to the topmost rung of fame and popularity and reached dazzling eminence in the United States Senate which few members of that august body ever attain. He retired from public office of his own volition and returned to his home in the city of his adoption, where he enjoys the respect and friendship of uncounted millions. It is well he did this, because if he had remained in the Senate for another term—and his reelection was very generally conceded when he decided to exchange public for private life—he would have been made the chairman of several important committees, which would have sapped his strength and impaired his health to such an extent he probably would have been forced to retire before the end of another term. Since his retirement he has been a dominant factor in the building up of a great bank and has given liberally of his time and influence to create and develop many local and National undertakings.

"In looking out on the seven mile expanse of Grand River, which is plainly in evidence from our rear porch at Lamont, Mr. Smith grew somewhat reminiscent of the attempt he made to develop Grand River as a navigable stream from Grand Haven to Grand Rapids. By 'navigable' he means a 20 foot channel all the way between the two cities, a distance of forty miles. His predecessors in the House of Representatives—Houseman and Comstock—secured several small appropriations for the improvement of the river and M. H. Ford temporarily diverted the attention of shippers from Grand River by advocating the construction of a canal from Jenison to Black lake. Mr. Smith says that the best start he could make in the development of the river was to secure the endorsement of the project by the high officials of the War Department. He succeeded in getting the project referred to Gen. Ludlow, who was universally conceded to be the greatest authority of the age on river and harbor improvements. Gen. Ludlow made a most critical investigation of Grand River—including, of course, the class and volume of tonnage it could handle—and pronounced the improvement a most practical one. Thus fortified, Mr. Smith succeeded in securing at different times appropriations aggregating \$200,000 and was making rapid headway in securing the approval of his plans and the acceptance of his conclusions when he received a severe jolt through the construction of two freight boats by the people of Grand Rapids which were altogether too large for the traffic which could be secured at that time and drew too much water for the condition of the river during the mid-summer season. This ill advised action so discouraged Mr. Smith that he

(Continued on page 23)

FINANCIAL

May Result in a Genuine Contribution.

As a first step the Coolidge committee on railroads has appointed an independent investigator widely known for his research on economic problems. This is an auspicious start. There is a real contribution to be made by this committee if the proper breadth of vision, intelligence and impartiality is shown in its study.

An unfortunate part of most of the work of committees which have been appointed since the depression started is that they have refused to recognize that many basic reforms either were necessary or possible. Their customary point of view has been merely to hold things together and to refuse to admit that the economic system was being subjected to a continuous and significant change. The result has been that their work for the most part has been useless.

In the present case there is grave danger of this same handicap being present. The committee members themselves, it is true, are men without financial tics which would prejudice their conclusions. Nevertheless, the sponsors of the committee, namely, savings banks and insurance companies, necessarily have an interest in protecting their own investments in the field of transportation.

A possible effect of such sponsorship is that there will be a tendency for the emphasis to be placed on the protection and saving of the railroads rather than in a reform of the entire transportation system. In other words, there is danger that their recommendations will consist merely of curbing competition in other fields. To the extent that any prejudice of this kind is permitted to influence the conclusions the value of the committee will be lessened and it will go down in history as merely another case where great names have been used for minor accomplishments.

Everyone recognizes, of course, that there are several railroads in this country which have fixed charges that are too heavy for them to carry. Everyone also recognizes that competition in other fields of transportation has cut in on the railroads to a substantial degree. These, however, are the superficial elements of the railroad question.

The real problem is of quite a different character. It consists first of a recognition of the fundamental technological changes which have occurred and still are taking place in our transportation system and the integration of these changes into a workable whole. To solve the questions involved here, we need, as Alexander Sachs suggested at a meeting of the American Statistical Association some months ago, something comparable to a Royal Commission. If the Coolidge committee develops into this it will make a genuine contribution. If it does not it will be merely another bubble.

Ralph West Robey.

[Copyrighted, 1932.]

Tariff Now Is a Question of Distribution.

There are certain elementary facts about business recovery upon which

everyone can agree. One of these is that before we can have any appreciable prosperity it is necessary for commodities to start moving—for the flow of goods from manufacturers to consumers to be resumed in more normal volume.

In thinking of a program to hasten prosperity this obvious truth should be kept in mind. Anything which helps in a sound restoration of such exchange of commodities is helpful. On the other hand, anything which tends to perpetuate the stagnation of trade is harmful and should be changed at least to the point where it will cease to be a direct handicap.

It is from this point of view that our present level of tariffs should be approached. This whole problem fundamentally is one, at this time, of helping or hindering trade. It is not a question of protecting a particular class in the community or saving this or that industry. Quite the contrary, in fact. The tariff to-day is a matter of getting goods exchanging hands in sufficient volume to support our capital structure.

What the tariff has, or has not, been in the past years and generations is beside the point. Grant, if you please, that at various times in our history it has been of immense aid to large sections of our people and even to the whole country. Also grant, for the sake of argument, that the time again may come when a very high tariff will confer immeasurable benefits upon the United States. The fact still remains that at present our tariff walls and those of other countries are stifling the normal interchange of goods.

This country in the past, it is important to remember, has sold more abroad than others have sold us because we were willing to lend foreign buyers funds with which to pay the balance. We no longer are willing to do this. Accordingly, an expansion of our markets abroad—our ability to start goods moving in international trade—is dependent upon permitting others to sell to us. In foreign commerce now it is a matter of swapping goods for goods.

Such swapping does not mean that one party gains and another loses. Such an idea is a throwback to the days when it was believed that all commerce necessarily involved either the buyer or seller getting cheated. It is on the swapping of goods in markets broad enough to take the output that all business prosperity rests. If we will recognize this principle and get such revision of tariffs as is necessary to encourage the exchange of goods, we will find that a long step has been taken on the road to real business prosperity.

Ralph West Robey.

[Copyrighted, 1932.]

Past Charts Usually Mark Turning Points.

Investors should remember that they should always have a reason for making a trade. They should not buy or sell on hope. The only way to buy or sell is after stocks are away from their tops or bottoms and then watch for the reactions and rallies. Many people see a stock advancing and wait for a reaction to buy. This does not occur and they consequently do not

get in the market. These reactions and moves take place in the accumulation stage and are caused by the insiders having purchased stocks and their next price objective is considerably higher before they reach the distribution level. In a manipulated stock, they usually do not let it break down to let anyone else get in before the move gets under way. Therefore, when you see a stock moving and if it is active and the volume of sales is large, do not wait—buy it at the market.

This can also be applied to selling. When a stock breaks through and if you are long a stock, sell it at the market. Do not hold back for a few extra points or a fraction of a point. This stock is not going to go back to give you the chance to get out.

All these rules, of course, can only be applied as a study of the stock is made. Markets almost always stop at the top of a bull market with fluctuations and large sales, finally stopping with several days of millions of shares. These are usually good warning signals. Bear markets, which are rapid and fast, end up the same way.

When checking past charts, when sales have been large either at tops or bottoms, they usually mark the turning points of the market. This also holds true of groups of stocks and usually is one of the best signals for the investor to take advantage of in timing his purchases or sales.

Jay H. Petter.

Skilful aviators rise above clouds.

Analysis of any security furnished upon request.



J. H. Petter & Co.

Investment Bankers

343 Michigan Trust Building

Phone 4417

West Michigan's oldest and largest bank solicits your account on the basis of sound policies and many helpful services . . .

OLD KENT BANK

2 Downtown Offices

12 Community Offices



Established 1860
Incorporated 1865

THE
ONLY NATIONAL
BANK IN
GRAND RAPIDS

The
Largest National Bank
in
Western Michigan

GRAND RAPIDS NATIONAL BANK

GUARDIAN DETROIT UNION GROUP

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 11.—In the matter of Frank C. Priebe, Bankrupt No. 4996. The sale of assets has been called for Oct. 25 at the premises formerly occupied by the bankrupt at 225 E. Main street, Benton Harbor. The assets to be sold consists of tires, tubes, auto accessories, oils, greases, gasoline and equipment, appraised at \$742.50. All interested in such sale should be present at the date and time above stated.

Oct. 11. We have received the schedules in the matter of Mapes Nebelius Cadillac Co., Bankrupt No. 5011. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$20,894.68, with liabilities listed at \$33,066.09. The list of creditors of said bankrupt is as follows:

Deducted from wages originally for purpose of buying stock but plan abandoned:

F. Hurt	\$78.64
M. D. Lettinga	40.00
A. Otterbein	40.00
C. Stephens	15.00
J. Holder	74.48
D. S. Robinson	10.78
J. Holder	13.97
Commission due	24.75

City Treasurer, Grand Rapids	519.65
A. W. Church, Ludington	922.09
Acme Welding Co., Grand Rapids	9.17
A to Z Radiator Shop, Grand Rap.	179.00
Alemite Lubricator Co., Grand R.	30.73
Aupperlee & Veltman, Grand Rap.	.75
Seth Bidwell, Grand Rapids	10.00
Brake Supply Co., Grand Rapids	6.39
Breen & Halladay, Grand Rapids	102.28
Buick Motor Co., Grand Rapids	6.30
Cadillac Motor Co., Toledo, Ohio	7.25
Cadillac Motor Car Co., Detroit	7,416.03
Cumings Bros., Flint	5.00
Detroit Majestic Products, Detroit	9.22
Electric Service Station, Grand R.	12.74
Exide Battery Shop, Grand Rapids	14.88
Flynn Auto Sales, Cadillac	3.30
Goodrich Silvertown, Inc., G. R.	248.88
G. R. Ass'n Commerce	37.50
Herald, Grand Rapids	260.50
G. R. Insurance Co., Grand Rapids	1.80
G. R. Lions Club, Grand Rapids	58.50
G. R. Plating Co., Grand Rapids	27.85
Press, Grand Rapids	77.19
G. R. Spring Service, Grand Rap.	17.64
G. R. Welfare Union, Grand Rapids	37.50
G. R. Wood Finishing Co., Grand R.	13.15
Hart Mirror Plate Co., Grand Rap.	47.17
Cornelius Hoffius, Grand Rapids	60.25
A. L. Holcomb, Grand Rapids	10.49
Jewish Chronicle, Detroit	3.75
Kennedy Oil Co., Grand Rapids	301.55
Kutsche's Hardware, Grand Rapids	8.43
Lavo Co. of America, Milwaukee	7.00
L. & M. Battery Co., Grand Rapids	88.33
Litwin Tire Stores, Grand Rapids	10.00
T. Manning, Grand Rapids	43.00
Master Tire Service Co., Grand R.	147.08
Mich. Bell Tele. Co., Grand Rapids	182.69
Mich. Spring Water Co., Grand R.	15.50
Mich. Welding Co., Grand Rapids	99.12
Motor Rebuilding & Parts, G. R.	69.47
National Used Car Market Report, Chicago	33.00
Old Guard, St. Louis, Mo.	10.00
Oliver Cadillac Co., St. Louis, Mo.	4.70
Passenger Car Dealers, Grand Rap.	39.50
Peninsular Club, Grand Rapids	17.60
Pittsburgh Plate Glass Co., G. R.	36.20
Postal Telegraph, Grand Rapids	1.61
Quality Body Shop, Grand Rapids	61.55
Reed & Wiley, Grand Rapids	75.78
Richards Storage Co., Grand Rap.	4.00
Rim & Wheel Service, Grand Rap.	49.62
Rockford Oak Leather, Grand R.	20.13
Sherwood Hall Co., Grand Rapids	20.00
Smith Auto Laundry Co., Grand R.	3.00
Standard Automobile Co., Daytona Beach, Florida	30.00
H. W. Ten Broek & Sons, Grand R.	47.37
O. & F. Thum, Grand Rapids	6,652.28
Tisch Auto Sup. Co., Grand Rapids	66.67
VerWys & Co., Grand Rapids	9.05
Warren Refining Co., Cleveland	102.60
Western Union Tele., Grand Rap.	7.30
Hargrave Systems, Inc., N. Y.	263.25
G. R. Water Works, Grand Rapids	2.72
H. E. Brown, Muskegon	1.84
A. J. Beckt, Grand Rapids	.46
H. L. Gibson	.75
G. R. Fibre Cord, Grand Rapids	2.40
A. L. Kroeze, Grand Rapids	.65
Olson Auto Co., Manistee	1.24
A. Scheffman, Grand Rapids	.96
Dr. Southwick, Grand Rapids	3.38
Mrs. Withey, Grand Rapids	.29
Mrs. Withey, Grand Rapids	.29
Old Kent Bank, Grand Rapids	2,318.88
Gen. Motors Accep. Co.	11,765.32

Oct. 12. We have received the schedules, order of reference and adjudication in the matter of George D. Lambrakis, Bankrupt No. 5020. The bankrupt is a resident of Benton Harbor, his occupation is that of a confectioner. Liabilities listed at \$2,001.02 on the schedules of the bankrupt. Schedules show assets of \$110, which said amount is claimed as exempt to the bankrupt. The list of creditors is as follows:

Mercy Hospital, Benton Harbor	50.00
Montgomery Ward & Co., Chicago	30.00
C. Kammer, South Haven	35.00
Walter Birk Candy Co., Chicago	15.95
Arctic Dairy Products Co., Benton Harbor	18.60
Mich. Bell Tele. Co., Benton Har.	12.00
Mich. Fuel & Light Co., Benton H.	5.00
Arctic Dairy Products Co., B. H.	1,515.00

