

ALDUS

WHOEVER YOU ARE

I earnestly entreat you to dispatch your business as soon as possible, and then depart, unless you come hither, like another Hercules, to lend some friendly assistance; for here will be work to employ you and as many as enter this place.

—ALDUS PIUS MANUTIUS

Aldus had the above inscription over the door of his work-room in Venice in 1501.

It is just as useful to busy men today.

ALDUS

Teas

Carefully Selected--
1932 First Crop

Our Teas are specially packed for us in Japan with Quality the predominating feature.

Priced low, consistent with grade on every brand.

Quality Tea--a trade builder for the retailer

BULK TEAS

Easter Chop
P. B. & Co. No. 101
Royal Satsuma
Target
Tea Pot
L. & C. No. 18
Circle C Nibs

PACKAGE TEAS

Peerless
Banquet
Emblem
Quaker
Togo
Tea Pot

SOLD ONLY BY INDEPENDENT DEALERS



LEE & CADY

Speed Up Sales

*by featuring properly
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C Baking Powder

Same Price
Today

As 42 Years Ago

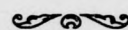
25 ounces for 25c

Your customers know it is a **quality** product . . . that the price is **right**.

Why ask them to pay War Prices?

It's up to you to show them that you have it.

Millions of Pounds Used by Our
Government



We Believe You Are Entitled to a Profit on All
Merchandise You Handle or is Distributed to
Your Customers

We don't believe in the distribution of free samples or free merchandise to the consumer unless such merchandise pays the merchant his full profit which includes the expense of handling when handled by him.

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 16, 1932

Number 2565

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

GOOD BYE, SCRIP.

Universal Condemnation Finally Results in Death Knell.

The City Commission Monday referred to the committee of the whole, with Com. John Arthur Whitworth as chairman, a report filed Monday by the Welfare Advisory council of 7, recommending the elimination of scrip and closing of the city store. No comment on the recommendations was made at the meeting.

The advisory council recommended that home relief be given to those not assigned to cash work. Those receiving cash for their work and not properly providing for their families would be deprived of the opportunity of working for cash.

"To put this plan in operation and to assure its providing the maximum of relief at a minimum of expense presents certain organization and administration problems," the report admitted. "If your honorable body desires our assistance in solving them and will so indicate, we will be glad to work with you, the city manager and the director and assistant director of public welfare."

The council's recommendations, signed by the full membership, composed of Howard F. Baxter, chairman; Com. William Laban, Joseph H. Brewer, Dr. Burton R. Corbus, Judge Clark E. Higbee, Robert W. Irwin and Nicholas Kik, include the following:

"That, in so far as possible and practical, work shall be provided by the city for the unemployed, the hours distributed in accordance with the relief required, such work to be paid for in cash. We urge your honorable body, in co-operation with the city planning commission and city officials, to take immediate steps to develop useful, necessary projects of permanent value to the city that will provide work suitable for this purpose.

"That men receiving cash shall be free to spend it as they desire, but if, in the judgment of the social service

department, any person receiving relief work paid for in cash is not using it properly in providing for his family, that person shall be deprived of the opportunity of working for cash.

"That during any period that a man is receiving relief work paid for by cash, he shall not be given home relief except in emergencies.

"That nothing in this plan shall take from the social service department the right to call upon people physically fit, to whom home relief is being given, to do some work from time to time for that relief.

"That the city store shall be eliminated as a store as soon as outstanding scrip has been redeemed, and that there shall be established in its stead a city commissary with branches (as now contemplated by the public welfare department) located so as to make the distribution of home relief more convenient for those receiving it."

One of the blackest pages in the history of Grand Rapids will probably be turned over and fastened down tight by the complete abandonment of the so-called scrip system of relief. If the food merchants of the city had been properly organized and officered this result would have been accomplished months ago, but for the lack of such an influence in the community the atrocious system has been permitted to exist until it became a stench to the nostrils of every decent citizen.

Now that the Commission is evidently disposed to take prompt action in the premises and consign the demoralizing feature of scrip paying and city selling to the deminution bow-wows, it would be in order for the food dealers of the city to attend the hearing which will be given to the recommendation of the advisory council 2 o'clock Thursday afternoon. If a half dozen active representative merchants—actual merchants, not self-selected representatives of the merchants—were to attend that meeting and present their side of the matter in a fair and impartial manner—as it has never been presented before—it would be very helpful to the Commission, acting as a committee of the whole, in reaching a sane and sensible conclusion as to how the problem of feeding the unemployed can be best handled hereafter. It should be an occasion of calm discussion of facts, ably and authoritatively presented. It is not a proper time for abuse, accusation or crimination. All the Commission will require to take favorable action on the recom-

mendation will be the truth, plainly and bluntly presented, without any reference to past mistakes or unnecessary losses. It is to be hoped that representative merchants in all lines of retail business be present on that occasion—not as accusers but as advisers.

The Tradesman is very favorably inclined to the Muskegon system, which provides for the distribution of orders to people needing assistance. The order is made on any independent merchant the applicant may name, providing he carries a good stock and prices his goods fairly. The public officials assume that merchants who are not real estate owners and thus pay no taxes on real estate are not entitled to share in the bounty of the municipality. This stand automatically shuts out chain stores and fly-by-night merchants. It is understood and agreed that no part of the order issued by the city can be applied to the payment of a past due account and every penny must be used in the purchase of present day necessities. The Tradesman is not very particular as to whether the unemployed citizen is paid in cash or orders on a reputable merchant, but the order system can be more effectually safeguarded than the cash method of payment.

Everyday Proverbs For the Merchant.

Opposition is of more benefit to some people than ease of progress.

To rectify a mistake may cost much; not to rectify it may cost more.

Bitter medicine is often most effective. Unwelcome truths may be made profitable.

Not what you want to sell, but what the people want to buy.

Be as prompt to reduce prices as you are to advance them. The buying public soon catch on to any inconsistency in this particular.

Look ahead. Anticipate customers' needs. Certain goods will be called for as certainly as seasons come and go.

Give the half cent when buying produce, and take it when you sell goods. It is the only fair way.

Are you making progress? Not alone by the inventory or bank account should this be determined.

The most courteous attention to the parent will not atone for rudeness or indifference to the child.

No merchant need ever use printers' ink to inform the people that he is in business for money only.

"We aim to please," says the advertisement, but the salespeople scarcely condescend to show the goods asked for.

It hurts to be maligned by one who has been helped through financial straits; but that is the way some people pay their debts.

In selecting fixtures do not think only of appearance. Consider convenience, saving of labor and time and economy of space.

Meet every cut in prices of your competitors, throw off all the profit rather than not make a sale, take the statement of Tom, Dick and Harry that others are under-selling you, and you will be able to retire from mercantile life at no distant day.

Is sliding down hill worth the cost of traveling up again?

School days end, but study never, for those who go forward in life.

Sixteen hours a day for the storekeeper is a plenty. Suppose he should strike for less!

The horses which plow all day are laborers; the team that travels sixty miles a day with a carriage is having a snap.

If our job is at all hard the other fellow's looks easier.

E. E. Whitney.

Good Light Pays.

Sixty merchants were asked this question, "What has better lighting done for you?" Their answers, reduced to simple form, are given here:

1. Better lighting adds attractiveness and value to even the best of merchandise. z

2. Better lighting shows the true value of merchandise, thus reducing the returned goods problem.

3. Better lighting creates an atmosphere of cheerfulness which affects customers and clerks alike.

4. Better lighting instantly creates an impression of cleanliness, neatness and up-to-dateness upon even the least discriminating shoppers.

5. Better lighting overcomes competition by attracting trade from the poorly lighted stores.

6. Better lighting saves rent by enabling a store located in the middle of the block to compete with the corner store.

7. Better lighting makes it possible to use every foot of floor space and eliminate dingy corners.

8. Better lighting pays for itself many times over through the increased sales produced by it, for well-lighted merchandise is already half sold.

9. Better lighting doubles the attraction and sales power of window displays.

Several ice companies are offering to keep their patrons' ice boxes—if the boxes pass inspection—iced at all times for a flat sum each month.

The public resents any curtailment of service for which it is willing to pay, and is quick to desert a store with which it is displeased.



Lines of Interest To Grand Rapids Council.

The National and state elections are over and it is hoped that the smoke of battle will soon clear in order that everyone can see his way clearly to resume his duty to his country, his family and himself. There should be no alibis, there should be no misgivings or hesitations; because most of the populace got what they desired. Give the people what they want and generally they are happy and contented. The great size of the vote which chose the leaders for Nation and state is proof that the people wanted a change. They got what they desired, now there is no reason why they should not go forward with the assurance that their choice will do what is desired. It should be hard to find a grumbler now because the chances are that if you found one, he voted as the wind blew. Those of us who voted differently should shoulder arms and help the vast majority beat back reverses and build for the greatest prosperity and contentment this mighty Nation has ever enjoyed.

One recipe that will never change is that of political pie. It always has been and always will be composed of apple-sauce and plums.

When the booming of high-powered guns and the crash of the startled deer through the brush reverberate through the forests of Michigan on Nov. 15, Walter E. Lypps, well supplied with Old Golds, cartridges and alibis, will be in that great army of nimrods who will perforate the atmosphere in the Upper Peninsula. Walter left Sunday for Acherman, where a camp will be established and forays planned from that center. Walter is one of the few wise hunters who will infest the Northern woods. He made no promises as to the amount of venison or bear steak he will pass out upon his return. We sincerely hope Brother Lypps will secure a beautiful buck deer with horns which will make Gabriel sit up and take notice.

Free suggestion to amateur deer hunters: If it doesn't wear a vest, a necktie, a mustache or a hat, and doesn't smoke a pipe, it is probably a cow.

Alfred DeHaan, representative for the California Packing Co., was one of the few individuals who took no interest in the recent election. A new baby boy arrived to keep Mr. and Mrs. DeHaan busy for the next several years. Mother and son are doing fine. Al is now planning the old budget, so that Sonny Boy will be included.

"This is a pretty snappy suite", remarked the baby as he was put into his rubber panties.

Charlie Ghysels, Salada Tea man, with derby aslant, was seen hot-footing it down the street Friday evening as though he was going some place and no time to do it. When questioned as to his hurry, he said, "I am acting chairman to-night for the Salesmen's

Association and I am late". That Association was a new one on the news hound, so some more questions were directed at Charlie and the following information was advanced: Several of the boys selling food supplies have banded together to promote the sale of their products by helping the dealers put on special sales. Naturally the dealer is going to push the sale of articles sold by boys who, in turn, help him. That seems to be a very progressive move on the part of the boys and shows that the Team Work in Business idea is a very good thing. It might be well for other salesmen to investigate this movement. It might be a contributing factor toward licking slow business.

Conversation isn't a lost art. It simply has been made practical by being turned into salesmanship.

We have always believed the story that the Grand Canyon was dug by a Scotchman who dropped a nickle in a gopher hole, but science has changed that belief by asserting that it was cut down during million of years by the Colorado River, which still flows in the bottom of it. The sand and clay cut out of the Grand Canyon was carried down into the Gulf of California. It has made the flat, muddy plain, part of which is now the famous Imperial Valley of California.

A Scotchman recently sued a baseball company because he was hurt while watching a ball game. He fell out of a tree.

A. T. Heinzelman reports that L. P. Hyde, one of his oldest customers for Royal Blue Selz shoes, passed away at his home in Hart last week. Mr. Hyde had been in the shoe business continuously for the past forty-five years.

T. F. Fishley, of 2307 Francis avenue, has been at gripp with the flu for several days. He reports personally that he is on the mend and that no serious damage has been done. He says he is ready to take up the battle again with more pep than ever.

Every cloud has a silver lining and even an old suit of clothes has it shiny side.

Gilbert Ohlman, diminutive member of 131, and hustling representative for Vanden Berge Cigar Co., had the misfortune to have his car broken into Monday night of last week. About \$150 worth of cigars were stolen. The car was parked in front of the Roosevelt Hotel in Lansing and in a well lighted district. Gil intended to make a call after dinner, so left his car parked at the curb. When he went to his car he found that some enterprising thief or thieves had heard of the quality of Vanden Berg's cigars and had taken the opportunity to stock up plentifully in anticipation of many enjoyable hours in Havana.

One thing that is holding up the return of a good five cent cigar is the return of a good five cents.

We understand that J. C. Larraway, senior member of the Executive Committee, has taken his golf so seriously that he has joined one of the progressive golf clubs of the city. We fully expect that Clyde will hang up some

record scores when the summer sun has come again.

Most of us have given up hope of ever finding a diamond in the rough. We'd be content to find a new and unmarked golf ball there.

Counselors should not forget the prosperity stamps which have been issued by the United Commercial Travelers. They are beautiful in design and carry a message which should be spread like dew over the entire land. They not only express the spirit and aim of the United Commercial Travelers, but will carry a message of confidence to the user. They express what should be the entire sentiment of the Nation, "This is not a shoddy Nation."

Prosperity is something the business men create for the politicians to take credit for.

Word has been received from Harry Behrmann, through A. Bosman, that he would appreciate the proceeds of the next penny collection in order that he may apply same on the purchase of a new overcoat. We wonder why he does not use a wrapper from one of his cigars. Harry sends his greetings to all the boys.

While at a football game, one young man watched the entire cheering section sway back and forth during a song. For a moment he looked perplexed, then arose and left hurriedly. He knew when he had had enough.

Martin Vermair is always to be found doing some good some place for someone. He has been busy the past week on the Y. M. C. A. drive. No doubt he was making the young men safe from the Democrats.

As a rule the keynote in a campaign is the first one in the scale: "Dough".

When a dog bites a man, that is just a happening, but when a man bites a dog, that is news. When one of our good sisters of the Ladies Auxiliary gets by with fifteen candles on a birthday cake, that is miscalculation.

Frank M. Johnson, a member of 131, had the misfortune of meeting a lady out on M 16 Friday evening. When the introduction was completed Frank found he had a gash over one eye and a badly damaged car. It seems that a slippery pavement caused an advancing car, driven by a lady, to slew when within a few feet of Johnson's car and the result was two scrambled cars. The mix-up proved more serious to the cars than to the drivers or occupants. We understand no one was seriously injured.

In the midst of traffic, we are in death.

A very pleasant surprise was given Mrs. Harry Nash Saturday evening when a group of friends tumbled in unannounced to remind her of her (?) birthday. The groom—pardon us, the husband—presented her with a very excellent birthday cake with an undetermined number of candles thereon as decorations. The evening was spent in playing bridge and complimenting Mrs. Nash on her youthfulness and vivaciousness. The party consisted of Mr. and Mrs. Nash, Mr. and Mrs. A. F. Rockwell, Mr. and Mrs. Lypps, Mr. and Mrs. R. E. Groom, Harry Jones and Miss Freda Taylor. The staff

joins in wishing Winifred many happy returns of the day.

A friend forgives your defects and if he is very fond of you, he doesn't see any.

It is rumored that Ray Bentley has suffered an injured index finger on his right hand from pointing out the news item in last week's Tradesman. We understand it was the item regarding Ray's method of rendering sudden service by using a trailer.

Gerald Wagner, our Junior Counselor and a prominent consulting engineer, has returned from Detroit, where the National Committee of Engineers for trade recovery was convened. Brother Wagner is chairman of zone 3 of the Michigan committee of the National Committee of Engineers. He served in this capacity during 1931 and his organization functioned 100 per cent. The purpose of the committee is to relieve unemployment and aid in the recovery of trade. The meeting in Detroit was attended by many salesmen from corporations of National repute. During the session, every man, without exception, pledged himself to go out and sell to the Nation the following: Build, carry out municipal and civic projects, restore trade by doing something constructive. Twenty-six million in dole were spread over Michigan last year. That amount, used for constructive purposes, would be lasting, not money thrown to the winds. At present there are \$50,000,000 available for the State of Michigan to use in promoting worth while projects. Those who can do this constructive work should lend a hand in order that doles might be contributed to things which would make for permanent and beneficial good. It might be well for every U. C. T. to get back of this movement and work for a constructive program rather than a destructive one.

James S. Vander Veen, commonly called Sunny Jim, and a member of No. 131 since 1920, has accepted a position with the Allen B. Wrisley Co., of Chicago, to travel Southwestern Michigan territory. Brother Vander Veen was connected with the Snyder Preserve Co., of Rochester, N. Y. He was with that company for fifteen years, but when opportunity knocked he decided to open the door. Jim is optimistic as to the future. His belief in the good times which are fast approaching prompted him to start the ball rolling by giving work to seventy-one men for one day by purchasing a new automobile in which to better make his territory. He says his hunch was good, because his business has been excellent and the car is doing its stuff to his entire satisfaction. Mr. Vander Veen resides with his family at 61 Griggs street. The Council joins in wishing Sunny Jim much prosperity.

A salesman tells us that getting orders from some people is like pulling teeth—he has to give them a lot of gas.

Wm. Robinson left for Lansing Monday, where he will reside for the winter. He represents the Merrill-Burns Co., which is distributor for the Hoffman "Get-U-Out" tire shoe.

The Salesmen's Club met Saturday, Nov. 12, at the Elks Temple. Rev.

Hailwood, of All Souls church, was the speaker of the day. His subject, Leadership and Service, was taken from the theme "Bramble-bush". He expressed his regrets at leadership, not only in governmental affairs but in civic and municipal affairs as well. He stated we are often placed in the hands of men not qualified for leadership. This comes many times as the result of great reluctance on the part of those who are qualified to assume this responsibility. Rev. Hailwood took this occasion to announce that he would accept the appointment to serve on the board of education to fill the vacancy caused by the death of Mr. Vonk. It is the humble opinion of the writer that the city should take advantage of this opportunity. It is rarely that such a man as Rev. Hailwood is available for public service.

The trouble with these "Do You Want Money?" advertisements is that when you read them you always discover you either have to work for it or mortgage something to get it.

Gilbert H. Moore, Michigan representative for the Rudy Furnace Co., of Dowagiac, is spending the fore part of the week at the factory. Gil reports that the new line of popular priced furnaces is going over with a bang. He also reports better business in many sections of his territory. We wonder how he voted?

Personally, we are not very superstitious, but when we are crossing railroad tracks we know it is a bad sign to see a train coming.

It seems that it is rather hard to get news from the scouts this week. We wonder if it wasn't the shock resulting from the big party held Tuesday, Nov. 8?

Come on all you fellows from other councils! Get out the old scratch pad and make some notes. Kalamazoo, Battle Creek, Lansing, Owosso, Bay City, Saginaw, Detroit. Hey you guys in the U. P.! Shake a leg and get in on this U. C. T. page. Any of the other councils are invited to contribute in the make up of this page. Get your news in to me by Saturday for the following week's issue. Address 1714 Horton avenue, or telephone 52757.

Longfellow said that a man must be either a hammer or an anvil. But he overlooked the fellow who is simply bellows.

You fellows who haven't paid assessment No. 210 are in a bad way to collect any indemnity in case of an accident. You are and have been on the delinquent list since the last day of October and have no rights or benefits accruing to you under the constitution. We believe money should be more acceptable than flowers or sympathy in case of injury or death. Scribe.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 15—Now that the election is over and the radio is cleared again, we will get a change and down to business. We must confess, however, that we did not know there were so many Democrats as the votes indicated, but now that the majority must dominate we should all get down to business and put our shoulders to the wheel and give the new administration our hearty support and help put over the wonderful pro-

gramme which has been promised the people, which, if successful, will bring about the results desired. All of our factories and industries are running on full time and our tannery has increased its employees to 550, which is a record breaker for that institution. We really do not realize how fortunate we are here until we hear from other places. Last Friday a traveling salesman who had spent two days calling on the trade here told us that he did not like to leave the Sault, as it was his first town in which the depression was missing. He tells us that in some of the towns in the lower part of the state that he was making one could lie on the street for over one hour before being run over by an automobile and that it was almost impossible to sell more than one item in his line and that such was the case until he struck Petoskey and from there on Up North business began to improve and that the Sault was the banner city for business.

The hunters are pouring into the Upper Peninsula for the break of dawn Nov. 15, when the deer season opens. From present indications there will be a smaller number of hunters in the Northern woods than in previous years. The decrease is indicated by the number of hunters crossing the Straits. On Nov. 10 this year the number recorded shows 260 cars, while at the same time last year the number was 307 cars. Our real snow came on Sunday, which will be easy picking for the hunters this year and will mean a big slaughter.

Pascal Benoit, who has conducted a grocery at Brimley for the past year, has sold the stock to John Dishnaw, who will conduct the business and the gas station as heretofore, Mr. Dishnaw recently conducted the gas station two miles North of Brimley on M28.

The fellow who has been getting the most fun in the campaign was Norman Thomas. He didn't expect to be elected, so he is suffering from no disappointments.

The Manistique Pulp and Paper Co. mill, at Manistique, has resumed operations, having received another order which will keep the mill going for the next ten days and it is hoped that the orders will keep coming in so as to keep the mill in operation longer.

Wm. St. Peter, who has been conducting a small store and confectionery at 800 East Portage avenue, has sold out to Charles Beam, who will continue the business. Mr. St. Peter will engage in another line of business.

The old pioneers, eighty in number, gathered at the agricultural hall at Stalwart last week to enjoy their annual fowl supper. Two long tables extending the full length of the hall were filled and a genuine old time social evening was held. A programme of music, songs and stories, with some good talks, made the affair a pleasant memory. Chester Crawford, the Stalwart merchant, gave the principal talk, William Clark was chairman and another good time was had by all.

Duke Trempe, one of our well-known citizens, is planning another trip around the world. He returned a short time ago from the Sailors Encampment, where he spent the summer. Duke is one of those lucky fellows who never lets business interfere with pleasure.

Hermansville now has an up-to-date hotel for transient and regular boarders. What was formerly known as the Wisconsin Land and Lumber Co. boarding house has been transformed into such a hotel and has been renamed the IXL Lodge. The lounging room has been remodeled into a large lobby by connecting it with an archway to the entrance hall. This room has been comfortably furnished with suitable furniture. The dining room has been rebuilt and refurnished throughout, individual tables being provided and appropriate chinaware serves the delightful meals prepared

by Mrs. Graves to the guests. The second and third stories are rooms with private baths, transient rooms with running hot and cold water and shower baths have been set aside on the second floor. It is the aim of G. Harold Earl, president of the Wisconsin Land and Lumber Co., that the IXL Lodge shall compare favorably with the Bear Creek Lodge at Blaney Park.

Dr. G. P. Ritchie, one of our well-known dentists and beloved citizens, died Wednesday, after several months' sickness, at the age of 66 years. Dr. Ritchie was president of the school board for the past sixteen years and has been one of the most outstanding figures in the Sault educational system. Much credit for the high quality of the Sault's educational institutions is given to Dr. Ritchie. He was born in Leith, Scotland, a suburb of Edinburgh, Sept. 6, 1866, and came to this country in 1880, when he was 14 years old. With his parents he settled on a farm in Oakland county, where he lived during his boyhood days. He attended the Detroit College of Dentistry, graduating in 1886, then coming to the Sault and establishing his office here. He was a member of the Methodist church, a member of the Rotary club, the Masons and Knights of Pythias. He was chairman of the Chippewa county committee of the children's fund of Michigan. He is survived by his widow, one son, Alexander, and one daughter, Mrs. Wm. Bussy, of Detroit, and one brother, Dr. A. M. Ritchie, of Flint. The life of Dr. Ritchie exemplifies a "bigness of soul that is enduring." Rev. Marshall Hoyt told a host of friends at the funeral services at the home Friday afternoon.

Politics is the only profession in this country that lets a man make the public pay for his mistakes.

William G. Tapert.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: FaFrley Fur Co., Albion. Victor-Peninsular Co., Detroit. United Awning Manufacturing Co., Detroit. Dack's Shoes, Inc., Detroit. Chicago Art Marble Co., Detroit. Lawler Tire & Vulcanizing Works, Inc., Jackson. Cannery Warehouses, Inc., Detroit. Edwin D. Leonard Co., Detroit. Bay County Savings Bank, Bay City. Sleepy Water Distributors of Detroit, Detroit. Marital Endowment Corp., Grand Rapids. Eaton Rapids Power Co., Eaton Rapids. C-M-C Company, Freeland. W. J. Jennison Co., Detroit. Washington Realty Co., Detroit. Miller Peanut Stores, Inc., Detroit. Houston Heights Land Co., Detroit. Broadway Realty Co., Detroit. Doraldina, Inc., Detroit. Ralston, Brookes and Clark, Inc., Detroit. Manhattan Laundry Co., Detroit. Dearborn Van Born Co., Detroit. Mackinnon Land Co., Detroit. Modern Sales and Service Co., Detroit. National Supply Co., Saginaw. Bee Manufacturing Co., Hamtramck. Springdale Silver Fox Farms, Scottville. California Packing Corporation, Detroit. Iron City Engineering Co., Detroit. Huron Thrashing Co., Grindstone City. Howards Cleaners and Dyers, Inc., Detroit. Elias Nahhat Co., Inc., Detroit. Toledo-Detroit Railroad Co., Dearborn. United Corporation, Detroit. Campbell & Co., Inc., Grand Rapids. Acme Camera Exchange, Inc., Detroit. Electrical Fittings & Equipment Co., Detroit.

