

HAPPINESS

Happiness is like a crystal,
Fair and exquisite and clear,
Broken in a million pieces,
Scattered far and near.
Now and then along life's pathway,
Lo, some shining fragments fall,
But there are so many pieces,
No one ever finds them all.

You may find a bit of beauty,
Or an honest share of wealth,
While another just beside you
Gathers honor, love, or health.
Vain to choose or grasp unduly,
Broken is the perfect ball,
And there are so many pieces,
No one ever finds them all.

Yet the wise, as on they journey,
Treasure every fragment clear;
Fit them as they may together,
Imaging the shattered sphere.
Learning ever to be thankful,
Though their share of it be small,
For it has so many pieces,
No one ever finds them all.



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

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

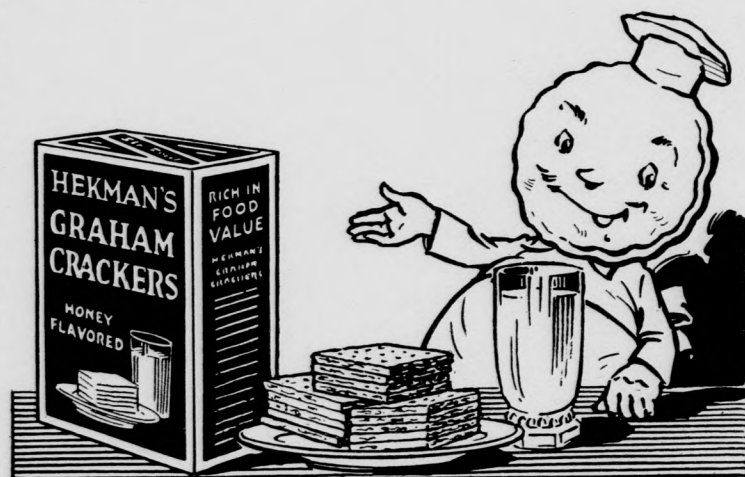


A complete line of canned vegetables and fruits

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.

FIRE and BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.

31-33 Ionia, N.W. Tradesman Bldg.

STRENGTH

COMPANIES REPRESENTED HAVE
Assets \$65,931,787.14
Surplus \$23,396,338.15

SERVICE

Correct Insurance Coverage
Engineering Advise

SAVINGS

12½% To 40%
According To Classification of
Property

THE MILL MUTUALS AGENCY
LANSING, MICHIGAN

Mutual Building

Phone 20741

DETROIT OFFICE
Transportation Bldg.
Phone
Randolph 0729

GRAND RAPIDS OFFICE
Grand Rapids Trust Bldg.
Phone
95923



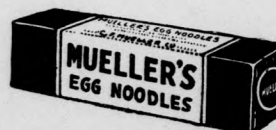
MUELLER PRODUCTS can be offered to your customers with the assurance that they are guaranteed in every way.

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

Continuous advertising assures frequent turnover and better profits.

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

C. F. MUELLER COMPANY
Jersey City New Jersey



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

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 23, 1932

Number 2566

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

The Roosevelt landslide means that a majority of the people have had their way, and having that they have renewed hope and confidence in the future. Many of our citizens will have a low purchasing power for no one knows how long to come, but millions of others could spend more if they would. It seems reasonable to assume that for the immediate present the effect of the election will be beneficial to sales organizations, for fear and uncertainty have retarded sales almost as much as the scarcity of money and credit.

Business has reached, and passed, its normal seasonal peak. We mention this because from now on until February it is quite likely there will be recessions in most of the accepted indices of business. November, for example, shows a 5 per cent. decline in general business activity from October.

The spread from normal is the correct indicator of the progress made on recovery, and on this basis October must be classified as a satisfactory month. According to the Irving Fisher index the degree below normal in recent months has run: July 61, August 60, September 48.8, October 46.8. The October figure is the best since February.

Steel output last week was at the highest rate since the first week in June and while the present rate is abnormally low yet the ratio of increase since the beginning of September has been 55 per cent. Last year production fell during the same period. Maybe we are starting to go places.

October returns from the building industry are less encouraging. The daily average of contracts fell 15 per cent. in dollar volume from September—a decline of more than twice seasonal expectations.

Commercial failures and bank suspensions continue to show up favorably. In October there were sixty-seven bank suspensions as against 522 in October last year. Bradstreet's index of commercial failures made a new low for 1932 in the week ending November 3.

As of the day before election the Irving Fisher all-commodity index stood 60.6, marking the eighth week of decline since the September top. Great importance was attached to the Summer rise, which not only added to purchasing power in the farm market, where it was badly needed, but gave a new incentive and stimulus to trade. However, the rise was too great to last, as exporting countries were willing to make great concessions to obtain a market for their surplus grains, cotton and metals.

Wheat lately has sold 16 cents and corn 12 cents below the top, and both at new lows for the depression. Cotton has held a quarter of its gains. Among the imported products, representing purchasing power in other countries, cocoa, rubber, coffee and silk have dropped much of their advance. Wheat, incidentally, sold fractionally below the record minimum set when Queen Elizabeth was on England's throne more than 300 years ago.

Suppose a farmer wants a ford Tudor sedan. At first-of-the-month prices it would cost him 6,500 bushels of corn. A year ago he could have swapped 2,000 bushels for the car, and three years ago 800 bushels would have paid the bill.

The average market value of all shares listed on the New York Stock Exchange fell in October to \$17.86 from \$20.39 at the beginning of the month.

Production of electrical power continues to be a bright spot with output gaining last week and the spread from last year is narrowing. For the month of July output was 16.1 per cent. down from last year; now each report shows a decline averaging about 7.

In Detroit industrial employment at the end of October was slightly higher than at the same time last year. The index stood at 42.0, as against 41.7 last year, and 37.4 on Sept. 30 this year. Actual output for the week ending Nov. 5 was 10,207 cars and trucks, as compared with 8,592 in the corresponding week last year.

Steel output has been stepped up, too—to about 21 per cent. of capacity. Last year operations were at a 27 per cent. level. For the fourth consecutive month output of steel ingots increased in October over the preceding month.

Toledo was one of the first cities to have its down period. Now it seems to be leading in revival. The payrolls of the fifty-one major industries of the

city now are at the highest level in two years.

The magazine Steel is authority for the statement that Chevrolet could have sold 4,800 more cars recently had dealers been able to make prompt delivery. The company's production budget undershot the market. Stocks of new cars of all makes in dealers' hands have been reduced to approximately 150,000 cars, which is less than four cars per merchant—the smallest stock in the modern history of the automotive industry.

The trend toward lower-priced merchandise is not as apparent in the motor business as might be expected from the severity of the depression. Thus the cars selling for \$900 or less represent 88 per cent. of the total production, but in the boom year of 1929 the percentage was 80.6, and this year there are cars in that class which were above it then.

Movie attendance is showing more than the normal seasonal revival, but how much of this is due to better pictures and how much to freer spending is hard to determine.

Since July the forty hotels in the American Hotels Group have shown a steady improvement in monthly comparative figures in dollars of room revenue.

Lots of talk about beer these days. The Pabst Corporation, pioneer Milwaukee brewery, merged last week with the Premier Malt Products Co., of Chicago and Peoria. "I believe beer is coming back within a year," says Mr. Pabst. Many others share his hope.

General Foods issues a comprehensive annual report to its 55,000 stockholders every March, and now at quarterly intervals the latter receive an eight-page illustrated analysis which not only gives the customary information on earnings and dividends but describes new products, the advertising policy, the expansion of its subsidiary oyster business and so on. Enclosed with the report is a straw vote blank on which the stockholder is asked to check off the General Foods products which his family buys, and then return to the company. We hope this is a trend, for many corporations could improve their relations with stockholders.

The Axton-Fisher Tobacco Co. is installing additional machinery for turning out their 10 cent cigarettes, Twenty Grand. Rumor persists that the big 4 producers of 15 cent brands may slash prices in an attempt to stave off the new competition.

The New Haven Railroad has commenced operation of counter breakfast cars on its suburban trains running from Connecticut cities to New York, thus giving the commuter an extra

thirty winks of sleep and the company a new source of revenue.

If what this country needs, among other things, is a stiff shot of confidence, other companies will do well to follow the lead of Mr. Chrysler's Plymouth division. Not only did he have the nerve to spend \$9,000,000 in retooling the new six, but he shot a quarter of a million, more or less, in his spectacular radio sales convention, attended in twenty-seven cities by 75,000 dealers and their salesmen.

The United States Freight Co., a forwarding agency which operates largely over the lines of the New York Central, has announced that, because of a consistent improvement in business, reductions of 16⅓ per cent. made in salaries and wages last Spring have been restored.

A tabulation prepared by the National City Bank of New York, covering the reports of 205 industrial companies, shows a combined deficit of 14 million dollars for the third quarter this year, compared with a net profit of 6 million for the second quarter, a profit of over 25 million for the first quarter, and a profit of 90 million in the third quarter of 1931. For the first nine months the combined profit of 18 million compares with 364 million in the corresponding period last year.

In connection with these figures it should be remembered that many successful companies publish only annual reports, and that a large number of concerns in the "lighter industries," including textiles, clothing and shoes, as well as the small retail organizations, in which the recovery since the middle of the year has been accentuated, are privately owned and their reports are not publicly available.

We don't know whether it is that business men have less heart to play these days, but certain it is that conventions have taken on a more sober aspect and the meetings have been more widely attended. The American Institute of Steel Construction, for example, held its annual convention in Pittsburgh last month—the most successful one ever held. Each session was attended by more members than in any of the palmy years, there was greater frankness in the exchange of opinions, and a large number took an active part instead of merely listening.