W. Worth Bean, Jr., Benton Har. 209.47 The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Oct. 12. We have received the schedules, order of reference and adjudication in the matter of Jacob E. Arney, Bankrupt No. 5021. The bankrupt is a resident of Buchanan. The schedules show assets of \$8,423.48, with liabilities listed at \$8,149.82. The sum of \$700 is claimed as exempt to the bankrupt. The list of creditors of said bankrupt is as follows: City Treasurer, Buchanan \$11.00 Chas. Babcock and Laura Babcock, Buchanan 2,300.00 Buchanan State Bank, Buchanan 148.53 Kidd, Dater & Price Co., Ben. Har. 535.00 Dan P. Merson, Buchanan 570.60 St. Joseph Creamery Co., Buchanan 125.00 Armour & Co., South Bend, Ind. 54.00 Barentsen Candy Co., Benton Har. 71.20 Beck's Tire Shop, Buchanan 44.70 Beech-Nut Packing Co., Cana-joharie, N. Y. 10.03 D. L. Boardman, Buchanan 12.45 Buchanan Lbr. & Coal Co., Buchanan 24.35 Colgate-Palmolive-Peet Co., Chicago 6.10 Wm. Edwards Co., Cleveland, O. 154.85 Perry-Morse Seed Co., Detroit 19.45 General Cigar Co., Chicago 2.85 L. Gould & Co., Chicago 15.64 Columbia Paper Co., South Bend 40.70 Consolidated Cigar Corp., Indianapolis, Ind. 3.85 Corbin Seng & Co., Chicago 85.35 D. W. Kent, Greencastle, Ind. 500.00 Kidd, Dater, Price Co., Benton H. 1,078.00 Levy-Ward Groc. Co., South Bend 177.04 Loose Wiles Biscuit Co., South B. 53.53 Major Bros. Packing Co., Mishawaka, Ind. 46.89 Manotowac Seed Co., Manitowac, Wis. 14.23 Merkle Broom Co., Paris, Ill. 15.55 Meyer Candy Co., Michigan City, Ind. 19.85 New Troy Mills, New Troy 91.34 Peltz-Kaufer Co., South Bend, Ind. 220.30 Piowaty Fruit Co., South Bend, Ind. 94.80 W. S. Quimby-Bell Conrad Co., Chicago 174.00 Reid Murdoch & Co., Chicago 193.19 Schlosser Bros., Plymouth, Ind. 10.70 Sprague-Warner & Co., Chicago 13.43 Stanz Cheese Co., South Bend, Ind. 107.77 Standard Oil Co., Buchanan 13.97 St. Joseph Valley Creamery Co., Buchanan 362.00 H. Van Eenenaam & Bro., Zeeland 15.00 Ward Baking Co., South Bend 578.90 H. J. Heinz Co., Chicago 13.95 Hekman Biscuit Co., Grand Rapids 11.12 Webb Co., Chicago 37.40 Weisberger Bros., South Bend, Ind. 18.32 Whiteman Bros. Co., South Bend 52.88

Oct. 10. On this day first meeting of creditors was held in the matter of Charles Weber and Albert Weber, co-partners doing business under the firm name and style of Weber Bros., and Charles Weber and Albert Weber, individually, Bankrupt No. 4997. Albert Weber present in person and by Jackson, Fitzgerald & Dalm, attorneys. Charles Weber was unable to attend due to illness. Creditors present in person and represented by Fred G. Stanley, attorney. M. N. Kennedy, custodian, present in person. Albert Weber sworn and examined before reporter. M. N. Kennedy, Kalamazoo, trustee; bond \$1,000. Meeting adjourned without date.

Oct. 11. On this day first meeting of creditors was held in the matter of Happy Day Laundry Co., Bankrupt No. 4966. Bankrupt present by Lloyd Whitman Wright, a former officer of bankrupt corporation, but not represented by attorney. Creditors represented by Jackson, Fitzgerald & Dalm, attorneys. Claims proved and allowed. Lloyd Whitman Wright sworn and examined before reporter. M. N. Kennedy, Kalamazoo, trustee; bond \$100. Meeting adjourned without date.

In the matter of Jacob E. Arney, Bankrupt No. 4021. The first meeting of creditors has been called for Nov. 1.

In the matter of Mapes-Nebelius Cadillac Co., Bankrupt No. 5011. The first meeting of creditors has been called for Nov. 1.

In the matter of James Wheeler, Bankrupt No. 5012. The first meeting of creditors has been called for Oct. 31.

In the matter of Ernest Listander, Bankrupt No. 5006. The first meeting of creditors has been called for Oct. 31.

In the matter of Gerald Huggins, Bankrupt No. 4998. The first meeting of creditors has been called for Oct. 31.

In the matter of Ray A. Hayden, Bankrupt No. 5014. The first meeting of creditors has been called for Oct. 31.

In the matter of Oscar Tandler, Bankrupt No. 5010. The first meeting of creditors has been called for Oct. 31.

In the matter of Willard L. Smith, Bankrupt No. 5015. The first meeting of creditors has been called for Oct. 31.

In the matter of Louis J. Hinken, Bankrupt No. 4984, first meeting of creditors was held Oct. 10. Bankrupt present and represented by Dean S. Face, attorney. Creditors present in person and represented by Leo C. Lillie, attorney. Bankrupt sworn and examined without reporter. Claims filed only. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned no date.

Oct. 11. On this day first meeting of creditors was held in the matter of William Brummeler's Sons Co., a Michigan corporation, Bankrupt No. 5007. Bankrupt was present by Frank W. Brummeler, its secretary, and represented by Cleland & Snyder, attorneys. Creditors present in person and by Hilding & Baker, attorneys. Claims proved and allowed or referred to trustee for investigation. Frank W. Brummeler, secretary of bankrupt corporation, sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$1,000. Meeting adjourned without date.

Oct. 13. We have received the schedules order of reference and adjudication in the matter of Leo A. Edwards, Bankrupt No. 5023. The bankrupt is a resident of Ionia, and his occupation is that of a grocer. The schedules show assets of \$689.77, with \$550 claimed as exempt to the bankrupt. The liabilities listed on the schedules equal \$1,484.45. 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:

Blodgett-Beckley Co., Toledo, Ohio	\$29.00
A. E. Brooks & Co., Grand Rapids	39.50
A. F. Bridgegroom, Owosso	2.19
C. E. Batdorf, Grand Rapids	49.50
Crescent Macaroni & Cracker Co., Davenport, Iowa	11.60
Deshler Broom Factory, Dehshler, Nebraska	20.25
Detroit Cabinet Coffee Co., Lansing	8.50
Consumers Power Co., Ionia	31.00
Colgate-Palmolive-Peet Co., Chicago	10.27
Greenville & Ionia Bottling Works, Ionia	7.50
Fineis Oil Co., Lowell	4.29
Elliott Grocery Co., Lansing	15.00
General Foods Sales Co., Grand R.	5.71
J. Hale & Sons, Ionia	39.27
Grassyfork Fishes, Martinsville, Ind.	4.88
S. H. Hill, Paxton, Ill.	3.00
J. Hoffman & Sons, Milwaukee	3.00
Herrud & Co., Grand Rapids	14.00
Ionia Candy Co., Ionia	24.09
Independet Press, Inc., Greenville	3.50
Karavan Coffee Co., Toledo	11.81
Sentinel Standard, Ionia	6.77
Lee & Cady, Grand Rapids	122.00
Marshall Wright Lbr. Co., Ionia	4.25
C. W. Mills Paper Co., Grand Rap.	48.00
Drs. Marsh & McCann, Ionia	81.00
Rademaker-Dooce Grocer Co., G. R.	109.18
Reid, Murdoch & Co., Chicago	6.80
Northrup, King & Co., Minneapolis	10.16
National Candy Co., Grand Rapids	31.60
Proctor & Gamble Dis. Co., Detroit	16.27
Randall Chicken Co., Tekonsha	5.55
Owosso Merchandise Co., Owosso	4.00
Renfro Bros. Co., Chicago	16.00

Native Growers, Grand Rapids	25.60
G. N. Peet Packing Co., Chesaning	21.50
Stebbins Ice Cream Co., Saranac	12.48
Swift & Co., Lansing	3.81
Cox Oleo Co., Grand Rapids	1.45
Schust Co., Grand Rapids	71.80
V. C. Milling Co., Grand Rapids	1.30
Fulton Bakery, Grand Rapids	1.28
Feldspausch Bros., Grand Rapids	5.32
Rauser's Quality Sausage, G. R.	4.48
Richard Dunsmore, Ionia	12.02
Smith & Smith, Ionia	12.87
J. Boynton, Ionia	5.00
Wagner Bros., Ionia	2.45
Vincent Greenhouse, Ionia	1.57
Thomasma Bros., Grand Rapids	4.75
Standard Brands, Inc., Cleveland	20.46
W. C. Page Co., Ionia	10.00
State Savings Bank, Ionia	38.96
Windsor Soap Co., Buffalo, N. Y.	9.00
Campbell's Drug Store, Ionia	1.30
Curtis & Son, Ionia	10.56
Hub Shoe Store, Ionia	2.35
C. B. Jack, Ionia	13.00
Ionia Hardware Co., Ionia	6.00
C. Fuller, Ionia	45.00
Quality Store, Ionia	9.00
Ionia Bakery, Ionia	6.35
Gus Craft, Ionia	9.00
Strong Bros., Ionia	4.00
Webber & Dean, Ionia	12.00
Mich. Bell Telephone Co., Ionia	5.35

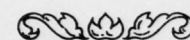
A new built-in bathroom scale has only two visible parts—a platform flush with the floor, a dial in the wall.



An - Old - School - Principle In a Modern Institution

This bank will never outgrow its friendly interest in its customers. The spirit here will never change. Helpfulness is the very foundation on which we have built. A spirit unchanging through the years.

Our service has broadened, our business increased. But this is one old-fashioned principle which we will never give up.



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.

Self Determination Is Not New in Groceries.

A set of "Grocery Store Rules," said to have obtained in some Chicago stores in 1882, has been going the rounds for a few weeks. I am curious to know just where such rules were in force, because we in Findlay's store were far in advance of most of them at that time, and no Chicago store I then knew had any such rules.

That the store was open at 6 a. m. and closed at 9 p. m. unquestionably was true; also that details given as to sweeping out and otherwise were enforced; but that any of that work took precedence to waiting on customers just seems against nature to me. I know that the customer came first with us at that time and all other times.

Our Sunday time was not limited as indicated. We opened at about 7 and seldom got away until noon. Sunday was actually half a day off. Extravagant living and habits was cause for suspicion then as ever, but so far as I ever met up with it, nobody was enjoined to pay \$5 a year to the church or any other sum. The provision for "courting" must be a burlesque, as well as Rule 7 which enjoins reading "in leisure hours after fourteen hours in the store."

The first Findlay store of my experience was about 20 by 45, with cellar, and we were poor enough to want to get all possible trade, but at that we had a few ways of our own. Established hours for grocers then were 7 a. m. to 9 p. m., five days weekly, with Saturday extended to 10, 11 or later. We closed at 9 every night from the start, though often, especially in summer, we were ready for customers at 6, going to breakfast after sweeping out.

In 1880 we set our own pace by closing at 8:30. There was then no such animal as grocer co-operation, so we went it alone. And by 1882 we cut off another thirty minutes, closing at 8. During all the years thereafter that grocers operated "independently," closing mostly on the old schedule. We were shut tight at 8, and that prevailed until the town got together on a 6:30 closing hour, where it stands even to-day, so far as I know.

We likewise set our own pace on the Sunday work. We simply did it, all by ourselves. It was not "hard" either. We decided that six days was plenty and took two weeks to notify our old-time customers. They accepted without the slightest protest, changing their shopping time from Sunday forenoon to Saturday night—and "the boys" had their weekly holiday unbroken.

We had other peculiarities. An article, like vinegar, which was 25c per gallon was 13c per half gallon with us

—though many old timers charged 12c saying they "did not care for half a cent." But also anything at 3 for 25c was 9c each with us while our more "liberal minded" competitors charged 10c for those singly.

All of which shows, it seems to me, that initiative and "self-determination" depended on the grocer's own backbone and strength of character in 1880 and thereabouts even as it does to-day. Nobody who depends on outside forces will make much progress—nor profit. Real strength to "Go forward" depends on the stuff we have within us; and that always holds good.

In line with this is a letter I see in Grocery World from Jos. Snitzer, of Philadelphia. He sneezes at a bulky volume about Price Cutting by Prof. Seligman which sells (?) for \$6, saying that we do not need so much a "thorough analysis" of price cutting as "the remedy for price cutting."

Joe ends thus: "It is for the retailer himself to find a solution to this vexing problem. The remedy for price cutting will come from the firing line—from the retailer himself, who is behind the counter, and not from a professor in any university."

Joe is 100 per cent. right—just as we were in 1882—as grocers were in 1832—and likewise in 1382. Strength comes from within.

The end of 1930 found our country with not less than 585,398 food shops. At three stores to the thousand of our population, we should then have had 368,325. We therefore had 217,073 too many, 158 per cent. plus of normal. Instead of normal of three to the thousand we had nearly five.

Now, such a plain condition as those facts indicated—and let us remember that we are all strong on fact finding at this writing—can result in just one outcome. That is the elimination of more than 200,000 food stores. Any study to find facts which does not then lead us to see such an outcome must be absolutely futile. Nor does it matter whether we like it or not. No question of feeling sorry for the misfits can help things.

It is simply plain logic that elimination must occur and it is also logical that the unfit will be the first to go into the discard. This is not a new condition. So far as I know, similar ratios always have brought similar readjustments. It is the commonest truism that "there are too many grocers." Logically, then, some must quit the business. Just as logically, the mortality will be heaviest among those least fit to survive.

I have just read a Chinese proverb, thus: "It is easy to open a shop, but hard to keep it open." That might be a general Los Angeles warning to venturesome tenderfeet; but it will do for all to ponder. To keep the shop open means that the owner knows:

1. How to choose the right stock.
2. How to attract customers.
3. How to keep customers by salesmanship, courteous service and sound business policy."

And verily the last shall be first. For it is the limit of futility to open a shop with good stocks and attract customers if then we do what is reflected in the following little story:

(Continued on page 13)

Push these for Better Fall Sales



Cool weather is here and that means an increased interest in Royal Chocolate and Vanilla Puddings.

That means, that like Royal Quick Setting Gelatin these two Royal Puddings are quickly and easily sold.

Push the Royal Desserts line, and not only gain fine profits but all the advantages of the Standard Brands Merchandising Plan — frequent deliveries, fresh well-regulated stocks and speedy turnover.

ROYAL DESSERTS

Products of
STANDARD BRANDS INCORPORATED



MUELLER PRODUCTS can be offered to your customers with the assurance that they are guaranteed in every way.

Mueller quality begins with the ingredients—only the very finest being used—and continues through every step of manufacturing and packaging. They are packed in triple sealed, air tight and moisture proof packages that keep the contents clean and fresh.

Continuous advertising assures frequent turnover and better profits.

Keep these quality products before your customers. Remember that the sale of a package of macaroni usually results in the sale of other items, such as tomatoes, cheese, etc., used in preparing various macaroni recipes.

C. F. MUELLER COMPANY
Jersey City New Jersey



NOTE: New reduced prices became effective on October 3, 1932.