Tecumseh Supply Co., Tecumseh. Motor Tool Manufacturing Co., Detroit. Rocktile Manufacturing Co., Detroit. National Moulding Co., Grand Rapids. Holland-St. Louis Sugar Co., Holland. Finance Corporation of Royal Oak, Royal Oak. Horne Funeral Home, Jackson. Dockware Co. of America, Benton Harbor. Hower & Hower, Inc., Muskegon. Guardian Realty Co., Detroit. Modern Wall Paper & Paint Corp., Detroit. Maier & Hammer, Inc., Detroit. Boesky Bros., Inc., Detroit. American Solvents & Chemical Corp., Detroit. Superior Vault Manufacturing Co., Iron River. Cable Draper Baking Co., Detroit. Detroit & Wayne County Realty Corporation, Detroit. Page's, Inc., Flint. N. Slater Storage Co., St. Joseph. Earl McNeil, Inc., Detroit. Well, Inc., Battle Creek. Long Lake Lodge Realty Co., Alpena. Ormstrong Shovel Co., Iron Mountain. Mackinac Island Power Co., Mackinac Island. Chippewa Edison Co., Sault Ste. Marie. Ottawas Beach Development Corp., Detroit.

My suggestion is to create a quite new government body, one not contemplated by the Constitution. It would need to take over from the Senate the power of ratification of foreign treaties. It would be a sort of body of elder statesmen, whose sole official concern should be with matters of foreign policies and relations.

Frank A. Vanderlip.

Many a player in the orchestra of life spends all his time merely in tuning up.



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

MOVEMENTS OF MERCHANTS.

Detroit—The Picadilly Candy Co., 8628 East Forest avenue, has changed its name to the Leddy Candy Co.

Stambaugh—The Peninsula Silver Fox & Fur Co. has decreased its capital stock from \$75,000 to \$25,000.

River Rouge—The Dwight Lumber Co., Ciotte street, has decreased its capital stock from \$500,000 to \$200,000.

Detroit—The Federal Alloys Corporation, 924 Larned street, has decreased its capital stock from \$25,000 to \$2,500.

Jackson—The Jackson Dairy Co., 2014 Tyson street, has changed its name to the Loud & Jackson Dairies, Inc.

Kalamazoo—The Michigan Funeral Supply Co., 1705 First street, has changed its name to the St. Clair Corporation.

Grand Rapids—The Sheet Steel Development Co., 601 Ottawa avenue, N. W., has changed its name to the H. F. Cox Company.

Montague—James Coon, who sold his grocery stock to Ralph Williams about two years ago, has repurchased it, taking immediate possession.

Highland Park—Grogur Drugs, Inc., 13550 Woodward avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The McFaddin Distributing Co., dealer in produce, Union Produce Terminal, has changed its name to the McFaddin-Skelton Distributing Co.

Detroit—Cartier, Inc., 1219 Washington Blvd., has been organized to deal in shoes, etc., with a capital stock of \$10,000, all subscribed and paid in.

Allegan—Charles Marron, owner of the North Side Dairy, has purchased the Riverview Creamery of A. J. Davidsmeyer and will continue the business.

Kalamazoo — Norman Dunbar, 66, proprietor of the Dunbar Grocery, South Westnedge avenue, died at his home, 225 Cork street, following a brief illness.

Detroit—The Keene Edge Service Corporation, 515 Leib street, has been incorporated with a capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Caro—Huston-Collon Co., Inc., has changed its name to the Home Undertaking Co. and increased its capital stock from \$15,000 to \$120,000 and 600 shares no par value.

Detroit—The Wayne Warehouse Co., 3266 Penobscot Bldg., has been incorporated with a capital stock of 500 shares at \$100 a share, \$1,000 being subscribed and paid in.

River Rouge—Barrons, Inc., 1533 Coolidge Highway, has been incorporated to sell fuels, sand, gravel and sewer pipe, with a capital stock of \$4,000, all subscribed and paid in.

Grand Rapids—The Lewis Electric Co., 750 Cherry street, has merged its business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Jackson—Weiser's, Inc., 113 East Michigan avenue, has been incorporated to deal in clothing, dry goods and notions, with a capital stock of \$5,000, \$2,500 of which has been subscribed and paid in.

Detroit — The George-Sommers Dairy Products Co., 2950 East Woodbridge street, has been incorporated with a capital stock of 500 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Shuler Carpet & Furniture Co., 6433 Woodward avenue, has merged its business into a stock company under the style of the Shuler Stores, Inc., with a capital stock of \$1,000, all subscribed and paid in.

Niles—The W. O'Toole Estate, dealer in fuel, ice, etc., has merged the business into a stock company under the style of the O'Toole Coal Co., with a capital stock of 100 shares at \$100 a share, \$10,000 being subscribed and paid in.

Lansing—An involuntary petition in bankruptcy has been filed against the Food Warehouse, Inc., 827 East Michigan avenue. The petitioning creditors and their claims are as follows: Lakeside Biscuit Co., \$128; Elyria Canning Co., \$261; Keystone Macaroni Co., \$177.

Battle Creek—Joseph Weiss, has resigned his position of manager of the Daniels Jewelry Co. store and leased the store at 13 East Michigan avenue, which he will occupy with complete lines of jewelry, silverware, clocks and novelties Nov. 19. He will conduct the business under his own name.

Kalamazoo—Ralph Ritsema, has purchased the meat stock and equipment of Claus K. Laning at 1311 South Westnedge avenue, taking immediate possession. Mr. Laning will retire in an effort to recover from the shock he sustained in the asphyxiation of his four sons in their home last March.

Hart—Luman P. Hyde, 76, engaged in the shoe business here for half a century, died in the local hospital last Friday. Mr. Hyde had retired from the firm of Hyde & Birke two months ago because of ill health. For twenty-six years he had been president of the Oceana County Fair Association, belonged to the R. A. M. and Knights Templar of Ludington and the Hart O. E. S. He is survived by the widow and daughter, Mrs. Vera Leonard of Kentucky.

Pontiac—E. P. Waldron, 73 years old, owner of the Waldron Hotel and prominent business man here, dropped dead in the office of the Secretary of State at Lansing Nov. 12. The death, attributed to heart failure, occurred just after Waldron had arrived with his secretary. He came here on business. Born in St. Johns, Mr. Waldron had lived in Pontiac the last twenty-two years, where he had extensive business interests. He is also survived by a son and daughter.

Manufacturing Matters.

Ferndale—The Progressive Tool & Cutter Co., 2345 Wolcott street, has been organized to manufacture metal cutting tools with a capital stock of \$10,000, \$4,000 of which has been subscribed and paid in.

Grand Rapids—H. L. McGarrick, Inc., 644 Fulton street, East, has been incorporated to manufacture and sell furniture, with a capital stock of 1,000 shares at \$5 a share, \$5,000 being subscribed and \$1,000 paid in.

IN STATING PRICES.

Psychologically Essential To Be Clear and Positive.

Please note that there are just two ways of stating a price. One is the written or printed way. This appeals to the eye. The other is the spoken way, which appeals to the ear. In mercantile practice both methods are indispensable, each having its own field where it and not the other serves best.

Often the Tradesman has stressed the advantages of the free use of the first method, recommending marking the selling price of every article in plain figures or, better yet, featuring it with a price ticket.

Many large retailers are making great use of this method. To small dealers it is a real godsend because it is for them the least expensive and most effectual form of advertising that is available.

This method has not been generally adopted by merchants handling exclusive and high-priced lines and catering to ultra-fashionable people. But progressive retailers of goods that are in general demand, can hardly speak too highly in its favor. Newspaper and handbille advertising of special sales and bargain prices is simply an outside-the-store extension of this eye-appeal method.

Wherever employed, this has one great psychological advantage over the ordinary use of the spoken or ear-appeal method. A shopper who is attracted by the appearance of an article can learn its cost without asking. And some women actually hate to ask a price.

Still, price is the crucial matter with these same canny matrons. If a customer can see at a glance what an item costs, then she can decide whether she can afford it, without benefit of salespeople. Many a sensitive woman dreads to expose to store employees the painful economies to which she is driven by present conditions. Such feel that asking a price commits them to examining the goods, listening to a sales talk about it, and either buying or assigning some reason for not doing so.

So much for the simple easy method of price-stating that price tickets afford. But neither price tickets nor any other written or printed form of price statement will answer in every case. Occasions constantly are arising when an enquiry as to price must be answered by word of mouth. As when a customer asks by telephone, or a shopper while in the store enquires about goods that are not on display.

Above everything else let the reply be courteous. Let no slightest trace of annoyance or even of weariness creep into voice or manner.

Suppose there s enquiry about some item that is on special sale, or that has been advertised to go on sale, next Monday, say. Be sure to mention that this item is or will be a special, and also just when it will go back to regular price. If such conditions are not made clear, and the customer comes in too late to secure the bargain, she is likely to feel she has been ill-treated.

When a price enquiry is sent in by a child, or when the questioner is an aged person or one who is deaf, or a foreigner who has difficulty in understanding our language, take pains to make the answer unmistakable. In the case of the child it would be best not only to state the price verbally, but also to write it on a slip of paper.

Always and to everyone let the statement of a price be clean cut and decisive, not "about so much" or "around such or such a figure." The manner and the tone should have a quiet positiveness that leaves no room for doubt. Here is a typical example of wavering:

Mr. and Mrs. Archer keep a neighborhood store. In addition to stationery, pictures, greeting cards, magazines and newspapers, they handle gift china and glassware. Mrs. Archer, who has excellent taste and a natural liking for such wares, has charge of both the buying and selling of this line. She has a good sense of values and makes wise selections, but her manner of pricing and stating prices is from fifty to seventy-five years behind the times. She has each item cost-marked in the cipher of the store, but keeps her selling prices all in her own head, or rather, makes them up as she goes along.

A customer comes in looking for a present for a friend. Mrs. Archer shows little sets and single items that are beautiful yet inexpensive. The shopper asks the price of a cracker jar or a fancy plate. Mrs. Archer takes the article in her hands, screws up her face, and appears to go into a private session of profound thought. Emerging from this she slowly remarks, "I guess perhaps I can make this \$1.25—no, I must get \$1.40 for it at least." Or, "I think I can let this go for 75 cents. Yes, I'll do a little better and call it 69 cents."

Her mind seems to be in a perpetual jiggle. How does the customer react to this absurd sort of sales talk? Although she usually offers her goods very reasonably, many get the impression that Mrs. Archer's prices are high and that a favored or an exacting purchaser is likely to be given a lower figure.

Admittedly china is a slow seller in these times, but there is no doubt that Mrs. Archer's lack of a satisfactory business is due in great part to her mistaken manner of price stating.

Most persons prefer to go where prices have been definitely fixed beforehand. Plain ticketing and positive statement inspire the belief that prices are "down where they are right." Any concealment, hesitancy or uncertainty is sure to arouse suspicion that the buyer will be held up.

Why not take advantage of correct psychology? Ella M. Rogers.

Activities of Trustee in Bankruptcy.

The Holben Family Shoe Store was sold at public auction Nov. 11 to various buyers in parcels.

The Palmer Drug Store, Hastings, was sold Nov. 10 to various buyers in parcels.

The best way to insure national safety is never to be unjust to a nation that is big enough to do anything about it.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.70c and beet granulated at 4.60c.

Tea—The market during the week has been quiet, without features. Everything in this country appears to be fairly steady—some grades are firm—without any material change in price. Consumptive demand is ordinary.

Coffee—The market for Rio and Santos coffee, green and in a large way, has taken an additional slump during the week, affecting both futures and spot coffees, and possibly the list on spot is 1/4c per pound lower than it was a week ago. The slump is due entirely to the fact that the heavy excess stocks are breaking the back of the market. Prices will undoubtedly go lower unless support comes from some miraculous source and it is hard to conceive what this could be. Milds are also off a shade for the week. Jobbing market on roasted coffee is weak in sympathy with the green market. Consumptive demand for coffee is fair.

Canned Fruits—The California canned fruit market shows some firming up, with one of the country's largest packing corporations announcing higher prices on some sizes and grades of apricots, pears, peaches and fruits for salad. These higher prices indicate pretty definitely that fruits under well known labels, whether private or advertised, are getting scarce. There is very little easiness heard about now in California, except in very few instances. Sometimes a lower price means that old goods are being liquidated or that some of the smaller canners over-anticipated their requirements in a certain size and grade. From the standpoint of the market as a whole, however, prospective shortages appear to be more numerous than prospective surpluses by far.

Canned Vegetables—Canned foods are inactive and without any particular feature, but delayed buying is expected to assert itself this month. There will be need for a fairly general expansion of inventories, as stocks in distributors' warehouses are low, and the supply of fresh vegetables and fruits will narrow down with the approach of winter. In holiday lines pumpkin seems to be very scarce and offerings are very few in Indiana, as well as other sections, where prices rule higher. There has been no buying interest as yet in Florida grapefruit. Uncertainty as to how early price ideas are going to stand up, also the extent of the coming pack, are influences which delay action. The major vegetables show little or no change as compared with last week. Tomatoes, peas, string beans and corn are being quoted at the same old levels. California fruits are marking time, but there has been a tendency to advance prices on fruits for salad. Choice cling peaches in No. 2 1/2 tins are still quoted around \$1.05@1.07 1/2. Coast, and standard peaches can be bought as low as \$1.

Canned Fish—Salmon has held well, with red Alaska now in the control of a few of the larger packers. Pinks are generally held by the larger packers in the Northwest at 85c, Coast, with a few offerings made by others

out there at 80c. Fancy chinook salmon is scarce and firm, and Puget Sound sockeye salmon well cleaned up.

Dried Fruits—The best news regarding California prunes comes from the Coast as the week closes. Dispatches to this newspaper say that all participating packers have bought prunes under the first offering at full opening prices named Sept. 7. The free tonnage in the hands of growers has been practically cleaned up and is now in control of the larger packers. There are at the present time no more than 7,000 tons of this free tonnage still in the fields. This would seem on the face of it to assure stabilization of the prune market for the season, and it promises a remarkable achievement when the low estate to which prunes fell last season is recalled. Oregon prunes are still pretty easy, although there has been some firming up in the large sizes due to export buying. California raisins are holding about steady, with fair business passing in Thompsons and little or no activity in Sultanas or Muscats. Bleached raisins are working into short supply. Dried apples were slightly improved and peaches showed little or no change. Some first hands have higher price ideas on apricots, but the movement has not become general enough as yet to make such prices firm. Figs are easy, and demand light. A fairly good business is being done by jobbers here, and some nice orders have been placed in the past week by the interior trade.

Beans and Peas—The market for dried beans is still neglected, weak and declining. The declines for the past week, however, have not been very large, but the tendency is unmistakably lower. No change has occurred in dried peas.

Cheese—Demand for cheese has been light during the week and the market has been about steady.

Nuts—The market did not show much change during the election week. There has been a fair amount of business passing with good demand reported for California walnuts, Brazils, old crop pecans and filberts, the last being in very light supply just now. Brazils have not moved out as well as had been expected earlier, and prices have not advanced. The chief attraction of old crop pecans is the lower prices. Importers are not buying filberts abroad because of high price ideas. Shelled almonds are still holding pretty firm in Spain. Walnuts are generally well held in France on the strength of a short crop.

Olives—The situation is unchanged. Spanish shippers maintain a firm attitude, but spot prices refuse to respond. Consumption has been quiet over the past week. Sellers in this area, despite the lack of snap to the market, are optimistic for the future, holding that the statistical firmness abroad will exert itself sooner or later.

Pickles—Although the 1932 pack of dills was known to have been far behind normal, because of a very small crop, there is no firmness to the market at the moment. In fact, dill prices, if anything, show a tendency to ease somewhat from the levels which have been asked over the past week. The demand for both dills and sweets is reported very slow.

Rice—The rice market in the South is looking up after several weeks of easiness. Both in Texas and Louisiana, it is announced that most of the cheap rice is now out of the way, and the fact that growers have put their rough stocks into the warehouses is taken as an indication that they have no intention of selling at to-day's market. Prices are reported as about 10c higher now on both milled and rough rice than they were a few weeks ago.

Salt Fish—Demand for mackerel continues good, as has been reported the Norway pack is very short and so is that in Ireland. This has thrown the demand to the American shore mackerel and they will undoubtedly have a good season. Prices show no change for the week.

Syrup and Molasses—The production of sugar syrup is larger than it was some time ago and prices are accordingly about 2c off. Demand is moderate. Compound syrup is unchanged at the decline report a week or so ago. Business is fair. Demand for fancy grades of molasses is pretty good without change in price.

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; Baldwins, 75c @ \$1.

Bagas—Canadian, 60c per 50 lb. sack.

Bananas—4 1/2 @ 5c per lb.

Beets—60c per bu.

Butter—Butter has had slight fractional advances during the week, but not to amount to much. Demand has been fair and prices about steady during the greater part of the week. Receipts seem entirely ample. Jobbers hold plain wrapped prints at 23c and 65 lb. tubs at 22c for extras.

Cabbage—35c per bu.; 50c for red.

California Fruits—Bartlett Pears, \$2.75 per box; Empress Grapes, \$1.50.

Carrots—25c per doz. bunches; 50c per bu.

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

Celery—20@30c per bunch.

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

Cranberries—\$2.75 per 25 lb. box for Late Howe.

Cucumbers—No. 1 home grown hot house, \$1.10 per doz.

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

C. H. Pea from elevator\$1.25
Pea from farmer1.05
Light Red Kidney from farmer	..1.80
Dark Red Kidney from farmer	..1.50
Cranberry beans to farmer2.75

Eggs—The offerings of fine fresh eggs are limited and prices therefore advanced 5c per dozen during the week. Storage eggs also moved up a fraction. Demand for fine fresh eggs continues good and if it goes on doing that and receipts do not increase, prices may advance further. Jobbers pay 31c for 56 lb. crates and 32c for 57 and 58 lb. Pullet eggs fetch 25c per lb. Jobbers sell candled fresh eggs at 34c. Cold storage are offered on the following basis:

XX candled25c
X candled22c
Checks21c

Grape Fruit—Florida command \$3.50 per box.

Green Onions—15c per doz.

Green Peas—\$2 per hamper for Wash.

Green Peppers—60c per doz.

Honey—The market is weak and uncertain, because of over supply.

Honey Dew Melons—\$2.75 for crates of either 9 or 12.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate---\$3.75

Imperial Valley, 4s and 5s, crate 4.00

Hot house, 10 lb. basket ----- .60

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

360 Sunkist ----- \$8.00

300 Sunkist ----- 8.00

360 Red Ball ----- 7.00

300 Red Ball ----- 7.00

Mushrooms—28c per one lb. carton.

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

126 ----- \$4.75

150 ----- 4.75

176 ----- 4.75

200 ----- 4.75

216 ----- 4.75

252 ----- 4.75

288 ----- 4.75

324 ----- 4.50

Red Ball, 50c per box less.

Onions—Home grown, 30c per bu. for medium yellow and 50c for white. Growers are receiving 25c per 100 lbs. for their crops. Domestic Spanish, \$1.50 per crate.

Parsley—40c per doz. bunches.

Pears—Kieffers, 35@50c.

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

Potatoes—Home grown 30c per bu. on the local market; Idaho bakers, 23c for 15 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 12c

Light fowls ----- 8c

Ducks ----- 10c

Light Broilers, 2 lbs. ----- 8c

Rock Broilers, 2 1/2 lbs. up ----- 11c

Turkeys ----- 14c

Geese ----- 9c

Radishes—20c per doz. bunches hot house.

Spinach—50c per bu. for home grown.

Squash—Hubbard, 75c per 100 lbs.

Sweet Potatoes—\$1.35 per bu. for kiln dried Indiana grown.

Tomatoes—Hot house, 75c per 10 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 7c

Good ----- 5c

Medium ----- 5c

Some people are much afraid of doing something for which they are not paid. That is the attitude of class and caste which leads to fossilization and decay. It represents the foreign system of servants, not the American system of partners in industry. The person who adopts it may possibly hold his place but the chance of promotion has gone and the chance of demotion and discharge has come. It is the most certain road to unemployment. Those who do only what they are paid for will never be paid very much.—Jay Kay.

MUTUAL FIRE INSURANCE

How To Handle Fires in Tall Buildings.

Under normal conditions, with the standpipes and elevators in working order, a fire in an upper story of a very tall building offers little difficulty. A line may be taken off the standpipe on the floor below the fire floor, taken up the stairs, and the fire thus extinguished. The floor area of upper stories of tall buildings is generally sub-divided into small compartments, and the construction and contents more or less fire-resistive, so that the danger of the fire getting out of control is small.

However, one of the most important rules in the fire department is to expect and be prepared for the unexpected. Suppose, then, the standpipe is for some reason out of service. This makes it necessary to run a line from the ground to the floor below the fire, then up the stairs to the fire. If the elevators are working, it is comparatively simple to carry the hose up, couple it, and lower to the ground, either by means of an open stairwell, or out a window. In a case like this, it is necessary to have perfect order and discipline. The three men who are to handle the nozzle should proceed by elevator to the floor below the fire with all necessary small equipment and there wait until other firemen have made the line ready for action, so that they will be fresh when they go in to fight the fire.

As soon as possible, salvage covers should be spread on the floor below the fire, and if necessary, on the fire floor. Chutes or catch-alls should be constructed, to get all surplus water out of the building with as little damage as possible.

It is entirely possible that the fire may put the elevators out of service. With both standpipes and elevators eliminated, the problem becomes difficult indeed. How should a fire be handled under these circumstances? Let us assume that there is a fire on the 46th floor of a tall building. The elevators and standpipes are all out of order. It is necessary to get all equipment to the floor below the fire (45th) by hand. There is small likelihood of the fire's getting out of control, because of the contents of the floor and the small area.

It will be necessary to haul the hose up the outside of the building. A nozzle team of three men should be selected who are to advance on the fire when the line is in service. These men should carry all the tools and small equipment they will need to the 45th floor, by means of the stairs, and there wait until the line is ready for them. The officer in charge should then assemble all the remaining men and explain to them just what is to be done, emphasizing the importance of teamwork and strict obedience.

Enough hose must be flaked on the ground to reach to the 45th floor, with 150 feet over to reach to the 46th floor, and to allow free operation there. Six rope teams of three men each should then be chosen, and stationed, one on the ground, and the rest at a vertical row of windows, nine stories apart. There will therefore then be rope teams on the ground, ninth floor, 18th

floor, 27th floor, 36th floor and 45th floor (the floor below the fire). In choosing the vertical line of windows, the commanding officer should consider what position will offer the least number of obstructions to the rapid raising of the hose. If possible, a line of windows should be chosen that does not have any setbacks, ornamental cornices, or other obstructions.

Each rope team should proceed to its station, taking a hose hoist, pull-up rope, axe, and a door-opener, which may be necessary if there are locked doors barring access to the desired windows. Upon arrival at its designated window, each team should lower its rope to the team nine floors below. The team on the ground attach the rope from the ninth floor to the hose, 150 feet back of the playpipe, and it is then hoisted to the ninth floor, where the line from the 15th floor is made fast. While this is being done, the ninth floor line has been dropped to the ground, and made fast. Then the ninth and 15th floor teams pull in unison. This is repeated, with all teams who are fast to the hose pulling at the same time, until the hose reaches the 45th floor. The pulling should be directed by the commanding officer who gives the signal when all teams on the line have signified their readiness.

As soon as the hose reaches the 45th floor, the men there pull in the 150 feet in front of the first tie, and the nozzle team takes it to the fire. In the meantime, the rope teams start down, strapping the line to window ledges. As soon as this is done, the engineer, who has had plenty of time to calculate the pressure necessary, turns on the water. Of course, it may be that the fire can be handled better with two small lines. If so, the nozzle teams should use the necessary fittings and small hose while the line is being strapped. All equipment necessary should have been taken to the 45th floor when they came up.

When the fire is out and the line no longer needed, it is cut at street level and drained. The rope teams then resume their former positions at the windows nine floors apart, and reverse the raising process, until the hose is on the ground. Here again perfect teamwork is absolutely necessary for efficient performance.