A recently developed small safe has a slot to receive receipts, a lock which opens only at a fixed interval after the combination is worked. Two-key locks are also offered; one key is kept on the premises, the other by a bank collector.

C. E. Kistler, R. R. No. 2, Battle Creek, renews his subscription and says it seems hard to do business without the Tradesman.



Lines of Interest To Grand Rapids Council.

A. G. Guimond, Michigan director of Team Work groups, spent Thursday and Friday of last week in the city on a combined business and pleasure trip. His pleasure was measured only by the service he could give to the local members of No. 131. He held two luncheon meetings with Senior Counselor B. C. Saxton, Secretary-Treasurer. H. R. Bradfield, Council leader H. Fred DeGraff and several other members of the Council. Al's hobby is working for the success of the Team Work groups and thus laying a foundation for the increase of membership in the various councils. Mr. Guimond was accorded the use of the local broadcasting station, WOOD, through the courtesy of the management and he gave a fifteen minute talk on the relation of salesmen to the community. He broadcasts over station WJKB, Detroit, every Friday evening, thus spreading the good work of the Team Work groups to distant points.

After Mr. Guimond gave his radio talk Thursday evening, a meeting was held in the Morton Hotel for Team Work leaders of the local Council. Many suggestions were brought out for increasing membership. Brother Guimond has in his possession two letters which he prizes very highly. One is from President Hoover and the other is from President-Elect Roosevelt. They praise the work of the commercial travelers in their efforts to stabilize business and commend them on their tireless fight to bring an end to chaotic conditions by team working with the manufacturer, jobber and retailer. Al returned to Detroit Friday afternoon with the promise that he would return soon and resume his efforts to aid 131 in her team work campaign.

Abie's wife anxiously asked, "Abie have you done anything about that black hand letter?" Abie replied, "Oh, ain't I though? I turned it over to my insurance company. They have \$20,000 tied up in me; let them worry."

We overheard a discussion the other day between Harry Coleman, local representative for Woodhouse Co., and one of his regular customers. "Harry", said the customer, "this particular brand of cigars I have been purchasing from you seems to be smaller in size recently." "They are", said Harry. "You see the efficiency expert in this particular factory found that the last inch of every cigar is always thrown away, so he had the molds changed and they are now making this brand much shorter."

Alvah Brown, proprietor of the Hotel Browning and one of the three remaining members who signed the charter for Grand Rapids Council 131, lies critically ill at his home. No visitors are allowed to see him. He is unconscious most of the time. He suffered a stroke several months ago and has gradually grown worse. The Council

joins in extending their sympathy to Mrs. Brown and family.

Which is your favorite stone? The borrower's is the touchstone; the mortician's the milestone; the lawyer's, the Blackstone; the architect's, the cornerstone; the mason's, the keystone; the politician's, the blarneystone; the family man's, the grindstone, and the careless pedestrian's, the tombstone.

The big blanket of votes in the Eastern portion of the State on Nov. 8 upset the politicians in a greater or less degree but the "Big Snow" of last week messed things up for the traveling men. Some of our boys found there was no "free wheeling," even though they drove late model cars. Some were compelled to leave their cars in a garage and take to the old fashioned and fairly reliable mode of transportation, the train.

We shall never rest until we solve that problem of where Pullman porters get all the dust they put in their whisk brooms.

With the abolishing of the city store, some of our more enterprising members have hied themselves to other sources of supplies. Malta chapter gave a dance Saturday evening at the Masonic Temple and many Grand Rapids council members were present to enjoy the dancing and to take advantage of the groceries which were given away to those who held the lucky door number. Messrs. Shinn, Hudnutt and Fishlight were in the front row and we understand many others were near by.

In many cases Thanksgiving would be much more heartily enjoyed if it came before election.

The Ladies Auxiliary is planning a potluck luncheon for the first Tuesday in December. It will be held at the home of Mrs. Martin Vermaire, 915 Calvin avenue. All members and friends are invited. The particulars will be announced in next week's issue.

A divorce can now be obtained in Russia for a few cents by merely applying for it. It looks as though Russia was making a bid for the motion picture industries.

H. H. Godfrey, a long time member of 131, has been brought to light as a lover, and grower, of beautiful roses. When it was reported that he had roses in bud and bloom on Nov. 12, the scribe was inclined to believe that the recent election had nothing to do with the repudiation of the Volstead act but that some of the brothers had been previous in the abolishment and had seen things. However, after carefully checking up the story, it was found that Herb had some "Mrs. Aaron Ward" roses which were blooming regardless of the severe weather we have had and that they rivaled hot-house varieties in beauty. You never can tell what a United Commercial Traveler can accomplish. We may not be surprised to see beautiful roses and other flowers in bloom the year round in our fair city.

We just got through straining our intelligence in trying to figure out where our vote would do the most good. Now we are about to be thrown into the maelstrom of doubt again.

Motor car manufacturers are beginning to announce the advent of new and snappier models. It seems that there is no rest for something bobbing up to change our even tenor of life.

We understand that Past Counselor Allen F. Rockwell, venerable member of 131 and Grand Conductor of the Michigan Grand Council, took occasion to while away a few hours vacation last week when he should have been plying his trade. His short vacation was enforced, we understand, by an unusual fall of snow in the vicinity of Hastings.

While hunting for news, the news hound was roaming along the banks of the Manistee river up in the vicinity of Baldwin. Rounding a bend at half speed and with brakes applied, he espied a pair of high-topped shoes going West with a member of the Ladies Auxiliary inside. Scenting a story, the hound barked at the lady for a bit of news. He was informed that what she was doing there was nobody's business excepting that she was enjoying some outdoor life while her husband was scouring the Northern woods for meat for their larder. We have learned from friends that the lady gained a bountiful supply of exercise when she dragged the shoes around the landscape for a five mile hike and that she was glad to rest in the comfortable cottage of her cousins. She is visiting them while her nimrod husband is deer hunting.

P. D. Rose, president of the Muskegon Candy Corporation, passed away at his home in Muskegon last week. He was widely and favorably known among the trade.

"Seven days makes one weak", said the coffee in the restaurant percolator.

Grand Rapids Council extends its sympathy to Arthur C. Rockwell, of 510 Union avenue, in the loss of his wife. The funeral was held Tuesday afternoon.

We are glad to report that Past Counselor John B. Wells is rapidly recovering from a badly burned hand which he received while trying his skill at cooking. We suggest that J. B. keep out of the kitchen and adhere to a less dangerous inclination.

Cooks were often decorated in France. We feel like crowning some that we know in our favorite eating places.

We are sorry to learn of the serious illness of the wife of Charles W. Fowler, who resides at 1145 Cass avenue. It is reported that she has been removed from the hospital to her home. We hope Mrs. Fowler will soon regain her normal health.

Members of the Council will be pleased to learn that Ray L. Bierly, who was associated with the local Chamber of Commerce for twelve years, has been appointed General Agent for the Pere Marquette line of steamers, with offices at 12 Fountain street. Mr. Bierly is in a position to offer attractive rates to shippers who do business across the lake.

Some of the congressional investigators would look for bones in animal crackers.

Gilbert H. Moore and wife will spend Thanksgiving with relatives in

Detroit. Gil will work that territory during the week.

Thanksgiving is fine. It is the recovering afterward that is painful.

Mr. and Mrs. Earl Dunbar were called to Crawfordsville, Ind., by the death of Earl's father. The funeral was Saturday. The Council joins in extending its sympathy to Mr. Dunbar in his loss.

For many weeks it has been a problem for the commercial men to find sufficient first-class eating houses in South Haven. It has been announced that Mrs. Flora Baars has opened the coffee shop in the Hotel Janis and is ready to serve the public. She will feature home cooking and any one on a reducing diet had better watch his menu. You will not go away hungry if Mrs. Baars has any say about it.

Postage stamps are declared to be infested with bacteria. The bugs get a licking, at least.

We believe the leaders in power would do well to pay less attention to politics and study more thoroughly the economic structure of our land. We believe they would find that the machine age highly contributes to our present situation. It is a foregone conclusion that when a machine is used to displace hand labor, those so affected are thrown out to shift to some other place in our economic structure. Thousands of labor saving machines multiply this situation and the result is, an over supply of finished materials and no one to purchase them. Curtail the income of labor and you curtail consumption. You have thrown the smooth running machine of supply and demand out of gear and it cannot function. Replace some of the gigantic machines with men and the country would soon be out of the doldrums.

What labor really needs in these days of installment payments is not a five day week but a forty day month.

It has come to our attention that John V. Ripperger of 117 Pleasant street, has been informed by his company that the position of District Manager will be abolished and that he may assume the responsibility of a salesman's territory. Mr. Ripperger has been with the Eilson Packing Co. for twenty-nine years and has given the best of his life, to the interests of the company. Now they hang him out on the end of a limb when he should be retired or given a soft berth for the services he has rendered. It is such as this that is demoralizing trade and striking sparks of discontent and unrest in the hearts of the employed. Confidence is destroyed and a spirit of carelessness fostered. Why should a man give his best to an employer when he suspects that after years of sincere service he will be relegated to the scrapheap?

It has been reported that Bill Whalen, who conducts an up-to-date, independent grocery store at 1043 Franklin street, entertained a goodly number of our Council members Saturday evening. A food show was being staged by some of our members and baskets of food were being given away. Bob Groom, who was sure he had a ticket bearing the lucky number when it was

called, shouted, "I've got it". When asked for the ticket to verify the number, it was conspicuous by being so elusive that it could not be found. You cannot stump Bob. He bought his groceries and started to work on a prospect for membership in the Council. We do not know as to his success with the prospect, but we are rather sure that Bob will sew any tickets he receives hereafter to the lining of his inside pocket.