MEAT DEALER

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

Increasing the Popularity of Meat.

An innovation was introduced some time ago by a prominent manufacturer of parchment wrapping paper, by which various statements about meat are imprinted on the paper which is manufactured for sale to retail meat dealers.

The fact has been established that by calling the attention of housewives to the merits of meat as a food, and to the tastiness of the product a dealer can increase his sales. People eat meat primarily because they like it. But if they can be told and convinced that meat is good for them and that it is an item which should be included in the daily menu, this feeling, plus the natural appetite for meat, should result in the sale of more meat by every meat dealer in the country.

The statements which appear on the meat wrapping paper are simple and direct, and tell in a few words points about meat which should cause housewives who see them to appreciate to a greater extent the meat which they have purchased.

The number of statements which can be made about meat and which would create a more favorable attitude among housewives toward this product is almost unlimited. For example, the simple statement that meat makes a meal taste better is something that every housewife knows, but which she may not know consciously. Every woman who has cooked for a family knows that usually when she serves a lunch or a dinner without meat the other members of the family look dissatisfied, or perhaps go as far as to ask where the rest of the meal is. Meat is unique in this respect. For at least two of the meals each day, it has become a matter of common custom to serve meat. Desserts may be changed, vegetables may be varied, or may be omitted occasionally, but without meat the meal is woefully incomplete to a large number of people who find that nothing takes the place of the delicious flavor of meat.

It is the general consensus to-day that products will not sell unless they are advertised. Meat sales can be increased tremendously through tactful, conservative word-of-mouth advertising at the point of sale—the meat dealer's store. With the relatively intimate contacts which a meat dealer and his retail salesmen have with consumers, the opportunity to make constructive points about the value of the product which the dealer has to sell is so great that there is no excuse for overlooking it. Manufacturers who spend thousands of dollars annually advertising their products in newspapers and magazines do not overlook the fact that there is a great deal of value in a personal contact with the consumer.

Consequently, dealers and retail salesmen should be fortified with the points about meat which will increase its popularity. Here are some of the

statements which are used by the paper manufacturing company:

Meat, the diet of world builders.
 Meat contains phosphorus.
 Build pep with meat.
 Eat meat and smile.
 Meat makes more attractive menus.
 Active men need meat.
 Meat is part of a well rounded meal.
 Everyone likes meat.
 Meat has high food value.
 Growing children need meat.
 Eat meat for strength.
 Play the game to win—eat meat.
 Meat makes muscle.
 Meat for modern menus.
 A perfect meal must contain meat.
 Serve it with meat.
 A meat food ration makes a stalwart nation.
 Meat eaters are world leaders.
 Meat is one of your best foods.
 Athletes need meat.
 Treat yourself right—eat meat.
 The treat of the meal is meat.
 Meat is rich in iron—eat more of it.
 Meat makes stamina.

John Meatdealer.

Self Determination Is Not New in Groceries.

(Continued from page 12)

A woman customer writes to a friend: "Our nice dry goods store advertised yesterday that they were going out of business. Stock has always been well selected and I have inclined to trade there despite certain disagreeable features. It has always been a sleepy sort of place and they have had a few clerks there for years who have been enough to drive any customer away."

The best windows, displays, advertising and stocks can accomplish one important thing—they can bring people to our stores. After that the treatment extended, the character of impression customers get of us, tells the story. No force in the world can offset stupidity, indifference, ignorance, superciliousness—and there are too many places where folks are well treated these days for anybody to put up with poor service.

The latest sign of government in business is a proposal that some scheme be set up to carry merchants who have become too heavily involved in the slow-pay account line. We need just a little more of this kind of nursing to set up not 200,000 excess food stores, but 500,000—and have them all supported by the rest of us. This can go on until the circle closes and we shall have Government running everything for us and we doing simply what the bureaucrat tells us to do.

Where then "Equality of Opportunity"—except to hustle for taxes?
 Paul Findlay.

An electric cable is going to market in a new jacket, said to have all rubber's advantages and to far surpass it in resisting chemical action, oil, light, corona, vibration.

One difficulty in the operation of sodium vapor lamps, discoloration of the glass by the hot vapor, is being overcome by newly developed glasses resistant to such attack.

Poverty isn't ennobling.

Only despair is defeat.

Store, Offices & Restaurant Equipment

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

SALESBOOKS

NOW is the time to order.
 We save you money.

Battle Creek Sales Book Co.
 Battle Creek, Mich.



Sell the Nationally Advertised
PERFECTION DOG FOOD
 (Sacks or Packages)
CANNED MEAT FOOD
 (Contains No Horse Meat)
 Write for Prices
 Perfection Foods Co.
 Battle Creek—Dept. 50—Mich.

FRIGIDAIRE
 ELECTRIC REFRIGERATING SYSTEMS
 PRODUCT OF GENERAL MOTORS

WITH FAMOUS COLD CONTROL AND HYDRATOR

All Models on Display at Showroom

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

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

KENT STORAGE COMPANY

Grand Rapids, Michigan

EGGS - EGGS - EGGS

Now shipping finest quality

APRIL and MAY Candled Whites or Browns

Wire or Write us for prices.

ORDER

LILY WHITE

"The FLOUR
 The Best Cooks Use"

EQUAL TO EVERY BAKING NEED

Made from Select Wheat

VALLEY CITY MILLING CO. GRAND RAPIDS

HARDWARE

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

Selling Paint in the Late Autumn.

Late in October a few years ago a customer stepped into a hardware store. He bought a package of bronze paint.

"I've a mind to do a bit of inside painting this fall," he said. "But I guess it is pretty late to start now. After one gets fairly settled for the winter, he hates to mess up the house."

The clerk was the kind of fellow who misses a lot of good bets.

"Yep," he said, simply—very simply, "it is pretty late to start now."

With which the customer went out. The clerk did not think to make any enquiries regarding the inside painting the customer had in mind, nor did he offer any suggestions. He merely agreed with the customer that it was pretty late in the season to do anything of the kind.

Such an attitude on the part of salespeople indicates why some hardware dealers find sales in the paint department declining as fall advances. The old superstition that late spring and early fall are the seasons for painting, and that nothing can be done with paint outside those seasons, is a superstition that clings.

As a matter of fact, so far as interior paint specialties are concerned, there is no closed season. And for a number of reasons late October and early and even late November represent the very time to push these lines successfully.

As a matter of fact, in late October, and even in early November, exterior paint can still be sold. Indian summer often brings with it a spell of just the right kind of weather; and a last chance for the property owner to put his house or barns in shape to face the rougher weather to come.

In inside finishes, however, a splendid trade can be worked up in November. In the lengthening evenings, the householder has plenty of time to undertake little jobs of decorating about the house. Floors, walls, furniture, wood work, etc., can be greatly improved by the use of paint specialties of one kind and another.

Screen enamel is a good line to push too. Householders are putting away their screen windows and screen doors for the winter; and if enamel is featured, a good many sales will be apt to result. At the same time, storm doors and storm windows are being put up; and a display or advertisement featuring paint, glass and putty for these should get some results.

In this connection a "Brighten Up for the Holidays," campaign will be timely.

With Thanksgiving and Christmas holidays approaching, the housewife is naturally anxious to have her home look its best, especially if visitors are expected or social events are to be held through the late fall and winter. The featuring of interior paint specialties will tie in logically with fall housecleaning. Members of the family will be coming home for Christmas, perhaps for Thanksgiving; invited

guests will take advantage of the holidays to come; and the housewife will be keen to have her home look its best for them.

The dealer who realizes that the average housewife has these things in mind will be able to cater advantageously to the potential demand for inferior paint specialties. It is worth remembering that the demand is pretty sure to remain potential unless the dealer does his part; and the dealer's part is to show the housewife just what can be done with a little spare time and a few cents worth of materials to make the interior of the home more attractive.

Floors scratched or worn bare need repainting or revarnishing. Floor wax protects the surface; it should be used regularly, especially on hardwood floors. Furniture may be dirty, scratched or dingy. Furniture polish, varnish, shellac, wax are all useful in this connection; while where an article is to be completely refinished, paint remover is eminently saleable.

Then metal work of all kinds needs polishing. In addition there is a growing demand for flat wall tints; and the fall housecleaning is pretty sure to emphasize the fact that one or two rooms at least need redecorating.

There will always be some demand for these lines; but it is a demand that can be greatly stimulated by aggressive selling methods.

The first thing is for the dealer to look over his stock, see what seasonable lines he has to display, and fill in the gaps. He must know just what interior paint specialties he has and just what they will do to make the home more attractive; and if he knows how they should be applied, so much the better.

Then these lines should be featured. Newspaper advertising is good. But don't be content to merely list the lines you handle. Tie up your list with some dominant idea—such as "Brighten Up for the Holidays"—and add a hint of how easy it is for any intelligent person to use these specialties. And add, too, that the expert advice of your sales staff is at the disposal of every customer and that it costs not a cent to call and secure information and suggestions.

Your advertisements may include catchy suggestions on "how to do" this or that bit of interior decorating—how to refinish a bit of furniture, what color combinations to use in wall tinting, and so forth.

Display is all-important. Show the lines you handle. Better still, show what they will do. Contrast displays are good—an old bit of walnut furniture, shabby and scratched, and another old piece completely refinished by some clever and industrious housewife, of your acquaintance. Use your wall tints on the background for your window and call attention to the attractive effect. Clip out printed suggestions for redecorating the house and bulletin them in your window. All sorts of things can be made to help your display.

Work in slogans—"Old walnut made new," "Brighten up for Christmas," "A few cents and a few minutes time make all the difference," and so forth.

Selling these seasonable paint specialties is largely a matter of educating the public to what the ordinary householder can do to make his surroundings more attractive; and this pre-holiday season is the very time to do it.

Victor Lauriston.

A Business Man's Philosophy.

Many people ask, "How do you find time to read?"

Before answering this question I must blush and confess that my reading covers a pitifully small range when compared to that of some men I know. In a month I read perhaps six or seven books and twenty publications.

I gain a good deal of time for reading by not playing bridge. More time is gained by using half hours that would otherwise be spent in boredom. My practice is to have interesting books always near me in anticipation

of a free moment. I pack a couple of books in my bag when I travel and two or three are always on the table at home.

The half hours before dinner and after dinner are used for reading magazines. In the evenings at home, when I see an hour or two ahead of me, I turn to a book.

I find it is a good plan not to accumulate unread books. Therefore, I buy only for immediate consumption. Unread books quickly acquire a stale look. I resist buying more books until I have either read or discarded those on hand.

I read almost no fiction, not because I do not enjoy it, but because I get more stimulation and usable ideas out of other books. Biography, economics, philosophy, business, essays and humor are my favorite diet.

William Feather.

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

AWNINGS, TENTS, COVERS and SAILS

Complete Line of Camp Equipment For Sale or Rent.

WE MAKE ANYTHING THAT CAN BE MADE FROM CANVAS.

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

GRAND RAPIDS AWNING & TENT CO.

500-508 Monroe Ave.

Phone 85145

Grand Rapids, Mich.

An Additional Profit of \$314.00

A policyholder recently wrote us that we showed him the way to an additional profit from his business. Our plan that helped him was simply this: he used to pay \$785.00 for his fire and windstorm protection, but with the 40% saving he receives from the Federal he is now only paying \$471.00, or a saving of \$314.00. The outstanding feature of this reduction in cost is that it has not reduced the quality or amount of his protection. He has a standard policy plus a company behind it that is safe and has a prompt and equitable loss paying record. If your property is of the better type, you are eligible for Federal protection at this reduced cost. All property insured is of the most select type. This reduces the amount of losses which enables the companies to return substantial savings every year to its policyholders. We will welcome your request for additional information at the Federal Hardware and Implement Mutuals, Stevens Point, Wisconsin.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

DRY GOODS

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

Curtain Trade Buys Ahead.

Fear of advancing prices and possible shortages in material brought the largest volume of advance buying in years in the curtain cloth market this week. Advance orders for Spring goods placed by several curtain manufacturers covered requirements up to May 1, while purchases of three and four months' supplies have been common. The extreme shortage of desirable merchandise for the current season, according to cloth converters, has encouraged manufacturers to cover their future needs.

One of the major converting houses in the trade reports orders booked in the West last month represented the largest September sales in that section in more than ten years. In covering requirements the manufacturers are specifying low-end staple cloths, believing that curtain demand in the Spring will be concentrated in the price ranges below \$1.

Holiday Trade Reported Excellent.

Excellent response by large throngs of holiday shoppers to retail promotions is reported by retail executives. Not only was the dollar volume of sales the best for any day this Fall, but in a number of instances the totals exceed the corresponding day a year ago. The purchasing was spread over more lines than has been the case recently. The sharp drop in temperatures stimulated a much stronger demand for cold weather apparel for both adult and juvenile wear. The business done in women's coats and men's topcoats showed marked gains, women's coat departments in many cases being "swamped." Home furnishings promotions did well.

Spurt in Dinner Ware Orders.

Calls for popular dinner ware have increased to such an extent in the last ten days that several factories have notified customers that three to four weeks must be allowed for delivery on current orders. Retailers featuring the low-end merchandise are running short of stocks of popular 32 piece and 53 piece sets and some buyers have offered to pay a premium for prompt delivery. The 32 piece dinner sets are wanted in retail ranges of \$2.94 to \$3.95 and the 53 piece assortments at \$5.94 and \$6.85. Square shapes with floral decorations on an ivory ground are the styles in demand.

Issues Color Card For Swim Suits.

The National Knitted Outerwear Association announces that it is issuing a new color card, the first of its kind, devoted entirely to a display of standard shades for bathing suits for the 1933 season. The card has been prepared in conjunction with the Textile Color Card Association and contains eighteen colors. Such a card has been regarded as desirable because the swim suit section of the knitted outerwear industry has expanded sufficiently to warrant a color

card of its own and because such a standardization of shades is expected to help regulate seasonal production.

Leather Coats Advanced Again.

The demand for men's and women's leather clothing continues so heavy that several mills have been compelled to put into effect their fourth price advance on men's styles and the third on women's goods. The men's numbers have been advanced 35 cents by one mill to \$3.60 for a suede style, with other producers quoting as high as \$3.85 on a similar number. At the beginning of the season this style was listed at about \$2.50, and the current quotation compares with one of \$3.75 to \$4 last year. A women's number was moved up 25 cents to \$4.25. Many producers are far behind in deliveries.