The handling of this fire is entirely dependent on the officer in charge. He must make his size-up in a short time, determine his course of action, instruct his men carefully and clearly, and oversee all operations. It will be necessary to have perfect discipline, timing and co-operation to make the plan effective. Unless each team knows its job and position, and what equipment they will need, the knots they are to use, there is apt to be a hitch that will seriously delay operations. And the nozzle team must take to the 45th floor all the equipment that will be needed, so that when the line reaches them, they can take it to the fire without delay.

Fire Captain William E. Reeder,
Cincinnati, Ohio.

A Business Man's Philosophy.

Since we have hard times, we might as well get what comfort we can from them.

No one, I think, can honestly deny that hard times have developed and brought out sympathy and understanding among people.

Tolerance and friendliness are reflected in the street, in office and shop and in the home.

In this depression the majority of employers have done everything within their power to soften the hardship of unemployment. Through fewer hours, alternate working days, short weeks and the stagger system, they have spread what wages could be offered over as many employees as possible.

"The great middle class," one man said to me, "are the worst sufferers and, as usual, they are bearing their cross nobly. The middle class con-

tribute from their slender means to charity, and even in extreme need they will not accept charity. They will suffer any privation before they will sacrifice their self-respect. From such families, whose members have met the severest test of character, will spring the leadership for the years that lie ahead. The boys who are giving up school to help out the family income will be holding responsible jobs in a few years, displacing the more favored youths who have been protected from the rigors of hard times. In many respects the oncoming generation will be the better equipped to deal with the realities of life than any group we have had for a long time."

William Feather.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

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

WILLIAM N. SENF, Secretary-Treasurer

Mutual Insurance

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

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

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

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320 Houseman Bldg., Grand Rapids, Mich.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 7.—We have received the schedules, order of reference and adjudication in the matter of James H. Derks, Bankrupt No. 5051. The bankrupt is a resident of Grand Rapids, and his occupation is that of a postal clerk. The schedules of the bankrupt show assets of \$590, with liabilities listed at \$7,632.35 and interest. The sum of \$490 is claimed as exempt to the bankrupt.

Nov. 9. We have received the schedules, order of reference, and adjudication in the matter of Robert Johnston, Bankrupt No. 5052. The bankrupt is a resident of Augusta, and his occupation is that of a laborer and farmer. The schedules of the bankrupt show assets of \$4,295, with liabilities listed at \$4,363.82. The sum of \$295 is claimed as exempt to the bankrupt. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of George McCullom, Bankrupt No. 5050. The first meeting of creditors has been called for Nov. 21.

In the matter of Mapes-Nebelius Cadillac Co., Bankrupt No. 5011. The sale of assets has been called for Nov. 14 at the premises formerly occupied by the bankrupt at 246 Ionia avenue, N. W., Grand Rapids. The assets consists of machinery, tool equipment, parts, accessories, gas and oil, stock room equipment, fixtures, automobiles, all appraised at \$2,677.72. All interested in such sale should be present at the date and time above stated.

In the matter of Edith M. Blair, Bankrupt No. 4677, final meeting of creditors was held under date of Oct. 7. Fred G. Timmer, trustee, only was present. Trustee's final report and account was approved and allowed. Claims proved and allowed. An order was made for the payment of expenses of administration as far as funds on hand would permit. No dividends to creditors. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of Stanley Marczynski, individually and doing business as Gold Star Bakery, Bankrupt No. 4885, final meeting of creditors was held Nov. 2. Trustee present; bankrupt represented by Sigmund Zamierowski, attorney. Trustee's final report and account approved and allowed. Claims proved and allowed. Bill of attorney for bankrupt approved and allowed. Accounts receivable and stock in Riverview Furniture Store sold at auction. Order made for payment of administration expenses and final dividend of 26 per cent. to labor claimants—no dividends for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to District Court in due course.

In the matter of Forrest D. Montgomery, Bankrupt No. 5013, first meeting of creditors was held Nov. 4. The bankrupt was present in person and represented by Mason, Alexander, McCaslin, Cholette & Mtts, attorneys. Certain creditors present in person and represented by Dean S. Face, attorney. Claims filed only. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Petitions of Peoples State Bank of Sparta and Sparta State Bank for leave to foreclose referred to trustee. Meeting adjourned no date.

In the matter of John Austin Palmer, Bankrupt No. 5025, first meeting of creditors was held Nov. 4. Bankrupt present in person and by L. E. Barnett, attorney; one creditor represented by Kim Sigler, attorney. Bankrupt sworn and examined before reporter, and transcript of testimony ordered. Claims proved and allowed. Fred G. Timmer, Grand Rapids, trustee; bond \$500. Meeting adjourned without date.

In the matter of Harry B. Cowdrey, Bankrupt No. 5024, first meeting of creditors was held Nov. 4. Bankrupt present in person and by William G. Bauer, attorney. Claims filed only. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

In the matter of Lionel Cox, Bankrupt No. 5017, first meeting of creditors was held Nov. 4. Bankrupt present in person and by William J. Branstrom, attorney. One creditor present in person. Claims filed only. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

In the matter of Paul D. Hagan, Inc., a corporation, Bankrupt No. 4855, final meeting of creditors was held Nov. 2. Trustee present in person and by attorneys. Bankrupt represented by attorneys. Creditors present in person. Trustee's final report and account approved and allowed. Claims proved and allowed. Balance of bills, notes and accounts receivable sold at auction. Order made for payment of administration expenses and preferred labor claims. No objections to bankrupt's discharge. Meeting adjourned without date and files will be returned to district court in due course.

In the matter of Meyer Kohlenstein, Bankrupt No. 4838, final meeting of creditors was held Oct. 28. There were no

appearances. Claims proved and allowed. Trustee's final report and account approved and allowed. Order made for payment of administration expenses and preferred claims and first and final dividend of .5 per cent. to general creditors. No objection to bankrupt's discharge. Meeting adjourned without date. Files will be returned to District Court in due course.

Nov. 7 On this day first meeting of creditors of Guy Glazier, Bankrupt No. 5034, was held. Bankrupt present and by Glenn D. Mathews, attorney. One creditor present in person. Claims filed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

On the same day first meeting of creditors in the matter of Walter H. Moul, Bankrupt No. 5008, was held. Bankrupt present and by Warner, Norcross & Judd, attorneys. No creditors present or represented. Claims proved and allowed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

On this same day first meeting of creditors in the matter of George D. Lambrakis, Bankrupt No. 5020, was scheduled to be held. There were no appearances and the bankrupt was notified to appear for examination Nov. 14.

On this same day first meeting of creditors in the matter of Louis J. Bolt and Tom C. Bolt, copartners doing business as L. J. Bolt & Son, Bankrupt No. 5022, was held. Bankrupts each present and represented by Jerome E. Turner, attorney. No creditors present or represented. Claims filed. Both bankrupts sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

Nov. 9. On this day adjourned first meeting of creditors in the matter of Robert W. Woodruff, Bankrupt No. 5003, was to be held. The bankrupt was unable to attend because of illness and the meeting was adjourned to Nov. 30.

Nov. 7. On this day first meeting of creditors in the matter of Bertha Wieman, Bankrupt No. 5019, was held. Bankrupt present and represented by A. S. Hinds, attorney. No claims proved or allowed. Bankrupt sworn and examined without reporter. Meeting adjourned to Nov. 19 to enable creditors to file claims if desired.

In the matter of Lawrence E. Rawlings, Bankrupt No. 5030. The first meeting of creditors has been called for Nov. 24.

In the matter of Harry Hyman, doing business as Hyman Furniture Co., Bankrupt No. 5028. The first meeting of creditors has been called for Nov. 24.

In the matter of Harry Hyman, doing business as Hyman Furniture Co., Bankrupt No. 5028. The sale of assets has been called for Nov. 25 at the premises formerly occupied by the bankrupt at 137 Portage street, Kalamazoo. The stock for sale consists of furniture, appraised at \$2,337.35; office fixtures appraised at \$145.50; and store fixtures and equipment appraised at \$170.25. All interested in such sale should be present at the date and time above stated.

Nov. 9. On this day adjourned first meeting of creditors in the matter of Mapes-Nebelius Cadillac Co., a corporation, Bankrupt No. 5011, was held. Bankrupt present by Fred A. Nebelius, Vice-President, and also by book-keeper. Creditors represented by Wicks, Fuller & Star, attorneys. Attorney for creditors was unable to proceed with further examination of bankrupt and meeting was adjourned without date.

Nov. 10. We have received the schedules, order of reference and adjudication in the matter of Benjamin J. Skinner, individually and formerly doing business as Community Oil Service, Bankrupt No. 5053. The bankrupt has his resident in the township of Portage, Kalamazoo. The schedules of the bankrupt show assets of \$637.50, liabilities listed at \$3,557.97. The sum of \$537.50 is claimed as exempt to the bankrupt.

Oct. 28. On this day final meeting of creditors in the matter of Warner B. Bera, Theo Bera and Vern J. Bera, individually and as copartners under the firm name of W. B. Bera & Sons, Bankrupt No. 4833, was held. Trustee present in person; bankrupts present and represented by Grant Sims, attorney. Claims proved and allowed. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt approved and allowed. Trustee's interest in certain real estate and balance of accounts receivable sold at auction. Order made for payment of administration expenses, preferred claims and first and final dividend to general creditors of 1.6 per cent. No objections to bankrupt's discharge. Final meeting adjourned without date and files will be returned to District Court in due course.

On the same day, final meeting of creditors in the matter of Walter Olson, Bankrupt No. 4836, was held. Trustee only present. Trustee's final report and account approved and allowed. Order made for payment of administration ex-

penses as far as funds on hand will permit; no dividend for general creditors. No objection to bankrupt's discharge. Final meeting adjourned without date and files will be returned in due course to District Court.

Nov. 10. On this day first meeting of creditors in the matter of Emil O. Fetke and Casimer O. Rutkowski, doing business as Fetke & Rutkowski, alleged Bankrupt No. 5018, was held. Alleged bankrupts each present and represented by Gore & Harvey, attorneys. Certain creditors

represented by Ross H. Lamb, John C. St. Clair and A. Schimberg, attorneys. Claims proved and allowed. Alleged bankrupts each sworn and examined before reporter. Written offer of composition to be filed within five days. Hearing adjourned to Nov. 22 for the purpose of considering such composition offer when filed.

Nov. 11. We have received the schedules, order of reference and adjudication in the matter of Thomas A. Case, Bank-

(Continued on page 11)

When
You
Recommend—



RED STAR YEAST

as the best for all uses

YOU can do so in full confidence of selling the best yeast for all uses AT A SAVING IN PRICE.

You have assurance, also, that RED STAR YEAST is absolutely fresh at all times, and will give complete satisfaction.

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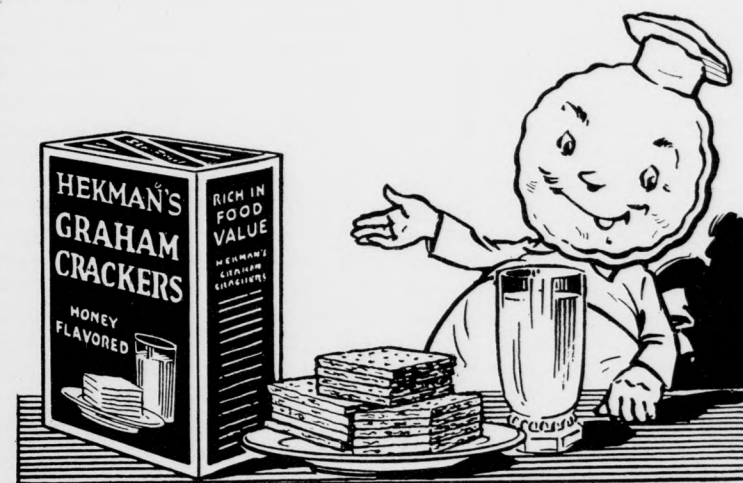
Detroit Branch—1234 W. Fort St. Grand Rapids Branch—515 Division Ave. S.

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Added Sales With Hekman Grahams

HEKMAN'S delicious honey-flavored Graham Crackers are a profitable, quick-selling item every grocer should handle. They top all other brands for popularity. Even people who never knew they liked Graham Crackers, revel in the fresh, crisp goodness of HEKMAN'S.

During November, HEKMAN Grahams will be advertised state-wide in leading newspapers. Arrange now for your deliveries so you can cash in on this advertising direct to your customers.



HEKMAN BISCUIT COMPANY
GRAND RAPIDS, MICH.

SPEAKS ACROSS THE YEARS.

Celebrations of anniversary and commemoration derive much of their usefulness from the fact that they permit a brief respite from daily cares and concerns and turn attention to enduring ideas, perpetuated through the years by those who honor them. Such days of memorial are welcome always and particularly so amid the confusion of troubles and perplexities. They preach first principles, although present difficulties may seem to discredit them. They help to restore faith when doubt is in fashion. They recall essentials and fundamental truths when men's minds are muddled with argument and false reasoning.

President Hoover was wise, therefore, in turning back the pages of American history to the year 1789 and appointing Thanksgiving day in the words of Washington, who was requested by Congress to set aside a day "of public thanksgiving and prayer to be observed by acknowledging with grateful hearts the many signal favors of Almighty God." The phrases of that proclamation concern the conditions of 143 years ago. They speak of war and peace, of the needs of a new Government and the work before it. But the spirit of devotion and dedication is within them, a sincere humility and a hopeful courage in the face of many grave responsibilities. These are entirely timely to-day, so that a thanksgiving proclamation from the past may be used again in calling the American people to celebrate their most ancient festival.

The purpose for which Thanksgiving day is appointed is not a mere reckoning of benefits enjoyed nor a self-satisfied acknowledgment of a fortunate nation's privileges and advantages. The day is intended to turn the thoughts of our people to the essentials of free citizenship, for which so much gratitude is due; to opportunities for service and sacrifice for the common good; to the responsibilities of good government and the duties of good citizens. Principally to these things George Washington directed the attention of the Nation in 1789. The present President of the United States chooses wisely in standing aside while his great predecessor in office speaks across the years to the citizens of to-day.

DRY GOODS CONDITIONS.

Unfavorable weather has again held down retail trade. Election day brought a spurt, however, although the result fell quite a bit below the former mark. Men's wear stores and departments appeared to find the most activity, which was pronounced in some cases the best of the year. Toward the close of last week there was better demand in many departments.

On the basis of one business day less last month than a year ago, department store sales in October ran close to estimates. The drop was 18 per cent., although the month without adjustment showed a decline of 21 per cent. This was also the average decline reported for the country as a whole by the Federal Reserve Board. The losses ranged from 15 per cent.

in the Dallas district to 26 per cent. in the Cleveland area.

The largest mail-order-chain system reported a drop of 12.9 per cent. for the four weeks ended Nov. 5. This, with one exception, was the smallest decline of the year to that date.

Estimates of sales by the department stores for the first half of this month indicate that the loss in October has been increased to around 27 per cent. Weather and pre-election dullness are held accountable. Some holiday buying has been noted and the stores will push their plans to encourage this early trade.

While a somewhat freer demand was found after the election and is expected to be more in evidence this week, wholesale merchandise markets are not looking for real action until retail sales improve. Shoe manufacturers and novelty furniture producers, however, reported fair buying.

SENTIMENT MORE BUOYANT.

Rising commodity and security markets combined with the election result itself to renew better feeling in most business quarters during the week. An air of expectancy appears to have succeeded the rather fatalistic or skeptical attitude which formerly prevailed.

In the commodity markets, Dun's list disclosed that advances had topped declines for the first time in six weeks. Hides and leather and the foodstuffs group contributed the best gains. The rise in farm and food products also lifted the Annalist weekly index to 88.9, the first advance in eight weeks of sagging quotations.

The weekly business index declined slightly. Advances, however, were shown in the steel and automobile production series. The automobile producers are now busy with new models in many cases and output has increased slightly. The leading producer, however, reported sales last month to dealers which were only about one-quarter of those of a year ago. Sales to consumers showed a drop of 45 per cent.

Since its low point in August the weekly business index has recorded a gain of about 6½ per cent. in basic activities. Other measures of industrial production have moved upward even more and it is pointed out that the increase from August to September was the sharpest of which there is record. A certain reaction was to be expected in the month preceding the National election, but, since the gains have been held, the assumption is that recovery is definitely under way.

PERSONNEL MORALE.

Out of changes now in process in the retailing field it is quite possible that an improved technique may be developed. Experimentation has little call when everything is moving smoothly and to change may mean interruption. On the other hand, when conditions grow unsatisfactory or even desperate, there is a tendency to try other methods that hold promise.

Reference has been made to several ways in which many stores throughout the country have sought to increase volume—adding of lines, elimination of excessive overhead, turning back re-

sponsibility to buyers, efforts to sell two articles in place of one, revision of sections, etc. In the meantime, however, perhaps too little attention has been paid to personnel.

Due to difficult conditions, the path of personnel in too many cases has been the path of hardship heaped upon discouragement. Wages have been cut, even small bonuses eliminated and duties increased almost to the breaking point in some instances. Merchants are fond of dwelling on the vital importance of those who act as their contact with the public, but all too frequently they stop with lip service.

As the holiday season approaches, perhaps the stores might experiment to excellent purpose in finding ways to raise the morale of their workers. They might find this one of the most fruitful fields of profitable endeavor.

EXIT MONACO.

In pursuit of what it regards as freedom from British domination, the Irish Free State under President de Valera is apparently prepared to suffer all the hardships of an economic war. No such zeal for liberty animates little Monaco under the stress of hard times. With its income from the Monte Carlo casino showing no signs of recovery from its depression slump, the principality is said to have decided to surrender its independence to France in return for a financial settlement and a perpetual annuity. Immediate necessities have forced it to consider accepting such control, which means French taxation and French customs duties, as the only solution of economic problems it cannot solve by itself at a time when gambling at the casino attracts very few visitors. If this agreement between France and Monaco is confirmed, it will mark the virtual disappearance of a state which with one brief interval has been independent since 968. For the past century Monaco, it is true, has been closely under the protection of France. It has not aspired to membership in the League of Nations as a sovereign state. Nevertheless, in its freedom from taxation and in its control of its own affairs under the rule of Prince Louis II, it has had all the attributes of sovereignty in which its handful of citizens were interested. Their surrender now must be a grievous blow.

IT GIVES US HOPE.

One of the most unexpectedly heartening bits of reading which has recently encountered our eye is the news that two great automobile concerns are promising, in their new makes of cars, improvements of the first importance. It had seemed to many of us that the era of automobile invention had closed. So much brains, so much research, so much competitive effort had gone into the creation of the American automobile previous to 1929 that the mind was balked at any idea of further improvement. Nevertheless, in this day of dawning hope two such advances are promised for the market. We hope that they will prove to be what the wisest automobile minds have been seeking as a prelude to recovery; that is, improvement so universal in char-

acter as to compel Americans to get rid of their old cars and buy new ones. Our people like to keep up with the Joneses. When the Joneses have a car with balloon tires or a four-wheel brake, and they haven't, they immediately set out to get one. And the once premier industry of the country then booms and prospers. It would be a great thing if the automobile business should lift itself out of the slough of despond by using its own bootstraps. Here's hoping that this may come to pass!

FREAKS OF A LANDSLIDE.

What a landslide doesn't do is almost as interesting as what it does. The Roosevelt landslide carried Michigan into the Democratic column for the first time since 1852 and left the losers with a smaller number of electoral votes than had been received by a major party in a two-party contest since 1864. Yet the winner's plurality may fall short of the Harding 7,000,000 in 1920 and in any event is not likely to go much beyond it. More striking is the fact that Governor Roosevelt failed to establish a record plurality in his own State. Twice it has given a larger plurality to a Presidential candidate than it gave last Tuesday. To add to the strangeness of this circumstance, each of these victories was won by a candidate who lived outside of New York. Roosevelt won the State by about 600,000. Large as that figure is, it was surpassed in 1920 and again in 1924. Harding's plurality was 1,090,000 and Coolidge's was 870,000. Thus outsider have twice carried New York State by larger pluralities than that received by a native son in a landslide which outdid either of theirs. A political landslide has the freakishness of a cyclone.

BACK TO THE SOIL.

The usual depression shift in population from the towns and cities to the farms has been steadily increasing for almost three years. By the end of this year, according to the Department of Agriculture, the farm population not only will have reached the high mark for the last twenty years but will be very close to the record which was set in 1910. In the decade from 1920 to 1930 approximately 1,500,000 more persons moved from the farms to the cities than from the cities to the farms. At the beginning of 1930 the farm population was 30,169,000, the low point since 1910, when 32,077,000 lived in the rural areas. During 1930 the farm population gained more than 200,000. Last year this increase jumped to about 650,000. This year it will be about the same, perhaps larger. Thus in three depression years the farms will have regained all the population they lost in the ten previous years of urban prosperity. A large migration has been going on, almost unheralded, the importance of which will not be fully known for months, or even years, to come.

Politeness helps gasoline and oil sales, thinks the Texas Company. Texaco truck drivers are under standing orders to stop and help stalled motorists, and to let faster cars pass them.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Now that we are to have a "new deal" at Lansing after Jan. 1, it strikes me that it would be very appropriate for me to call the attention of the governor-elect to some apparent irregularities in the purchase of goods by the State purchasing department which he should undertake to remedy. What I say applies to all lines of goods, but I will merely specify a single item as an illustration. In soliciting bids for cut soles, for instance, the purchasing agent is in the habit of specifying "white oak" cut soles. This is a private brand owned by only one house, Morley Bros., of Saginaw. No one else can bid on this brand except Morley Bros. Perhaps it would be more exact to say that bids on any other brand, which might be better than the white oak brand, would receive no consideration by the purchasing agent and his associates and assistants. This naturally opens the door for graft and self-seeking. I do not say that anyone ever took advantage of the opportunity thus presented to fleece the State, but the opportunity is there just the same.

After bids are received and contracts are awarded, the purchasing agent has been accustomed to refuse any information to the unsuccessful bidders as to the price obtained or the identity of the successful bidders, claiming that he is justified by law in taking such a stand. I cannot conceive the existence of such a law, because it would open the door to all sorts of fraud and chicanery. It would not be in keeping with the theory and practice of fair play, which ought to be steadfastly maintained by every American citizen. Contrary to my usual custom I submitted the above statements to the purchasing agent before the Tradesman was printed and asked him to acquaint me with the law on which he based the statement in justification of his action along the lines described; also his reason for specifying private brands in his requisitions. His reply is as follows:

Lansing, Nov. 10—I have yours of the 9th instant calling attention to a reported practice in this office of specifying a brand of merchandise which is a private brand and therefore not subject to competitive bids. You mention the brand known as "white oak."

I want to say for your information that we do not specify brands of any sort on merchandise in this office. All requests for merchandise come to us on specified requisition forms and the institutions in writing up requisitions frequently do specify certain brands, but we do not treat these brands as the only brand of sole leather which can be used. Providing the price is the lowest price of what is understood to be a high grade of merchandise we are always, of course, pleased to satisfy the institution authorities with the particular article they appear to desire, but our records here in the office will show that Morley Brothers do not get all of the sole leather or cut soles or heels under the brand you name. We try to select, so far as we are able, the best quality of shoe leather that we can purchase at the lowest possible price and disregard

brands when we know that it is possible for us to do this.

In the second paragraph you mention another matter, of the practice in this office of refusing information to unsuccessful bidders and claiming that we are justified by law in taking this stand. This is not true. We do not hesitate when an unsuccessful bidder is anxious to know why he did not get the business to tell him at what price we purchased the article he may be interested in, but we do make a practice of treating all quotations as confidential, therefore we do not disclose the name of the bidder at the same time that we disclose the price, after the business has been let. We do not believe that a practice of open bids and showing each bidder the price that his competitor is offering merchandise at would operate in the interests of the taxpayers in the State of Michigan as we know, from long experience, that we could not get the best prices by following this practice. We realize, of course, that State business is public business, on the other hand we feel very strongly that the taxpayers should be in a position to get as much merchandise for the dollar as a private concern or individual and am sure you will readily agree with me when I say that it would be impossible for you, in purchasing your supplies, to get the prices you do get if you exposed the prices that competitors were giving you on the particular article you might want.

In regard to the supposition that certain practices leave the way open for graft and self-seeking. This is always possible in a purchasing department and exposing bids would not prevent this practice. I have known of a good many instances where it was a very convenient instrument to use in aiding in this practice of self-seeking and graft which you speak about. My own private opinion is that if a purchasing agent is at all inclined towards self-seeking and self-interest, rather than to the interest of the parties whose money he is spending, the way to stop graft is to get rid of the individual who shows this disposition. You cannot stop him in any other way.