A judge has ruled that a radio is a musical instrument. Then we had an evening last week that was plainly in contempt of court.

Junior Counselor Gerald Wagner, Chairman of zone 3, Michigan Committee of the National Committee of Engineers for trade recovery, attended a luncheon meeting of that body in Detroit last Thursday. He had as his guest, Al G. Guimond, State Director of Team Work groups. When Al learned the principles for which the Engineers were working, he heartily endorsed it as a copartner to what the Team Work groups were trying to do. He expects to bring it before every Team Work group in the State. Committee meetings of the Engineers are for the purpose of diverting money now spent for dole into useful channels which will help trade recovery. They hope to divert this money, which amounts to millions, into buildings, municipal and civil improvements. Money spent in this way will give labor to thousands and thus start the recovery of business.

The Salesmen's Club was entertained Saturday noon at the Elks Club by a talk given by former City Attorney Gansen Taggart. He talked on the tax limit proposal which was slipped through the last election. He said great harm would result from its enactment and that not only education but other civic and municipal endeavors would be hampered. We agree with Mr. Taggart. We believe if the same good judgment had been applied to this proposal which was applied to the other hair-brained amendments, we would not be exercised as to the ways and means of raising funds to educate our children and improve our commonwealth.

It is the wish of the scribe that every reader of this great trade paper enjoy the day set apart by our President for the offering up of thanks to Him who condoles with us in our trials and tribulations and leads us in our quest of a livelihood. It is our sincere hope that the following day will not be a day of regret for those who indulged in the rich viands too heartily, nor a day of sorrowful regrets for those who were unable to provide as in days past. We should all be thankful that we have this great country of ours. Although it is apparently torn by distress and dissention, it is still the greatest Nation in the world and still the land of the free and the home of the brave.

Scribe.

Another innovation in food distribution is the sale of five-cent pies for workmen's lunches through vending machines placed in or near manufacturing plants.

Toy Program Up.

Plans to put the American toy industry on a twelve month production basis next year and to assure permanent jobs for 100,000 workers will be discussed at the sixteenth annual meeting of the Toy Manufacturers' Association of the U. S. A. to be held on Dec. 11 at the Hotel McAlpin, New York City, it was announced last week by James L. Fri, director of the organization.

The late buying this year has created an "emergency situation" for the industry, Mr. Fri said. On Nov. 1 figures of the association showed orders 35 per cent. under a year ago. Fear of economic conditions, he asserted, made store buyers timid until they saw customers actually buying and then delayed orders began to come in with a rush, overtaxing the capacity of manufacturers and suggesting a shortage of playthings as the holiday season advances.

More than 200 manufacturers in thirty-five states will attend the meeting on Dec. 1, which will be presided over by T. S. Dowst, of Chicago, president.

Small Heaters Active in Week.

Hardware jobbers report an improved demand for furnace accessories and small electrical and oil heaters. The small heaters, which were in limited demand earlier this month, are ordered in quantity by retailers who center attention on goods to retail in the \$3.95 to \$10 ranges. Other hardware lines, except kitchen socket appliances, are fairly active. Jobbers report that orders for Christmas tree light sets and other holiday specialties are considerably behind the figures for the corresponding period last year. Estimates of the decline in volume on the holiday goods vary, but the majority of wholesalers fix the drop at 15 per cent.

To Study Children's Hose Market.

A complete study of the demand for all types of children's hosiery will be made by the National Association of Hosiery and Underwear Manufacturers, it was decided at a meeting of mill executives and selling agents at the Hotel Waldorf-Astoria, New York City. The conference was a closed one and considered various problems affecting the children's divisions at present, such as over-production, standardization of sizes and related topics. Members attending the conference reported that business at the present time, while slackening through seasonal influences, is fair, and that Spring lines are receiving some attention.

Discontinued All Other Trade Papers.

East Detroit, Nov. 8—You ask your readers to keep posted on market conditions by reading carefully every issue of the Michigan Tradesman. That is just what I do. I often get an inspiration from the poems on the front cover. I have discontinued my subscriptions to all other trade magazines, but I get too much good out of the Tradesman to think of stopping it. It would be like losing an old friend.

Charles L. Hogle.

The only reward of social success is the privilege of avoiding common people, and you can get the itch and do that.

To Men With 4-Year-Old Memories



Back in the boom years you, like other individual investors, probably put more faith in speculative stocks than in less exciting bonds. An individual trustee of an estate must have been similarly tempted unless specifically directed otherwise.

Contrast this with the conservative investment policy consistently followed by a corporate trustee. Speaking for ourselves, all trust investments are made first with regard to safety—and second with regard to yield.

Our Investment Committee meets regularly, reviews individual trusts, studies the list of securities approved for trust investment and makes revisions when necessary.

We invite you to examine our method of making trust investments. Then you can judge for yourself whether the care we are taking to protect other men's family money is the kind you would like to give your own family.



THE MICHIGAN TRUST CO.

GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Marcellus—Furgason & Hughes have opened a drug store here.

Pigeon—Floyd Snider, of Flint, has opened a drug store in the Schaaf building on Main street.

Essexville—Raoul F. Loranger, a native of Bay City, has opened a drug store at 200 Woodside avenue.

Detroit—The Pfeiffer Products Co., 3700 Beaufait avenue, has changed its name to the Pfeiffer Brewing Co.

Detroit—The Allube Service, 3425 Barlum Tower, has changed its name to the Lubrigraph Corporation of Detroit.

Oshtemo—Mrs. Etta L. McElroy has merged her grocery business into a stock company under the same style, E. O. McElroy & Son.

Comstock — Poortenga & Slager, dealer in hardware, have opened a lumber yard under the style of the Poortenga & Slager Lumber Co.

Detroit — The Mackensen Roofing Co., Inc., 14690 Livernois street, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Independent Warsaw Bakery, Inc., 7747 Harper avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Jonesville—Fire destroyed the store building and stock of groceries and general merchandise of Jess Kyser, at Milnes, entailing an estimated loss of \$6,000.

Detroit — Rosenberg's Department Store, Inc., 4638 Michigan avenue, has been incorporated with a capital stock of \$50,000, all subscribed and \$1,000 paid in.

Holly—The Daylight Store, Inc., 105 South Saginaw street, has been incorporated to deal in general merchandise with a capital stock of \$10,000, all subscribed and paid in.

Battle Creek—The Owl Drug Co., one of the oldest drug houses in the city, has leased the corner store in the Central National Tower, taking possession about Dec. 1.

Battle Creek—Fay C. Wetmore has sold his grocery stock and meat market, 407 Northeast Capital avenue, to Floyd D. Dutton, formerly of Albion, who has taken possession.

Detroit—Misch & Schroeder, Inc., 3317 Gratiot avenue, has merged its tailoring business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Oxford Market, Inc., 1523 Beaubien avenue, has been organized to deal in meats at wholesale and retail with a capital stock of \$10,000, of which \$2,500 has been subscribed and paid in.

Detroit—The Grigg-Hanna Co., 4086 Michigan avenue, has merged the business into a stock company under the style of the Grigg-Hanna Lumber & Box Co., with a capital stock of \$100,000, all subscribed and paid in.

Kalamazoo—The People's Outfitting Co., 232 North Burdick street, is celebrating the fortieth anniversary of its establishment. It is Kalamazoo's oldest furniture store, established by A. L. Blumenberg in November, 1892.

Detroit—The Michigan Housekeeping Corporation, 6405 Michigan avenue, has been organized to sell electrical appliances, furniture and musical instruments, with a capital stock of \$5,000, \$2,500 of which has been subscribed and paid in.

Detroit—Better Products, Inc., 1442 Majestic building, has been incorporated to deal in trade names, processes, medical formulas and appliances, with a capital stock of 550,000 shares at \$1 a share, of which \$53,180 has been subscribed and \$50,680 paid in.

Detroit—Better Products, Inc., 1442 Majestic building, has been incorporated to deal in trade names, processes, medical formulas and appliances, with a capital stock of 550,000 shares at \$1 a share, of which \$53,180 has been subscribed and \$50,680 paid in.

Dorr—The Salem Co-operative Association, dealer in dairy and farm products, has merged the business into a stock company under the style of the Salem Co-operative Co. with a capital stock of \$25,000, \$9,570 of which has been subscribed and paid in.

Grand Rapids—The W. H. Kessler Co., 135 Ottawa avenue, N. W., office supplies and equipment, has merged the business into a stock company under the same style with a capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Kalamazoo — Reenders Dairy, 601 Forest street, conducting a creamery and dealing in milk and cream, has merged the business into a stock company under the style of Reenders Dairy Co., with a capital stock of \$50,000, of which \$15,000 has been subscribed and paid in.

Grand Rapids—The Wolverine Refining Co., Inc., 29 Coldbrook street, N. E., wholesale and retail dealer in oils and gasoline, has merged the business into a stock company under the same style with a capital stock of 250 shares at \$100 a share, \$25,000 being subscribed and \$21,000 paid in.

Cadillac—M. E. Thomas, president of the Webber-Ashworth Co., is closing out the entire stock of furniture, etc., at special sale. The recent death of Mr. Ashworth made it necessary for Mr. Thomas to assume the general management of the business to the detriment of his own business, hence the liquidating sale.

Detroit—Funeral services for Fred-eric W. Glass, vice-president of the H. A. Montgomery Chemical Co., who died Tuesday, will be held Friday afternoon at the Harris Funeral Home. Death was attributed to a heart attack and came less than twenty-four hours after the death of his brother, Philip A. Glass, of Kalamazoo.