Underwear Prices Off Slightly.

While official prices on most of the Spring ribbed underwear lines have not been made, a few mills are reported to be taking business on some styles at about 5 per cent. below the opening levels of last year. This is said to be a reduction of about 12½ cents per dozen on a few numbers, a combed shirt, for instance, which was listed at about \$2.12½ per dozen last year dropping to about \$2 for the coming season. The reaction in cotton since the early part of September is a disappointment to mills, which expected to name new prices at least equal to those of last year.

Call For Glassware Improves.

A general improvement in the call for table glassware is noted in the wholesale market this week as stores ordered substantial quantities of medium and low price stemware. The gain is encouraging to producers who complained recently that their branch of the house wares trade is not enjoying its share of the Fall business upturn. Most of the demand this week is for cut and polished crystal stemware to retail up to 50 cents each. Colored glassware, excepting in the extreme low-end ranges, is ordered only in limited volume.

Linoleum Orders Limited.

The prospect of price advances on hard surface floor coverings have failed to stimulate advance buying to any great extent. Both jobbers and retailers have adopted a waiting policy on future orders and are filling only current requirements. The increase in prices, announced as effective Nov. 1 by two companies, is expected to become general throughout the market, but retailers contend that until increases are announced by a majority of the producers no forward buying is justified.

Christmas Shopping Period Longer.

For the first time in several years, retailers will be favored with a lengthened Christmas shopping season, due to an early Thanksgiving, which occurs on Nov. 24, it is pointed out in a survey of plans retailers may use for the holiday period which has just been completed by F. W. Spaeth, manager of the sales promotion division of the National Retail Dry Goods Association. "Although retail stores schedule gift promotions early in November to en-

courage early shopping, the rush period does not set in until after Thanksgiving," Mr. Spaeth points out. The early Thanksgiving this year will advance this rush period. It has been the experience of numerous stores that the earlier Christmas shopping is started the more successful the Christmas season will be."

Housewares Sell Actively.

Housewares took first place in the volume of sales reported this week by retailers in the hardware trade. Calls for electrical appliances, mainly heating units, cooking utensils, for drapery hardware and for clothes hampers are larger than in any previous week this season. Furnace accessories,

equipment for household repairs and weather stripping are in fair demand, but buying of such goods earlier in the week fell below expectations.

Winter Dresses Well Received.

Fairly good response to the general showings of Winter dresses is reported by Morris Kallman, executive director of the Fashion Originators' Guild. Many more merchants are now in the market constantly for new merchandise, he says, and they are relying less on clearance or early sales to produce volume. He reports concerted action by more retailers and trade groups in the delaying of seasonal clearances, a plan fostered by the guild.

MICHIGAN BELL TELEPHONE CO.



Emergencies

like this PROVE the

VALUE OF YOUR TELEPHONE

EVERY household, large or small, faces the ever-possible danger of FIRE, which at any moment may imperil property and the lives of loved ones.

Such an emergency proves the protective value of your telephone. For a telephone call will summon instantly those highly efficient men . . . the firemen . . . who will risk even their lives in your service.

In any crisis, aid can be obtained, without delay, by telephone. Just one telephone call in an emergency may be worth the cost of the service for a lifetime.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Interesting Sidelight on Early California Days.

Los Angeles, Oct. 15—The Michigan Hotel Association, at the annual meeting held at Traverse City, recently, certainly covered itself with glory by re-electing as President, Fred J. Doherty, Hotel Doherty, Clare, and Secretary, Preston D. Norton, of Hotel Norton, Detroit and Norton-Palmer, Windsor; as well as advancing its former treasurer, D. J. Gerow, owner of Hotel Elliott, Sturgis, to the position of Vice-President. Ralph T. Lee, of Hotel Lee-Crest, Detroit, is the new treasurer. Secretary Norton has so thoroughly covered the proceedings of the meeting in a previous issue of the Tradesman, that it seems hardly necessary for me to give a resume of same. The present membership of the Association is 250, which, while quite a falling off from the record attained (547) during the Anderson regime of six years ago, is still a decided increase over the previous year, and with the efforts being put out by the membership committee, backed by the officers, will, no doubt, regain its old prestige. For many years the Association membership was in the neighborhood of seventy-five or eighty, but at a meeting held in Grand Rapids fully a decade ago, addressed by Henry J. Bohn, of the Hotel World, and John Willy, of the Hotel Monthly, the subject was thoroughly threshed out and with the election of Edward R. Swett, Hotel Occidental, Muskegon, came an awakening, the result being that 120 new members were added during his regime. This was followed up in succession by succeeding presidents, Carl Montgomery, Walter Hodges and John A. Anderson. Associations of this character have their ups and downs, but to my mind the Michigan organization is on a sure road to recover its former prestige, and this is no "round the corner" twaddle. Never mind boys, one and all, I am in training to be with you next year. I know you had a wonderful time with George Anderson, at the Park Place Hotel.

When coming out here six years ago, I was importuned by Charley Renner among other things, to get the low-down on a narrative related of James Lick, a forty-niner, who had migrated from Germantown, Pennsylvania, to make a fortune. Young Lick had been employed in the Steinway piano factory, in New York, but was much enamored of the daughter of a miller in the home town, whose father insisted that Lick must possess a grist mill the equal of the one he was then operating, before he could claim the daughter in marriage. I might say that the marriage was never consummated, but the building of the mill became an obsession with young Lick, the mill being erected at San Jose, in this state. I paid a visit to San Jose, saw a wonderful mill, built of mahogany, equipped with the very finest machinery, but which had never been operated. The custodian of the property, in fact the townspeople were entirely ignorant of the sentiment connected with the episode, hence information I was seeking could not be acquired locally. As a consequence I paid a visit to the San Francisco public library, invoked the good offices of the curator thereof, finding there was no publication of any kind throwing light on the episode. However, with the help of this same librarian, a meeting was arranged with one of the trustees of the Lick estate, which resulted in bringing out a lot of interesting details of his affairs, which are now to be found in the said library, in a file containing issues of the Michigan Tradesman, covering the subject. In substance, Mr. James Lick, afterward Senator, came to California in '49, but instead of indulging in the mining

fever, became interested in real estate, made a fortune with this occupation in connection with lumbering in South America, and it was this mahogany lumber that was invoked in the building of the grist mill at San Jose. The Lick observatory, near San Jose, an old peoples' home at San Francisco, and various other public contributions, are credited to his memory. And all this is preliminary of what I started out to say. Mr. Lick was the original owner of Catalina Island, the present Wrigley holding, which he disposed of to Colonel William Banning, another forty-niner, and father of the individual, now 73, who is responsible for this whole story, in that the other day my attention was called to the fact that at his ranch at Walnut, he has constructed a highway, twenty miles in extent, for the operation of a six horse stage coach, such as was once the proud boast of the early West. On every pleasant day, Captain Banning hitches up his six beautiful black horses to a maroon and gold, yellow and black Concord coach built in 1875, climbs up into the driver's seat and drives swiftly, carefully and skillfully over this specially constructed country road. Now retired, Captain Banning, whose father established the first stage coach line in California in 1854, has preserved a bit of the old West on his ranch, several miles from Los Angeles, near Walnut, as was demonstrated to me recently. It is far enough away from the city so that there is no one to honk him aside and no traffic signals to observe. He operated it "just for fun" for a short time within the city limits of Los Angeles, but finally capitulated in favor of the automobile, moved his equipment to his ranch and built the stretch of road on which to drive. There, this last active driver of such a coach and six, who recognizes the need of automobiles but doesn't know how to drive one, has built a small village—a fascinating museum recalling a colorful phase of pioneerdom. With a regal air, the old glistening coach with its tooled leather boot and seat guards and its great leather thorough braces, occupies its own special coach house, with its horses, all of which are on complimentary view for such visitors as desire to get a whiff of early California atmosphere. The old captain has a thorough knowledge of stage coaching, is interesting in the extreme, has no time for lonesomeness, and is proud of his accomplishments. "It's more of a tradition than a hobby," he explains. "In preserving what existed when my father pioneered in California, I find peace and happiness in my old age. Drive an automobile—change the rein for a steering wheel? Don't be foolish. I am going to drive that coach until I die."

The failure of the S. W. Strauss organization will not prove the financial shock that was occasioned by the collapse of the Insull interests. The Strauss outfit specialized in hotel securities, but the moisture was wrung out of their securities so gradually and the hotels were so intimately connected with communities, that the shock was softened by time, and hence no great shock was experienced. Strauss had acquired title to over forty hotels and 100 apartment houses in Los Angeles prior to six years ago, through foreclosures and bankruptcy proceedings. None of these properties were able to get out of the red during that period, and it seems to me that they will continue to be losing factors for many years to come, interfering with the successful operation of other more deserving enterprises.

An interesting history of Detroit's hotel activities for the past fifty years, has developed the fact that while in the '80s she had accommodations for less than 1,000 guests, she to-day has a capacity of 25,000 rooms, counting

first class transient and residential hotels only. No phase of Detroit's commercial life has recorded any greater progress than the hotel field. The city's only first class hotels in 1880, were the Biddle House, accommodating 400, the Michigan Exchange, with rooms for 350 and the Russell House with about the same number of rooms.

An electrical broiler with exceptional new features, making it especially adapted to hotel, restaurant and lunch counter service, has been on exhibition here at a hotel supply house, and I presume is being introduced in other parts of the country. It has two vertical heating elements by means of which both sides of the steaks or chops are broiled at once, thus reducing the time required for such operation by one-half. All smoke and odor are eliminated by a simple contrivance, and in use of space it is also economical, being twenty-one inches high and occupying a space of but eleven by thirteen inches. Also it is very economical in the use of electrical current. The processes of broiling are invoked for the main purpose of conserving the juices of steaks and I can understand how the broiling of both sides of a steak simultaneously will add to the attainment of such results.

In view of the necessity of more minute economy abroad than in the United States, it is interesting to be told that \$40,000,000 worth of breakfasts are thrown away in the hotels of Great Britain, in connection with the established principle of chargin' for the early meal in conjunction with the renting of the room. Perhaps the statistician who made out this bunch of figures is akin to the fellow who knows just how many dollars the tourist spends in a given time, and cannot be depended upon altogether, but with my knowledge of humanity, and familiarity with hotel operation, I would say that the breakfast paid for in advance will, in most cases, find the payer waiting for it at the proper time and place.

One of the most practical charitable institutions which I have heard of in this country is the Good Will Association of Los Angeles. I happen to enjoy the acquaintance of a social worker who has shown me something of the inner workings of this institution which are surely interesting. Several hundred cripples, including numerous blind and other derelicts are kept employed at a daily compensation of two dollars, sorting out and repairing donated wearing apparel, which is sold at a Good Will store on the premises. Over a quarter of a million dollars were garnered last year through these activities.

The death of Hon. William Alden Smith is a distinct shock to the writer, who enjoyed his personal acquaintance for a long period. Here was an honest man, true to his constituents and loyal to his friends, who were legion. Only last week I read cheering news

ALL GOOD ROADS LEAD TO
IONIA AND
THE REED INN
Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Mgr.

Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

**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.

in the Tradesman, to the effect that the Senator was to again become associated with the activities of the Grand Rapids Herald. I certainly have looked forward to the pleasures of a renewing my acquaintance with this kindly individual, on my next trip, and now I can only mourn his loss.

Since writing last week of a visit of Frank Duggan, former president and general manager of Hotel McAlpin, New York, to Los Angeles, I have caught up with the gentleman, and find him associated with one of the leading law firms here. Mr. Duggan was engaged in hotel work in Detroit for several years, and his many hotel friends in Michigan will be glad to learn that his recent change presages much prosperity for the gentleman.

Mrs. Roy Hinkley, of Hotel Hartford, Hartford, is mother of Attorney General Harry R. Hewitt, Honolulu, who, on the 12th inst. was admitted to practice in the United States Supreme Court. I congratulate them both.

President Doherty, of the Michigan Hotel Association, secretly prepared and successfully pulled off a humorous and highly interesting "stunt" at Park Place Hotel, Traverse City, at the hotel men's banquet there. He introduced "Count" Carlson, of Copenhagen, to give a talk on "Your business in Copenhagen and my American impressions." His address was given in a rich Scandinavian dialect, his talk was most interesting and his humor held the audience in gales of laughter. By the time his speech was half over his audience had decided that this "Count" was really the "cat's pajamas." At the conclusion of his address, which consumed thirty minutes, President Doherty said he would like to introduce the radio artist, Axel Christiansen, from Chicago, when off came his wonderful grey hair and moustache. He had at least ninety-nine per cent. of the audience fooled and they gave the worthy president credit for originating one of the cleverest entertainments on record.

The Book-Cadillac, Detroit, recently re-opened the Mavfair dining room after the completion of a lavish program of decorating, and now patrons will be entertained therein to the music of Johnny Hamp's orchestra, than which there is none better anywhere.

C. J. A. De Jong, for a long time steward for the Recess Club, Detroit, has been named as assistant steward at Hotel Sherman, Chicago, which is looked upon as a highly desirable and much deserved promotion.

What is to be done with surplus hotels in this country, seems to be very much discussed proposition. Just now answers are coming in from many communities, according to the Hotel World. There are plenty of hotels between Maine and California which are not now making expenses, including taxes—which is the minimum requirement for any business. Following one of the land booms in a Western state the major part of the farms in some counties went back to the counties because the owners could not pay even legitimate expenses and taxes. A Florida city has a hotel which, up to the present moment, has not been able to convince anyone that it can be conducted at even a small profit as a hotel—tax-free. An Ohio city has been negotiating with the owners of one of its hotels with a view to obtaining it for municipal office purposes. A residential hostelry in Cook county, Illinois, has passed into the possession of the county, and the authorities must find some use to which it may be put—unless somebody is willing to pay the taxes and take it over. All of which should remind hotel financiers

that one of the most serious obstacles to hotel running, is the tax problem. The Greater Detroit Hotel Association has a special bureau which has no other object in view than that of keeping down the taxes, on that particular class of property.

A recently published book notes sixteen ways of making money, but in not one of them is the operation of a hotel suggested. One that applies to the hotel conditions in many communities, however, is discovered: Rush blindly in to compete where the "going" has been good, regardless of the need for more production. There are thousands of just such examples. There is real tragedy in the final analysis, when the old-time operator, who has been making an honest living in the hotel field, is forced out of the running by just this sort of a building program.