I am presenting this letter to Chas. W. Foster, who is the head of this Department, for his approval or for any further remarks he may want to make.

A. K. Grant,
Buyer State Administrative Board.

From all I can learn of Mr. Grant, he is a very able and capable man, but some of his statements in the above letter of explanation are hardly in keeping with his good reputation. For instance, I have inspected many requisitions issued by his department, all of which contain the term "white oak" in specifying the quality of leather desired. This term is owned by a Saginaw jobber and can be applied to any quality of goods desired. If this term was owned by a manufacturer, there might be some excuse for using it, but even under such circumstances the term should be followed by the words "or equivalent." I cannot see any valid excuse for specifying a brand owned by a jobber who handles leather simply as a side line, because it gives him an unfair advantage in bidding which is denied other houses with which leather is a leader and not merely a side line. St. Paul said, "Avoid the appearance of evil." I commend this Biblical warning to Mr. Grant and every other purchasing agent in the country. No one can spurn this warning and get away with it.

Mr. Grant's explanation of his refusal to inform unsuccessful bidders

who the successful bidders are and the price they made to secure the business is not in keeping with his statements that there is a law covering that point. As a matter of fact, there is no such law. Mr. Grant is evidently a law unto himself in this matter, but in claiming that there is such a law he should specify that he made it and that the Legislature had no part in its enactment.

I propose to send the governor-elect a marked copy of this little reference to public buying, accompanied by a letter suggesting that he lay down hard and fast rules which will preclude the possibility of such violations of good business practice in the purchasing department of the state during his administration. I did not vote for Mr. Comstock, but I believe he will undertake to make such a good record in the saving of public money that he will be willing to listen to suggestions made by any reasonably decent citizen, whose activities have no sinister motive behind them.

I am in receipt of the following letter from the Secretary of the Michigan State Pharmaceutical Association:

Croswell, Nov. 12—The avalanche has happened. The effects can now be viewed with solemn careful thought. This I feel is the duty of every citizen. I hesitate to bother you on such questions, because I know you are busy. I do wonder just where the profession of pharmacy will land after we carefully think. It would seem to me that the so called "new deal" would very likely result in a change in the personality of the administration of the department of drugs and drug stores. I am just a little interested in your opinion as to what will or what should happen. Your ability to analyze such matters has always appealed to me and I would appreciate your findings.

R. A. Turrel.

I hardly know how to reply to my esteemed correspondent, because I know very little about the animal which goes by the name of politics. In fact, I would not recognize him if I met him on the street.

It has seemed to me for some years that the Republican party, speaking for the State of Michigan, was plunging to destruction by the extravagant methods and the creation of so many unnecessary offices, not to say anything about the ridiculously large salaries paid to very inferior men for even more inferior services. Of course, the Democrats, encouraged by their success, will probably plunge us deeper and deeper in distress.

Simply shifting the responsibility from one party to another does not do much permanent good. Nothing of lasting value to the state will be accomplished until the people rise in their wrath and smite the advocates of high salaries, unnecessary offices and ridiculous expenditures.

When the Board of Pharmacy was created it was the intention to make it entirely non-partisan in make-up. Two Democrats and three Republicans were appointed by the then governor. One of the Democrats was made president and the other secretary. I do not recall much deviation from this condition during the past forty-five years. I

happen to know that Governor Green offered an appointment to a Democratic druggist at Flint, who declined the honor because of age. The proposed appointee recommended a neighboring druggist for the appointment, which was made after due enquiry and investigation by the Governor. I have done all I could all these years to keep the appointment of members of the Board out of the mire of party politics, but have only partially succeeded. I do not care a whit what a member's political affiliation is if he is a good druggist and a representative pharmacist who will do honor to a most honorable public office. Fred Green tried very hard to put good men on the Board of Pharmacy, but he was greatly hampered by the clamorous demands of political leaders, and certainly let down the bars when he appointed a manager who had had no contact with pharmacy for many years. I can hardly conceive of a worse appointment than that one was. I am pained to record this statement, because I think I know something about the effort Fred Green made to fill his appointive offices with good men. That he made a mistake in the appointment under discussion shows that he is only human after all.

I have also tried every way I know how to keep the state food department out of politics, but I have never met with much success and I do not suppose I ever will. I know of only two or three governors who gave their food commissioners a free hand to do as they pleased, regardless of the political make-up of their associates and assistants. One was Governor Pingree, who reposed absolute confidence in his head of the department, Elliott O. Grosvenor, who was one of the ablest men who ever held that office. His successor, G. M. Dame, who was appointed by Chase S. Osborn, was also a very able man and handled the work of his department with great skill and fearlessness. Groesbeck made every appointee a galley slave. He made the director of the Board of Pharmacy a political henchman for himself. As a consequence, the director of the department was anything but an ideal public servant. Because he is no longer in the flesh I speak gently, instead of telling the naked truth. For the then governor I have nothing but contempt because of the wretched political service he demanded at the hands of his appointees.

Preston Bradley in his morning sermon Sunday discussed the armistice and the results of the kaiser's war. He predicted another war as the result of the adoption of President Wilson's treaty, which he regards as the most infamous document ever devised by the mind of man. Wilson knew absolutely nothing of statecraft, yet insisted on going to Europe with a few lackies and dictating the terms of peace, without having any knowledge of world diplomacy. Instead of sending Lodge, Taft, Hughes and Root, who had made a life study of European conditions and who would have presented terms of peace based on

(Continued on page 23)

FINANCIAL

Odd Lot Dealing Now Constitutes Half the Sales.

In considering stock trading, a unit of one hundred shares has always been considered. The reason for this is due to the fact that a one hundred share block is regarded as the unit of trading and is the smallest trading unit recognized in most of the issues listed on the New York Stock Exchange.

From a fundamental and theoretical standpoint, a single share would be the ideal unit, but as we have progressed this unit has become impracticable. When the New York stock market started to develop, there was an active demand for odd lot units. This business was then handled by the individual stock brokers or was turned over to the trading specialist in the buying and selling of stocks. This developed a natural center of trading in the individual stock and therefore the buying and selling orders usually were placed through this specialist.

The specialist's position is readily understood. Since the unit of stock is one hundred shares, it is necessary to split up the one hundred share lots in order to satisfy the small buyer and to fill his orders. The individual broker would not receive enough odd lot orders at one time to make possible a hundred-share trade on the exchange. The specialist, however, being the center of trading, can bunch the odd lot orders and will receive buying and selling orders in blocks of less than one hundred shares and he could buy a larger than one hundred share unit and then break his up into smaller units, which the brokerage house would then deliver to customers.

The specialist charges the brokerage house the regular commission and these brokers are willing to pay this commission to avoid the risk of balancing their orders. At the present time, there are a number of New York Stock Exchange houses who do nothing else but odd lot business. It is estimated that 50 per cent. of the business on the stock exchange is in odd lot orders. Therefore, they have become a necessary part of the New York Stock Exchange.

Jay H. Petter.

Rumor Drove Canadian Money Down Three Cents.

The rate for Canadian currency recently broke approximately three cents in the New York foreign exchange market. The reason for this was the spreading of a rumor that Canada was going to tinker with its currency. The significance of this break is an example of the delicacy of the currency system and the necessity for keeping the public from questioning its soundness.

The specific rumor was to the effect that the Canadian government was going to sell \$35,000,000 of 4 per cent. two year notes. These were to be sold to the Canadian banks and were to enjoy the circulation privilege. It was stated, accordingly, that there would be an increase in the Dominion currency of \$35,000,000 or that there would be inflation to this amount. More bluntly, it meant that the Can-

adian government indirectly was going to start the printing presses.

Such a development could not help but shock all of those who had funds invested in Canada. Accordingly, there was an immediate run in an attempt to get investments in a currency regarded as more stable. Had Canada been on the gold standard this would have meant, from the point of view of the Canadian markets, that American dollars rose to the point where it was more profitable to ship gold and there would have been a flow of gold out of the country. Canada is not on a gold standard, however, her local currency not being convertible into gold and, consequently, the drain took place through driving Canadian currency to a still greater discount.

The rumor was denied almost immediately. As a result the flight of capital was more or less nipped in the bud and the rate strengthened a few days later to 87½ cents. No great damage has been done, accordingly, and as the public gains confidence in the denial and comes to believe that the Canadian government is not going to follow an inflationary policy, the rate, granting there are not other adverse influences, presumably will regain all of its loss.

Regardless of the ultimate outcome of this episode, however, it is worthy of study. It reveals in a conclusive manner what is certain to happen when any step is taken that tends to undermine public confidence in a currency system. Domestically the effect is not immediately visible, but this is insignificant. The real strain is there and if permitted to continue is sure to have an adverse influence upon the business and financial structure.

Tinkering with the currency always is an attractive way for financing deficits and meeting unusual government expenditures. The financial history of the whole world, however, indicates that in the long run it results in a net loss. One may speak of "controlled inflation" and "controlled currency expansion," but in actual life there is no such thing. This is because the public is unable to distinguish between inflation and "controlled inflation." It views both as bad, and any move in this direction is a step toward financial difficulties.

Ralph West Robey.

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Little Likelihood of Large Russian Imports.

Outstanding among the proposals for increasing the volume of our foreign trade is the suggestion that the United States recognize the soviet government of Russia. Those putting forth this idea insist that Russia offers a market of immense proportions and that we might well take advantage of it. As is almost always the case with trick panaceas, however, the advantages come with considering only one side of the picture.

Here we have reference, of course, only to the economic aspects of such recognition. Whether it would be wise politically, is quite a different question and something which, while related to economic considerations, may be determined quite independently. The specific point at issue is

whether opening the channels of trade with Russia at the present time would be especially advantageous to the United States.

It may be granted at once that Russia is a large potential market. From the point of view of its ability to consume, the country could take enormous quantities of our products. The difficulty would be in the payment for such commodities.

There are only three ways by which a country can pay for imports. The first and most important, over a long period of time, is by the sale of commodities and services abroad. Secondly is the shipment of gold. Finally is the flotation of foreign loans and use of the proceeds for the payment of commodities. In the case of borrow-

ing, obviously there is not a real payment, except to the individual sellers, but merely a postponement of the international settlement.


All international obligations can be settled only in one of the above ways. If Russia is unable to pay for exports from us to her by one or the other of these it is impossible for us to exploit her ability to consume our products.

So far we have shown no willingness to accept Russian goods. Until this attitude is changed, accordingly, we cannot view this as a means whereby Russia will be enabled to buy a large volume of our output. The shipment of gold to us in any large quantity also is out of the question. She could make some payments in this

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form, but they would not be large enough to make any appreciable change in the volume of our international trade. The only possibility thus is for Russia to buy commodities here and pay for them through the flotation of foreign loans.

These flotations would have to be in the United States. At present such a procedure is not feasible. The American public has lost its taste for almost all foreign securities, and certainly would not make an exception for Russian obligations. One must draw the conclusion, therefore, that a recognition of the soviet government at present would not result in a great and immediate economic benefit to this country. Ralph West Robey.

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Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 7)

rupt No. 5055. The bankrupt is a resident of Dowagiac, and his occupation is that of a farmer. The schedules of the bankrupt show assets of \$612, with liabilities listed at \$2,046.40. The court has written or funds and upon receipt of same the first meeting of creditors will be called.

Nov. 11. We have received the schedules, order of reference and adjudication in the matter of Andrew J. Klepper, Bankrupt No. 5054. The bankrupt is a resident of Kalamazoo, and his occupation is that of a carpenter and contractor. The schedules of the bankrupt show assets of \$400, with liabilities listed at \$5,203.94, the sum of \$400 is claimed as exempt to the bankrupt. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Harry McAllis, Bankrupt No. 4845. The sale of assets has been called for Nov. 30 at the Lafayette Transfer & Storage Co., St. Joseph. The assets to be sold consists of four barber chairs and one barbor pole appraised at approximately \$200. All interested in such sale should be present at the date and time above stated.

Nov. 11. In the matter of Ray J. Haas, Bankrupt No. 5042, first meeting of creditors was held. Bankrupt present and represented by Adams, Van Horn & Bloem, attorneys. Creditors represented by Jackson, Fitzgerald & Dalm, attorneys. Claims proved and allowed; certain claims referred to trustee for investigation. Bankrupt sworn and examined without reporter. M. N. Kennedy, of Kalamazoo, elected trustee; bond \$1,000. Meeting adjourned without date.

Nov. 11. In the matter of Christian J. Litscher, Bankrupt No. 5032. First meeting of creditors was held. Bankrupt present in person and by Steketee & Steketee, attorneys. Claims filed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

Nov. 10. In the matter of Lynne T. Holben and Mrs. Clarence O. Holben, doing business as Holben's Family Shoe Store, Bankrupt No. 5037, first meeting of creditors was held. Bankrupts each present and by Linsey, Shivel & Phelps, attorneys. Claims proved and allowed. Bankrupts each sworn and examined without reporter. Fred G. Timmer, Grand Rapids, receiver; bond \$100. Meeting adjourned without date.

Nov. 12. We have received the schedules, order of reference and adjudication in the matter of the United States Pressed Steel Co., Bankrupt No. 5033. The bankrupt is a resident of Kalamazoo. The schedules of the bankrupt show no assets, with liabilities listed at \$147,736.36. The list of creditors of said bankrupt is as follows:

Acme Stamp Co., Detroit	\$ 14.67
American Felt Co., Chicago	33.90
Albion Malleable Iron Co., Albion	280.15
Acme Machinery Co., Cleveland	157.00
Automatic Sstapler Co., Chicago	2.89
Allied Products Corp., Detroit	277.70
Acme Steel Co., Chicago	535.09
C. V. Brown, Kalamazoo	6,848.64
Bank of Kalamazoo, Kalamazoo	27,040.16
Builders Structural Steel Co., Cleveland, Ohio	675.00
Belden Mfg. Co., Chicago	5.29
Buckeye Paint & Varnish Co., Toledo	68.75
Berry Bros., Detroit	79.00
Bostwick-Braun Co., Toledo	346.37
E. W. Bliss Co., Hastings	24.00
Chas. G. Bard, Kalamazoo	311.14
Bond Supply Co., Kalamazoo	462.71
Brundage Co., Kalamazoo	11.32
Buffalo Steel Co., Tonawanda, N.Y.	13125
Birmingham & Prosser, Kalamazoo	96.16
Briggs & Turivas, Blue Island, Ill.	610.62
Brown Steel Corp., Detroit	204.97
Brainard Rivet Co., Warren, Ohio	37.34

Barber Colman Co., Rockford, Ill.	28.42
R. M. Babbitt Pattern Works, Kalamazoo	3.75
Badger Engraving Co., Chicago	187.65
Barrett Bindery Co., Chicago	.88
Consolidated Steel Corp., Detroit	488.15
Carpenter Steel Corp., Reading, Pa.	303.77
Cleveland Steel Tool Co., Cleveland	13.39
Chicago Rivet Machine Co., Chicago	129.70
Consumers Steel Products Co., Det.	963.16
Continental Steel Corp., Kokomo, Ind.	600.96
Crescent Engraving Co., Kalamazoo	715.99
Consumers Power Co., Kalamazoo	5,171.75
Henry H. Cross Co., Chicago	249.21
A. M. Castle Co., Chicago	446.74
Checker Cab Mfg. Co., Kalamazoo	148.33
Cyclops Steel Co., Titusville, Pa.	324.96
Frank H. Clay Co., Kalamazoo	4.25
Cable-Nelson Piano Co., Kalamazoo	4.75
Central Steel & Wire Co., Chicago	27.78
Commercial Shearing & Stamping Co., Youngstown, Ohio	351.04
Columbia Tool Steel Co., Chicago Hts., Ill.	101.94
Columbus Bolt Works, Columbus, O.	90.39
Copper & Brass Sales, Detroit	1.50
Dudley Paper Co., Lansing	25.36
Detroit Rivet Co., Detroit	151.22
Detroit Screw Works, Detroit	10.31
DeVilbiss Co., Toledo, Ohio	10.31
Detex Watchclock Corp., New York	2.87
Doubleday Bros. & Co., Kalamazoo	14.00
Department of Public Utilities, Kalamazoo	117.73
D. R. C. Foundry, Kalamazoo	165.73
Detroit Alloy Steel Co., Detroit	41.45
Daily Metal Trade, Cleveland	1.00
Detroit Waste Works, Detroit	50.76
Donnelly's Industrial Directory, Chicago	75.00
DeSmit Sheet Metal Works, Kala.	52.08
Defender Mfg. Co., Allegan	23.91
Driver Harris Co., Morristown, N.J.	11.37
R. G. Dun & Co., Detroit	200.00
Eclat Rubber Co., Cuyahoga Falls, Ohio	166.66
Eaton Axle & Spring Co., Cleveland	38.58
East Jersey Pipe Co., New York	29.75
Eddy Paper Co., Three Rivers	30.21
Electrical Refractories Co., E. Pales-tine, Ohio	1.15
Firth Sterling Steel Co., McKees-port, Pa.	50.36
Federal Rubber Co., Cudahy, Wis.	605.78
Farm Implement News, Chicago	275.00
Federal Steel Corp., Detroit	78.90
A. T. Fitzgerald, Kalamazoo	6.05
Fort Wayne Traffic Bureau, Fort Wayne, Ind.	120.00
Farm Machinery Equipment, St. Louis, Mo.	10.00
Fuel Oil Corp., Detroit	381.54
Fairmont Aluminum Co., Fairmont, West Va.	1,651.58
Federal Warehouse Co., Detroit	227.00
Godfrey Lumber Co., Kalamazoo	15.00
Gerline Brass Foundry Co., Kala.	1.52
Grinnell Bros., Kalamazoo	1.35
A. L. Garber Co., Ashland, Ohio	86.70
G. R. Varnish Corp., Grand Rapids	337.88
General Industries Co., Elyria, O.	8.96
Great Lakes Steel Corp., Detroit	1,236.59
Gullberg Sales & Mfg. Co., Detroit	43.76
G. R. Steel Supply Co., Grand Rap.	66.63
Greer Steel Co., Detroit	165.68
W. J. Holliday & Co., Indianapolis, Ind.	1,237.29
E. F. Houghton Co., Philadelphia	812.51
Halcomb Steel Co., New York	33.21
Henderson Ames Co., Kalamazoo	928.26
Hathaway Tire Co., Kalamazoo	.45
Hepepnstall Co., Pittsburgh, Pa.	35.38
Hart & Cooley Mfg. Co., Holland	49.16
Herbrand Co., Fremont, Ohio	2,357.33
Howe Chain Co., Muskegon	54.55
Hoskins Mfg. Co., Detroit	6.86
Hyatt Roller Bearing Co., Harrison, N. J.	2.39
Hooker Glass & Paint Co., Kala.	3.10
Hobart Bros. Co., Troy, Ohio	35.00
Indianapolis Office Supply Co., Indianapolis, Ind.	4.20
Ihling Bros. & Everard, Kalamazoo	68.95
Irwin Lumber Co., Erie, Pa.	15.81
Illinois Zinc Co., Chicago	15.81
Joslyn Mfg. & Supply Co., Chicago	877.45
Jessen Mfg. Co., Elkhart, Ind.	167.52
Abe Kasle Co., Detroit	1,201.00
Kennedy Car Liner & Bag Co., Shelbyville, Ind.	32.25
Kal. Foundry & Machine Co., Kala.	151.36
L. R. Klose Electric Co., Kalamazoo	61.10
Kal. Tool Co., Kalamazoo	3.75
Kal. Battery Service, Kalamazoo	171.01
Kal. Colortype, Kalamazoo	105.08
Kendall Hdwe. & Mill Supply Co., Battle Creek	3.99
Kawneer Co., Niles	90.85
Kal. Mail Adv. Co., Kalamazoo	16.40
Lufkin Rule Co., Saginaw	.63
Lamson & Sessions Co., Cleveland	70.32
Lincoln Electric Co., Cleveland	67.16
C. J. Litscher Co., Kalamazoo	23.76
A. L. Lakey Co., Kalamazoo	15.75
Limousine Body Co., Kalamazoo	123.75
Link Belt Co., Chicago	17.79
Joseph E. Loughhead Co., Kalamazoo	135.61
Ludlum Steel Co., Watervliet, N. Y.	29.35
Lukens Steel Co., Coatesville, Pa.	30.22
Logan Gear Co., Toledo, Ohio	43.88
Letts Drop Forge, Inc., Detroit	213.50
Lowell Insulated Wire Co., Lowell, Mass.	30.00
Mfgs. Steel Supply Co., Detroit	1,239.32
Miller Bryant Pierce Co., Aurora, Ill.	4.00
H. A. Montgomery Co., Detroit	8.00
Monroe Calculating Machine Co., Kalamazoo	8.95
Manhattan Rubber Co., Passaic, N. J.	125.48

Modell Friedman Steel Corp., Det.	168.26
R. C. Mahon Co., Detroit	263.17
Miller Lumber Co., Kalamazoo	286.42
O. F. Miller Co., Kalamazoo	376.35
J. C. Miller Co., Grand Rapids	201.80
Meyers Music Store, Kalamazoo	11.90
A. Milne & Co., New York	37.36
Marks-Perry Steel Corp., Detroit	731.10
N. Marcus, Kalamazoo	10.00
Mich. Enameling Works, Kalamazoo	25.75
Mitchell Bros. Co., Kalamazoo	12.00
Monawatt Elec. Corp., Chicago	9.41
Michigan Tag Co., Grand Rapids	37.50
Newburgh Steel Co., Detroit	8.39
North Lumber & Mfg. Co., Kala.	3.67
National Electric Light Association, Chicago	27.00
Noblitt Sparks Inc., Columbus, Ind.	40.79
National Steel Co., Chicago	2.70
Ottawa River Paper Co., Toledo	56.95
O'Brien Varnish Co., South Bend	4.25
Frederick Post Co., Chicago	14.24
Peninsular Steel Co., Detroit	17.61
Papermakers Chemical Corp., Wilmington, Del.	9.00
Paper Products Mfg. Co., Kalamazoo	19.70
Pittsburgh Crucible Steel Co., N. Y.	278.44
Phillips Ribbon & Carbon Co., Rochester, N. Y.	11.25
Pressed Metal Institute Co., Buffalo, N. Y.	50.00
Remington nRand Business Service, Buffalo, N. Y.	4.93
Republic Steel Corp., Youngstown, Ohio	1,000.00
J. C. Ross Co., Kalamazoo	32.94
Riverside Foundry & Galv. Co., Kalamazoo	1,081.25
Ralph M. Ralston, Inc., Kalamazoo	.70
Reed Foundry & Machine Co., Kal.	167.98
Rudy Furnace Co., Dowagiac	13.50
C. A. Roberts Co., Chicago	38.27
Round Oak Furnace Co., Dowagiac	362.46
Ryder Coal Co., Kalamazoo	34.61
Rycenga Mfg. Co., Detroit	259.88
Youngstown Sheet & Tube Co., Youngstown, Ohio	16,610.59
Pratt Mfg. Co., Coldwater	2,850.00
Henry Rowe Mfg. Co., Newaygo	16.68
Standard Register Co., Kalamazoo	5.85
Standard Oil Co., Grand Rapids	430.71
Shakespeare Products Co., Kala.	250.00
Steel Wire & Band Products Co., Chicago	171.51
Superior Seal & Stamp Co., Detroit	11.50
Swan Rubber Co., Bucyrus, Ohio	441.44
Sgnode Steel Strapping Co., Chicago	156.63
Service Steel Co., Detroit	55.95
Slocum Brothers, Kalamazoo	7.50
E. M. Sergeant, Kalamazoo	10.50
Sullivan Machinery Co., Michigan City, Ind.	.72
Sprague Hdwe. Co., Kalamazoo	1.50
Spaulding Fibre Co., Detroit	16.00
Smith Winchester Co., Jackson	37.18

Superior Printing Co., Kalamazoo	72.50
Sauer Cooperage Co., Wyandotte	40.00
Schatz Mfg. Co., Poughkeepsie, N. Y.	16.00
Geo. T. Schmidt Co., Chicago	49.22
Stevens, Butzell, Emmons & Long, Detroit	498.75
E. H. Sargeant & Co., Chicago	1.83
Eugene Stacy, Tiffin, Ohio	5.00
Sheet Metal Works, New York	115.00
Thomas Publishing Co., New York	370.00
Townsend Co., New Brighton, Pa.	255.27
Tousey Varnish Co., Chicago	7.12
Thorrez & Maes Mfg. Co., Jackson	71.98
J. J. Tourek Mfg. Co., Chicago	136.00
Trucson Steel Co., Warren, Ohio	.83
U. S. Coal Co., Cleveland, Ohio	475.02
Utility Supply Co., Chicago	4.21
United Carr Fastener Co., Cambridge, Mass.	396.49
U. S. Metal Products Co., Chicago	133.52
White Star Refining Co., Detroit	355.25
Weldit Acetylene Co., Detroit	3.94
Wolverine Bolt Co., Detroit	47.75
Wilkoif Co., Youngstown, Ohio	43.62
Watson Bros. Steel Co., Youngstown, Ohio	137.44
Weirton Steel Co., Weirton, W. Va.	750.94
Wiggington Co., Kalamazoo	67.19
Wendell Pattern & Mfg. Co., Kala.	2.50
L. V. White Co., Kalamazoo	7.88
Wise Chrome Prod. Co., Detroit	1,558.97
Wiscon Steel Co., Chicago	4,205.13

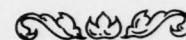


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Reasons Why Portland Is the "American" City.