Detroit—John S. Packard, manager of Henry Ford's Dearborn Inn for the L. G. Treadway Corporation, will be host to a dinner meeting of the Detroit Hotel Association at Dearborn Inn on Nov. 21, the first evening meeting of the Association since May 24, brief afternoon sessions having replaced the evening meetings since that time.

Saginaw—Albert Baumgarten, Sr., 69 years old, 1040 Hoyt avenue, shoe merchant, is in St. Mary's Hospital recovering from painful injuries received when he accidentally fell

about eight feet down an elevator shaft at the Meize Alderton Shoe Co. Nov. 16. He is suffering from painful injuries about the head and shoulders.

Lansing—Beside the bid of R. E. Olds on the Durant plant, Houdaille-Hershey Co., of Chicago, has now entered the lists of prospective owners. Mr. Flanders, of Muskegon, Executive Vice-President of the corporation, is handling the negotiations for the Chicago company. He is also considering Detroit as a possible location for the proposed plant.

Lansing — Daniel Yosin, 25 years old, arrested in Detroit and returned to Lansing Sunday night for investigation in connection with the holdup of the Sturgis drug store here, Nov. 9, was released Monday by local police when Claude A. Avery, clerk of the store, and two witnesses to the robbery were unable to identify him as the bandit who forced Avery to hand over \$131.85 from the cash register at the point of a gun.

Manufacturing Matters.

Detroit—The Nu-Bro Manufacturing Co., 2535 Woodward avenue, has been organized to do general manufacturing with a capital stock of \$25,000, of which \$1,000 has been subscribed and paid in.

Detroit — Julia May, Inc., 1927 Twelfth street, has been organized to manufacture and sell toilet articles and accessories, with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Michigan Harbor Oaks Corporation, 35 Owen avenue, has been organized to hold property, manufacture, deal in and perform contracts, with a capital stock of \$50,000, \$30,500 of which has been subscribed and paid in.

Detroit—The Zerricon Corporation, 746 Buhl building, has been organized to manufacture and deal in metals, metallurgy, with a capital stock of 50,000 shares at \$1 a share, \$50,000 being subscribed and \$1,000 paid in in cash.

Detroit — The Edwards Drug & Chemical Co., 1927 Twelfth street, has been organized to manufacture and sell toilet articles and accessories, with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Hawkins-Power Corporation, 746 Buhl building, has been organized to do commercial manufacturing, operate mills and factories, etc., with a capital stock of 50,000 shares at \$1 a share, \$50,000 being subscribed and paid in.

Detroit—The Kettlewell Co., 3429 East Jefferson avenue, manufacturer and dealer in special machinery, dies, etc., has merged the business into a stock company under the same style with a capital stock of \$50,000, all subscribed and paid in.

Detroit — The Seymour Products Corporation, 5298 Tireman street, has been organized to manufacture and import auto accessories, waxes and polishes, with a capital stock of 2,500 shares at \$10 a share, \$10,000 being subscribed and \$1,000 paid in.

Portland—A dairy and cheese plant will be opened for business Dec. 1. It is owned by S. A. Ainsworth, A. B. Perrot and J. A. Corbett, all connected with the Arctic Dairy Co. at Grand Ledge, until recently. The plant will manufacture only cheese at first but as business conditions improve, several other dairy products will be included.

Detroit—The Feltex Manufacturing Co., 1767 Abbott street, manufacturer and jobber of goods, especially textiles, has merged the business into a stock company under the style of the Feltex Trimming & Weaving Co., with a capital stock of \$50,000 preferred and 1,000 shares at \$1 a share of which \$21,726 has been subscribed and \$21,300 paid in.

Williamston—H. H. Homan, recently of Toledo, Ohio, and L. C. Lowerbeck, of Nashville, Mich., have taken over the old Stewart & Pfeifle flour mill and other property and are busy equipping the mill with modern machinery for the manufacture of alfalfa meal for commercial purposes. Equipment for grinding wheat flour will also be installed in the near future. The business will be conducted under the style of the Wolverine Alfalfa Milling Co.

Three Rivers — Seventy men have been steadily employed at a local plant since last August because James A. McCormick, 920 Austin street, Kalamazoo, set out three years ago to perfect a "sanitary, durable, and cheap" fruit and vegetable basket. The baskets, manufactured in the Three Rivers plant of the Eddy Paper Corporation, have found a market in all parts of the country. They are made of what the paper trade knows as 80 point stock, that is, paper about a quarter of an inch thick. It has been widely used this fall in the marketing of grapes and tomatoes. The basket provides ventilation which prevents "sweating" and consequently tends to preserve the contents for a longer time. The lid is so arranged, too, that soft fruits, like grapes, are not crushed by the pressure. McCormick's latest invention, a basket that is waterproof both inside and out, will be marketed next year by the Eddy company. It also will be made in four quart and 12 quart sizes.

Scores "Dictation" on Credits.

Asserting that in the last two weeks he has received a flood of protests from credit executives throughout the country, Henry H. Heimann, executive director of the National Association of Credit Men, last week scored the recent attempts of numerous business organizations to dictate the credit terms upon which their purchases are made. Declaring that it is the province of the seller to decide his terms of sales, which are uniform throughout his industry, and under a competitive system rarely, if ever, unfair to the purchaser, Mr. Heimann said that any yielding to buyers on the matter would cause chaos in credit circles.

In many instances the thing that takes the shortest time to do is the least worthy of being done.—John Wanamaker.

After all, the country is to have the President the majority wanted.

Essential Features of the Grocery Staples.

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

Coffee—Suggestions to improve the statistical position of coffee made by the National Coffee Council last week and the decision not to change the method of collecting the export tax on shipments out of Brazil strengthened the futures market, while spots were steady.

Canned Fruits—There appears to be an easy spot here and there in California fruits, but generally the market is fairly steady, with little evidence of buying interest just now. Some items, on the other hand, are getting short and either withdrawals or higher prices have been named by large packing corporations. Offerings below the market seem to indicate some forced selling by packers who are temporarily hard pressed or have not sold sufficient of their stocks ahead to carry through the inactive season. As a result of this, they are out to do business, even if at a concession.

Canned Vegetables—Pumpkin and squash are now very light on the spot. Most sellers are so closely cleaned up that they have been unable to take care of the hand-to-mouth orders of large distributors, who are asking quick delivery on small lot purchases. There is a steady demand for both No. 10s and No. 2½s, but strong resistance against any advance in prices. The major vegetables are unchanged, except that Southern tomatoes in No. 1 tins are being shaded more than other sizes. Peas continue steady with demand centered on standards, and fancy peas dragging in a dead market. The same holds true for stringless beans. Likewise corn.

Dried Fruits—The dried fruit market has shown little quotable change here. Stocks in the hands of jobbers are light, and there has been little forced selling, so that prices have been well maintained. Business is doubtless below normal for this season of the year, and holiday items are not moving the way they should. There is a lack of interest in California figs, Calimyrnas and Blacks, which is hard to understand, and which keeps this item quite soft. Imported figs have not done any too well either, but their outlets are fairly steady and the market has not been overcrowded with stocks. Dates from abroad also have gone into regular channels, but it is a little too early to say how far off demand for them is going to be, as there is usually a last minute buying rush. California's major dried fruits are about unchanged. Prunes are so well controlled now that little is expected to develop in the way of price, although it seems apparent that the item has been established on an advancing basis and that the next offering from the pool will be at higher prices. Thompson raisins have held fairly well in price, but trading has fallen off on the Coast and in some instances there has been a tendency to make concessions for business. Sultanias and Muscats are dull. Dried apricots are not moving out here for some unknown reason in anything like the expected volume.

Nuts—The nut market was featured last week by an advance in California walnuts of a featured brand. Prices on other nuts showed little change, but it has become apparent here that there is a shortage on the spot of pecans for mixing, and there has been increased buying activity of late. Almonds are not doing much, but there has been a better movement of imported filberts. In the shelled group there seems to be only the most desultory interest at to-day's market. Italian almonds are somewhat higher.

Rice—The market has improved its position in the past week or so, but prices are so low that there is little incentive either to the grower or to the miller to go on doing business. Hope for improved buying during the present month is being fulfilled as there has been some delayed buying coming into the market. The new crop rough rice is now under cover in the several states, and whatever distress stuff was on the market has been well absorbed. Necessary liquidation in milled rice also has been about all completed.

Review of the Produce Market.

Apples—Wolf River, 20 oz. and Red McIntosh, \$1.00 per bu.; Wagner, 85c@1.25; Sp. \$1.50 for No. 1 and \$1 for No. 2; Baldwins, 75c@\$.

Bagas—Canadian, 60c per 50 lb. sack. Bananas—4½@5c per lb.

Beets—60c per bu.

Butter—The market is 1c higher than a week ago. Jobbers hold plain wrapped prints at 24c and 65 lb. tubs at 23c for extras.

Cabbage—35c per bu.; 50c for red.

California Fruits—Bartlett Pears, \$2.75 per box; Empress Grapes, \$1.40.

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

Cauliflower—\$1.25 per crate 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 farmer	-----	1.05
Light Red Kidney from farmer	-----	1.80
Dark Red Kidney from farmer	-----	1.50
Cranberry beans to farmer	-----	2.75

Eggs—The market is 1@2c higher than a week ago. Jobbers pay 32c for 56 lb. crates and 33c for 57 and 58 lb. Pullet eggs fetch 20c per lb. Jobbers sell candled fresh eggs at 35c. Cold storage are offered on the following basis:

XX candled	-----	27c
X candled	-----	24c
Checks	-----	23c

Grape Fruit—Florida command \$3.75 per box.