Quite a number of prominent hotels out this way are providing their guests with radio service by installing the necessary equipment to their rooms—such service being supplied without charge. Others have tried it and have not found the appeal that they supposed it would create. It is another of those "noble experiments" radioed over the atmosphere by wind-jammers and other types of political propagandists. The trouble, so far as I have discovered, is that travelers as a rule are fed up on this species of entertainment and do not avail themselves by "tuning in," but the fellow next door who ought to be placed in a sound-proof dungeon, overworks his plant.

Restaurant, lunch counter and cafeteria operators here in Los Angeles, are just now making heap war on prices. I question them but they don't seem to know just how they are "panning" out. The largest chain cafeteria operators here, started out to give one all he could eat for 40 cents—no more. Then everybody else followed suit, cutting prices, visibly. Now the pioneer establishment announces new prices about as follows: Entrees, roasts, etc.—including chicken and turkey—ten cents; all fruits and vegetables, five cents, including salads. Pastries, of all kinds, including ices, sold at the same price. This morning's paper publishes an "ad" for the largest institution of them all, quoting prices as low as one cent, coupled with the announcement of "all you can eat for a nickel." As near as I can ascertain, charitable institutions here are giving away meal checks, in lieu of coin. Best I can predict is that the present owners will very shortly be in the "ticket" line.

Frank S. Verbeck.

Grand Rapids News.

Alfred J. Brown passed away at 12 o'clock last night. Funeral will be at the residence on Thursday at 2:30, Rev. Wishart officiating.

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co. reached the 78th mile post last Friday and received unmistakable evidence of the esteem in which he is held in the form of gifts of flowers and congratulatory letters, conveying best wishes and well meant hopes that his span of life may be indefinitely prolonged. Mr. Hutchins has lived a very beautiful life and deserves a great deal of credit for the many achievements he has undertaken and accomplished, which constitute a heroic record of disinterested work and achievement, by a man of intellectual gifts, of still higher moral and spiritual gifts, but whose genius consists rather in an infinite capacity for taking pains than in any unwrought

flair or inexplicable afflatus. His is not the flash of imagination, the sparkle of wit or the flow of lambent humor, but the steady triumph of virtue, the glory of a true man.

Signs of Autumn Now and Then.

Long in August now and then
Chills of autumn dare to come;
Now—the martin leaves his home
For the Amazon again;
Then—the weather
Altogether
Turning friskily
Burning briskly
Reaches levels of July.

Long in August now and then
Ills of autumn also come;
Now—the sap-suck quits his home
For the orchard lures again;
Then—the yellow
Peaches mellow
Is he nipping
Also sipping
Honey from our old bee-tree.

Long in August now and then
Thrills of autumn once more come
Now—the pumpkin grows handsome
Ready for his pies again
Then—the gander
Loves to wander
With the gobbler
Growing nobler
Fattens for Thanksgiving Day.

Long in August now and then
Little chills of autumn come
Now—is heat less troublesome
With the night so cold again;
Till I really
Growing chilly
Get another
Blanket cover
Then—I never stir 'till morn.

Charles A. Heath.

Five New Readers of the Tradesman.

The following new subscribers have been received during the past week:
Frank C. Dickinson, Comstock Park.
L. E. Smith & Co., Plainwell.
John T. Delzell, Hersey.
James Deacy, Evart.
Rancho Golf Club, Los Angeles, Cal.

Corporations Wound Up.

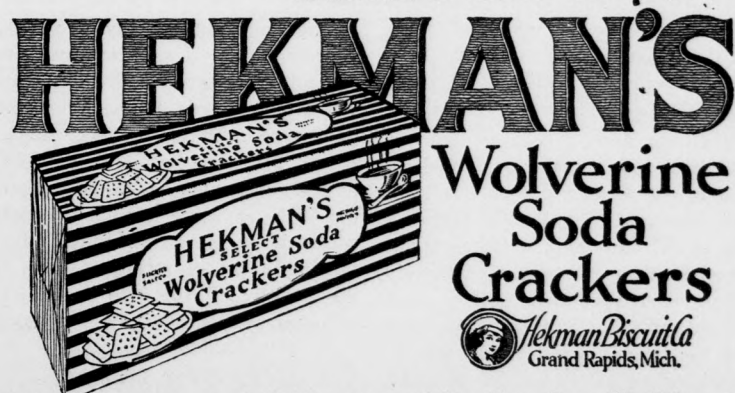
The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:
National Shirt Shops, Inc., Detroit.
Grand Boulevard Market, Inc., Detroit.
N. G. Vanderlinde, Inc., Muskegon.
Sherman Corp., Detroit.
Bumpus & Co., Detroit.
Davidson, Ayers Co., Detroit.
General Motors Radio Corp., Detroit.
McDonald Tool & Engineering Co., Detroit.
Jackson Brick Co., Jackson.
Finsterwald Furniture Co., Detroit.
The L. & L. Co., Detroit.
Detroit Leasing Co., Detroit.
Albert V. Mitchell & Co., Inc., Detroit.
Lysander Building Co., Detroit.
Strathmoor Lumber, Coal & Supply Co., Detroit.

The merchant who insists upon closing out his old lines before taking on new lines is not the one to attract customers when customers are not easily attracted.

They fill a hundred table needs



Superiority
such as only Hekman
Bakers can impart



The Supreme Achievement in Cracker Baking

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.

Profit Pullers For the Fountain Owner.

The "Date Book" kept by a San Antonio druggist is producing for him a constant stream of extra business. In this book, he records every birthday, every marriage, every birth, every promotion, every graduation, every engagement that he hears or reads about in the papers. If the event is only a short distance away, the retailer immediately writes a letter offering suggestions for refreshment in case a celebration is planned. If the event has already been passed, the dealer makes a note of it for the year following, especially in the case of such recurring occasions as birthdays and marriage anniversaries.

One thousand more people than the town of Ellsworth, Kansas, includes in its official population a certain day last year visited the fountain of a druggist located there. The town's population, according to the last census, is 2,065. On Egg Day, however, an event sponsored each year by this merchant, exactly 3,250 people came into the store.

The reason: On Egg Day, this druggist offers to exchange an ice cream cone for an egg.

Of course, many of the customers who came to exchange their eggs remain to buy other things as well. The eggs were subsequently sold at the wholesale price to a local market.

Photographs of customers who had patronized the fountain for many years, accompanied by messages of greeting and good wishes from them, featured the windows of a Washington, D. C., confectioner not so long ago.

A Lowell, Mass., fountain does a tremendous business on pies. The reason is so simple as to be almost absurd; yet the results demonstrate its effectiveness beyond argument. First, the merchant displays his pies in a glass case stretching clear across half of the back bar. Second, under each pie is laid a paper doily, with part of the doily showing at the front. The effect is so appetizing to his customers, says the dealer, that many of them when they come in to buy a drink or a sandwich, will frequently take a pie home with them before they leave.

For a long time, a soda fountain in Des Moines, Iowa, has maintained an "appointment register." This is a book placed just inside the main entrance of the store; and in it, customers can write where they will meet their friends or where they have gone if they were to have met them and wish to leave before the friends arrive. Not only is the register an active builder of good will, but it is also a source of live names for the concern's mailing list.

At closing time every evening, a Midwestern soda fountain operator pauses for a moment and asks his soda clerks, "Well, boys, have you made a friend for the store to-day?"

He never fails to ask. Although he smiles when he puts the question and doesn't seem to lay much stress on it, nevertheless he queries his people every single business day in the year.

It is fourteen months now since this question was asked for the first time, and already the number of friends the clerks have made for this merchant runs into the thousands.

The wife of a Reading, Pa., confectioner is responsible for 20 per cent. of the volume done by his soda fountain. Through friends and acquaintances, his wife obtains a copy of the calendar of practically every woman's club in the city. Each calendar indicates the date and place of the various regular meetings held by the club, usually at the home of some member.

To this member, three or four days before the scheduled meeting, the merchant's wife mails several suggested menus for buffet luncheons. These buffets invariably include such refreshments as sandwiches, cookies, ice cream, and coffee. The character of the menu varies with the season.

A letter sent with the menu emphasizes the fact that Mrs. Merchant will gladly devote her personal attention to the preparation of the luncheon. It is understood of course that the "fixings" will be obtained at her fountain.

A tin horn was once the central object in the window of the Cohen Bros. store at Washington, N. J. The rest of the display was devoted to enlarged colored cut-outs of ice cream sodas, every one of which was so arranged that the tips pointed toward the horn.

A card placed in front of the noise maker told the story:

"Blow yourself to a nice cold refreshing drink."

Why do children come back again and again to the soda fountain at Ehrenberg's Pharmacy, Seattle, Washington? Because, whenever they buy ice cream cones, the fountain attendants will invariably decorate the top of the cone with a red cinnamon candy drop.

Here's an idea that comes from the Liggett chain of drug stores. Not so long ago, every clerk throughout the chain displayed on the lapel of his coat an overgrown button, larger than a silver dollar, on which appeared the words, "Need any razor blades?" On the day this button blossomed on the coats of its staff, Liggett obtained a substantial increase in blade sales.

The ingenious fountain owner, in adapting this idea, need merely cut several discs from a sheet of bright yellow cardboard. On each disc should be lettered, "Have you ever tried our Ping Pong Frappe?" The product selected might well be either the store's pet dish or some special concoction which it wishes to introduce. By attaching a bit of string to each disc, the means for tying it to the coat lapel becomes simple. Peter Maranz.

Food For Thought.

Who pays the two cent tax on checks that bounce back.



Lines of Interest To Grand Rapids Council.

It has been said in times past that "the best defense is a vigorous offense" and if editorial writers and men high up in civic life do not cease razzing the salesmen of the country, especially the traveling salesmen, there will be a vigorous offense launched in this column that will tell the whole truth about the efforts of salesmen to restore normal conditions in the commercial life of the Nation, and even more, what they did to prevent the debacle which has thrown fear and consternation into the minds of the great majority of our people. The treatment that many salesmen have received by their employers, is the weakest link in the chain, used to bring back, what we have come to know as normal conditions. Personal-

ly, I know many salesmen who are carrying the burden of marketing the merchandise of the firm they represent. They receive positively nothing for their time or expense—not even co-operation—until the order has been received and finally approved by the credit department, shipped and accepted by the customer. When we were riding on the high tide, salaries were paid, plus expenses, but in times of depression, the salesman can finance himself, and if there is no business there is no income for the representative. Then the salesmen are accused of having "cold feet". If the employer has lost confidence in his ability to select men that would earn a salary, or at least a drawing account, has lost confidence in the market, and has lost confidence in his merchandise to the extent that he refuses to risk even a very small sum in marketing his products, then he does not have cold feet; he is frozen stiff, from the crown of his head to the soles of his feet, as far as helping to bring back the conditions

Putnam's

POPULAR CANDIES FOR HALLOWE'EN

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

Grand Rapids, Mich.

MICHIGAN'S LARGEST CANDY MANUFACTURER

1932 LINE HOLIDAY GOODS NOW ON DISPLAY

Best Line We Have Ever Shown
We Invite Comparison as to Price and Quality

Goods That Sell the Year Around
and some of the best imported and domestic items for retail trade.

We have merchandise to suit every purse. Come—see—and believe. All goods marked in plain figures, and we have sold some good size orders of Holiday Goods this year—and we expect a good year. You can't sell unless you buy—and some are always buying. This is your invitation to look it over.

Displayed in our own building

38-44 Oakes Street—Second Floor
Hazeltine & Perkins Drug Co.
Grand Rapids Michigan

that make America what it was and what it should be—a land of opportunity.

As they stand back and smugly censure the salesman for their supposed lack of fighting ability, I am reminded of a doggerel rhyme I read several years ago. The author wrote:

Passing the buck, when you are out of luck,
Started long ago. When Adam named Eve,
For the apple she gave,
The time he stubbed his toe.
And ever since then, in the ranks of men,
Taking them high and low,
The coward at heart, who shirked his part,
Has tried to dodge the blow.

On Sept. 23 E. S. McIntyre, residing at 246 Highland street, and representing Great Western Oil Co., met with a peculiar accident. He was riding as a passenger in the rear seat of an automobile, when driving over a rough place in the highway, he was thrown from his seat in the car and injured several vertebrae in the spinal column. After treatment at the hospital, he was allowed to return to his home, where he recovering nicely, but will be off his territory for some time.

Our good fraternal brothers to the South of us, Battle Creek Council, have invited Kalamazoo Council to attend their meeting next Saturday evening, at 8 p. m., in the lodge room of the I. O. O. F., corner of Green and Jay streets. The invitation is also extended to Grand Rapids Council, No. 131, to be with them. They have an unusual class to initiate and the degree team from Kalamazoo will confer the work. They have the reputation at this time of having about the classiest team in the Michigan jurisdiction. This invitation goes for the wives of the members also. We hope Grand Rapids will send a large delegation; it will be a decided help to them and to ourselves. The ritualistic work of our order is very beautiful and inspiring. It is especially so when conferred by a competent, well trained team.

R. Bruce Gane, living at 1624 South College avenue, has secured a position with the National Candy Co., of this city. He will call on the city trade and towns in adjacent territory.

Listen! The Senior Counselor asked me to advise you that assessment No. 210 is now due and must be paid before Oct. 30. The payment of assessments has dragged more than it should. Remember, always, when you really need insurance, you never have enough, so do not be careless with your old reliable U. C. T. protection. It has been a great boon to many, the writer included, and you will certainly receive fair and generous treatment from the order in the event of accident, but your assessments must be paid and you in good standing.

From sources we cannot reveal, we are informed that W. Ernest McKay, of 409 Fuller avenue, is becoming a regular "cut-up". He is now calling on the barber trade with a fine line of barber shears. We wish him success.

The counselors will be glad to learn that Norman W. Boss, 842 Griggs street, who was reported badly injured at the Soo, in an automobile accident last week has been brought home and is improving rapidly.

Fred W. Gane, living at 256 Fuller avenue, took unto himself a help-meet for life recently, at Lima, Ohio. We have heard many good reports about that city and undoubtedly Mr. Gane is fortunate in being selected by a young lady of that city. We are told they will make their home in Grand Rapids. Both Council 131, and the Ladies Auxiliary extend them a hearty welcome and best wishes for the future.