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

Our Oregon Portland is called variously the City of Roses and the City of Flowers, and the stranger is apt to think it the City of Homes—unless his sojourn has been brief and chanced in early winter, in which case he may call it the City of Rain.

Portland is all of these. Roses run riot everywhere, even to draping light poles and street sign standards; cover houses and fences, tree trunks and sheds in such profusion as to amaze the outlander and make him wonder how Portlanders accept such marvelous charm as casually as they do. Flowers of all kinds crowd roses closely, making the civic confines a garden.

The region in which Portland is set is also one of pines and firs, towering to majestic heights even now that the primeval "stands" are cut over and left as ugly scars which busy Nature has not as yet had time to heal. And where there are pines and firs there must be moisture and lots of it; and where moisture is abundant ferns grow in lush prodigality. Hereabouts ferns make a veritable jungle of bright, rich green; the most restful, soothing hue in all of Nature's spectroscopic. Hence, the City of Rain.

Then one might sum all these together and say the City of Sheer Beauty.

In her selection of mountains, Portland evinced extraordinarily good taste. Each is a snow-capped cone which stands out from the surrounding levels as distinctly individual as Japan's Fuji Yama. Nor was Portland modest in her choosing, for she has no less than three such cones, Hood, St. Helen's and Adams, clear cut against the North to Eastern sky. The way to Hood is a journey of delight, through fern-bordered roads in

pine forests, the vista that of cathedral aisles loftier than those of any man-made Canterbury, Cologne, Milan or St. Peter's.

Now, to descend by easy stages from pure rhapsody to practical commercial and business considerations, Portland is the metropolis of a commonwealth of nearly twice the area of Michigan—bigger than twice Ohio plus Maryland. Just West of the city the Columbia turns Northward forty miles before she runs Westward to the Pacific. From the parallel at which she turns North to where her course is resumed Westward, the area between the river and the ocean is 50 per cent. bigger than Michigan's "Thumb." Oregon is so huge that Eastward of her Cascade range she holds reserve of territory, into which all Ohio might be set, so virgin that it is not desecrated by a mile of railroad.

The city lies at the Northern apex of the Willamette—will-AM-et—valley, a garden West of the Cascades, nearly equal to all of Indiana, with topography so varied that "everything" grows therein. Bartlett pears and "English" walnuts here grow their farthest North. All the world knows Oregon's immense red cherries, and among endless other products are Italian prunes, hops, grains and Tillamook cheese. The Cascade range harbors such a variety of woods as justify a permanent exhibit in Medford, bewildering in its diversity, the supply of which is vast if not, perhaps, "inexhaustible."

The Willamette river has been canalized, embanked, wharfed and docked, so that Portland is a secure and convenient seaport. She sends and receives products to and from the Seven Seas without breaking bulk. Incidentally, her abundant water supply is so uniquely soft that it is reported that laundries have to harden it slightly to make it "work" satisfactorily.

My final designation of Portland harks back to its beginnings. Two New England sea captains "discovered" the port. One was a Bostonian, the other from Portland, Maine. They tossed a coin for the name and the Maine captain won. That New England background persists in certain striking particulars. Here are late statistical data:

Of Portland's 90,440 families, 84 per cent. are "native American" stock. The 300,000 population runs 83.37 per cent. white, 18 per cent. Negro, 16.3 per cent. foreign. Home owners make up 58.61 per cent., and 83.15 per cent.—almost equal to the native whites—live in detached homes, only 11.41 per cent. occupying flats; 61.68 per cent. own autos; 14.53 per cent. have electric refrigeration; 74.6 per cent. have radios; 94 per cent. take daily papers, 86.4 per cent. taking Sunday and daily. One striking fact is that 72.4 per cent. send no laundry out of the home. The washerlady persists as a factor of good, "homely" virtue. Finally, while the average American family consists of 4.1 persons, Portland's families run 3.37.

A feature of special grocer interest is that Portland has just short of 1,100 grocery stores. Because three to the thousand is statistically ideal and 1,000 would be exactly in keeping

therewith, here is nearly ideal balance.

Thus, appropriately, Portland is the American City. That means, I take it, stock which resulted from the blend we call English or British, including Ireland; the admixture of aboriginal Britons, Scots, Irish, with liberal infusion of Scandinavians, Saxons,

French and others, amalgamated through the centuries; perhaps the sturdiest, most free-minded, most individual-thinking, most vigorous race (Continued on page 22)



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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.

Ham As the Main Dish of the Thanksgiving Meal.

Ham — and Thanksgiving — two words which go together. And this year looks as if it would mark a new era in close connection between ham and the big meal of the year.

This year families will be able to serve hams for Thanksgiving dinner at a lower cost than for a great many years. To the people who do not particularly care for turkey, this is going to be great news. To those who are hopeful of serving a Thanksgiving dinner which does not cost too much money, it is going to be equally good news. For although ham is one of the most popular of meat items, because of its fine flavor and because it is one of the most easily prepared meats, its big point of interest this year is the fact that it can be purchased for such a small amount of money.

Retailers should be able to have a fine volume of sales of ham for Thanksgiving. In order to get the greatest possible amount of business, however, they should make some definite efforts to tell their trade about the merits of ham and the reasons why it should be the main dish of the Thanksgiving meal.

Most dealers know that ham is a good buy for their customers. Let us itemize a few of the reasons: First, why a ham is a good purchase for the housewife, and second, why ham is a good item for the dealer to sell. And then let us see if there are not some good new ideas which can be put into practice which will result in bigger ham sales.

Ham is a good buy for the housewife, and especially for this year's Thanksgiving dinner because: (1) it is unusually low in price. A woman can purchase a piece of meat big enough for the average Thanksgiving dinner for substantially less than two dollars. (2) The meat is liked by practically everyone. It is one of the stand-bys on restaurant menus, and restaurants don't serve foods unless people like them and demand them. (3) It is easy to prepare. Even an inexperienced cook has little difficulty in baking a ham if she follows the simple directions. (4) Ham goes well with a great many foods, which makes it easy for the housewife to build up her Thanksgiving menu. (5) Ham is one of the most attractive foods to serve. Any dinner table looks better with a baked ham as the center of attraction. (6) Ham is easy to serve. The head of the house in particular appreciates being able to carve meat without having half of it on the floor and the other half on the table cloth. (7) Nearly all of the servings of ham are choice servings. It isn't a point of having just a few choice cuts, and the remainder less desirable. The server doesn't have to be a diplomat. (8) There are any number of attractive ways in which to serve ham, if there is any left over after the Thanksgiving dinner.

From the point of view of the retailer, some of the reasons why it is to his best interests to push the sale of hams are as follows: (1) Few individual sales in a meat store are larger in dollar value than the sale of a ham. (2) The dealer does not have to expend time in cutting the ham to any marked extent. It can be sold in exactly the condition in which it comes from the packer. (3) The dealer is sure of his profit. (4) Shrinkage in cured and smoked hams is not an important factor in the average retail meat store. (5) The dealer knows the exact cost of the product, and can determine a selling price which will insure him a fair profit. (6) Hams, properly displayed, practically sell themselves.

Now to mention a few ways in which a dealer possibly can increase his ham sales. One way which seems to appeal favorably to housewives is for the dealer to make arrangements with a baker or a restaurant owner to bake hams for his trade. This can be done at a low cost and is an added service which appeals to many housewives.

One of the most important points about increasing ham sales is to display hams where the customers cannot help seeing them. Put them out in the store where customers have to walk around them. Put signs up that stare the customers in the face, telling how good the hams are and what a good buy they are. Put them in the windows of the store, and leave the lights on at night. Feature hams in the advertising which the store does.

Some dealers have found it of value to have mimeographed or printed Thanksgiving dinner menus featuring hams and to insert a menu in each package of meat. This is an inexpensive method of advertising hams for Thanksgiving. One dealer has been using just such an idea this year and reports a lot of interest. He has a sheet of paper inserted in each order of meat he sells and the paper reads something like this: "A Thanksgiving dinner for ten for three dollars," and he follows this with a menu, giving the foods necessary and the amount that each food costs in his store. Naturally, ham is one of the items. The menu looks extremely good and doesn't give the impression that it is a low cost menu.

Everyone will be happy if ham sales this Thanksgiving can be brought up to a new high level. It will mean increased satisfaction for consumers, bigger profits for retailers, and greater tonnage for packers' salesmen.

John Meatdealer.

Tact, No Less.

A renowned public speaker tells this story of himself. After he had lectured to the members of a literary society he was presented a substantial check by the secretary. He refused it, and requested that it be used for some charitable purpose. Then the secretary said:

"May we use it for our own special fund?"

"Yes, indeed," said the well-known speaker, "what is your fund for?"

To which the secretary answered:

"To aid us in getting better speakers next year."



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HARDWARE

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

Suggestions Concerning the Handling of Cutlery.

As the Christmas season approaches, all hardware dealers feature cutlery more or less. A cutlery display is in order in the course of the Christmas selling campaign, if not earlier; and the line should be given all possible prominence inside the store.

Cutlery lends itself admirably to effective display. Some cutlery displays put on by hardware dealers, even in small towns, rival the very best and brightest of the jewelry stores in the matter of artistic effect and striking arrangement. Other cutlery displays are not so good—some of them, indeed, are quite ineffective.

The hardware store, in its effort to brighten up and be attractive, has no more effective agency than a first class display of cutlery and allied lines.

Cutlery should be kept well to the front of the store. The proper method as every wide awake hardware dealer knows is to display the goods in glass cases where they can be seen to the best advantage and yet kept free from dust and dirt. The stock is at its best when properly kept, clean, bright and attractive.

Displays should be made at least once a month, if possible, this program including, however, not merely table cutlery but allied lines, such as silverware, cut glass, brass goods, etc. It will pay to have the windows well lighted at night, at least during the hours that people are on the streets.

In preparing your cutlery display, put some thought into the arrangements. A display of this type can't be "just thrown together." It is a great help to make a preliminary rough sketch on paper and to work from that.

Cutlery displays can be made that involve very little expense; but as a rule it is better business to spend some money on each display in order to get the best possible effect. Backgrounds that give a suggestion of luxury, an arrangement that suggests quality, are very important in displaying this line.

A good display can be made without putting into it an overwhelming amount of stock. You can make your display as comprehensive as you like; but it is wise to avoid overcrowding. The attractive showcards and other advertising material supplied by manufacturers can be used to good advantage.

Many dealers do not get the full advantage of such material. I have known some who exclaim, "Why should I use my valuable window space to advertise Blank's paints or So-and-So's shears? If I do any advertising, I want to advertise myself."

Now, every display should, primarily, advertise the retailer. He should put into the display, not merely the goods he handles, but something of his own personality. This knack of imparting to a display the individuality of the merchant or of the store is important. In putting together your display, feature Smith's, work in your

store slogan if you have one. Get into the display every personal and local touch you can.

But when this is done, use the manufacturer as a helper. Suppose you object to using your window to show Blank's paints or So-and-So's shears. Well and good. But look at the thing from another angle. Aren't you boosting yourself and your store when you tie up your display with a nationally advertised line like Blank's or So-and-So's? Isn't that the very feature bound to impress the passer-by with the quality of, not merely the immediate lines on display, but the entire store.

So, make every possible use of the manufacturer's advertising material in your cutlery and allied displays.

In making a display the first step, after sketching your outline on paper, is to arrange the background. This is most important, as the background is the first thing to impress the passer-by. It is the main feature of the display and merits time and thought.

With a great many window trimmers the background is the main difficulty, as all windows do not have a solid back. This difficulty can be overcome by the use of wallboard, which can be secured in sheets of various sizes, and can be used either in one large sheet or cut into circles, stars and similar figures and hung on the back of the window. Those circles and other figures can be covered with colored crepe paper or sateen and are admirable for showing cutlery and similar goods. The cutlery is easily fastened to them with fine wire which is not visible from the street.

A solid back to the window enables the trimmer to work to much better advantage. The wallboard can be cut into panels to cover the entire back. Cover these panels with colored sateen or other material and you have an excellent "false back" for your window. Trim your panels in the store beforehand, fastening the cutlery with fine wire, and when ready to make your display you can simply place them in the window and your background is complete.

Another method is to use one large sheet of wallboard, cut so that when placed on the back there will be a space about one foot or eighteen inches left vacant around the edges. Cover this centerpiece with bright colored goods, green or red if possible. Then work out some design on this with your cutlery, fastening on the cutlery with fine wire. Use some other color of goods to cover the rest of your background around this panel. In this space hang scissors or other pieces easily placed. Show cards can also be attached here; or the space can be draped with various sizes of brass jack chains, and then in the resulting loops hang scissors or other articles.

With the background complete, start work on the floor or bottom of the window. A raised step should be made across the back, from 12 to 18 inches high. With an extra deep window, use two steps. These can be covered with bright sateen and cutlery placed on them.

Have the larger goods, such as case cutlery or cut glass vases, at the

back and work toward the front with the smaller articles. Pedestals and stands can be used, particularly to show larger articles. The placing of the various items is important, as one article misplaced may spoil the effect of the entire display.

Back up your display by featuring and personally suggesting cutlery inside the store. Victor Lauriston.

A Business Man's Philosophy.

A man went to a drug store to buy a moth preventive which he had seen advertised. The young woman who waited on him found what he wanted and asked for \$1.29. He gave her a \$5 bill and she handed him the proper change. Then, holding the unwrapped carton in her hand, she asked him if he would be interested in a combination offer of razors and shaving cream at a bargain price. He said he wouldn't be interested. She asked him about some hair tonic. He said he wouldn't be interested in that, either, but that he would like to have her wrap the package he had bought and paid for so that he could go along.

"Sorry," said the girl, "but our instructions are to make change before

we wrap." He got his package and went along, muttering incoherently.

Of course, somebody must buy the stuff that is pushed at unwilling buyers, or high-pressure stores wouldn't compel the clerks to use such methods. But I wonder whether many customers are not driven to other stores where such practices are not followed. William Feather.

My Beloved.

Nor love hath words
Save, song of birds
Or lisp o' wind
Through living trees
Or shores that bind
Closer their seas.

Nor seeks for self
Presumptuous pelf
But has one care
And full content
To live to share
Its compliment.

As brooklets run
From sun to sun
'Till rivers flow
Unceasingly
My heart would know
Its deeper sea.

In silence there
In quiet where
The depths grow deep
By storm unmoved
Pray let me keep
Near my beloved.

Charles A. Heath.

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to yourself and your business to pay excessive insurance costs? You are sacrificing an extra profit and increasing your overhead when you fail to carry mutual insurance. Mutual insurance is the oldest form known. It is protecting more and more property owners every day. If you are not carrying mutual insurance, write to the Federal Hardware and Implement Mutuals, Stevens Point, Wisconsin. The Federal companies are the Retail Hardware Mutual, Minneapolis, Minnesota, Hardware Dealers Mutual, Stevens Point, Wisconsin, and the Minnesota Implement Mutual at Owatonna, Minnesota—the largest class mutuals in the country. All types of select property owners are insured at a saving of 30 to 40%. Standard policies are issued and are the same as those of non-mutual companies. Combined assets of over 13½ million dollars assures the maximum in financial safety. Write today and complete information will promptly follow.

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.

Sees Fancy Gifts Selling.

Stores which are shaping their plans on the theory that practical gifts will represent nearly all of the Christmas business are making a serious mistake, according to the sales promotion head of one of the leading stores here. Despite economic conditions, a very large percentage of merchandise of the fragile, fancy or novelty type will inevitably be bought by consumers, he said. It must be borne in mind, he said, that gift-givers feel they are judged by the gifts they give and that sheer hosiery will always be given in preference to practical cotton merchandise. He saw a large trade in fancy gloves, perfumery and in many other items in which utility is subordinate to appeal of the merchandise. Prices at least 15 per cent. lower than a year ago will facilitate such buying, he felt.

Turn To Beverage Sets For Volume.

Manufacturers of metal hollow ware have begun promoting the sale of a wide variety of beverage sets. They contend that this branch of the business has been given great impetus by the election. In many quarters the belief is held that demand for beverage mixers, pewter, silver-plated or sterling stemware will be so large that holiday volume on hollow ware will surpass that of last year. One manufacturer has started marketing a specially constructed beverage mixer, decorated with embossed recipes for eighteen concoctions. It is designed to retail at \$7.50. Other producers made up special assortments of mixers and stemware to be sold at unit prices ranging from \$10 up.

Beiges Lead Spring Woolen Hues.

Natural and "string" beige tones, together with new night grays, feature the woolen color card for Spring to be issued shortly by the Textile Color Card Association. Advance swatches of the fifty shades to be depicted on the card have been sent out to the trade, it was announced by Margaret Hayden Rorke, managing director. Of first importance in the beige range are the neutral tones known as crashbeige, natural beige and twinebeige. Leading the grays are Riviera gray, a light hue; oyster-shell, which is slightly darker, and cloudmist, which has a bluish tint. Also prominent is the red group comprising shrimp red, apple red and Turco red.

To Push Early Christmas Trade.

With the opening in the next ten days of expanded toy and gift ware departments by a number of retailers both here and out of town, a pronounced drive to develop early shopping for the holidays will develop. Some scattered buying of gift and semi-gift items was reported here during the past week by executives, but the total volume was not great. The poor trade thus far in November has

awakened some concern with regard to holiday prospects and the feeling is that strong efforts will be required to push holiday business to a comparison fairly favorable with a year ago. Cold weather is badly needed to stimulate both seasonal and early Christmas buying.

Grocery Prices Off Last Month.

Grocery prices weakened last month and fell 2.5 per cent. below the September average, according to the food price index prepared by Dr. Lewis H. Haney for the National Wholesale Grocers' Association. The recession, counter to the usual trend for October, was the first noted in two months. The index now stands at 68.3, or more than 8 per cent. under the figures for October, 1931. Items which averaged higher in price last month were prunes, lima beans, peas, pineapple and red salmon. Lower averages were reported on cheese, codfish, cottonseed oil, coffee, sugar, tea, rice, raisins, marrow beans, canned corn, tomatoes, peaches, lard, flour, cornmeal and oats.

Heavy Coat Promotions Ahead.

In the combined effort to regain "lost" sales in coats and to remove stocks on hand, stronger promotions than hitherto will be staged by many stores in the near future. The period directly before Thanksgiving and immediately after will be used for these events by retailers, both here and out of town. Fresh buying in the wholesale markets has been limited by the slow rate of retail turnover. Some response has been given groups of coats at prices somewhat lower than the points which prevailed earlier in the season. These are special groupings, with the general price situation in the trade fairly firm, owing to cautious output.

Prepare Spring Lamp Lines.

Manufacturers of popular price lamps turned attention this week to the preparation of Spring lines of merchandise to be shown immediately after the first of the year. The prevailing popularity of pottery base lamps and of the metal base products treated in modified modernistic decorations, it was said, has convinced producers that these two styles should be featured for Spring. Colonial and early American types, it was said, will be restricted in the new lines. Few price changes are looked for and producers feel volume will continue to come from the retail ranges of \$3 to \$10.

May Delay Percale Prices.

The increasing strength in the gray cloth market in evidence in the last few days may temporarily delay the naming of new percale prices, which is considered a possibility for the early part of next week. Printers and converters had made up their minds to a sizable reduction in current list prices, possibly 1 cent per yard or more, in line with the reduction in cloth quotations. This would bring the corporation printers' list to 9 cents and the converters' to 10½ cents. In the last few weeks, trading has become sharper and buyers have all had sorts of prices offered to them.

Table Glassware Continues Active.

The demand for table glassware continues good, with no apparent let-up. While the bulk of the volume is in the lower price lines, there is a fairly good demand for the better grades. Colored glass dinnerware is moving better than it did during the Summer, but the call for kitchen glassware probably is outstanding at the moment. Orders for better grade wares for delivery between now and Dec. 1 are improving. Current demand for plate glass continues good, with every indication of improvement should general business, and especially automobile sales, improve.

Electrical Appliances Sales Up.

Buying of electrical household appliances for holiday sale have increased

sharply. Re-orders from jobbers accounted for most of the rise in volume and initial orders from retail stores made up the remainder. Retailers buying direct are interested chiefly in labor-saving devices for kitchen use and have placed substantial orders for juice extractors, batter mixers and toasters to retail in the popular price ranges. The call for waffle sets was smaller this year than in previous seasons, producers said.

A new device will bring illustrated lectures on bridge or other subjects to your home, carry talks to salesmen, etc. A telegraph messenger boy delivers and operates the equipment, which co-ordinates still pictures with sound reproduction.

MICHIGAN BELL TELEPHONE CO.



**It's easy to be forgotten
if you have no telephone**

When friends plan parties and other good times, often "on the spur of the moment", they usually turn to the telephone to invite the "crowd". For telephoning is the easiest and quickest way. As a result, those without telephones miss many good times.

A telephone costs surprisingly little... only a few cents a day. It helps in finding employment. It is a social and business aid. And it is PRICELESS PROTECTION in EMERGENCIES, enabling you to summon doctor, firemen, or police instantly, day or night.

Just one telephone call in an emergency may be worth more than the cost of the service for a lifetime.



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HOTEL DEPARTMENT

Historical Lore and Scenic Beauty of Santa Ynez Valley.

Los Angeles, Nov. 12—Between the mighty peaks of Santa Barbara county within a four mile ride of Los Angeles, and the rolling foothills of the coastal range there lies a colorful and romantic country known as Santa Ynez Valley, a section filled with historical lore and scenic beauty, and for one who has been filled up during most of the waking hours of the day and part of the night lately with political ballyhoo, the prospect looked so good for a relief from this, the writer didn't even hesitate momentarily in accepting an invitation from a kind friend, who felt as he did about mundane affairs, and there you are; away we "hied." Skipping out through the San Fernando Valley, via Calabasas, in almost a jiffy we found ourselves in Ventura where a real whiff of salt-tanged air was inhaled. Through the town and on again, skirting the very edge of the Pacific, we continued flitting. In the early morning mist the outline of the Channel Islands, and the Spanish structures of Santa Barbara itself soon loomed ahead. It is always a pleasure to visit this beautiful city—I think the gem of California—and it sure is rich in romance. First visited by Cabrillo in 1542, it did not receive its name until some sixty years after when Vizcaino entered the channel and created a feast day for Santa Barbara, on December 4, but it was not until 1782 that any colonization was attempted, when Father Serra selected it for a site for one of his glorious missions—a sort of stopping place between San Diego and Monterey. Eight miles beyond this point we find Goleta, original site of the Goleta Rancho, which despite its 4,000 acres, was one of the smaller holdings in the Santa Barbara district. Farther on is Naples, romantically designated as Los Dos Pueblos, at which point the Cabrillo expedition of 1542 landed to make the ascent of Mount Santa Ynez. At Gaviota we left the coast line and headed up through Gaviota Pass where General Fremont intended taking up his Northward march during the war with Mexico. When he learned that the Santa Barbara forces were waiting on the cliffs above to hurl stones down on his men, he turned back and crossed by the San Marcos Pass. Descending the grade we entered the valley of the Santa Ynez, crossed the river and entered the town of Buellton, known among travelers of the historical King's Highway as the home of the famous split-pea soup, liberal portions of which we consumed during a brief stop, made for the sole purpose of testing out this delicacy which was so much treasured by the padres of old. Then we headed East to Solvang, a quaint Danish settlement whose neat white houses are set in the green alfalfa fields. An intriguing bit of architecture is the town church, with its castellated walls, looking as though it had been imported intact from some village in far-off Denmark. It appeared even more of a contrast when we had viewed the old Mission of Santa Ynez, also located on the Eastern edge of this picturesque little hamlet. Nineteenth in the order of time, Santa Ynez was founded in 1804, but the chapel and mission buildings were practically demolished by an earthquake in 1812, which also took its toll of Capistrano and Ventura. It is the remains of the second church, completed in 1817, that are still standing to-day. The adobe walls are from five to six feet thick, for they had to be staunchly built to bear the weight of the great hand-hewn rafters brought from the San Rafael mountains to support the tile roof. Leaving the atmosphere of antiquity which pervades this site, we headed Eastward up the lovely valley bound for Santa Barbara by way of

the San Marcos Pass. This was the land of the "rancheros," of grants measured in leagues, of cattle herds which tallied thousands of heads. Today it is the last stand of the great beef herds which once covered California, and the road runs mile upon mile through land holdings of vast extent with white-faced steers scattered over the landscape. Approximately twenty miles from Solvang the climb over the Santa Ynez Range by way of San Marcos Pass begins. Deep in the heart of the range is Cold Springs Camp, a spot where one would gladly isolate himself to escape the heat of the sultry days. Two miles further on the summit of the Pass is reached and one of California's most beautiful panoramic scenes unfolds. Two thousand feet below lies Santa Barbara; to the South San Miguel rises from the shimmering blue of the Pacific ocean and the white sand frames the green of the coast line. The gradual descent of the road through the pass ends at Goleta and joins the Coast Highway at this point. From Goleta it is simply the matter of minutes to Santa Barbara and here we are on our way back to Los Angeles after a trip which combines some of California's most gorgeous scenery which the romance of a far off time.