Green Onions—Chalots, 30c per doz. **Green Peas**—\$2.25 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	-----	\$3.50
Imperial Valley, 4s and 5s, crate	-----	3.75
Hot house, 10 lb. basket	-----	.60

Lemons—The price is as follows:

360 Sunkist	-----	\$7.50
300 Sunkist	-----	7.50
360 Red Ball	-----	6.50
300 Red Ball	-----	6.50

Mushrooms—28c per one lb. carton.

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

126	-----	\$4.25
150	-----	4.25
176	-----	4.25
200	-----	4.25
216	-----	4.25
252	-----	4.25
288	-----	4.25
324	-----	4.25

Red Ball, 50c per box less.

Onions—Home grown, 35c 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.

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	-----	10c
Light fowls	-----	8c
Ducks	-----	9c
Light Broilers, 2 lbs.	-----	8c
Rock Broilers, 2½ lbs. up	-----	10c
Turkeys	-----	14c
Geese	-----	8c

Radishes—30c per doz. bunches hot house.

Spinach—90c per bu. for home grown.

Squash—Hubbard, \$1 per 100 lbs.

Sweet Potatoes—\$1.40 per bu. for kiln dried Indiana grown.

Tangerines—\$2.50 per box.

Tomatoes—Hot house, 90c per 10 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	7c
Good	-----	5c
Medium	-----	5c

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Capital Tire & Service Co., Niles. Wayne Tire Co., Monroe. Edwin Bell Co., Engadine. Queen Quality Shoe Co., Detroit. Park Co., Kalamazoo. Dr. Nicholl Health Food Products Co., Detroit.

B. & L. Auto Sales Co., Pontiac. J. H. Lourim & Co., Jackson. Kolb-Beverage Co., Bay City. Strong Hardware Co., Battle Creek. Pinecrest Golf Practice, Inc., Ferndale. Tandler Co., Inc., Grand Rapids. Brown Credit Jewelers, Highland Park. Three Sisters, Inc., Flint. Miller-Wohl Co., Inc., Flint. Parklap Construction Corp., Detroit. Burtless-Henzie Co., Manchester. General Tire Sales Co., Flint. Manufacturer's Outlet Co., Jackson. Wayne Show Case Co., Detroit. Moore Steam Turbine Corp., Detroit. Edwin Clapp Stores of Detroit, Inc., Detroit. Franklin Plan of Michigan, Inc., Detroit. Community Finance Service of Michigan, Inc., Detroit. Thomas Automobile Sales and Service, Inc., Jackson.

J. G. Holland and Co., Inc., Detroit. Montvert State Co., Detroit. Roanoke United Small Loan Corporation, Detroit. Escanaba Oil Co., Escanaba. C. D. Electric Co., Jackson. National Radiator Corporation, Lansing. Pack-Wolin Shop, Detroit.

Height and Weight Variation Proper To Healthy Child.

The fact that a child is below the average weight for its age and height is no proof that it is malnourished. Nor can we be sure that because a child is up to the average weight it is really up to its proper weight.

Our children are not average. Some of them inherit a heavy build and some inherit a light build.

All this should be remembered when milk is distributed to school children. If the distribution is made by any arbitrary reference to weight averages some children will get milk who do not need it and others will not get milk who do need it.

The way to determine a child's condition is by medical examination. The doctor can tell by the condition of the muscle, by the clothing, so to speak, of the skeleton, whether a child is malnourished or not.

This is not to say that regular weighings are valueless. A child should gain weight regularly. A loss of weight or a failure to gain weight over a period of two months calls immediate attention to the need for medical advice.

Nor should it be assumed that every child that is malnourished is in that state for want of sufficient food. The child may not be getting the right kind of food. Frequently poisons absorbed from diseased tonsils or teeth or elsewhere in the body cause malnutrition in spite of an adequate diet.

Insufficient sleep is an extremely common cause of malnutrition. A child in the lower grades needs 12 hours sleep every night. High school children need at least nine hours sleep. Some need more than others.

Underweight is an individual problem needing independent study and private advice. It cannot be treated by mass methods. Dr. J. R. Earp.

Gabby Gleanings From Grand Rapids.

R. W. Smith, 907 Graceland street, Grand Rapids, is the new Grand Rapids representative of W. F. McLaughlin & Co., Chicago, and A. B. Fleischhauer, of Reed City, is the new representative in the Muskegon and Western Michigan district.

Anton G. Hodenpyl and wife, who have spent their winters at Santa Barbara, for several years, will spend the coming winter at Coconut Grove, Miami, Florida, where they have leased an attractive winter home for the season. Mr. Hodenpyl was 80 years old Nov. 7, but bears his years with great grace and dignity.

Local merchants are expending much money in advertising special sales days for Friday and Saturday of this week. In view of the fact that \$800,000 of Christmas savings money will be distributed by the local banks next week, it would seem as though the effort made to increase sales would be much more effective if held a week later.

MUTUAL FIRE INSURANCE

Dry Grass Spreads Fire.

Rolls of wire fencing are stored in the yard on a low platform of slats nailed to railroad ties which rest on the ground. Just over the property line is a small two story unsprinklered frame building with sheds adjoining. About 9:30 in the evening, a fire was discovered in this building. It had started presumably from the explosion of a still. At least one drum of alcohol exploded and added to the intensity of the fire, which quickly spread through dry grass to the slatted wooden platform.

The city firemen were called and they used two hose streams. The building and sheds were a total loss, but the fire in the slatted platform was confined to a relatively small area of the whole. Nevertheless, the heat damaged the galvanizing on about 20,000 rods of finished fencing. The loss is indefinite but was estimated to be about \$3,000.

Dry grass spreads fire quickly and is a serious menace to yard storage of this kind. Ample cleared spaces should be maintained around such storage, and the grass should be kept down by cinder covering or other means.

Sprinklers Are Needed.

A one story pipe and carpenter shop of corrugated iron on wood frame with joisted roof did not have sprinklers. Another building of similar construction near by, used for the storage principally of steel strip stock, was also unsprinklered.

In the carpenter shop, the failure of a spring on an old, unapproved motor starting switch allowed the switch blades to fall to the starting position in such a way that current flowed through one phase of the motor. This caused overheating, which eventually ignited the windings. The Sunday watchman discovered the fire and sent in a public alarm. Meanwhile the fire spread rapidly through the joisted construction and jumped to the adjoining warehouse. When the firemen arrived, they used three hose streams and fought the fire for forty-five minutes before it was extinguished. The ends of both buildings were badly wet down, including a large number of small motors in storage. Employees were called in at once, and prompt measures were taken to wipe the wet-down machinery and steel, and to dry the motors. A preliminary estimate of the loss is between \$16,000 and \$18,000.

Buildings containing valuable storage of this kind need automatic sprinklers. Such protection had been recommended.

Motor starting switches and other electrical equipment should be of an approved type.

Kerosene a Fire Cause.

Many farm dwelling fires are caused by the use of kerosene in the starting of the cook stove fire. The use of kerosene, like the use of everything else, often breeds contempt and carelessness in its use. While many people use coal oil with impunity for a long time, there will come a time when the conditions for a safe starting of

the kitchen stove with kerosene are not just right and the resulting accident (?) may destroy the life of the user, as well as cause the destruction of the building. Time and money spent in the teaching of the great danger lurking in the use of kerosene as a help in starting or coaxing a slow fire will be well spent because a coal oil started fire usually has a good start before any worthwhile efforts can be made to check it. Education seems to be the only effective fire prevention that will have any effect in lessening the losses due to the use of kerosene. Lessen the coal oil started fire cause and the total of farm fire losses will be appreciably lessened and farm fire deaths will also show a decrease. Educate, teach and prove.

Public Attention Attracted.

Fire Prevention Week in Norwood, Ohio, was put over with a bang this year. Inspectors sent by the Western Actuarial Bureau conducted a city-wide inspection of mercantile establishments, making all necessary recommendations for the elimination of fire hazards. The local churches and schools also were covered in the inspection. Harry K. Rogers gave his famous fire clown lecture to 2,700 children, and addressed a luncheon attended by various civic organizations.

The fire department gave an exhibition during the week, making a run, and performing various evolutions. The program laid out by the local committee was very well planned, and created a great deal of interest and comment among the citizens.

The Arsonist.

The man who robs a bank steals the money, but puts it back in circulation where society will get some benefit from it; the man who burns property for the insurance has taken just that much wealth out of the world never to return.

A Rat and an Electric Switch.

On an early Sunday round, the watchman entered the waste house and found a fire burning at a switch and cut-out box on the wall. It had also spread to floor timbers above. After the watchman had called help and used a small hose stream to put out the fire a dead rat was found in the switch box. It had apparently short-circuited the switch and caused overheating. The loss was just under \$25.

The prompt discovery and quick extinguishment of this fire are another example of the value of watchman service.

Low-End Stationery Sells Freely.

A pronounced trend toward low-price holiday stationery marks buying this season. All holiday business except last-minute reorders has been placed. The 50 cent assortments of writing paper, which last year made up only 20 to 30 per cent. of the season's volume, constitute close to 60 per cent. of this year's sales. Boxed paper retailing at \$1 was an outstanding seller last season, but has declined in popularity. Producers are now working on lines for the Spring season, and are giving more attention to

novelty numbers than in any season for the last six years.

To Drop Blanket Co-operation.

Indications that all forms of co-operation among leading producers of wool blankets will be dropped when the new season starts. The efforts of a group of mills to bring stability to the trade did not work out as well as some wished, apparently, with the result that merchandising in 1933 will be done on a more individual basis. Buyers are holding off commitments until after Dec. 1, when the price guarantee ends, in the expectation that quotations may be reduced in line with seasonal clearances. Some softening of part-wool prices has already set in, according to reports.