The members of the Salesmen's Club of Grand Rapids and their friends are notified through this column that the noonday luncheon meetings will be resumed next Saturday at 12:30 p. m. The place of meeting has been changed to the Elks Cafeteria, Elks Club, Ottawa street, where the best food obtainable will be served in cafeteria style. The Club will use a private dining room, in which they will enjoy the social lunch and hold their meeting. The prices of food are very reasonable. The first meeting will be known as the president's meeting. That is, president John Dalton will be in charge of it and he expects to secure the highest authority on taxation to enlighten us on the tax amendments now before the voters of Michigan. It will be well worth hearing and remembering, for taxation has become a vital problem in the lives of all of us. A large attendance is desired, and the lady members of the Club and their friends are urged to be present, for they seem to tone up the meeting for us men, and supply an interest that seems to be lacking, when they are not there in their usual numbers.

L. L. Lozier.



THAT final "slap" of a KVP Delicatessen Sheet—dainty, white and appetizing—is often the touch of service that goes far to build a steady trade. Housewives know that the food, itself, is protected and the package can be carried without danger of seepage. KVP Delicatessen Paper is an all-round utility product; air-proof, moisture-proof, odorless and grease-resistant. It comes in rolls, boxes and neat wall cartons. Let us send you working sheets and information on other KVP Papers which will increase your profits through increased trade.

Kalamazoo Vegetable Parchment Co.
Kalamazoo, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb. 2 00@2 25
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Hemlock Com., lb. 1 00@1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 4 00@4 25
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. 75 @ 80	Juniper W'd, lb. 1 50@1 75
Citric, lb. 40 @ 55	Powd., lb. 75 @ 80	Lav. Flow., lb. 4 00@4 25
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 50 @ 55	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 45 @ 50	Lemon, lb. 2 00@2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 40	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Alcohol	Asafoetida, lb. 50 @ 60	Organum, art, lb. 1 00@1 20
Denatured, No. 5, Gal. 50 @ 60	Asafoetida, Po., lb. 75 @ 80	Pennyroyal, lb. 3 25@3 50
Grain, Gal. 4 25@5 00	Guaiaac, lb. 60 @ 70	Peppermint, lb. 3 50@3 75
Wood, Gal. 50 @ 60	Guaiaac, Powd., lb. 90 @ 100	Rose, dr. 2 50 @ 2 50
Alum-Potash, USP	Kino, lb. 1 00 @ 1 00	Rose, Geran., ozs. 50 @ 95
Lump, lb. 05 @ 13	Myrrh, lb. 60 @ 75	Rosemary Flowers, lb. 1 50@1 75
Powd. or Gra., lb. 05 1/4 @ 13	Myrrh, Pow., lb. 75 @ 75	Sandalwood, lb. 12 50@12 75
Ammonia	Shellac, Orange, lb. 25 @ 35	W. I., lb. 4 50@4 75
Concentrated, lb. 06 @ 18	Ground, lb. 25 @ 35	Sassafras
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 35 @ 45	true, lb. 2 00@2 25
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 75@2 00	Syn., lb. 75 @ 1 00
Carbonate, lb. 20 @ 25	No. 2, lbs. 1 50@1 75	Spearmint, lb. 3 00@3 25
Muriate, Lp., lb. 18 @ 30	Pow., lb. 1 25@1 50	Tansy, lb. 5 00@5 25
Muriate, Gra., lb. 08 @ 18		Thyme, Red, lb. 1 50@1 75
Muriate, Po., lb. 20 @ 30		Thyme, Whi., lb. 1 75@2 00
Arsenic	Honey	Wintergreen
Pound 07 @ 20	Pound 25 @ 40	Leaf, true, lb. 6 00@6 25
Balsams	Hops	Birch, lb. 3 00@3 25
Copaiba, lb. 50 @ 80	1/4 Loose, Pressed, lb. 60 @ 60	Syn. 75 @ 1 00
Fir, Cana., lb. 2 00@2 40	Hydrogen Peroxide	Wormwood, lb. 5 00@5 25
Fir, Oreg., lb. 65 @ 100	Pound, gross 25 00@27 00	Wormwood, lb. 7 00@7 25
Peru, lb. 2 00@2 20	1/2 Lb., gross 15 00@16 00	Oils Heavy
Tolu, lb. 1 50@1 80	1/4 Lb., gross 10 00@10 50	Castor, gal. 1 35@1 60
Barks	Indigo	Cocanut, lb. 22 1/2 @ 35
Cassia, Ordinary, lb. 25 @ 30	Madras, lb. 2 00@2 25	Cod Liver, Norwegian, gal. 1 00@1 50
Ordin., Po., lb. 20 @ 25	Insect Powder	Cot. Seed Gals. 90 @ 110
Saigon, lb. 40 @ 40	Pura, lb. 25 @ 35	Lard, ex., gal. 1 55@1 65
Saigon, Po., lb. 50 @ 60	Lead Acetate	Lard, No. 1, gal. 1 25@1 40
Elm, lb. 35 @ 40	Xtal, lb. 17 @ 25	Linseed, raw, gal. 56 @ 71
Elm, Powd., lb. 35 @ 40	Powd. & Gran. 25 @ 35	Linseed, boil., gal. 59 @ 74
Elm, G'd, lb. 40 @ 45	Licorice	Neatsfoot, extra, gal. 1 25@1 35
Sassafras (P'd lb. 45) @ 35	Extracts, sticks, per box 1 50 @ 2 00	Olive, Malaga, gal. 2 50@3 00
Soaptree, cut, lb. 15 @ 25	Lozenges, lb. 40 @ 50	Pure, gal. 3 00@5 00
Soaptree, Po., lb. 25 @ 30	Wafers, (24s) box @ 1 50	Sperm, gal. 1 25@1 50
Berries	Leaves	Tanner, gal. 75 @ 90
Cubeb, lb. 75 @ 80	Buchu, lb., short @ 50	Tar, gal. 65 @ 75
Cubeb, Po., lb. 80 @ 80	Buchu, lb., long @ 60	Whale, gal. 2 00 @ 2 00
Juniper, lb. 10 @ 20	Buchu, P'd, lb. 30 @ 30	Opium
Blue Vitriol	Sage, bulk, lb. 25 @ 30	lb. \$1.40; 20 00@20 50
Pound 05 @ 15	Sage, loose, pressed, 1/4s, lb. 40 @ 40	Powder, ozs., \$1.50; 21 00@21 50
Borax	Sage, ounces -- 85 @ 85	Gran., ozs., \$1.50; 21 00@21 50
P'd or Xtal, lb. 06 @ 13	Sage, P'd & Grd. 35 @ 35	lb. 21 00@21 50
Brimstone	Senna, Alexandria, lb. 50 @ 60	Paraffine
Pound 04 @ 10	Tinneveilla, lb. 20 @ 30	Pound 06 1/2 @ 15
Camphor	Powd., lb. 25 @ 35	Papper
Pound 60 @ 75	Uva Ursi, lb. 20 @ 25	Black, grd., lb. 30 @ 40
Cantharides	Uva Ursi, P'd, lb. 30 @ 30	Red, grd., lb. 42 @ 55
Russian, Powd. @ 1 50	Lime	White, grd., lb. 35 @ 45
Chinese, Powd. @ 1 25	Chloride, med., dz. @ 85	Pitch Burgundy
Chalk	Chloride, large, dz. @ 1 45	Pound 20 @ 25
Crayons, white, dozen @ 3 60	Lycopodium	Petrolatum
dustless, doz. @ 6 00	Pound 35 @ 50	Amber, Plain, lb. 12 @ 17
French Powder, Coml., lb. 03 1/4 @ 10	Magnesia	Amber, Carb., lb. 14 @ 19
Precipitated, lb. 12 @ 15	Carb., 1/4s, lb. 30 @ 30	Cream Whi., lb. 17 @ 22
Prepared, lb. 14 @ 16	Carb., 1/16s, lb. 32 @ 32	Lily White, lb. 20 @ 25
White, lump, lb. 03 @ 10	Carb., P'd, lb. 15 @ 25	Snow White, lb. 22 @ 27
Capsicum	Oxide, Hea., lb. 75 @ 75	Plaster Paris Dental
Pods, lb. 60 @ 70	Oxide, light, lb. 75 @ 75	Barrels 5 @ 25
Powder, lb. 62 @ 65	Menthol	Less, lb. 03 1/2 @ 08
Cloves	Pound 3 82@4 16	Potassa
Whole, lb. 25 @ 35	Mercury	Caustic, st'ks, lb. 55 @ 88
Powdered, lb. 30 @ 40	Pound 1 25@1 35	Liquor, lb. 40 @ 40
Cocaine	Morphine	Potassium
Ounce 12 85@13 50	Ounces @ 12 60	Acetate, lb. 60 @ 96
Copperas	1/4s @ 12 68	Bicarbonate, lb. 30 @ 35
Xtal, lb. 03 1/4 @ 10	Mustard	Bichromate, lb. 15 @ 25
Powdered, lb. 04 @ 15	Bulk, Powd., select, lb. 45 @ 50	Bromide, lb. 51 @ 72
Cream Tartar	No. 1, lb. 25 @ 35	Carbonate, lb. 30 @ 35
Pound 25 @ 40	Naphthalene	Chlorate, Xtal, lb. 17 @ 23
Cuttlebone	Balls, lb. 06 3/4 @ 15	powd., lb. 17 @ 23
Pound 40 @ 50	Flake, lb. 05 3/4 @ 15	Gran., lb. 21 @ 28
Dextrine	Nutmeg	Iodide, lb. 3 64 @ 3 84
Yellow Corn, lb. 06 1/2 @ 15	Pound @ 40	Permanganate, lb. 22 1/2 @ 35
White Corn, lb. 07 @ 15	Powdered, lb. 50 @ 50	Prussiate, Red, lb. 80 @ 90
Extract	Nux Vomica	Yellow, lb. 50 @ 60
Witch Hazel, Yel-low Lab., gal. 99 @ 1 82	Pound @ 25	Quassia Chips
Licorice, P'd, lb. 50 @ 60	Powdered, lb. 15 @ 25	Pound 15 @ 20
Flower	Oil Essential	Powd., lb. 25 @ 30
Arnica, lb. 75 @ 80	Almond, Bit., true, ozs. @ 50	Quinine
Chamomile, German, lb. 35 @ 45	Bit., art., ozs. @ 35	5 oz. cans., ozs. @ 57
Roman, lb. 90 @ 90	Sweet, true, lb. 1 50@1 80	Sal
Saffron, American, lb. 35 @ 40	Sw't, Art., lbs. 1 00@1 25	Epsom, lb. 03 1/4 @ 10
Spanish, ozs. @ 1 25	Amber, crude, lb. 75@1 00	Glaubers, Lump, lb. 03 @ 10
Formaldehyde, Bulk	Amber, rect., lb. 1 50@2 00	Gran., lb. 03 1/4 @ 10
Pound 09 @ 20	Anise, lb. 1 25@1 60	Xtal or Powd. 10 @ 22
Fuller's Earth	Bay, lb. 4 00@4 25	Gran., lb. 09 @ 20
Powder, lb. 05 @ 10	Bergamot, lb. 5 00@5 20	Rochelle, lb. 21 @ 31
Gelatin	Cajeput, lb. 1 50@1 75	Soda, lb. 02 1/2 @ 08
Pound 55 @ 65	Caraway S'd, lb. 3 00@3 25	Soda
Glue	Cassia, USP, lb. 2 25@2 60	Ash 03 @ 10
Brok., Bro., lb. 20 @ 30	Cedar Leaf, lb. 2 00@2 25	Bicarbonate, lb. 03 1/4 @ 10
Gro'd, Dark, lb. 16 @ 22	Cedar Leaf, Coml., lb. 1 00@1 25	Caustic, Co'l., lb. 08 @ 15
Whi. Flake, lb. 27 1/2 @ 35	Citronella, lb. 75 @ 120	Hyposulphite, lb. 05 @ 10
White G'd, lb. 25 @ 35	Cloves, lb. 2 00@2 25	Phosphate, lb. 23 @ 28
White AXX light, lb. 40 @ 40	Croton, lbs. 8 00@8 25	Sulphite, Xtal, lb. 07 @ 12
Ribbon 42 1/2 @ 50	Cubeb, lb. 5 00@5 25	Dry, Powd., lb. 12 1/4 @ 20
Glycerine	Erigeron, lb. 4 00@4 25	Silicate, Sol., gal. 40 @ 50
Pound 15 @ 35	Eucalyptus, lb. 1 00@1 25	Turpentine
	Fennel 2 00@2 25	Gallons 55 @ 70

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

No. 10 Cut Green Beans
Pride Mich. Tomatoes

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



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

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

Chili Beans	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 and 2, doz.	2 25

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
Br'n Flakes, No. 624	1 80
Br'n Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

BROOMS

Leader, 4 sewed	3 45
Hustlers, 4 sewed	5 50
Standard, 6 sewed	7 50
Quaker, 5 sewed	6 25
Warehouse	6 50
Rose	2 75
Winner, 5 Sewed	3 70
Whisk, No. 3	2 25

Amsterdam Brands

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

ROLLED OATS

Purity Brand
Instant or Regular



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

Post Brands

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
-----------	------

CANDLES

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

CANNED FRUITS

Hart Brand

No. 10	4 75
--------	------

Apples

Pride of Michigan	2 55
-------------------	------

Cherries

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

Gooseberries

No. 10	7 50
--------	------

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

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, Minced, No. 1	2 40
Cinnam Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	1 55
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 60
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., 1/4, 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.	1 35
Tuna, 1/2s, Chicken Sea, doz.	1 85

CANNED MEAT

Bacon, Med. Beechnut	3 00
Bacon, Lge. Beechnut	2 10
Beef, Lge. Beechnut	4 10
Beef, Med. Beechnut	2 50
Beef, No. 1, Corned	2 00
Beef, No. 1, Roast	2 70
Beef, 2 1/2 oz., Qua., sil.	1 35
Beef, 4 oz., Qua., sil.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	80
Potted Meat, 1/2 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

Baked Beans

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

CANNED VEGETABLES

Hart Brand

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	6 50

Wax Beans

Little Dot, No. 2	2 25
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 45
Choice, Whole, No. 10	10 25
Choice, Whole, No. 2	1 80
Choice, Whole, No. 1	1 35
Cut, No. 10	9 00
Cut, No. 2	1 60
Cut, No. 1	1 10
Pride of Mich., No. 2	1 25
Marcellus Cut, No. 10	6 50