Every little while I run across some Michigander who, through force of circumstances, has been transplanted to California, but who is still loyal to the Wolverine state. The other day I ran across Dr. Guy M. Johnson, who until seven years ago practiced at Traverse City, and who resides just two short blocks from my own abode. Naturally we had a re-union, for the Doctor knows a lot of people I do in that particular neck of the woods. He was a great friend of the late W. O. Holden, who operated the Park Place Hotel, at Traverse City, for upwards of forty years.

Miles Wilkinson is another of those Michiganders who is not ashamed to say so. He was interested in the hotel game at Muskegon when the Barneys were operating Hotel Occidental, and is in personal touch with our mutual friend, Edward R. Swett, present manager of the same hotel. About thirty years ago Mr. Wilkinson moved to Chicago and he became chief engineer, in charge of construction and improvements at Hotel Sherman, in which capacity he served for twenty-eight years. Two years ago he was retired on a pension, and now he and his charming wife own and occupy a wondrously beautiful and comfortable home in Glendale, a residential suburb of Los Angeles, and, so far as health and prosperity are concerned, are in the "pink of perfection." One afternoon, a while ago, I discovered "Milie" wandering in Spring street, without a bell on, took him under my wing, and we have been enjoying each other ever since. He is one of the kind who likes to catch up with his old-time friends, and takes pains to let them know it.

A growing maple tree is said by experts to throw off more moisture than a forty acre lake. Seven-eighths is pumped up by the roots from the depths and discharged into the atmosphere. I had never looked at it in this light, supposing that an old theory of timber retarding the running off of moisture was the correct one. However, it is not so difficult to understand why trees and rainfall go together. The Gobi Desert was once heavily wooded and supported a mighty people. Mesopotamia is credited with a like history, but the land was denuded of trees and to-day weird sand dunes shift in the desert wind. It is claimed that when the Pilgrims landed in America, we had practically a billion acres of virgin forest. Whether this was true or not is largely a matter

of conjecture, but a lot of us remember when Michigan, Wisconsin and several others of the so-called Middle States were covered with a dense growth of forest timber. In Michigan we were told that it was sufficient to keep the lumber industry going for 500 years. Reforestation may be carried on successfully in Michigan and it should be made compulsory the same as it is in Germany where one-third of the entire domain is kept in forests, and no single tree is allowed to be removed without governmental authority. This thought comes to me through the announcement that the harbor of San Pedro (Los Angeles) alone imports more timber than any other port on earth and at the same time we are told of enormous payments made to Canada each year for wood pulp, used in the manufacture of print paper here, all the product of timber. California but a short time ago, accredited with enormous timber resources has very little left—not much more than Michigan. But in the face of possible disaster in the near future, millions of young timber producing trees are each year destroyed for Christmas decorations. The Sahara is bordered by three oceans and yet is the greatest desert on earth. It takes something besides adjacent bodies of water to create rainfall, as the people of California fully realize at the present writing. Governor Roosevelt, of New York, and Governor Pinchot, of Pennsylvania, have some very pronounced ideas on reforestation. In the former state, Mr. Roosevelt's ideas are being practically applied and the Empire State now has a fixed program which, if carried out by succeeding administrations, will be rewarded with results. I wish Michigan could become imbued with the same spirit. Maybe if the liquor question is disposed of soon, there may be a lot of willing workers to apply their energies towards a reforestation program.

W. J. Chittenden, Jr., manager of Detroit Book-Cadillac, I note by the daily press, has just returned from his summer vacation at Scionsett, Mass. There is a very sensible executive who accomplishes a lot during his busy months and then goes away and forgets all about it, and I sure honor him for this display of good horse sense.

A protest has been made by John N. Anhut, prominent Detroit hotel owner, and an attorney as well, against action by the city authorities favoring the increase of a license tax on hotels from \$1 to \$25. Sometimes it looks to me as though when a municipality wants more money to spend they select the hotel man as the goat. Perhaps it is because the "legitimate" dis-

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ALL GOOD ROADS LEAD TO
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ERNEST W. NEIR
MANAGER

penser of wet goods have been eliminated, and they must have other patients to work upon. I hope, however, the recent election has demonstrated that even the landlord has accomplished something by organization.

A tax title on the Detroit-Leland Hotel was reported as sold last week for \$62,009.88. The purchaser was H. L. Appleton. Whether this transaction will have anything to do with the operation of the property, is something unknown, so far as my observation goes.

It is rumored that at a meeting of the dining car men of the country, recently held at the Palmer House, Chicago, action was taken looking to a reduction of charges for dining car meals. It was pointed out that the railroads are giving more thought to attracting passengers from coaches to the acceptance of such service, rather than having them "dunk" their doughnuts in eating house Mocha. Even a 50 cent table d'hôte is suggested. Seems like they might have made this move some time ago before the wary passenger became familiar with the food tablet.

I guess likely the hotel men had much to do with opening the eyes of the general public, on the subject of prohibition, prior to last Tuesday. At least the results of the election would indicate it. Surely California operators were alive to the importance of the issue. Even the daily press gives them credit for being responsible, to a large degree, for the overturn here.

Chicago hotel men are sponsoring the adoption of the so-called thirteen month calendar. Quite likely it might be a good thing, but I believe the banking institutions and even the general government should take the initiative.

Ralph T. Lee, manager of the Lee-Crest Hotel, Detroit, has a very interesting article in a recent issue of the Hotel World, upon the interpolation of a little more of the human equation into modern hotel operation. He is very much in the right. That is one of the reasons why I have always contributed my small part in encouraging the building up of the Greeters organizations throughout the country. A hotel man need not necessarily be a "salve" dispenser, but he might at least learn to practice diplomacy in the service which he is expected to supply.

Will Rademaker, of Hotel Norton, Detroit, has been made secretary of the "repeal" organization of the Detroit Greeters. Mr. Rademaker has a record of accomplishment in association affairs, and the selection is a good one.

Los Angeles authorities are trying to make the "going" better for the small litigant in the local courts. Anyone with a claim of \$50 or less can proceed without a lawyer, serve his own papers and have his troubles investigated on their merits. There is no jury, but the merits of every case are gone into by a competent judge, selected from the general roster, and all unnecessary costs are eliminated. This branch of the judiciary has made such a satisfactory showing that a night court has been authorized for the same class of cases which may be heard and disposed of without losing any time from one's days work. The idea is not patented and could be utilized to advantage in nearly every community.

Lighter than air transportation between Los Angeles and Hawaii is reasonably assured in the near future. A new organization just formed for the purpose of providing a line of dirigibles to cover this route, is backed by various steamship lines operating between

these two ports. Operation should be inaugurated within the next few months. The time required at present by the steamers is approximately six days; the airship is scheduled to make it in thirty-six hours. Such a proposition seems feasible. It could hardly be considered so if aeroplanes were to be used.

The financial situation in the civic affairs of Chicago and several other of the larger Eastern cities may well prove a lesson-leaf for other municipal governing bodies. It is simply the result of a revolt on the part of the taxpayers. The governing bodies simply looked upon the property owner as a "good thing." This condition is just about likely to obtain in many other municipalities. Extravagance in expenditures is bound to run up against the proverbial stone wall sooner or later. The constituted authorities primarily raise the tax ratio to the legal limit. Then they proceed to hoist the valuation, to create more manna. Then the municipal guardians inaugurate a contest to see how near the bottom of the barrel they can reach in the shortest space of time. But the officeholders, no matter how short the funds, or how hard to raise, always manage to "get theirs." I am wondering if eventually the moratorium, made popular by President Hoover with some of our foreign friends, will not be invoked by "home folks," in some of their domestic affairs. Out here with prohibition up in the air, but stirring some, they are already scheming to perfect a plan to mulct the bootlegger from some of his ill gotten gains. They do not want the saloon, but they do want to collect an excise tax of some kind out of the liquor traffic. The simplest way, in my estimation, would be for the state to set up in the retail liquor business, and make a clearing of the profit themselves, but with my knowledge of politicians, and humanity in general, would hate to have the responsibility of selecting the public servants to handle this proposition. And I will be switched if I believe any better method than the old saloon keeper will be found. He would certainly conduct business at a profit, which is more than we could expect from a municipally operated emporium. It would, of course, be necessary to devise laws to make the collection of proper taxes effective. The excuse of "sitting up with a sick brother" would of course work overtime, but then what difference would that make anyhow. I never knew of sagacity and intoxication amalgamating to any great degree. Maybe somebody will have a "vision" and it will all "come out in the wash." Frank S. Verbeck.

Once a Warehouse, Now an Apartment.

After having been transformed into a block of modern kitchenette apartments, a warehouse in the heart of Boston's fish district is now rapidly filling with tenants who are willing to pay a reasonable price for "something a bit different," the Providence Journal reports.

According to the promoters, the project has gone over in a big way. The studio atmosphere of the ancient wharf building has made a bohemian appeal to the younger element of Boston's "400," and among the tenants are newly-wed members of some of the "swankiest" families in the city.

Unusual Markets For Fish and Shellfish.

During 1931 surveys were made of the methods of several unusual markets for fish and shellfish. These included commercial sport fishing in privately stocked waters, hot-fish

shops, clambakes, oyster roasts, oyster suppers, fish fries, etc.

The survey of commercial sport fishing covered forty firms which it is estimated comprise 80 per cent. of such firms in the United States. In addition, it covered nineteen hatchery firms who indicated their intentions of opening commercial pools. Some of these latter firms already have pools under construction.

The investment in sport fishing waters and in hatcheries operated by sport fishing concerns exceeded \$500,000 during the fiscal year ended Sept. 30, 1931. The species used in these enterprises were usually rainbow and brook trout although some firms reported that cut-throat trout, black bass and bullheads were used.

About 322,000 pounds of fish were taken by some 29,000 sport fishermen during the year. Customary charges for fishing varied from 65 cents to \$1 per pound of fish taken.

It is estimated that sales through the hotfish shops of Great Britain account for nearly 70 per cent. of the fish landed in the country. The closest semblance to this type of trade in the United States is the hot-fish business in and around St. Louis, Mo.

More than one-fourth of the total supply of whiting taken in the fisheries of the Middle and North Atlantic coasts are used in this trade. They are frozen shortly after capture near the fishing centers and usually reach the St. Louis markets in carload lots. The study of the development of the hot-fish trade in the St. Louis area has suggested the possibility of similar activities in other cities.

Clambakes and oyster roasts are old American institutions which have been borrowed from our aboriginal predecessors and celebrated by all our generations much after the traditional fashion. A discussion of the methods of these functions has been deemed advisable due to the general lack of detailed information concerning them.

R. H. Fiedler.

The Rule of Reason.

It has taken the United States Supreme Court to decide that the presence of a still in a man's house does not transform it into a distillery. The decision was made in the case of a Kentuckian convicted on the charge of running a distillery because he had a still. The trial Judge and the Circuit Court of Appeals held that when a still is set up in a house, the house can no longer receive the protection given by law to a private residence. The Nation's highest court has in this case insisted that the law does not warrant the interpretation put upon it by the lower courts. The rule laid down should check the activities of overzealous enforcement officers.

To keep customers coming back to retail stores a scales company is promoting a "health budget plan" under which retailers will offer patrons free weight plus a free health record book containing spaces for daily entries.

Midland-Dowell, Incorporated, has been organized to manufacture and deal in chemicals, with a capital stock of \$100,000, \$50,000 of which has been subscribed and paid in.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The Federal Trade Commission has dismissed a complaint charging Mente & Co., New Orleans, with substantially suppressing competition in the sale of cotton flour, meal and feed bags. Dismissal was ordered because of lack of proof. This company was one of the respondents in a complaint originally directed against Textile Bag Manufacturers, Detroit, and others. The complaint against the association and others was dismissed last June because the respondents had abandoned the practices charged.

The Federal Trade Commission has dismissed without prejudice a complaint charging Pelman Institute of America, Inc., New Rochelle, N. Y., with misrepresentation of correspondence courses of instruction in manual training and modern language.

The Federal Trade Commission has dismissed a complaint charging Walnut Grove Products Co., Atlantic, Iowa, with misrepresenting its products. The company manufactures and sells live stock feeds and medicines.

A charge of misrepresentation of perfumes and cosmetic specialties is dismissed by the Federal Trade Commission in an order directed to Marcel Raffy and Charles Raffy, trading as Raffy Parfums, New York. Dismissal was ordered because it appeared that the business stated in the complaint to have been conducted by the respondents was carried on only by one of them, namely, Marcel Raffy, who was recently adjudicated a bankrupt. His property was sold by order of a court and he is no longer in business.

The Federal Trade Commission has dismissed a complaint charging Gilbert Spruance Co., and others, Philadelphia, with giving of secret commissions. The other respondents named are Eugene Cox and James Dillard, individually and as secretary-treasurer and salesman, respectively, of the company. Gilbert Spruance Co. manufactures varnish and kindred products.

The Federal Trade Commission has dismissed a complaint charging Louis Marmorek, trading as Edison Unit Sales Co., New York, with use of a misleading trade name and other misrepresentations.

Using the word "Paris" or any word signifying French origin to label products unless such products were manufactured or compounded in Paris, France, is prohibited by the Federal Trade Commission in an order to Arthur Guerlin, Inc., New York, wholesale dealer in cosmetics and jewelry. The company is also directed to discontinue using as a part of its corporate name or on labels or containers, the word "Guerlin" or any word similar to "Guerlain" unless it plainly appears in immediate connection therewith that Arthur Guerlin, Inc., is not connected with the original Guerlain, Guerlain Perfumery Corporation of Delaware, nor with Guerlain, Inc.

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.

Some Experiences in Handling Dope.

Before the enactment of the Harrison Narcotic Act very few druggists had conscientious scruples about selling dope, that is opium in the form of laudanum and paregoric, or its derivatives in the form of morphine pills, tablets, also in bulk in one-eighth ounce bottles. Occasionally some physician prescribed for himself two hundred freshly made Canuabis indica pills—Cocaine in the form of snuffs was openly sold. While heroin did not become the delight of the "snowbird", as the users of any snuffing dope is called, until after the Narcotic Act was passed.

My first experience with dope was in a small drug store run by my brother in a New England city. I worked after school and occasionally slept in the store back of the counter to answer night calls, for in those days a strict accounting was not made if a registered man was on hand at all times. One day my brother discovered the prescription morphine bottle missing. I was questioned and proven innocent. A pasty faced physician from some place in the West had recently opened his office in the neighborhood and came into the store frequently to help himself to Spt. frumenti and cigars in exchange for the few prescriptions he sent to the store. A watch was placed on him by placing the bottle in a position with an open bottle behind it and then leaving him in charge of the store for a moment. When my brother returned the bottle was gone and from that time on the dope was kept locked up.

My second job was in an old established drug store. The proprietor was a refined German-Jew who was born and educated in Boun, Germany. He decided he wanted to go into the drug business in 1853. So he bought a place and the proprietor stayed two weeks with him to teach him the business. Such was the low state of the pharmaceutical profession at that time. But Jacob Linde soon collected as fine a library as money could purchase and made his new vocation a great success. However, he was not adverse to selling dope.

I recall one customer who was driven up in a beautiful carriage drawn by a spanking pair of horses and a liveried coachman. She was quietly but fashionably dressed and always bought one pint of laudanum.

Paregoric fiends were legion. One nurse from the state hospital came daily for her ration of paregoric and whisky.

My next job was with a man who absolutely would not sell any narcotic

—but whisky on Sunday. Well, we had some speakeasies and there was no Volstead act.

Drifting to Colorado I worked in Victor for two men. The first sold one-eighth ounces of morphine only. His successor refused to handle it except on prescription.

The first man left me in charge of his store soon after I went to work for him while he went on a hunting trip in the Western part of the state. I slept in his home alone. One morning I was awakened by a loud pounding on the back door of the home. Sleepily I called out "who's there?" "It's me, Curney," came the reply—"What do you want?" I asked—"For God's sake come up and get me some morphine, will you for God's sake, I'm nearly crazy," he begged. "No! Curney," I advised, "You go wake up the fellow who sells it to you all the time and don't bother me." I left him whimpering and pleading at the door and went back to bed. He was gone when I woke up.

When the store was sold I went with the fixtures and the new company said "no dope except on prescription".

However, one day a soda clerk was hired. He was slick and shook a fancy mixer and worked hard. But suddenly his hands shook from whisky and the pupils of his eyes were widely dilated at all times and it was discovered he had a fondness for cocaine—besides the whisky.

He was discharged. He came in to talk occasionally with me. One day he was delirious and told me of his domestic troubles. I was not over sympathetic and he told me he was going to do away with himself.

I jokingly said, "Harry, do a good job of it," and he half laughed it off.

That night it snowed in Cripple Creek where he lived and he was found in the morning outside the Sisters Hospital in a stupor in the snow. This time his pupils were contracted, which indicated morphine poisoning. He was beaten and given hot coffee until he became conscious. Then pneumonia set in and thinking he was dying his former boss sent a telegram to his foster father as follows:

"Harry is dying, what shall we do?"

The reply came back—

"Let him die."

A letter followed explaining the whyfore of the heartless telegram.

The boy was given every opportunity and just would not make good.

He recovered and afterwards joined the militia under the notorious strike breaker, General Sherman Bell.

Shortly after this episode a druggist was killed in his store in an adjoining town and nothing was stolen but the morphine and cocaine. No one ever found the murderer. The firm I was working for bought the stock of the store and I was given the job of sleeping in the place three nights after the murder. I was a tenderfoot, but I took my orders and went to the store and locked myself in securely and rolled myself into an old gray blanket and slept on an army couch. I did not take off my clothes as I wanted to be a regular guy and die with my boots on. I must have shaken myself to

sleep, as I never remember much of being afraid.

In Goldfield, Nevada, there were special stores which got the dope trade and the one where I worked was not one of them, but for a certain catarrh snuff containing 2 per cent. cocaine we had some customers who bought it by the dozen.

The Harrison Narcotic Act was a great piece of legislation. But until the production, manufacturing and distribution of narcotics become Government monopoly in every country in the world there will always be violations and even then the opportunity to make easy money at the expense of the moral and physical lives of the weaklings would be too great a temptation for some unscrupulous persons.

Frank Healy, M. Cp.

Michigan Druggists Honor Michigan Educator.

About 150 druggists and their wives and members of the state board of pharmacy and members of the execu-

tive and legislative committees of the Michigan State Pharmaceutical Society gathered at the Olds Hotel, Lansing, last evening to honor Prof. Charles H. Stocking, of the University of Michigan, president of the College of Pharmacy at the University and president of the American Association of Colleges of Pharmacy, and Clare Allen, president of both the Michigan and National boards of pharmacy.

Committee meetings started at the hotel in the afternoon. The meeting was called by F. H. Taft, local druggist and president of the Michigan State Pharmaceutical Association.

The afternoon meeting was followed by a dinner at 6 o'clock in the wisteria room, in charge of Ralph Broadbent, president of the Lansing Retail Druggists' Association.

This unforgotten man is everybody, if he spends any money at all. He cannot move his automobile, ride on a train, smoke a cigarette, eat dinner or go to a show without directly or indirectly making his contribution.

Putnam's

HOLIDAY CANDIES

POPULAR SINCE 1865

Distributors of

**LOWNEY'S
CHOCOLATES**

**PUTNAM FACTORY
NATIONAL CANDY CO., INC.**

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**1932 LINE
HOLIDAY GOODS**

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Best Line We Have Ever Shown

**We Invite Comparison as to Price and
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Goods That Sell the Year Around

**and some of the best imported and domestic
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**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

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Hazeltine & Perkins Drug Co.
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DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Any display of food products in connection with the fifteenth annual Detroit Builders Show "will have no bearing on the plans of the Detroit Retail Grocers Association which will stage a food and household appliance show of its own early in 1933," W. J. Cusick, president of the association, stated Saturday.

"Announcement last Sunday by Charles J. Prost, manager of the builders' exposition, that their show would combine exhibits of 'Better Homes' and 'Better Foods' as in the last two years, created the erroneous impression that the grocers' association would forego in 1933 an exhibition of its own," Cusick declared.

"We wish to emphasize that, while we have dissolved our connections with the Detroit Builders Exhibition, Inc., we shall, nevertheless, have our annual, the eleventh, Detroit Food Show early next year, the date and other details to be announced soon."

In reply to Cusick's statement, Prost pointed out his announcement "has emphasized the fact that the exhibition of nutritive products as part of the 1933 builders' show will be under his 'direct management' and have no connection with whatever in this line the grocers' association is contemplating to do."

The builders' show is to be held in Convention Hall, March 4 to 12, "with new features both in its homes and foods departments," Prost said.

"Unusual attention is being paid by the public to the progress in the construction of the '1933 Ideal Home,' the annual offering of the builders' show for the information of home lovers on what is new in the line of home construction," he added. "With its steel frame all up, the house this week will have its roof completed."

"The main roof will be of reinforced concrete with a built-up tar and gravel surface. The roof of the solarium will be of steel, surfaced by tar and gravel."

"One of the latest novelties to go into the house will be the kind of glass in its windows. It will be non-frosting, the panes consisting virtually of two glass panels with a dehydrated air space between them. In addition to resisting sweat and frost, the windows will add to the insulating features of the house and thus increase the possibilities of saving fuel."

The house, being built after the design of O'Dell & Rowland, Detroit architects, is being erected on lot No. 175, East side of Prestwick road, in the Wormer & Moore Grosse Pointe Country Club subdivision, Mack avenue, just East of Seven Mile road. Its completion is scheduled for early January.

The Supreme Hat Co. has moved from 15 Grand River, East, to new quarters at Grand River and Broadway where they occupy the ground floor space of the building. The firm deals in millinery at wholesale.

Departing from the usual custom of announcing day time openings of seasonal lines Edson, Moore & Co., 1702 Fort street, West, sent invitations to the trade to attend "open house" on

the evening of Nov. 1, 7 to 10 p. m. The occasion was the showing of new fall and holiday merchandise. According to W. B. Hazelton, vice-president of the company, the merchants showed their appreciation of this new type of wholesale service by responding generously to the invitation. A large section of the main floor has been utilized for the display of holiday merchandise.

Formal announcement by Chevrolet that next month it will introduce its 1933 line with no change in the number of cylinders definitely disposes of recent rumors to the effect that this company was planning a so-called "economy" model for the new year. While no details are available other than that the Chevrolet for 1933 will continue as a six, it is hinted that extensive body changes and a longer wheelbase may be expected.

It is, of course, no secret that all factories now are working chiefly on 1933 lines. October, with its production of about 50,000, made that plain. If they are not actually turning out new lines, preparations to that end are under way. Buick has not yet set an announcement date, although the big plant is back in operation after a month's shutdown for inventory.

While Packard has given no hint that new activities are about to be revealed, it is significant that during the past week sales managers of Packard distributors were at the factory for a two-day conference. Among those present for the conference was Dona Luisa Luepsma, said to be the only woman automobile distributor in the world, who has had the Spanish representation of Packard for twelve years and has large establishments in Madrid and Barcelona.