Stores Re-order on Desk Sets.

Re-orders on medium and better price desk sets for holiday promotions continue brisk in the wholesale market here. The desk sets, which include blotter, ink stands and related accessories, are wanted chiefly in bronze, copper and imitation marble. Sets to retail from \$7.95 up to \$25 are selling well, although most of the volume is confined to the brackets from \$7.95 to \$15. The desk sets enjoyed only slight popularity in the last two seasons, and producers are at a loss to account for the increased buying which developed this year.

Most persons would get sore feet if they should try to fill the other fellow's shoes, instead of merely talking about it.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

What men in business should know

They should know the difference between the various types of fire insurance companies, such as Stocks, Mutuals, Lloyds, and Reciprocal. We have prepared a booklet that will answer your questions and completely inform you concerning the kinds of fire insurance companies. After reading this booklet you can choose your company wisely and intelligently. It is FREE for the asking. Simply fill out and return the coupon. There is no obligation.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

Federal Hardware & Implement Mutuals, Stevens Point, Wis.:
Please send your Free Booklet — "Mutual Fire Insurance".

Name _____ Address _____
City _____ State _____

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Lansing, Nov. 22—The accompanying pictures are of Robert F. Walter, who has been traveling around the country soliciting fake advertisements. Our dealings with him are as follows: In December, 1930, my partner and I questioned four women whom we had picked up in Grand Ledge. They were calling on the various merchants of that town with a cook book, supposedly sponsored by the domestic science class of the local high school. These cook books were marked off in the inside of the front and back pages and would accommodate from thirty to fifty advertisements, depending on their size. The merchants were charged from one to three dollars for this service. After hearing the women's story we arrested Walter at the Lansing bus station, where he was waiting the return of his salesmen with the money. The women advised us that they had answered Walter's advertisement in a Detroit newspaper and believed they had a legitimate position. However, after we had explained to them that Walter was nothing but a fake, they returned to Detroit, sadder but wiser. We took Walter to Owosso, where he was charged with obtaining money under false pretenses. He was arraigned before Municipal Judge Arthur Pierpont, where he pleaded not guilty. His examination was set for two weeks later and he was released under \$500 bonds. He did not show up for examination and his bond was forfeited.

We did not hear anything more of Walter until about two months ago, when B. A. Pulver, of the Pulver Oil Co., of Lansing, complained that on June 17 a woman called at one of his gas stations and represented herself to be an agent of the Michigan State Women's Exposition. She tried to solicit an advertisement from Mr. Pulver's book-keeper, but was unable to do so. She then asked for and received a \$10 gas book and told them to send the bill to a fictitious name and address in Battle Creek. Repeated attempts were made to collect from the party at the address given, but their letters were unanswered.

We then made an investigation in Battle Creek, Kalamazoo, Albion and Jackson. We located the woman who received the gas book and after she told her story, we knew that we would again have to look for our friend, Robert F. Walter. We finally located him at the Kellogg Hotel in Battle Creek and brought him to Lansing Nov. 8. The next day he was arraigned before Municipal Judge Sam Street Hughes, charged with the same offense. He pleaded not guilty and his examination is set for Dec. 2. He was released under \$500. On Nov. 12 we took him to Owosso, where he was released under \$200 bonds, pending examination Dec. 1. Officer.

The man has evidently been engaged in crooked transactions of this character for several years. He drives a Studebaker coupe with a Florida license 3616. He spends his winters in Florida, making his headquarters at the Atlantic Hotel, Jacksonville. He is a brazen character, as is shown by his doing business with an alias and by coming back over the same territory he has covered within a short time after cheating many people by his advertising swindle. He never has any books printed and shakes his women employees without paying them anything except enough money for food and shelter. Merchants should beware of entering into any dealings with women who bring this fraudulent advertising scheme to their attention.

Walter weighs 140 pounds and is five feet, seven inches in height. He is medium bald, has gray hair and light hazel eyes. He was arrested in Battle Creek Nov. 8, 1932, by officers Cooper and Eaton. There are cases now pending against him at Lansing and Owosso for obtaining money under false pretenses.

The following circular letter was received by the Tradesman last week:

To the Credit Department:

Enclosed is a collection form which through actual experience has proven its value under present working day conditions.

If you are dubious as to the results which such a form would have in your particular collection problem, we would advise that you purchase only a small quantity.

If you wish to make a quick, clean, concise and effective collection effort, purchase at once an adequate supply of "Final Notice" and send them out.

Profit by this exceptional form which is most applicable to your present collection problem.



Robert F. Walter.

This form supplied in pads of fifty at the following rate:

50 Sheets—1 pad	\$ 4.00
100 Sheets—2 pads	6.00
200 Sheets—4 pads	9.00
300 Sheets—6 pads	11.00

Special price quoted in larger quantities.

Orders received on the enclosed card will be sent promptly.

Bawden Bros., Inc.

The collection form referred to reads as follows:

Advance and Final Notice Before Suit

Debtor

To

Creditor

Claim No.-----

To the above named debtor—You will take notice:

1. That you are indebted to the above named creditor in the sum of \$-----.
2. That account is overdue and unpaid.
3. That payment has been duly demanded.
4. That, therefore, unless you re-

mit to the office of-----
or otherwise make provisions for settlement, on or before the-----
day of -----, 193-----,
suit will be instituted forthwith for full amount, together with interest, all costs, and disbursements in their behalf expended.

Dated at -----, State of -----
this ----- day of -----, 193-----

----- Creditor.

Affidavit

State of -----

County of -----

-----, being duly sworn, deposes and says that he is ----- of -----, creditor in the annexed account (Exhibit A) against ----- and is familiar with said account. That the items contained in the same are true and correct; and after allowing all credits and offsets there is owing on same from said----- to said ----- the sum of ----- Dollars

Subscribed and sworn to this----- day of -----, 193-----

----- Notary Public.

The recent session of the Michigan Legislature made it a misdemeanor punishable by fine or imprisonment to use such a form in this State.

The Three-cent Postage Boomerang.

Whenever in the history of this country the Government has seen fit to increase postage rates or require revenue stamps on medical preparations, legal documents, etc., the people have submitted willingly.

Congress exhibited no wisdom or foresight in the attempt to levy another tax on the unemployed as well as on those having an adequate income. The people have resented this because it is unjustifiable. Those millions of dollars which they sought to raise to replenish the postal funds are needed only because of waste, extravagance and antiquated business methods, retaining needless employees as favorites or political henchmen.

In Alfred E. Smith's pre-convention plea for preferment he stated that every President from Taft to Hoover had recommended or urged Congress to adopt economical measures in management of the Government affairs. A

little had been gained, but mostly the recommendations had been ignored.

In every case where a proposition of this nature came to a vote, if it was defeated, it was done by a majority of Republican Congressmen, combining with a majority of Democratic members.

If the foregoing be true, then the only hope for an economic reform lies in the individual voter keeping himself informed as to the attitude and record of the men who represent his district in Congress, and vote accordingly.

One reason why unworthy men are kept in office is because so many voters cling to the straight party ticket, even when they know there are better men on another ticket. Why? If one is known as an independent voter he is not likely to be nominated for a township or county office, not asked to serve on the election board, nor ever have a chance to serve on jury. The known straight party men get these chances over and over again while equally capable men are ignored.

Once in my lifetime I went to the polls early and found the board was not complete. I was asked to serve. I declined. Then an old man said: "You will have to serve." "No," I said, "I am a postmaster." That settled it.

E. E. Whitney.

Holiday Glassware Active.

Activity centered on holiday glassware features the glass trade at the moment. The demand covers tableware, novelties, specialties and utility items such as kitchen sets. The general practice in the industry this year has been to hold off on the presentation of these wares somewhat longer than is usual. It is expected, however, that the coming week will bring as many new lines to the market as were introduced in the last quarter of 1931. The deeper colors in table glassware, such as cobalt blue and ruby, predominate. There has been little improvement in the status of either flat glass products or bottles or containers.

Tinware Sales Up 40 Per Cent.

Sales increases ranging from 40 to 60 per cent. are reported for this season by selling agents for tinware. These gains, the trade believes, are due to the desire of consumers to purchase cheaper kitchen equipment and to the fact that home cooking has increased to a large extent on account of the depression. Sales of baking tins of every description are far ahead of those for any similar period in more than ten years. Another factor in raising sales volume has been heavy purchases for premium purposes made by producers of flour and special baking preparations.

Nothing a big party can say for the candidate is half so eloquent as his reluctance to say it.

ENVELOPES—\$1.45 M. (Printed)
No. 6 3/4 White, 24 lb., 10M Quantity.
No. 10 White, 24 lb., 10M, \$1.85 M.
10M Hammermill Letterheads,
8 1/2 x 11 in., 20 lb., Printed, \$1.75 M.
Send check with order.
Satisfaction Guaranteed.
The D. R. ELLINGER CO.,
Grand Rapids, Mich. Phone 4-1692

OLD FRAUDS UP-TO-DATE.

It must be supposed that the advancement of education is accompanied by some measurable improvement in the average of public intelligence. It may be conjectured that we grow more sophisticated as the result of experience, but now and then it is discovered that certain human weaknesses have a perennial vitality. Among them is an innocent credulity which seems surprisingly out of place in the modern world.

The "Spanish-prisoner" swindle is at least a generation old. It has been exposed many times and there must be thousands of former victims who have nothing but experience to show for the money they invested in it. Within the last few years it appeared in this country with its original cast of imaginary characters and all its picturesque but fictional circumstances. And now it is here again, and the Post Office Department is again required to issue a warning against it.