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
Hart Diced, No. 2	90

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 45
Pride of Mich., No. 2	1 75
Marcel., Sw. W, No. 2	1 50
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50

Pumpkin

No. 10	4 35
No. 2 1/2	1 85
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 Bantam, 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 45
Pride of Mich., No. 2	1 20

CATSUP

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

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

Roquefort	55
Wisconsin Daisy	15
Wisconsin Flat	15
New York June	24
Sap Sago	40
Brick	15
Michigan Flats	14
Michigan Daisies	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 Pepsin	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Wrigley's P-K	65
Zeno	65
Teaberry	65

CHOCOLATE

Baker, Prem., 6 lb. 1/2	2 50
Baker, Pre., 6 lb. 3 oz.	2 55

Currents
Packages, 11 oz. ----- 11½

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

Peaches
Evap., Choce ----- 09
Fancy ----- 10½

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@0, 25 lb. boxes -----
50@60, 25 lb. boxes -----
40@50, 25 lb. boxes -----
30@40, 25 lb. boxes -----
20@30, 25 lb. boxes -----
18@24, 25 lb. boxes -----

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

Sage
East India ----- 10

Tapioca
Pearl, 100 lb. sacks -- 7½
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
½ Pint Tall, per doz. 33
½ Pint Squat, per doz. 33

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

Safety Matches
Red Top, 5 gross case 5 45

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

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

Salted Peanuts
Fancy, No. 1 ----- 7
24 1 lb. Cellophane case 1 95

Shelled
Almonds, Salted ----- 95
Peanuts, Spanish ----- 125 lb. bags ----- 5½
Filberts ----- 32
Pecans Salted ----- 55
Walnut California ----- 40

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 65
Yo Ho, Kegs, wet, lb. 16½

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

PARIS GREEN
½s ----- 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., 600 ----- 11 25
45 Gal., 1300 ----- 30 00

PIPES
Job, 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 St'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 ----- 04½
Medium ----- 03
Poor ----- 02

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

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

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

Lard
Pure in tierces ----- 6
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¾
10 lb. pails ----- advance ¾
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 7½
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 ----- @12½
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 ----- 06½

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, 18-2½ lb. packages ----- 1 10

COD FISH
Middles ----- 20
Peerless, 1 lb. boxes 19
Old Kent, 1 lb. Pure 27
Whole Cod ----- 11½

HERRING
Holland Herring
Mixed, Kegs ----- 78
Mixed, half bbls. -----
Mixed, bbls. -----
Milkers, Kegs ----- 89
Milkers, half bbls. -----
Milkers, bbls. -----

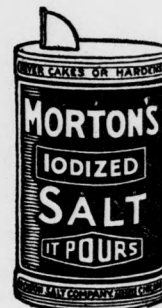
Lake Herring
½ Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

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

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1½ ----- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. ----- 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream Rock for ice -----
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
6, 10 lb., per bale ----- 93
20, 3 lb., per bale ----- 1 00
28 lb. bags, Table ----- 40



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, ½ lb. packages ----- 4 00

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Chimaine, 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 ----- @48
Pepper, Black ----- @23

Pure Ground in Bulk
Allspice, Jamaica ----- @25
Cloves, Zanzibar ----- @33
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, 1½ oz. ----- 65
Celery Salt, 3 oz. ----- 95
Sage, 2 oz. ----- 85
Onion Salt ----- 1 35
Garlic ----- 1 35
Ponely, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 50
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Tumeric, 1½ 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 ----- 11½
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

SYRUP
Corn
Blue Karo, No. 1½ ----- 2 45
Blue Karo, No. 5, 1 dz. 3 38
Blue Karo, No. 10 ----- 3 18
Red Karo, No. 1½ ----- 2 66
Red Karo, No. 5, 1 dz. 3 64
Red Karo, No. 10 ----- 3 44

Imit. Maple Flavor
Orange, No. 1½, 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 ----- 4 25
Tobasco, 2 oz. ----- 4 25
Sho You, 9 oz., doz. ----- 2 25
A-1, large ----- 4 75
A-1 small ----- 2 85
Caper, 2 oz. ----- 3 30

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

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

Ceylon
Pekoe, medium ----- 45

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

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

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

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

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

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

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 06½
Butchers D F ----- 05½
Kraft ----- 04
Kraft Stripe ----- 09½

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1½ doz. ----- 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1½ doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30
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.

Trade Built Profitable Department.

After the customer has definitely selected the shoes she prefers, the salesperson should quickly go to the hosiery section and select several pairs of hose of the quality and color to provide a perfect combination when worn with the shoes. She will then explain that to furnish the proper kind of hosiery with the shoes we sell is one of the important services rendered by this store, that the customer is certain of having the right hosiery and making it unnecessary for her to take a chance on finding it elsewhere. That our customers do consider it as a service is evidenced by the many favorable comments we receive, also the constantly increasing business of this department.

We prefer to know the results of each department rather than of the business as a whole. The hosiery department, for instance, is a separate unit of our business and this department is required to assume its proportionate charges for floor space, light and heat, advertising, salaries and commissions, and all other expenses incidental to its business. From an operating standpoint it is a store in itself and must stand on its own feet.

It has at times been claimed that hosiery departments in shoe stores are not profitable. This may be true in some instances, but in this store the hosiery department is one of the most profitable and a good part of our annual net profit may be credited to this section. There is another reason why this department has been a consistent profit producer. We have refused to merchandise hosiery on the basis of simply selling extra merchandise. I do not believe that a shoe store can develop the prestige necessary for success in hosiery merchandising by succumbing to the lure of competitive prices.

We have found that people who purchase hosiery in a shoe store are influenced by more important considerations than price. They expect better quality, better service and better style when they buy here than when they purchase in a store that features price first. We have not attempted to compete on a price basis at any time.

To earn a good reputation it is necessary to sell good hosiery, not just hosiery of any brand and a continual shifting of lines. We concentrate our entire business upon the product of but a few manufacturers.

We have two lines which we designate as the major and the minor line. The major line, which is the higher priced and on which we do the greater volume, is an advertised line that is known wherever hosiery is sold. We started with this line some twenty years ago and have continued to sell it without interruption, increasing our volume each year. I might also mention that this line costs us slightly more than other quality lines.

I believe in the principle of selective distribution. As exclusive distributors of this line in our territory we derive certain advantages which we consider worth the price we pay. By substituting another line which is sold through many other stores we would at once subject ourselves to the baneful influences of price competition. That is something the shoe store hosiery department must avoid to build prestige and profitable volume.—Boot and Shoe Recorder.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 18—Large plans have been made for the big jubilee next Friday, celebrating the formal opening of the new thorough cement pavement from St. Ignace to the Sault, which will be known as Route US 2. Grover C. Dillman, State Highway Commissioner, will be here, bringing along two newspaper men with him. It is expected that Gov. Brucker will be taken from Ishpeming to St. Ignace by airplane, so that he may drive over the new pavement from St. Ignace to the Sault. Plans are being made by the merchants at St. Ignace, Rudyard, Allen-ville and Moran to decorate their stores for the jubilee. The Sault will put on a special decoration favoring noisemakers, confetti, band music, parades and all that go to create a mardi gras spirit.

Arthur Trombley, one of our well-known jewelers, accompanied by his wife, met with an accident last week Tuesday while returning from a visit. Their automobile was wrecked between Menominee and Green Bay, Wis. Mrs. Trombley's foot was cut across the toes and had to be put in a cast, while Mr. Trombley sustained three broken ribs. They are in the hospital at Oconto, doing as well as can be expected.

M. J. Magee, of the Sault Savings Bank, left last week for Quebec, where he will attend the meeting of the American Ornithologists Union, which will be held in that city. Mr. Magee, besides being a banker, is an authority on birds, with a National reputation.

The Delta county board of supervisors has authorized its aeronautics committee to negotiate for the purchase of a county airport to become a part of the county park system.

The law firm of McDonald & Kaltz has been dissolved, Mr. Kaltz withdrawing on account of his being appointed prosecuting attorney to succeed the late Herbert Parcell.

One reason there is so much divorce trouble is that gentlemen prefer blondes—and also brunettes and even redheads.

Even the sausage makers are becoming air minded. Peter Wyera, of Marquette, made his first delivery last week of sausages to the local trade by his own airplane. He came from Newberry to the Sault in less than thirty minutes. His orders to the merchants here amounted to 450 pounds. This surely means service.

Hugh Crimmins, one of our well-known South side new grocers, is still in the hospital, where he underwent an operation for appendicitis two weeks ago. He is now improving and hopes to be back on the job again in the near future.

The Bailey boot shop, which has been closed since Mr. Bailey's death, has been re-opened by Mrs. Bailey, who expects to continue. This is pleasing news to Mrs. Bailey's friends, as that was one of our best shoe shops in the city and enjoyed a large patronage.

The Sault is losing one of its best families in Mr. Owen Fredericks and family removing to Cleveland, where he has been transferred to the position of assistant engineer to Col. Markham. Mr. Frederick was assistant

engineer at the locks for many years and has made many friends here who regret their departure, but wish them every success in their new home.

Just how far you get in life depends on whether your vehicle is the wishbone, the jawbone or the backbone.

The Grand Marais Civic Development Association held a meeting in the auditorium of their high school last week. It was featured by moving pictures taken by officials of the Hiawathaland Publicity Bureau and music by the high school glee club and orchestra. With the departure of the lumber Grand Marais is going after the tourist business, especially the hay fever patients. They have an exceptional climate for the latter and the magnificent scenery is unsurpassed in any other place. About 300 attended the meeting and much enthusiasm was manifested.

Nelson Hall, one of our well-known druggists, is enjoying a week's vacation. He is spending most of the time just taking a well earned rest, visiting friends and having a good time, taking in the country drives, which are magnificent at this season of the year with the fall foliage in all its splendor. William G. Tapert.

Thirteen Month Calendar Adopted by 200 Houses.

Despite the depression, and perhaps because of it, the International Fixed Calendar League is making progress, M. N. Stiles of Rochester, American secretary, reports.

More than 200 manufacturing, merchandising and publishing houses in this country are now on the thirteen period a year basis, says Mr. Stiles, and thereby are improving accountability and management and avoiding "unpleasant surprises caused by the civil calendar's unequal months and

changing number of business days."

American adopters (there are many in England and Germany, too) include Sear, Roebuck, Eastman Kodak, American Hide & Leather, Fuller Brush, Western Clock, American Gas Machine, Carter's Ink, Kotex, Jewel Tea, Kroger Grocery & Baking, Hotel New Yorker, Loew's Theatres, the Hearst Publications and most of the paper mills.

Men's Stores Report Gains.

The fairly good response received by men's wear stores has lifted the total volume of business for the season to the highest point enjoyed in many months. The activity is widespread from basement departments to the highest-type specialty shops, some of the latter experiencing the best turnover in a year. Low-price goods continue in consumer favor, with better merchandise also receiving a good response. Clothing departments run well ahead of furnishings divisions.

Glass Trade Sentiment Favorable.

Sentiment in the flat glass manufacturing trade is favorable. Recent gains throughout the field have been maintained, indicating a more substantial basis is in evidence than at any other period in the current year. Manufacturers of the better grades of blown and pressed glassware for home use are busier than has been the case for some time. Stocks in the hands of retailers are low, with the orders reaching manufacturers giving hope for the holiday season. Little change has developed in plate glass.

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

now

For Merchants in All Lines

The same saving and the same service to all

We confine our operations to Michigan
We select our risks carefully
All profits belong to the policyholder

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE CO.**

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

turned his attention to other matters in the State which demanded his assistance.

"One of these matters was the improvement of Saginaw river from Saginaw Bay to Saginaw. This project required \$600,000 to start it off successfully and the local congressmen were unable to get action. Because of Mr. Smith's prestige and influence in the Senate he was appealed to by the business men of Saginaw to come to their assistance. He promised to do so, but at a critical period in the preparation of the river and harbors appropriation measure he was stricken with appendicitis and had to submit to an operation. Senator Elkins, of West Virginia, who was his close personal friend, promised to hold the bill in abeyance until he returned to the Senate—and kept his word. When Mr. Smith resumed his seat in the Senate—too weak to speak above a whisper—someone called the bill up for action. Senator Elkins arose and stated the promise he had made Mr. Smith and then asked Mr. Smith what he wanted added to the schedule. "Six hundred thousand dollars for the improvement of Saginaw river," was the reply, which was repeated to the Senate by Senator Elkins, who moved that the request of Senator Smith be granted. The amendment was thereupon adopted by a unanimous vote—and Saginaw automatically became a port of entry. Many Saginaw friends have since assured me that the great Chevrolet factory would never have been established at Saginaw but for this herculean effort on the part of Senator Smith on the occasion above described.

"Senator Smith intimates that the improvement of Grand river could have been accomplished by an expenditure of \$2,000,000; that the deepening of the channel to enable lake vessels to come to Grand Rapids would have rendered it unnecessary to expend \$1,000,000 for flood walls, because the opening of the channel to navigation would have taken care of flood water without encasing the banks of the river in Grand Rapids with cement walls. He still thinks the time is coming, with the opening of the St. Lawrence river waterway, that ocean vessels should be able to discharge their cargoes at Grand Rapids without breaking bulk and that when that time comes the War Department will be forced to reverse its present attitude toward Grand River and go back to the original findings and recommendations of Gen. Ludlow."

I am in receipt of the following courteous letter from Mr. Dillman, State Highway Commissioner, answering the criticism I made of the detour just South of Mona Lake in Out Around last week:

Lansing, Oct. 15—I have carefully noted your letter of Oct. 11, and your editorial comment concerning the detour on US 31 South of Mona Lake.

I believe you will be interested to know that we are building this piece of road South of Muskegon Heights under severe difficulties insofar as

handling traffic is concerned. On the South one-half mile we were able to secure a short gravel detour, which is approximately two and one-half miles in length. I am not familiar with the local road which you mention. However my Division Engineer, W. J. Kingscott, informs me that it is a dirt road and not in condition to handle truck and bus traffic. I believe you appreciate the fact that we must lay out an official detour which will handle every type of vehicle on the highway and not passenger cars only. We are using this detour for a short time only and by Oct. 20 we expect to handle traffic over the new pavement. Inasmuch as we are past the chloride season, we did not deem it necessary to place an application on the detour and so far yours is the only complaint I have received in regard to the road being dusty.