Where there's a will, there's a way to get orders, according to General Sales Manager L. G. Peed, of De Sota. During the three months' period ending Oct. 15, C. G. Smith, of Evanston, Ill., sold fifty-one De Sota cars with a gross value of \$40,000, thereby winning first place in a sales contest conducted by the factory.

Those striking bodies which are going to decorate so many new chassis when the 1933 models appear reflect the industry's conviction that the attention a car attracts will be the foundation of its success or failure next year. It is a safe prediction that the body, rather than the chassis, of the new models is going to receive the emphasis.

Partly True.

A well-known writer visited a jail to take notes for an article on prison life. On returning home he described what he had seen, and his description made a deep impression on the mind of his little daughter.

A week later the writer and his little girl were in a train which stopped at a station near a gloomy building.

"What place is that?" asked a passenger.

"The county jail," another answered promptly.

Whereupon Mary embarrassed her father and aroused the suspicion of the other passengers by asking in a loud, shrill voice, "Is that the jail you were in, father?"

WHOLESALE DRUG PRICE CURRENT

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

Acid		Gum	
Acetic, No. 8, lb.	06 @ 10	Aloes, Barbadoes, so called, lb.	gourds @ 60
Boric, Powd., or		Powd., lb.	35 @ 45
Xtal, lb.	08 1/2 @ 20	Aloes, Socotrine, lb.	75 @ 75
Carbolic, Xtal, lb.	36 @ 43	Powd., lb.	80 @ 80
Citric, lb.	40 @ 55	Arabic, first, lb.	50 @ 50
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, sec., lb.	45 @ 45
Nitric, lb.	09 @ 15	Arabic, sorts, lb.	15 @ 25
Oxalic, lb.	15 @ 25	Arabic, Gran., lb.	35 @ 35
Sulphuric, lb.	03 1/2 @ 10	Arabic, P'd, lb.	25 @ 35
Tartaric, lb.	35 @ 45	Asafoetida, lb.	50 @ 60
Alcohol		Asafoetida, Po., lb.	75 @ 75
Denatured, No. 5, Gal.	48 @ 60	Guaiac, lb.	60 @ 60
Gal.	4 25 @ 50	Guaiac, Powd., lb.	70 @ 70
Grain, Gal.	50 @ 60	Kino, lb.	90 @ 90
Wood, Gal.	50 @ 60	Kino, powd., lb.	1 00 @ 1 00
Alum-Potash, USP		Myrrh, lb.	60 @ 60
Lump, lb.	05 @ 13	Myrrh, Pow., lb.	75 @ 75
Powd. or Gra., lb.	05 1/4 @ 13	Shellac, Orange, lb.	25 @ 35
Ammonia		Ground, lb.	25 @ 35
Concentrated, lb.	06 @ 18	Shellac, white, (bone dr'd) lb.	35 @ 45
4-F, lb.	05 1/2 @ 13	Tragacanth, lb.	1 75 @ 2 00
3-F, lb.	05 1/2 @ 13	No. 1, bbls.	1 75 @ 2 00
Carbonate, lb.	20 @ 25	No. 2, lbs.	1 50 @ 1 75
Muriate, Lp., lb.	13 @ 30	Pow., lb.	1 25 @ 1 50
Muriate, Gra., lb.	08 @ 18	Honey	
Muriate, Po., lb.	20 @ 30	Pound	25 @ 40
Arsenic		Hops	
Pound	07 @ 20	1/4s Loose, Pressed, lb.	@ 60
Balsams		Hydrogen Peroxide	
Copaiba, lb.	50 @ 80	Pound, gross	25 00 @ 27 00
Fir, Cana., lb.	2 00 @ 2 40	1/2 Lb., gross	15 00 @ 16 00
Fir, Oreg., lb.	65 @ 1 00	1/4 Lb., gross	10 00 @ 10 50
Peru, lb.	2 00 @ 2 20	Indigo	
Tolu, lb.	1 50 @ 1 80	Madras, lb.	2 00 @ 2 25
Barks		Insect Powder	
Cassia, Ordinary, lb.	25 @ 30	Pure, lb.	25 @ 35
Ordin., Po., lb.	20 @ 25	Lead Acetate	
Salgon, lb.	@ 40	Xtal, lb.	17 @ 25
Salgon, Po., lb.	50 @ 60	Powd. & Gran.	25 @ 35
Elm, lb.	35 @ 40	Licorice	
Elm, Powd., lb.	35 @ 40	Extracts, sticks, per box	1 50 @ 2 00
Elm, G'd, lb.	40 @ 45	Lozenges, lb.	40 @ 50
Sassafras (P'd) lb.	45 @ 35	Wafers, (24s) box	1 50 @ 1 50
Soaptree, cut, lb.	15 @ 25	Leaves	
Soaptree, Po., lb.	25 @ 30	Buchu, lb., short	@ 50
Berries		Buchu, lb., long	@ 60
Cubeb, lb.	@ 75	Buchu, P'd, lb.	60 @ 60
Cubeb, Po., lb.	@ 80	Sage, bulk, lb.	25 @ 30
Juniper, lb.	10 @ 20	Sage, loose pressed, 1/4s, lb.	@ 40
Blue Vitriol		Sage, ounces	@ 85
Pound	05 @ 15	Sage, P'd & Grd.	@ 35
Borax		Senna, Alexandria, lb.	50 @ 60
P'd or Xtal, lb.	06 @ 13	Tinnevela, lb.	20 @ 30
Brimstone		Powd., lb.	25 @ 35
Pound	04 @ 10	Uva Ursi, lb.	20 @ 25
Camphor		Uva Ursi, P'd, lb.	@ 30
Pound	60 @ 75	Lime	
Cantharides		Chloride, med., dz.	@ 85
Russian, Powd.	@ 1 50	Chloride, large, dz.	@ 1 45
Chinese, Powd.	@ 1 25	Lycopodium	
Chalk		Pound	35 @ 50
Crayons, white, dozen	@ 3 60	Magnesia	
dustless, doz.	@ 6 00	Carb., 1/4s, lb.	@ 30
French Powder, Com'l., lb.	03 1/2 @ 10	Carb., 1/16s, lb.	@ 32
Precipitated, lb.	12 @ 15	Carb., P'd, lb.	15 @ 25
Prepared, lb.	14 @ 16	Oxide, Hea., lb.	75 @ 75
White, lump, lb.	03 @ 10	Oxide, light, lb.	75 @ 75
Capsicum		Menthol	
Pods, lb.	60 @ 70	Pound	4 00 @ 4 40
Powder, lb.	62 @ 85	Mercury	
Cloves		Pound	1 25 @ 1 35
Whole, lb.	25 @ 35	Morphine	
Powdered, lb.	30 @ 40	Ounces	@ 12 00
Cocaine		1/4s	@ 12 68
Ounce	12 85 @ 13 50	Mustard	
Copperas		Bulk, Powd., select, lb.	45 @ 50
Xtal, lb.	03 1/4 @ 10	No. 1, lb.	25 @ 35
Powdered, lb.	04 @ 15	Naphthaline	
Cream Tartar		Balls, lb.	06 1/2 @ 15
Pound	25 @ 40	Flake, lb.	05 1/2 @ 15
Cuttlebone		Nutmeg	
Pound	40 @ 50	Pound	@ 40
Dextrine		Powdered, lb.	@ 50
Yellow Corn, lb.	06 1/2 @ 15	Nux Vomica	
White Corn, lb.	07 @ 15	Pound	@ 25
Extract		Powdered, lb.	15 @ 25
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82	Oil Essential	
Licorice, P'd, lb.	50 @ 60	Almond, Bit., true, ozs.	@ 50
Flower		Bit., art., ozs.	@ 35
Arnica, lb.	75 @ 80	Sweet, true, lb.	1 50 @ 1 80
Chamomile, German, lb.	35 @ 45	Sw't, Art., lbs.	1 00 @ 1 25
Roman, lb.	@ 90	Amber, crude, lb.	75 @ 1 00
Saffron, American, lb.	35 @ 40	Amber, rect., lb.	1 50 @ 2 00
Spanish, ozs.	@ 1 25	Anise, lb.	1 00 @ 1 25
Formaldehyde, Bulk		Bay, lb.	4 00 @ 4 25
Pound	09 @ 20	Bergamot, lb.	5 00 @ 5 20
Fuller's Earth		Cajeput, lb.	1 50 @ 1 75
Powder, lb.	05 @ 10	Caraway S'd, lb.	3 00 @ 3 25
Gelatin		Cassia, USP, lb.	2 25 @ 2 60
Pound	55 @ 65	Cedar Leaf, lb.	2 00 @ 2 25
Glue		Cedar Leaf, Com'l., lb.	1 00 @ 1 25
Brok., Bro., lb.	20 @ 30	Citronella, lb.	75 @ 1 20
Whl. Flake, lb.	16 @ 22	Cloves, lb.	2 00 @ 2 25
White G'd, lb.	25 @ 35	Croton, lbs.	8 00 @ 8 25
White AXX light, lb.	@ 40	Cubeb, lb.	5 00 @ 5 25
Ribbon	42 1/2 @ 50	Erigeron, lb.	4 00 @ 4 25
Glycerine		Eucalyptus, lb.	1 00 @ 1 25
Pound	15 @ 35	Fennel	2 00 @ 2 25

Hemlock, Pu., lb.	2 00 @ 2 25
Heml'k Com., lb.	1 00 @ 1 25
Juniper Ber., lb.	4 00 @ 4 25
Junip'r W'd, lb.	1 500 @ 1 75
Lav. Flow., lb.	4 00 @ 4 25
Lav. Gard., lb.	1 25 @ 1 50
Lemon, lb.	2 00 @ 2 25
Mustard, true, ozs.	@ 1 50
Mustard, art., ozs.	@ 35
Orange, Sw., lb.	4 00 @ 4 25
Origanum, art, lb.	1 00 @ 1 20
Pennyroyal, lb.	3 25 @ 3 50
Peppermint, lb.	3 50 @ 3 75
Rose, dr.	@ 2 50
Rose, Gran., ozs.	50 @ 95
Rosemary Flowers, lb.	1 50 @ 1 75
Sandalwood, E. I., lb.	12 50 @ 12 75
W. I., lb.	4 50 @ 4 75
Sassafras, true, lb.	2 00 @ 2 25
Syn., lb.	75 @ 1 00
Spearmint, lb.	3 00 @ 3 25
Tansy, lb.	5 00 @ 5 25
Thyme, Red, lb.	1 50 @ 1 75
Thyme, Whl., lb.	1 75 @ 2 00
Wintergreen Leaf, true, lb.	6 00 @ 6 25
Birch, lb.	3 00 @ 3 25
Syn.	75 @ 1 00
Wormseed, lb.	5 00 @ 5 25
Wormwood, lb.	7 00 @ 7 25
Oils Heavy	
Castor, gal.	1 35 @ 1 60
Cocanut, lb.	22 1/2 @ 35
Cod Liver, Norwegian, gal.	1 00 @ 1 50
Cot. Seed Gals.	90 @ 1 10
Lard, ex., gal.	1 55 @ 1 65
Lard, No. 1, gal.	1 25 @ 1 40
Linseed, raw, gal.	59 @ 74
Linseed, boil., gal.	62 @ 77
Neatsfoot, extra, gal.	1 25 @ 1 35
Olive, Malaga, gal.	2 50 @ 3 00
Pure, gal.	3 00 @ 5 00
Sperm, gal.	1 25 @ 1 50
Tanner, gal.	75 @ 90
Tar, gal.	65 @ 75
Whale, gal.	@ 2 00
Opium	
Gum, ozs., \$1.40; lb.	20 00 @ 20 50
Powder, ozs., \$1.50; lb.	21 00 @ 21 50
Gran., ozs., \$1.50; lb.	21 00 @ 21 50
Paraffine	
Pound	06 1/2 @ 15
Papper	
Black, grd., lb.	30 @ 40
Red, grd., lb.	42 @ 55
White, grd., lb.	35 @ 45
Pitch Burgundy	
Pound	20 @ 25
Petrolatum	
Amber, Plain, lb.	12 @ 17
Amber, Carb., lb.	14 @ 19
Cream Whl., lb.	17 @ 22
Lily White, lb.	20 @ 25
Snow White, lb.	22 @ 27
Plaster Paris Dental	
Barrels	@ 5 25
Less, lb.	03 1/2 @ 08
Potassa	
Caustic, st'ks, lb.	55 @ 88
Liquor, lb.	@ 40
Potassium	
Acetate, lb.	60 @ 96
Bicarbonate, lb.	30 @ 35
Bichromate, lb.	15 @ 25
Bromide, lb.	51 @ 72
Carbonate, lb.	30 @ 35
Chlorate, Xtal, lb.	17 @ 23
powd., lb.	17 @ 23
Gran., lb.	21 @ 28
Iodide, lb.	3 64 @ 3 84
Pernanganate, lb.	22 1/2 @ 35
Prussiate, Red, lb.	80 @ 90
Yellow, lb.	50 @ 60
Quassia Chips	
Pound	15 @ 20
Powd., lb.	25 @ 30
Quinine	
5 oz. cans., ozs.	@ 57
Sal	
Epsom, lb.	03 1/4 @ 10
Glaubers, Lump, lb.	03 @ 10
Gran., lb.	03 1/4 @ 10
Nitre, Xtal or Powd.	10 @ 22
Gran., lb.	09 @ 20
Rochelle, lb.	21 @ 31
Soda, lb.	02 1/2 @ 08
Soda	
Ash	03 @ 10
Bicarbonate, lb.	03 1/2 @ 10
Caustic, Co'l., lb.	08 @ 15
Hyposulphite, lb.	05 @ 10
Phosphate, lb.	23 @ 28
Sulphite, Xtal, lb.	07 @ 12
Dry, Powd., lb.	12 1/2 @ 20
Silicate, Sol., gal.	40 @ 50
Turpentine	
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

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, 10 oz.	3 60
KC, 15c size, 15 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, 100 lb. bag	5 00
Dry Lima Beans 100 lb.	7 25
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
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BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 250	1 00
Krumbles, No. 412	1 35
Bran Flakes, No. 624	1 80
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

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
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CANDLES

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

CANNED FRUITS

Hart Brand

Apples	
No. 10	4 75

Blackberries

Pride of Michigan	2 55
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Cherries

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

Gooseberries

No. 10	7 50
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Pears

Pride of Mich. No. 2 1/2	2 25
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Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam 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	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1 wet	1 45
Sard's, 1/4 Oil, Key	4 25
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	1 90
Salmon, Med. Alaska	1 45
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/4, ea. 6@12	
Sardines, Im. 1/2, ea. 25	
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, 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., sli.	1 35
Beef, 4 oz., Qua., sli.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 Libby	80
Potted Meat, 1/4 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

Campbells	60
Quaker, 16 oz.	57
Van Camp, med.	1 25

CANNED VEGETABLES

Hart Brand

Baked Beans

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

Lima Beans

Little Quaker, No. 10	10 50
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
Cut, No. 10	9 00
Cut, No. 2	1 60
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
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. 2	1 20
Pride of Mich., No. 1	90
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
Belle of Hart, No. 2	1 75
Pride of Mich., No. 2	1 45
Marcel., Sw. W. No. 2	1 55
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50

Pumpkin

No. 10	4 75
No. 2 1/2	1 30

Sauerkraut

No. 10	4 00
No. 2 1/2	1 35
No. 2	1 05

Spinach

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

Squash

Boston, No. 3	1 35
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Succotash

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

Tomatoes

No. 10	5 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 20
Sniders, 14 oz.	1 85

CHILI SAUCE

Sniders, 8 oz.	1 65
Sniders, 14 oz.	2 25

OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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CHEESE

Roquefort	55
Wisconsin Daisy	14 1/2
Wisconsin Twin	13 1/2
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	50
Kraft Pimento Loaf	21
Kraft American Loaf	19
Kraft Brick Loaf	19
Kraft Swiss Loaf	22
Kraft Old Eng. Loaf	32
Kraft, Pimento, 1/2 lb.	1 50
Kraft, American, 1/2 lb.	1 50
Kraft, Brick, 1/2 lb.	1 50
Kraft, Limbur., 1/2 lb.	1 50

CHEWING GUM

Adams Black Jack	66
Adams Dentyne	65
Beeman's Pepsin	66
Beechnut Peppermint	66
Doublemint	66
Peppermint, Wrigleys	66
Spearmint, Wrigleys	66
Juicy Fruit	66
Wrigley's P-K	66
Teaberry	66

CHOCOLATE

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

CLOTHES LINE

Hemp, 50 ft.	2 00@2 25
Twisted Cotton, 50 ft.	1 50@1 75
Braided, 50 ft.	1 90
Cupples Cord	1 85

COFFEE ROASTED

Lee & Cady

1 lb. Package	
Arrow Brand	24
Boston Breakfast	25 1/2
Breakfast Cup	23
Imperial	37
J. V.	19
Majestic	30
Morton House	34
Nedrow	28 1/2
Quaker	31

Currants
Packages, 11 oz. ----- 11½

Dates
Imperial, 12s, pitted 1 70
Imperial, 12s, Regular 1 30

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

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

Raisins
Seeded, bulk ----- 7
Thompson's seedless blk. 6½
Thompson's seedless, 15 oz. ----- 7½
Seeded, 15 oz. ----- 7½

California Prunes
90@100, 25 lb. boxes @05
80@90, 25 lb. boxes @05½
70@80, 25 lb. boxes @06
60@50, 25 lb. boxes @06½
50@60, 25 lb. boxes @07
40@50, 25 lb. boxes @07½
30@40, 25 lb. boxes @08½
20@30, 25 lb. boxes @12
18@24, 25 lb. boxes @14½

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. ----- 1 80
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. 38
½ Pint Squat, per doz. 38

Margarine
I. VAN WESTENBRUGGE
Food Distributor



Cream-Nut, No. 1 ----- 13
Pecola, No. 1 ----- 8½

Wilson & Co.'s Brands
Oleo
Nut ----- 09
Special Roll ----- 12

MATCHES
Diamond, No. 5, 144 6 15
Searchlight, 144 box 6 15
Swan, 144 ----- 5 20
Diamond, No. 0 ----- 4 90

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, Peerless ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6½
Peanuts, Jumbo ----- 7½
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 07

Salted Peanuts
Fancy, No. 1 ----- 7
24 1 lb. Cellophane case 1 80

Shelled
Almonds ----- 39
Peanuts, Spanish ----- 125 lb. bags ----- 5½
Filberts ----- 32
Pecans Salted ----- 45
Walnut California ----- 42

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., 650 ----- 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. ----- 12
Good St's & H'f. ----- 10
Med. Steers & Heif. ----- 09
Com. Steers & Heif. ----- 07

Veal
Top ----- 09
Good ----- 08
Medium ----- 07

Lamb
Spring Lamb ----- 11
Good ----- 12
Medium ----- 08
Poor ----- 05

Mutton
Good ----- 04½
Medium ----- 03
Poor ----- 02

Pork
Loin, med. ----- 10
Butts ----- 09
Shoulders ----- 07
Spareribs ----- 07
Neck bones ----- 03
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 ----- 6½
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. @12
Hams, Cert., Skinned 16-18 lb. @11
Ham, dried beef ----- @25
Knuckles ----- @09
California Hams ----- @16
Picnic Boiled Hams ----- @18
Boiled Hams ----- @12
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

Beef
Boneless, rump ----- @19 00

Liver
Beef ----- 09
Calf ----- 35
Pork ----- 05

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
Peerless, 1 lb. boxes 19
Old Kent, 1 lb. Pure 27

HERRING
Holland Herring
Mixed, Kegs ----- 78
Mixed, half bbls. -----
Mixed, bbls. ----- 89
Milkers, Kegs -----
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 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. 1 30
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. bbl. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream Rock for ice cream, 100 lb. each 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
6, 10 lb., per bale ----- 93
20, 3 lb., per bale ----- 1 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
Climaline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 2 55
Gold Dust, 12 Large 2 05
Golden Rod, 24 ----- 4 25
La Frace Laun., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
Rub No More, 100, 10 oz. ----- 3 85
Rub No More, 20 Lg. 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 60
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
Pummo, 100 box ----- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

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

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

Seasoning
Chili Powder, ½ oz. ----- 65
Celery Salt, 3 oz. ----- 85
Sage, 2 oz. ----- 85
Onion Salt ----- 1 35
Garlic ----- 1 35
Poneltz, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 50
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Tumerci, 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 30
Half Gallons, 1 doz. 7 75
Gallons, each ----- 1 25
5 Gallon cans, each -- 3 70

TABLE SAUCES
Lee & Perrin, large. -- 5 75
Lee & Perrin, small. 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco, small ----- 3 75
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 ----- 21@29
Fancy ----- 35@38
No. 1 Nibbs ----- 32

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

Ceylon
Pekoe, medium ----- 41

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. 9c
Market, single handle 95
Market, extra ----- 1 60
Splint, large ----- 3 50
Splint, medium ----- 7 50
Splint, sp. ----- 6 50

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white. 05
No. 1 Fibre ----- 08½
Butchers D F ----- 05½
Kraft ----- 04
Kraft Stripe ----- 03½

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.

National Call To Fight a Menace.

This racket thing is no simple issue to mention once and then forget about it. It is a deep cancer on the body of business and is spreading in an alarming way. It is very important that the viper shall not raise its head in shoe stores in New York, for if it does, it will spring to other cities and the venom of it will kill the freedom and independence of retailing.

Some years ago a similar plan for organization of the help and payment of a membership (protection) fee was attempted in Chicago, in the outlying neighborhood districts. It flourished weakly for a time and then died because merchant after merchant resolved that it was better to close up than to continue paying tribute to gangsters. It never did get into the downtown loop district because the big department stores brought pressures to bear to kill it "aborning."

There is apparently a sinister background to this effort to organize the retail shoe stores, but up to this writing it has been of little avail. None of the big stores or chains have succumbed but there is no telling about the pressures brought to bear on the little independent stores of which there are hundreds. The hope is that good citizens have resisted the racket and that despite stench bombs, acid on the windows and threats of violence, this racket too will die "aborning."

The commercial racket has possibilities of being an increasing menace following the probability of the repeal of prohibition. It seems unfortunate, however, that the first store attempt should be to move from booze to shoes. The birth and rise of the commercial racket in its most simple form is told us by Alex Zoccola, as follows:

"Many years ago, an immigrant from Southern Italy, lands at the foot of Broadway, New York, broke, and begins to look for the gold with which the streets there were proverbially supposed to be paved.

"He has not gone 50 yards before he sees a fellow countryman, from the same village, in fact, who had emigrated to America some years before. This fellow is tending a well-laden fruit stall.

"The first Italian goes up to him and greets him effusively; enquires how business goes, and is told trade is not too bad.

"Finally our first friend says: 'I suppose you are a member of the Fruit Retailers' Association?'

"'Me? Association? Never heard of it,' says the man.

"'Why man,' says No. 1, 'don't you know you are risking your life, let alone your fruit stall, standing here selling fruit without belonging to the 'Societa'? I am surprised that they have not come along and found you out, and thrown your fruit stall and probably you as well in the river. If you want a peaceful life you had better join at once. Fortunately, I know the Secretario Generale and I will

recommend you to be made a member at once. Give me \$5, for your entrance fee and to-morrow I'll bring you your membership badge and collect the other \$5 annual subscription.'

"The fruit vender, thoroughly alarmed, parts with the \$5. No. 1 goes to the nearest printer and gets some membership tags printed. Next day he delivers this and collects the other \$5.

"To cut a long story short, there were about 30,000 vendors in New York—29,998 joined. They had to throw one in the river for the moral effect, and the other one had an Irish friend who was a pugilist and gave our first friend a thorough pasting."

Racketeering is firmly entrenched in the business life of many cities in other lines of business. One "syndicate" has a coast-to-coast organization openly boasting of its "connections" and its "service." In Chicago, alone, it has been conservatively estimated that racketeering costs the citizens more than \$145,000,000 a year. There is scarcely a food and service that does not pay tribute to rackets.

Racket by force can only be fought by the power of co-operation, backed up by efficient policing and protection. —Boot and Shoe Recorder.

Reasons Why Portland Is the "American" City.

(Continued from page 12)

on earth: kept vigorous, let us observe, by constant infusion of new blood.

Such conditions we might properly regard as about perfect, conducive to social and commercial atmosphere ideally favorable to utmost individual growth and accomplishment. In the main that impression is justified. Portland is broadminded and liberal.

But there is one outcropping that is disconcerting. That is a tendency toward illiberal "isms"; and because similar tendencies appear in other "pure American" regions, especially in Oregon, the question hinted at above may be a fair one: whether, after all, any racial strain runs to seed if kept too "pure."