This time the "prisoner" is supposed to be a banker, a fugitive from this country with a trunkful of negotiable assets and an attractive daughter. A cash contribution is asked to bring about his release, in return for which the subscriber is promised a third share of the "banker's" loot and a proprietary interest in the daughter. The daughter is supposed to have a safe-deposit box of her own containing \$130,333.34 and a lot of jewels, a circumstance which makes her so much the more attractive.

This exact inventory of the daughter's dowry, if that is the name for it, is typical of the artistic verisimilitude with which the entire swindle is surrounded. Newspaper clippings, apparently authentic documents, copies of telegrams, affidavits and other "evidence" are included in the sales literature of the scheme. And its apparent success in separating fools from their money is evidence that almost no racket can ever grow obsolete while human nature continues so willing to be hoodwinked.

MORE PRODUCTION-MINDED.

One of the prime developments of the depression, it is pointed out, is the marked tendency upon the part of industry to become "distribution-minded." By this it is meant, of course, that manufacturers view their main problem not as one of further improving their production processes in order to bring down costs and make better articles, but as marketing knowledge—what does the buyer want, what will he freely pay and what sort of distribution machinery is best.

By the same token, it occurs that distributors themselves are, in a way, becoming more "production-minded." They are overhauling the processes of the distribution machine in order to make it function more efficiently. Their production is the production of sales and, while their principal attention must be given to consumer demand, they are striving also to perfect all effort toward having the right merchandise at the right price on hand in order to meet that demand.

In yet another sense, however, retailers are more "production-minded." Formerly it was their custom to try to find in the markets the merchandise and values which would appeal to their customers. Chance played quite a part in whether they were able to perform that task effectively. They took what the manufacturers had to offer.

Now there is a distinct tendency toward shaping the product in many lines. Merchants are exercising more control of design, color and other characteristics of the goods they buy. In some cases they are suggesting processes which are either more economical or lead to better results. They have become "production-minded" to a rather definite extent. Production guidance of this sort should mean quite a reduction of the waste in both distribution and manufacturing.

INDIAN SUMMER.

By all the signs of the season Indian summer should be at hand. The first frosts have come, the leaves have flamed with color and most of them have fallen, and now should come the time of middays almost balmy, of horizons misted as with the smoke from a thousand campfires and of nights when the tang of fall is tempered with remembrance of summer rather than heightened by winter's threat.

It is a pleasant time of respite, Indian summer, when it would seem that all the forces of nature have reached an armistice and agreed that mankind shall have a few days or even weeks of perfect weather in the open. Hunters go forth to the woods and fields with confidence in the benevolence of the elements. Farmers can go about the last of the autumn work without interruption. And the workaday man knows that his lightweight topcoat will not leave him victim to an unexpected burst of Northeast cold between dawn and dusk.

It is well that the roll of seasons includes such a time of pleasant pause. If for no other reason, it bolsters mankind's faith in the goodness of his world and the charity of the elements around him. It gives time for breath-taking before the world is plunged into winter's snowdrifts, time to enjoy to the fullest those fruits of autumn which have ripened under the late summer sun and been garnered from the fields and orchards before the first killing frost.

CAUSES OF FAILURE.

Not all bankruptcies may properly be blamed on depressed business conditions, even in hard times like these. A surprising proportion of failures is to be charged against the incompetence of those whose enterprises end in bankruptcy and on the carelessness of those who encourage their ventures with too much credit.

This is the conclusion of a Department of Commerce report, following an analysis of 570 business failures. More than 68 per cent. of the owners or managers of these concerns had not completed a high school education. Still more significant is the fact that a majority of them kept no books and many others had an entirely inadequate

accounting system. The Department of Commerce report says of such enterprises that "failure was inevitable."

But the creditors also are held to blame. In more than half the studied cases the principal creditors professed ignorance of the causes of failure, indicating that they had made no proper effort to discover the business ability or stability of those with whom they were dealing. Yet by extending easy credit they encouraged a bad business venture and contributed to its collapse, for it is almost an axiom that too much capital or credit can ruin a newcomer in business more effectively than a shortage of both, which compels economy and conservatism.

DRY GOODS CONDITIONS.

There was a fairly sharp upturn in retail trade last week, particularly toward the close. Business was well distributed through the apparel and home furnishing departments. Men's wear volume advanced. Special sales, after a dormant period, regained some of their former popularity. Gift buying was more pronounced and several of the large local stores opened up these departments and their toy sections.

Some reaction was noted in retail prices last month, according to the data now available. The Fairchild price index slipped off one-half of 1 per cent. on Nov. 1 from the Oct. 1 figure. The principal losses were in infants' wear and home furnishings, particularly electrical appliances, china and glassware. The general index is 73.3, as against 73.6 on Oct. 1 and 86.2 on Nov. 1, 1931.

In the wholesale merchandise markets, there was fair activity in men's wear. Resort and cruise lines were shown in the women's wear line. Home furnishings were dull. Percal prices were reduced in the cotton goods market, which apparently could not reach a very clear idea concerning results at the Spartanburg meet. The Textile Institute reaffirmed its stand against nightwork for women and minors, but the trade was left in the dark about the few mills which have stood out against the organization.

REBUKED THE BANKS.

Abrupt revival of the war-debt question, approach of Congress with its major problem of balancing the budget all over again, and another flurry of bank failures caused some letdown in business sentiment during the past week. Security markets sagged, but commodity prices were fairly buoyant.

The weekly business index registered a loss for election week. Electric power production and automobile manufacture moved up, however, the latter beginning to reflect operations of a large producer on new models. Another volume manufacturer will start soon after Thanksgiving. Car registration figures offer little cheer, but probably signify a demand which is waiting for 1933 designs.

A well-merited rebuke was given to those banks which have been emphasizing liquidity to the detriment of commercial borrowers by the head of the Reconstruction Finance Corporation during the week. He excused 90

per cent. of the banks, but strongly criticized the 10 per cent. which are failing to meet the sound requirements of business. An official stamp has thus been placed on complaints which are widespread, particularly among smaller concerns.

FAMILIES IN POLITICS.

Franklin D. Roosevelt will be the first President related to a former President of a definitely opposing political faith. President John Adams was a Federalist, while his son, President John Quincy Adams, was elected as a Democratic Republican. But the younger Adams won his honor after the Federalist Party had disappeared and was considered an independent rather than a Jeffersonian. President Benjamin Harrison was a Republican, while his grandfather, President William Henry Harrison, was a Whig, but the latter party had been largely absorbed by the Republican Party when it was organized in 1854. There is a sharp distinction, absent in the two foregoing cases, between the political faiths of Franklin Roosevelt, a Democrat, and his distant relative, Theodore Roosevelt, a Republican. This situation adds an element of novelty to the fact that a third family has won the honor of contributing two Presidents.

A NEW CHAMPION.

Forty thousand persons saw a new champion crowned last week, and they sat in no high-tiered stadium to watch his victory. They stood in the cold mud of an Illinois farm, and they shivered beneath a sharp November wind, against which not even overcoats offered full protection. But they saw Carl Seiler, a left-handed farmhand from Knox county, Ill., husk more corn in eighty minutes than any other man had husked before. He was husking corn in competition with seventeen others, picked representatives of nine Corn Belt States. And he stripped, snapped and delivered clean at the judges' stand 35,914 bushels in one hour and twenty minutes of work. The best his nearest rival could do was 35.2 bushels. The previous record was 35.8 bushels, set by another Illinoisan, Elmer Williams, in the "Corn Belt Derby" of 1925.

Let us give thanks to God upon Thanksgiving Day. Nature is beautiful and fellow men are dear, and duty is close beside us, and God is over us and in us. We want to trust Him with a fuller trust, and so at last to come to that high life where we shall "be careful for nothing, but in everything, by prayer and supplication, with thanksgiving, let our request be made known unto God;" for that, and that alone, is peace.

Phillips Brooks.

A new detachable outdoor electric meter needs no cover, is quickly installed or removed. And for testing meters there's a new portable tester which eliminates calculations, cuts testing time, is said to give laboratory accuracy.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Dr. Preston Bradley has again placed me under lasting obligations to him for the very generous reference he made to the writer in his sermon in Peoples church (Chicago) Sunday morning and his characterization of the Tradesman as the "best trade journal in the world." I appreciate his remarks more than I can ever tell him.

I have certainly much to be thankful for in my acquaintance with men of the cloth I have known, more or less intimately, for nearly three-quarters of a century.

My first acquaintance with clergymen was Myron W. Reed, who was pastor of the old Congregational church at Hudson (where I was born) before and after the civil war. He went from Hudson to Indianapolis, where he was very popular for many years. He then went to the leading Congregational church at Denver. While he was at Denver he was a candidate for the vacancy in the pulpit of Plymouth church caused by the death of Henry Ward Beecher. The trustees decided to call Lyman Abbott instead of my Denver friend. This was the greatest disappointment he ever experienced.

When I came to Grand Rapids, fifty-six years ago, I immediately formed the acquaintance of Rev. J. Morgan Smith (Congregational) and Father McManus, who built up the great Catholic church on Sheldon street, which is now the cathedral for the Diocese of Western Michigan. They cultivated the closest friendship I ever witnessed between men of God who were of opposite beliefs. Both were big and broadminded, utterly devoid of the prejudice, narrowness and bitterness which have crept into denominational circles to some extent during more recent years, greatly to my regret. My first German teacher was Rabbi Gerechter, with whom I kept in close touch as long as he lived. He was one of the most companionable men I ever knew or ever expect to know.