For the North one-half mile of the project it was impossible to secure a short local detour and after considering all possible means of building this portion under traffic, it was finally decided that we would have to build it in ten foot strips. We have, therefore, excavated for the East ten foot strip and thrown the material on the West side of the old road and are carrying traffic on the West side. As soon as this first ten foot strip is cured, we will tear up the remainder of the old road and place the excavated material on the East side of the new ten foot piece and carry traffic on the East side of the road while we are laying the West ten foot strip.

There is a line of poles on each side of the road which measure, in some cases, only about 20 to 24 feet from the center line. You can see from this that traffic is very crowded. The contractor is co-operating with us very willingly and is providing flagmen at the tight places.

I am giving you this information in detail, in order that you may be acquainted with the problem we have on our hands at this point. This situation is as congested as any we have had for some time and I trust that we can pull through it without serious consequences. Grover C. Dillman, State Highway Commissioner.

I was forcibly reminded this week of a certain conversation which I had about six months ago with L. A. Brown, president of the Corduroy Rubber Co. In that conversation, Mr. Brown stated that his dearest desire was to have Corduroy's earnings reach the point where the payment of dividends to stockholders could be resumed. I was particularly impressed with Mr. Brown's sincerity and earnestness in making this statement.

Now to the delight of Mr. Brown and Corduroy shareholders, as well as that of the writer and the entire community, this happy event has taken place. At a regular meeting of the board of directors a few days ago, a cash dividend of 25c per share was declared on all prior preferred stock. This payment will be made in cash Dec. 15 to all Corduroy stockholders on record as of Nov. 15.

Of even more importance is the fact that this dividend will be paid from net profits which this company was able to earn in the face of the stiffest competition the tire industry has ever known; competition which to many tire manufacturers spelled a suspension of dividends and huge losses.

The following statement is offered as definite evidence that this dividend

will be paid from net earnings and not from surplus: Messrs. Seidman and Seidman, certified public accountants, have just completed an audit of the Corduroy books, which shows that for the first seven months of 1932, after all deductions except income tax, a net profit of \$43,343.35 was made.

This excellent showing, in my opinion, is ample evidence of what sound and honest management can accomplish even in these difficult times. An aggressive policy of product improvement and a well-rounded advertising and merchandising program, plus a policy of selling only to independent dealers, offering them every fair co-operation and profit opportunity, is the platform on which many another firm to-day could solve its problems—provided the same courage and mental balance were supplied.

Among other tangible evidences of progress made by the Corduroy Rubber Co. this year, which would certainly lead any unbiased observer to believe that the future holds bright promise for this company, is the success of its unique road-hazard guarantee, inaugurated late last year. This guarantee actually does guarantee against premature tire replacement in every sense of the word. In fact, in the occasional instance when tire misfortune does occur, the independent dealer is his own adjuster, and instead of losing a customer, he usually makes one for life. Fifteen hundred new dealers were added during the year, a new high record. Employment has increased to above normal, and a full working crew has been maintained for months past. The financial status of the company is excellent—the best in its entire history. There is no bonded indebtedness, no bank loans or mortgages. The ratio of current assets to liabilities is approximately 14 to 1.

E. A. Stowe.

Mr. Lee Talks on Enthusiasm.

Ralph T. Lee, president of the Greater Detroit Hotel Association, spoke of sparks and enthusiasm in the hotel business at the recent hotel convention in Traverse City. He told the members present that they needed to "spark" their initiative in the face of rapidly changing circumstances. In his plea to resuscitate business in hotels he suggested first that the members resuscitate their initiative.

He said that enthusiasm built our hotels along such elaborate designs, enthusiasm for success, enthusiasm for business, enthusiasm for everything. And now with enthusiasm of hotel men badly sagging business sags with it and down topples the whole superstructure of the thing that was built in the heydays of prosperity. "Enthusiasm and hard work alone can possibly bring business back to any level that approaches normal. Formerly business just naturally came to the hotel man. Now hotel men must go out and get the business, must create business if there is none. The real hotel man who has the thing in his blood gets a big thrill in taking care of the needs and comforts of his guests. Moreover, he will see to it that every member of the hotel per-

sonnel feels the same instinct that moves him to give courtesy and service."

Mr. Lee pointed out, further, that the hotel employe is really the one in the last analysis who really creates in the guest's mind the desire to stay or creates the desire to leave.

"Real service inspired by enthusiasm" was the cure he prescribed for the hotel business.

Mr. Lee was recently appointed on a tax committee by Mayor Frank Murphy, of Detroit, and through his association with the city assessor's office became interested in taxes affecting the hotel business in the city of Detroit. It was through his efforts that a new and separate basis of assessing hotels and hotel properties was adopted, allowing for a three per cent. depreciation in assessed valuation annually in hotel properties. His work on behalf of one of the more acute problems of the hotel business has elicited the attention of hotel men throughout the State.

Grocers Try Notes To Collect Bills.

Retail grocers faced with the necessity of collecting on long-standing "frozen" accounts have recently resorted to the use of notes on which customers can make small monthly payments. The idea, started in the Northwest, has worked so successfully there that it has spread to other sections of the country. Only a small percentage of the customers approached in the Western city refused to sign the notes, while those who did consent met their payments promptly. One retailer reported collecting on 50 per cent. of bills which were more than a year old through using the note system.

When a Chinaman plays billiards he never uses his own cue.

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.

FIFTY YEARS IN TRADE.

Celebration in Honor of V. R. Davy, of Evart.

On Monday evening, Oct. 17, about one hundred friends and business associates of V. R. Davy, prominent merchant of Evart, attended a banquet at the Carey restaurant, at Evart, sponsored by the Evart Chamber of Commerce and given in honor of Mr. Davy's fiftieth business anniversary.

After a delightful three course chicken dinner was served, S. J. Martin, superintendent of the Evart public schools and president of the Chamber of Commerce, extended a cordial welcome to the guests assembled and introduced Representative Miles Callaghan as toastmaster. Mr. Callaghan, before introducing the first speaker, explained that there was no particular program planned other than that of a testimonial meeting, whereby the friends and associates of Mr. Davy had gathered to pay him tribute, express their good will toward him, and to compliment him on having rounded out fifty years of a successful business career.

Toastmaster Callaghan then introduced Alfred Fleishauer, of Reed City, who explained he had been a resident of Osceola county for fifty years. He had known Mr. Davy for about the same number of years. Mr. Fleishauer expressed the good wishes of the county at large, paid a tribute to Mr. Davy's influence in the county as a successful business man and Christian gentleman.

Fred C. Alley, the village poet, was next introduced and read the delightful poem, "Harking Back," dedicated to Mr. Davy.

Mr. Callaghan then presented a gazetter printed in 1874 and read some very interesting data concerning Evart, Reed City and Hersey. In this Gazetteer was a very interesting story of the village of Evart as it appeared in the year of 1874.

The next speaker on the program was Attorney J. E. Richardson, of Evart, who likened Mr. Davy to the pioneer of old, complimented him on his courageous spirit and spoke in glowing terms of Mr. Davy's influence in the community for all things which are good, and truthfully portrayed him as an upstanding Christian gentleman, who has helped to make Evart a better place to live.

Mr. Richardson's delightful speech was followed by another pleasing and interesting talk by Paul Mason, of Reed City, who extended the greetings of Reed City to Mr. Davy. Mr. Mason likened Mr. Davy's successful and honorable career to one of the characters in Virgil, paying him great tribute and proclaimed, like the previous speakers, the respect and esteem with which he is held by all who know him.

Another delightful talk was given by Frank McIntyre, pioneer business man of Hersey. Mr. McIntyre likened Mr. Davy's successful and pleasing career to that of the rugged elm tree in his yard. He expressed the good wishes of the folks of Hersey and wished for a continuation of the active and honorable career which Mr.

Davy has been privileged to experience during the past fifty years.

Mr. Davy was then introduced and expressed his appreciation of the evidence of good will and good fellowship which had been bestowed upon him. He reviewed the circumstances which led up to his coming to Evart. Pictured the building he first occupied. Mentioned some of his early merchandising experiences. Among the pleasing and amusing instances was one of a lumber jack who aroused him in the early hours of the morning to come down to the store and sell him a corset. In his word picture of early Evart, Mr. Davy described the main street with sand several inches deep. Ox teams tied to hitching posts. Streets illuminated at night with oil lamps. A town filled with lumbermen

W. F. Umphrey, Evart attorney, spoke briefly and kindly of his acquaintance with Mr. Davy. Portrayed his character and career as typified by the rock of Gibraltar, and expressed his opinion that such men and characters as Mr. Davy, were the rocks upon which prosperous communities, states and nations were built.

Mr. Callaghan then presented Mr. Davy with a cane as a token of the good will and friendship of his friends in the community.

The toastmaster also read a letter from Governor Brucker, extending his compliments and good wishes to Mr. Davy and expressing the governor's regrets of his inability to be present at the banquet by reason of an earlier date.

HARKING BACK

A young man of pep, V. R. Davy by name,
In search of location one early day came.
He looked our town over, and he saw right away,
A wonderful prospect, if he only stay.
So he rented a building and opened a store,
And he went after business like none had before.
He worked with his head, his hands and his feet,
And he built up a business on both sides the street.

His methods of business, intact still to-day,
Is value received whatever you pay.
And if it should be you're not pleased with your buy,
He gives back the cash without batting an eye.
And this is his motto, to-day he contends,
It is better by far if all remain friends.
So he says come again when there's something you need,
In price and in service we'll both be agreed.

Now in other things too, of deep interest to all,
For real public service he answered the call.
And things in our town of which we are proud,
We have, because Davy stood up and talked loud.
And just as we all are assembled to-night,
We trust he will get everybody just right.
For the words that we say, and the shake of the hand,
Will mean nothing at all if he don't understand.

But one thing gives every heart here a pain,
Is to see him walk past with the help of a cane.
His step was once youthful and springy his stride,
But years fail to make things like that to abide.
And long years of business say fifty or more,
Is something not common at every man's door.
And now if good health he could only regain,
We would wish he might do it all over again.

and river drivers. Mr. Davy also called attention to the fact that there are none of the business men left who were in business when he started and there were present at the meeting four men who were in Evart when Mr. Davy first arrived here. In closing his remarks, Mr. Davy expressed his sincere wish that Evart would continue to grow and be known as a good town.

Mr. Stiles, banker at LeRoy, extended his greeting to Mr. Davy in a cordial and impressive manner.

L. E. Davy, postmaster of Clare, and brother of V. R. Davy, responded to the toastmaster's request for a talk with a pleasing and humorous story of his experience with the Davy & Co. business in the early days.

Major Gardner, Osceola county clerk, also gave a pleasing reading.

Among the other pleasing features of the evening program was the music furnished by the old time orchestra of Hersey, which was comprised of the following young men: John Leach, Arvid Benzing, W. M. Benzing, Geo. Faist and Ed. Mond, who are sons and grandsons of Osceola county pioneers. The delightful part of their musical program was the manner in which they rendered the old time pieces. The entire program was interspersed with singing by all present under the leadership of S. F. Mansfield. Music by the Evart businessmen's quartette was also an enjoyable part of the program.

There were seated at the table twenty-two persons who had resided in Osceola county fifty years or more and twelve others who had resided in Osceola county forty years or more.

Visitors from out of town were: Paul P. Mason, Miles M. Callaghan, A. M. Fleishauer, John Gardner and L. D. Mahan, of Reed City; Frank McIntyre, H. A. Millard and J. T. Delzell, of Hersey; Wm. Portorey and C. A. Stiles, of LeRoy; N. A. Elden, A. H. Fleming and L. E. Davy, of Clare.

Team Work As To Salesmen's Compensation.

The most common subject of discussion to-day where salesmen gather together is the question of compensation or the recompense the salesman receives for his expenditure of time, money and experience in the securing of orders. An exhaustive study shows us that very little time is spent by employers of salesmen on the matter of compensation. When directors gather for the purpose of placing new products before the public they spend weeks and sometimes months considering everything pertaining to the product itself, then the salesmanager is called in and told, "We will allow the salesman 5 per cent. commission." That usually settles the matter. We contend it is wrong because no consideration is given as to whether this is adequate or if the income will be sufficient for the men under his direction. He is given the job of a superman (and many salesmanagers are supermen). On the rate of commission allotted, his men are supposed to go out and get the business, and remember this, without sales no plant can turn a wheel. Everyone connected with the concern from janitor to president depends on the sales division for his pay check, and still this all-important phase of the business is dismissed in this perfunctory manner, "We will allow the salesman 5 per cent." It is wrong. Even under this handling you will find real salesmen going out on the road, visiting strange cities, many times antagonistic customers, on their own expense money, building up the prestige of the firm by honest, convincing word of mouth advertising, and when they come in at the end of a week or two and start figuring expenses against their commissions they find a deficit.

Even with these odds staring them in the face many commercial travelers are so alive to their responsibilities that they make trip after trip in a sincere effort to place the company's products on the market until finally their personal funds become depleted and they are compelled to drop out of the picture. You can readily see what happens in a situation like this. It isn't our salesmen alone who suffer, but the whole business structure gets a jolt that becomes more pronounced as salesman after salesman is eliminated from the scene of action; the contact point between the product and the customer. Can employers of salesmen hope to bring back the days of old if they fail to consider their representatives' well-being?

How encouraging it is to hear other nations condemn Japan's landgrabbing. It means they have all they want.

You see, our early settlers came from Europe and none of that kind was left over there.

Your Customers Know

that the **quality** of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

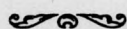
K C Baking Powder

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

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

**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

40 MINUTES... out of 40 YEARS

Men will spend forty years in accumulating an Estate. . . yet begrudge the forty minutes necessary to safeguard it for their heirs.

Let us show you how to eliminate unnecessary expenses, that the earning power of your estate may benefit.

The average estate of \$100,000 will, according to government figures depreciate approximately \$20,000 when probated. Foresight in estate planning will reduce this loss materially.

A few minutes' consultation with our Trust Department will suffice to give us the necessary information for preparing an ESTATE ECONOMY PLAN to fit your particular needs.

There are inheritance taxes and other probate costs that may be legitimately avoided. In administering estates every day, the Grand Rapids Trust Company must necessarily be well acquainted with the law governing these phases of Estate Economies.

●

GRAND RAPIDS TRUST COMPANY

GUARDIAN DETROIT UNION GROUP

INCORPORATED