Cheap, demagogic politicians are quick to scent such tendencies; to play on prejudices engendered by discontented failures and others who are short of self reliance. Demagogues notoriously aim at outstanding success, their slogan being "If ye see a head hit it!"

Unfortunately, Portland was identified with the I. W. W. in its degenerate days. It is not more fortunate in being the home of the leader of the bonus army. The "Oregon Wildcat" is not an asset to Portland, nor is one presently active radical movement, sponsored by foreigners who probably could not to-day gain entry into our country. These two last aim their shafts at solid Portland institutions, some of which pay large taxes and employ more local people—with no reduction in the wage scale—than they did in 1929. The impression of such things on the rest of America is surely not realized in Portland or that fine city would have none of them.

No city ever has too many successful, progressive business institutions and none can spare any that it has.

Portland is no exception to this rule. I therefore believe that this mere hint that her best business is thus subjected to insidious attack will arouse her commercial and civic associations, her Chamber of Commerce for example, to a vigorous routing out of the elements I outline. Her City Club has done and is doing splendid work along these lines.

So to him who asks whether he might wisely establish a business in Portland I would say: Go there and look about you, having in mind the factors I have sketched. No need to exaggerate them, but neither should they be disregarded. That, by the way, is the only proper procedure in relation to any locality—as I have always pointed out. One should always investigate any prospective environment himself, personally, at first hand before he makes such a momentous decision as that of taking up his abode and casting his life lot anywhere. The wisdom of such course is probably no more indicated in the case of Portland than any other city; but because this question bobs up whenever I write of any place, it is my duty to indicate anything of disadvantage—even if only apparent—that I discover. Come to think of it, the good points anywhere will take care of themselves. Indication of doubtful features is what I deem necessary and salutary.

Local vigilance, of which there are present indications of extra activity, will serve to eradicate the indicated handicaps from this fair city, making her altogether what now she is in most respects—a place to which business of all kinds will be attracted. Then

Portland will go forward to the destiny her general makeup entitles her to realize. She will then truly become what now she mostly is: The American City. Paul Findlay.

A Business Man's Philosophy.

A man who visited a college in a small Western city observed two pictures painted on the wall of the reception room. This college taught the art of curing disease by manipulation of bones, muscles and nerves.

One picture was a likeness of Jesus. The other, alongside and of equal size, was a likeness of the president of the college.

Under the picture of Jesus was printed "He cured many," and under the picture of the president was the line "I cure all." Some people have colossal egotism, or is it merely bluff? William Feather.

Obeying Orders.

A railway director rebuked a ticket-collector who allowed him to go through the gate without producing his pass.

"No matter if you do know who I am," he said, in reply to the collector's excuse. "I am entitled to ride free only when I am traveling with that pass. You don't know whether I have it or not."

The collector, nettled into action, demanded to see the pass.

"That's right," exclaimed the director.

"Here—why—where—well, I declare I must have left it at the office."

"Then you'll have to pay your fare," responded the collector, grimly.

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)

sane and sensible lines, he took with him several men with small intellects who would confine their activities to sounding praises of their chief. The depression through which we are now passing is the aftermath of the machinations of the kaiser and the monumental mistakes of Wilson. Now Hoover, who had nothing to do with either starting the war or sowing the seed for another war is cast in the discard by people who are not familiar with European history and who do not read the signs of the times aright. If I were asked who started the war I would say the kaiser without any evasions whatever. If I were asked who is to blame for the war now in the offing I would say Wilson, without any equivocation whatever—first by insisting on the armistice when the war should have been ended in Berlin, the treaty of peace signed in Berlin and allied armies kept in Berlin—at the expense of Germany—until every penny of the war assessment on Germany was paid (the same as Germany did in her uncalled for war on France in 1870 and 1871); second, by forcing on the world a treaty which no one but a mentally unsound idealist could possibly conceive and insist on carrying into execution.

The depression is bringing out many interesting features displaying the human side of life. Here is one: John H. Millar has served the National Candy Co. as salesman for more than fifty years. He has a friend in the person of a young man who lost his position and was fearful he would lose the home he was buying on contract. John heard of the circumstance and took the young man to his house, with the request that he be relieved from further service and the young man given his place at the same salary he was receiving. Out of the goodness of his heart he offered to spend two weeks with the young man, introducing him to the customers he will be expected to call on during that time, without expense to the house.

A scrip worker called on the clergyman of an East end church to explain why he could not give more to the church, because he was working only three days a week. The shrewd dominie asked if he would like a job which would keep him employed six days per week. Receiving an affirmative reply, the clergyman said:

"I have watched the scrip workers and, as a class, they are a pretty shiftless lot. I tell you what you do. Place twice as many bricks in your wheelbarrow as any other worker and make twice as many trips as they do. Say nothing in the meantime." The scrip worker acted on the advice of his clerical friend. He noticed that a man who owned a factory near by stopped frequently to watch the men working for the city. One day he beckoned to the protege of the preacher to approach him. As he did so, the manufacturer asked if he would like a six day per week job in the factory at the same rate of wages—40 cents per hour. "You bet I would," replied the worker. The

change in employment then took immediate effect.

Very greatly to my regret, the Michigan Hotel Association did not take up the subject of entertaining dogs in hotel dining rooms and sleeping rooms at the recent convention at Traverse City. I was very much in hopes the members would adopt a resolution requesting the legislative committee to have a prohibitory dog law introduced at the next session of the Legislature. Unless they do this, I will have to come to the conclusion, reluctant as it will be to me, that hotel men want the dogs in hotels and are willing to tolerate dog hairs on carpets, rugs, upholstered chairs and bed clothes. I have had to relinquish the pleasure I enjoyed in stopping at several hotels which have long been favorites of mine, because of the odor which pervades our favorite rooms. Because Michigan hotels as a class have played to such poor business for the past two or three years, landlords have permitted themselves to be subjected to all sorts of indignities. Even now they do not appear to have the nerve to stand together and unanimously demand the Legislature come to their assistance and help them abolish this dog abuse.

I heartily endorse the crusade Rev. J. W. Fifield is conducting to secure the publication of a list of pensioners in this district or state. I believe its publication will disclose the fact that thousands of perfectly well persons are receiving aid from the Government without any excuse whatever. The U. S. Chamber of Commerce has launched an active campaign against Federal Government extravagances. All chambers of commerce and business groups are being mobilized to unite in the demand upon Congress that economy begin with eliminating \$400,000,000 a year now paid out for veterans not injured in war. The National Economy League, with the same objective, prepares to open Washington headquarters. Both have the same platform, "We have millions for fairness, not a farthing for folly."

Hiram R. Gezon informs me that Holland is suffering from the high cost of living to even a greater extent than the United States. According to the Queen of Holland, in an address she recently made before the representative legislative body of that country, she stated that citizens of Holland having an annual income of \$2,000 are called upon to contribute \$800 to the support of the government. The queen urges a reduction in expenses which will reduce this tax rate.

From all I can learn there will be few Idaho potatoes sold in Michigan this season. Michigan potatoes are so fine in quality this year that there is little need of looking elsewhere except where elongated baking potatoes are especially desired. The Idaho potato growers are certainly worse off, so far as loss is concerned, than our Michigan growers. The freight rate from Idaho to Michigan is \$1.25 per 100 lbs., so that the transportation lines receive 18¼ cents for every 15 lb. bag of Idaho potatoes, brought to Michigan

markets. The bag must cost 2 cents at least and the cartage ¼ cent, making 21 cents as the cost laid down. Local dealers are selling the peck containers at 23 cents, which leaves only 2 cents for three handlers and the grocer. Under such conditions, where does the grower come in?

Concerning the unfortunate controversy which has developed between Muskegon and Grand Rapids over several very unimportant matters—a controversy which is greatly deplored by the best citizens of both cities—a leading banker of Muskegon writes me as follows:

"I have read with much interest and satisfaction your article in the controversy between the improvement organizations of our sister cities. I regret that there should be any apparent friction along these lines, and when I saw the article in our local daily paper which referred to the matter, I then felt that it was inadvisable to bring up the matter in such a way. I am sure that the citizens of Muskegon appreciate the good will and co-operation which has been the rule between our cities."

To this letter I replied as follows:

"Your letter of Nov. 12 was just what I expected you to say, because you know as well as I do that the well being of both Muskegon and Grand Rapids depends largely on the harmonious relations they sustain.

"I was one of the organizers of the Grand Rapids Association of Commerce—Board of Trade in those days—and later served as president two years. Because our then secretary (Van Asmus) had some feeling against Muskegon, I had to sit down on him hard on more than one occasion. Later Bierce came into the secretary's office and appeared to act on the theory that in order to build up Grand Rapids he must infringe on the rights of competing markets and sister cities. I labored with him long and earnestly to abandon the idea, but did not succeed in converting him to my theory of live and let live. I thereupon retired from all connection with the organization and for many years he made war on me and my publication in a very underhanded and vindictive manner, going out of his way to misrepresent and malign us on every occasion possible. I treated his attacks with silence, which I thought then and still think was the proper course to pursue. On the election of a secretary of a different type, I resumed my membership in the organization. If I ever detect any deviation from the live and let live policy I have always aimed to establish and maintain, I will again withdraw my membership, because I do not want to see Grand Rapids take advantage of any community within our trade territory.

"I thank you for your letter, which is the biggest and broadest of any of the numerous letters I have received from Muskegon friends during the past week."

I have been unable to obtain the exact figures but am assured that the proposed state oleo tax law was defeated at the election Nov. 8 two to

one. This will be welcome news to retail merchants who already pay more than their just share of the tax levies.

Because of the changes in Lansing Jan. 1—both executive and legislative—there are likely to be many freak measures introduced in the next Legislature by inexperienced lawmakers. It will be well for all mercantile organizations to instruct their legislative committees to keep in close touch with matters of this character, so as to be able to act promptly in suppressing any vicious efforts made to ignore or injure the retail merchant through class legislation. E. A. Stowe.

When On Your Way, See Onaway.

Onaway, Nov. 15—November 13 brought a nice fall of snow. I suppose in the cities this would be called a nuisance, but Up North it is hailed with delight, especially by the hunters. "A nice tracking snow," that is what it is called up here. And the hunters are arriving; a party from Grand Rapids; a number from Detroit and from different parts of the state. Ohio and Indiana furnish a good many, as well as scattering states. Local hunters have their camps or tents all ready prepared and Saturday a hunter reported seeing eleven deer that day. And rabbits—the woods are full of them—big snow shoes and cotton tails; red caps, red coats and all kinds of uniforms are in evidence; the heavy artillery will soon cut loose.

The small boys now monopolize the highway with their sleds and all is glory, for winter is here you know.

Squire Signal.

Electric scissors are now available. They are said to operate with speed and ease on all kinds of materials.

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

Phone 61366

**JOHN L. LYNCH
SALES CO.**

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

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

Business Wants Department

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

FOR SALE—Complete Landris electrical shoe repair outfit. Practically new. Bargain. R. S. Sykes, Muir, Mich. 550

FOR RENT—Store building 25x75, located on main business street, especially adapted to women's wear and women's shoes. Rent \$40, including basement. Will Curtis, Reed City, Mich. 551

COST OF CORRESPONDENCE.

Its Value Can Never Be Accurately Computed.

Based upon the study of experts the average business letter costs fifty cents. Here is what some of the experts say:

Thomas A. Edison Inc.: "We find the cost of the average letter to be 42.3 cents. I am sending you copy of one of these (our) studies in which you will note that the cost per letter was \$1.29 each."

Printers Ink Magazine: "The cost of letters varies with the amount paid the dictator. A fair estimate of the average cost is 50 to 60 cents per letter."

The Bureau of Business Standards, Inc.: "The cost of an average business letter such as this (one page letter) would be 55 cents. I have no hesitation in saying the matter of proper housing is indeed essential."

Dictaphone Sales Corporation: "I believe 50 cents per letter would be near the average for shorthand letters. In any event, the safeguarding of letters must not only consider the production cost of such letters, but in a larger degree, the inestimable value of such written documents in the conduct of a business."

Now, correspondence that costs so much actual money—correspondence so valuable—should be protected in the safest manner possible and here are twenty reasons why correspondence should have the ultimate in protection.

1. Legal—It is impossible to foresee what significance a letter may have in a case of legal controversy—developing matters in an entirely different light than shown by the original contract.

2. Cost—A fair proportion of correspondence represents the time of a highly paid individual to dictate, proper facilities and machinery to transcribe and later to file and find.

3. Disputes—Specific reference to correspondence in many instances settles disputes which might prove costly if correspondence was not available.

4. Service to Customers—Being able to refer to previous files makes possible rendering prompt and satisfactory service to customers.

5. Claims—Pending claims files are worth actual dollars and cents.

6. Policy—Correspondence contains official statements of a company.

7. Contact—Correspondence is frequently the only means of contact with a firm's customers. "Lost files" mean lost business.

8. Results—Without correspondence many pending matters could not be satisfactorily closed.

9. Direct Loss—A well known corporation suffered loss variously estimated from five to thirty million dollars because the contents of some 4,000 files were destroyed. Loss of any firm's files would probably mean a proportionate loss.

10. Confirmation — Agreements reached in conference might be misinterpreted by one or both parties if they were not confirmed by correspondence.

11. Convenience — Frequently one case is used as a precedent in handling similar cases within an organization.

If the original file is saved, much time can be saved.

12. Peace of Mind—You never know just when correspondence will be vital. Would any business sell their files at actual cost of preparation if they knew they could never refer to them again?

13. Credit—Credit files are built up slowly and at considerable expense. They are a history of customers extending over a period of several years.

14. Suggestions and Complaints—Correspondence on product construction, performance and complaints is a valuable guide in determining future action.

15. Changing Conditions — Any matter apparently closed may be opened again—when it will be of utmost importance.

16. Personal Data—Analytical letters and supporting data are vital in efficient supervision.

17. Promises—Much of the correspondence in the average business consists of definite promises made to customers or received from various sources.

18. Quotations — Correspondence containing quotations or acknowledgments is valuable in handling orders saving money and preventing disputes.

19. Reorganization — Correspondence is the quickest and best source of information on all phases of a business, for new employees.

20. Continuance of business — A business without its correspondence files is like a man who has lost his memory.

As to the legal value of correspondence, hundreds of sagacious judges from Maine to California were asked:

"In your experience as either judge or attorney, do you view correspondence as important evidence, even where contracts and other legal documents are in evidence?"

1. It is the best evidence, for the reason that letters written about transactions at the time they occur are not doctored or colored and state what the parties had in mind better than at some time afterwards when they have time to think it over and either intentionally omit or unintentionally forget what did transpire.

2. Yes, as a rule, the correspondence is the best evidence of a party's good intentions.

3. Yes, and my observation is that the jury pay a good deal of attention to letters. Nothing is so dangerous as a letter flashed up not expected.

4. Yes, for purpose of determining intention of parties where not clear; for purpose of ascertaining construction parties themselves have placed on contracts and agreements or modification of written agreements subsequent to execution. They are very frequently material.

5. I certainly do—they often form the contract itself.

6. Yes, they often throw light on the subject matter when the contract is ambiguous.

7. Yes, highly important when admissible under the rules of evidence. Written evidence when admitted is of the very highest class whether in the form of correspondence or otherwise.

Correspondence worth filing is certainly worth safe filing.

CASH-CARRY PLAN GAINS.

Savings of Ten Per Cent. Claimed By Gimbel Bros.

Regarded as a significant step toward lower distribution costs, the cash-and-carry plan of merchandising is credited with making appreciable headway in the department store field. This plan was put into effect Monday of this week throughout its basement store by Gimbel Brothers in New York City.

William Filene's Sons Co., of Boston, has been a pioneer in the operation of a cash-and-carry basement, and for some time the basement of the Namm Store, Brooklyn, has maintained a policy of cash sales, no free deliveries and limited selling service. Various forms of the method, particularly cash-and-carry sales events, are also being utilized by a number of other stores throughout the country.

Owing to its application to a wide range of merchandise in a basement unit which is a complete store in itself, the Gimbel action is being watched with marked interest in retail circles. Under the plan, which executives of the store believe will yield savings of "at least 10 per cent.," all basement sales will be for cash and the self-service idea will be stressed. There will be no free deliveries, alterations, discounts, mail or telephone orders or C. O. D. shipments in the basement. The merchandise will differ from that of the upstairs store. Buyers have been instructed to give extra attention to manufacturers who desire to sell to the basement, and every line presented will be inspected.

"The cash-and-carry principle has been adopted for the entire basement department on the conviction that a large segment of the population is not primarily interested in service, but wants attractive merchandise at prices as low as they can be made," said Richard Flanagan, advertising director of the store. "Summed up briefly, the cash-and-carry plan means low cost 'cafeteria' service and a grocery store rate of turnover."

The decision to put the plan into operation throughout the entire basement, he added, was reached following the success achieved with it in women's apparel. On Aug. 1 the method was tried out in the dress department, and worked well, he said. Forty-five days later the plan was applied to all basement ready-to-wear. Effective this week, the plan was broadened to cover all basement lines, ranging from accessories and gift wares to home furnishings, men's and boys' clothing and women's, misses' and children's wear. The peak sales of the basement had approached \$10,000,000.

Application of the plan, Mr. Flanagan said, represents probably the broadest scope for it ever attempted in the department store field. Store executives, he added, anticipate a speeding up of turnover, with a rate of twelve times annually held likely. Turnover will be aided by a daily, "almost automatic" check on sales which will be made. He placed the average size of the sales check in the basement department at about 25 per cent. under that of the upstairs store.

Mr. Flanagan traced the savings of "at least 10 per cent." to the combined effect of reduced overhead under the new plan, citing particularly the features of cash sales, elimination of deliveries, self-service and volume gains. The upstairs store will continue to pioneer in the presentation of new things as they appear on the horizon, with the basement concentrating on proved successes in reorder merchandise, he said.

"Handling both fashion as well as price goods, the basement," he went on, "is making a special appeal to youthful clientele. In order to get the benefit of customer views on the new plan, and also to gauge where the trade is coming from, a prize award of \$10 daily for the best letter written by a customer will be announced in leaflets to be wrapped in each package."

In other retail quarters, several estimates were made regarding the savings of cash-and-carry operation. One listed the major items approximately as follows: elimination of accounts receivable and credit privilege, 2 to 3 per cent.; deliveries, 1½ per cent.; and self-service, 2½ per cent. This gives a basic figure of 6 to 7 per cent. to which other savings are added, particularly those accruing from volume increases, expenses moving lower if volume gains are achieved in "snow-ball" fashion.

Dominating Place of Education in American Life.

One is impressed as one rides about in these American States by the important place occupied by school buildings in the life of a Nation. In most cities one will find that the most important building in town is not a business block, is not a bank, is not a hotel, is not a church, but is a high school building.

There are about as many people in high school in the United States today as there are in all the nations on the face of the earth, and high school education is in this country entirely free. In no other country on the face of the earth is the high school so free of restrictions as it is in ours.

When one has completed the eighth grade, or the sixth grade, in our cities, one is admitted directly into the secondary school. And this is entirely without expense to the person attending, even for textbooks in many places.

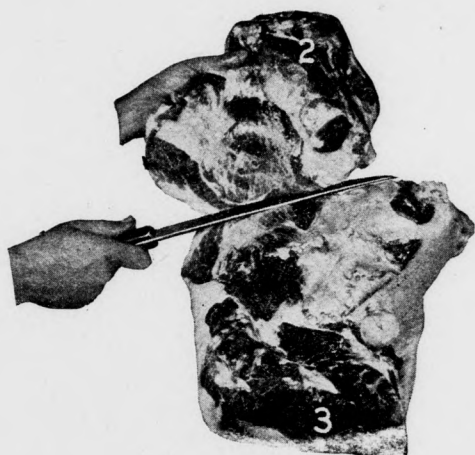
Moreover, we find our schools open without restrictions as to sex, as to religious belief, and as to race. In many of the countries of the Old World what secondary schools exist are for the separate sexes, or are primarily for people of certain religious beliefs. In this country the public schools are open without regard to these restrictions.

Again in this country we have had longer than any place else in the world citizenship open to all adults. In most states we have extended the suffrage to all males for over a century and to all females for more than twenty years. We believe in education for both men and women that all of our citizens may be educated to as high a degree as possible in order that they may vote intelligently.

William John Cooper.

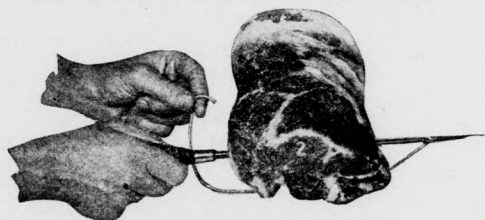
MODERN CUTS OF PORK

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



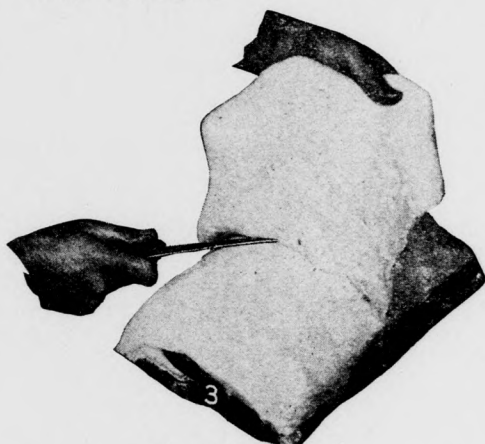
Art. VI—Cut 1

1. With the knife follow the natural seam which separates the inside and outside cuts of the ham and lift the inside, or face, from the cut beneath.



Art. VI—Cut 2

2. Put in a few stitches to hold the meat in shape.



Art. VI—Cut 3

3. Remove a strip of the excess fat from the outside of cut No. 3.



Art. VI—Cut 6

1. Remove the leg bone from Cut No. 3.

CUTS FROM THE FRESH SKINNED HAM

The idea of making three rolls from one fresh skinned ham was presented in the preceding article. Instruction in making the first one of these three rolls was given. Rolls numbers 2 and 3 are taken up in this issue.

Ham Roll No. 2

The face, or inside cut (cut No. 2) is used to make Ham Roll No. 2.



Ham Roll No. 3

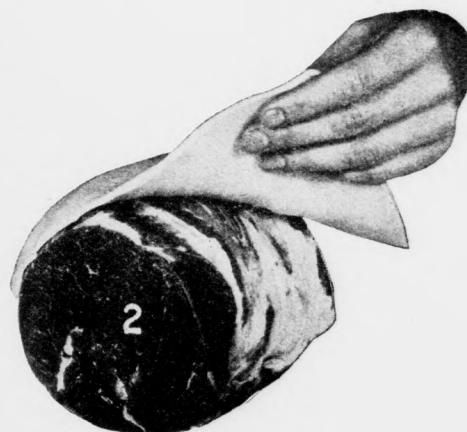
The outside section (cut No. 3) is used to make Ham Roll No. 3.



Art. VI—Cut 7

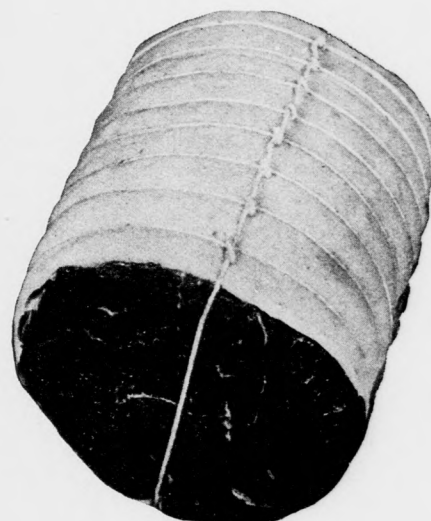
2. Put in a few stitches to hold it in shape.

(End of Article VI)



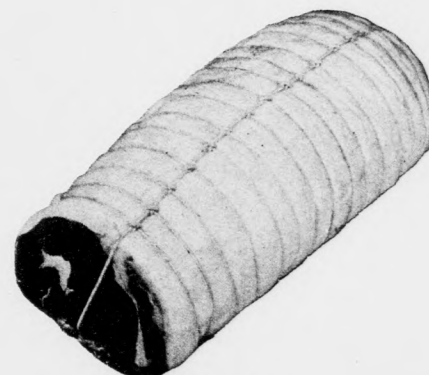
Art. VI—Cut 4

4. Wrap cut No. 2 with the excess fat from No. 3, thus making a juicier, more desirable roast.



Art. VI—Cut 5

5. The completed Ham Roll No. 2. Note the improvement in appearance by the addition of the layer of fat.



Art. VI—Cut 8

3. The completed Ham Roll No. 3.

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