In the days of Robert Collyer, the great Unitarian preacher of Chicago, I heard him frequently in his own church. He was easily the greatest preacher I ever knew. I also frequently heard David Swing, who preached every Sunday in Music Hall after he was convicted of heresy by the Presbyterian denomination. I also enjoyed Dr. Thomas, who was invited to leave the Methodist ministry because of some alleged defect in his ideas of what constituted strict Methodist doctrine. Rev. Frank Gonsaulus was brought to my attention by the late P. D. Armour and I heard him preach many times in his Congregational church and visited him many times while he was at the head of the Armour Institute, which was founded, financed and endowed by Phil Armour. I think this institution gave Mr. Armour more satisfaction than any other un-

dertaking he ever espoused. Listening to the ideas and theories of great men gives me vision I could not have acquired in any other way.

I may be wrong in my judgment, but I cannot help feeling that Harry Emerson Fosdick is the greatest preacher of the present age in the East and Preston Bradley in the West. I like the former because you can hear him all winter and fail to detect any denominational bias or narrowness in his wonderful sermons. I like Dr. Bradley for the same reason; because of the breadth and scope of his vision and his great human appreciation of all that is good and great, no matter in what class, clique, clan or religion he finds these qualities. His outstanding sympathy for the people who are unfortunate and the promptness and resourcefulness with which he responds to their appeals surpass anything I have ever experienced in any other great man.

I presume many of my readers will not agree with me in my characterization of these two men. That is their privilege. The more good men we can find in the world the better for the world.

Notwithstanding my aversion to the introduction of politics into the Michigan Board of Pharmacy, as described in last week's Out Around, I am informed that Fred Taggart, the Marlette druggist, has already thrown his hat in the ring as a candidate for director of the organization named. In describing his qualifications he does not mention the fact that he is a capable and experienced druggist, which no one will deny, but bases his claim for preferment on the ground that he is a life long Democrat and is secretary of the Sanilac county Democratic committee. I have no idea how many candidates for this position will put in an appearance, but assume no candidate will have a walkaway for the job. Mr. Taggart has one advantage in that he has entered the lists early in the game and is already securing the support of ward heelers and county committees throughout the state.

I am exceedingly sorry to see any office of a purely technical character degraded into being made a football of party politics, because there are some departments of our state government which should be permitted to function without the assistance of the ward heeler or county political boss.

I personally believe there will be a change in the Lansing office the first of the year and while I have never discussed the matter with the Governor-elect, I think he will be receptive to a demand of the druggists of the state for a change there. While the Board of Pharmacy does the hiring of the secretary or director, the Board has always worked in harmony with the governor's office and has made no changes there which he objected to, although the Board knows the temper of the drug trade better, for the governor has many and varied duties and he does not give any one board the

time the board members do themselves.

There is an outstanding man in Western Michigan who is a candidate for this position. He is Dean Ernest J. Parr, of the pharmacy college at Ferris Institute. Dean Parr is a graduate of the chemistry department of the University of Michigan and knows pharmacy and chemistry as few men in this state do. He has had retail stores in Big Rapids and Port Huron, as well as some smaller towns in the state, and originally came from St. Johns. He has had about 4,000 students in the college at Big Rapids and I have been told that 75 per cent. of the independent retail drug stores in Michigan are owned by Ferris students. I do not know if that is true or not, but some sections show an even higher ratio than that.

While I have nothing personal against Mr. Taggart, I want to say this: Sanilac has had the only two directors the Board has ever had and Mr. Taggart is from that county. I think the other eighty-two counties should be considered when a change is made. Geography must be considered in all appointments and I think we in Western Michigan can help a real man for this position at this time, by urging the appointment of Dean Parr.

I have met many pharmacy board men from other states and I have never met one who had a better grasp of pharmacy than has Dean Parr. I think it would reflect credit on those who recommend him if the governor will ask the Board to make him director.

I might add that through knowing of the economies Dean Parr has entered into in the past that he will show the state more governmental economy in this department than it has ever seen. As economy will be a watch word with the new administration this feature may meet with appreciation at the hands of the new governor, even though Dean Parr has no political background to support his candidacy.

The promptness with which the Grand Rapids City Commission abolished the scrip method of paying for temporary city labor and abolished the city commissary store was very gratifying to the friends of good government. As stated in this department last week, this result could have been accomplished months ago if the local retail grocers had possessed the proper leadership and machinery to show the Commission that it was creating and maintaining an unjust condition for independent merchants and an unfair burden on the taxpayers in continuing such a reprehensible system. If the grocers present at the hearing had been able to answer some questions put to them, they would have received the full relief they asked for and deserved, instead of only partial relief.

A flood of letters has reached me from merchants, bankers and business

men of Muskegon, heartily approving the manner in which I handled the little controversies—too little to be made the object of controversy on either side—between Muskegon and Grand Rapids. I did not go into the matter because of importunities from my home town. I received the first intimation of any difference of opinion from an esteemed friend in Muskegon, who requested me to look into the situation and straighten the matter out. This request involved much correspondence with Washington officials, from which I learned that Washington was quite as much annoyed over the importunities of our Muskegon friends as certain Grand Rapids people were. The publication of an editorial in the Muskegon Chronicle suggesting a boycott on Grand Rapids houses was one of the worst features of the situation, because such a course is never countenanced by any high minded community. So far as I am concerned the situation is a closed book, never to be re-opened again under any circumstances.

The appointment of Geo. B. Catlin, of Detroit, to succeed the late C. M. Burton as member of the Michigan Historical Commission, will be very gratifying to those who are in any way associated with the Detroit newspaper man. Mr. Catlin is probably the best posted man on Michigan history of anyone in the world. The appointment is a worthy honor, worthily bestowed.

The Michigan State Digest is responsible for the statement that Senator Couzens will resign from the position of United States Senator after Jan. 1, to be succeeded by Judge Arthur J. Lacey by appointment by Governor Comstock. Such action would not surprise me in the least, for he would be running true to form. The Senator has always been obsessed with the idea that what Couzens thought was right, no matter what others, even the party, thought. Judge Lacey admits that he is a Democrat, but Couzens poses as a Republican until one finds out different, so if the change does come it will be in name only and not be material to the Republicans of the Senate and House from Michigan. I never have entertained a very high opinion of the Senator and have always thought Michigan suffered through his representation. He was usually out of joint with the President and the Michigan delegation, so we cannot lose much if he goes. Judge Lacey is a very energetic and resourceful gentleman who will do more for Michigan in a year than the present Senior Senator accomplished in a half dozen years.

It is surprising that a certain discourse of Epictetus has never been adopted or adapted and used as a Thanksgiving proclamation. It suggests reasons for gratitude that nearly every human creature has, whatever his economic lot. As it has come down to us through one of his disciples it reads:

If we had understanding, ought we to do anything else both jointly and severally than to sing hymns and bless
(Continued on page 23)

FINANCIAL

Advice of So-Called Market Informers

The majority of the leading brokerage houses have met demand for advice from their clients by issuing regular market letters each day of trading. In this way they meet the demand for industrial advice and have built up considerable good will and favorable publicity for their firms through this regular statement.

These letters are usually written by statisticians or market analysts of commission houses and through these letters they are able to obtain new customers, providing the reports have been satisfactory and their forecasts meet with success.

There would be a tendency for the commission house to boost a particular stock with which they were working through these letters but this is very carefully watched by the stock exchange and the average investor can usually read these letters without worrying as to their reliability.

In some instances these letters have a tremendous effect upon the market due to the fact that they recommend purchases or sales, which attract a large following; particularly if the financial writer for the house has been successful.

The type of letter that the average investor should stay clear from is that issued by "tipsters" or fake stock promoters. A good rule to follow is to pay no attention to any market letter unless it is issued by a high grade investment banker or a legitimate market service. The investor can always add to this source of information by reading financial newspapers or financial magazines. In the past bull market there were a number of promoters who published so-called financial services and made recommendations to the people. After obtaining confidence, they would recommend some particular pet stock which they were operating in the market. Investors should be very careful about making commitments on the advice of these so-called market informers. Jay H. Petter.

Stresses and Strains For Lasting Settlement.

Much of the discussion at present on the question of interallied debts seems to consider this problem as though it were more or less isolated. Nothing could be much farther from the truth. These debts are merely one stone in our economic structure and it is impossible to separate them out for individual consideration.

Until this fact is realized it is hopeless to expect any lasting settlement of the interallied debts. The problem to-day is not merely a question of canceling or not canceling the debts. Rather it is a problem of getting a scientific and accurate appraisal of all of the forces involved and then on the basis of this devise a solution which would be equitable and feasible not only for conditions as they are now but after the return of prosperity.

Needless to say, any such approach to the question of inter-allied debts is a large task. It is not easy to measure statistically, with accuracy, the stresses and strains to which a country is subjected. It is even more diffi-

cult to determine what effect a change of conditions such as increased business activity and rising prices will have upon these stresses and strains. Nevertheless, until we have this information, any settlement is almost certain to become archaic almost as quickly as it is signed.

It is unfortunate that the Special Committee of Economists for the Consideration of Intergovernmental Debts, which has just made its report, did not lay more stress upon this factor. It is only in this phase of the problem that any genuine contribution can be made at this time. It is worth while, of course, to emphasize the elementary economic principles involved in international payments, but something more than a program of education is necessary at present.

So far there has been too much discussion of nothing but principles on this whole question. We have talked about the great strain which the making of payments would impose upon the debtor countries and the great benefit it would be to us to remove this strain through cancellation. We have argued the question of justice back and forth as it has been affected by the use to which the proceeds of the loans were put and as a result of the changed price level. All of this, of course, is important but simply does not lead us to any kind of a lasting solution.

Preliminary to the next settlement a real study should be made. It must go beyond elementary principles and tell us something about the exact significance of these forces. If this can be done there is every reason for appointing a special committee to make such an investigation in the confidence that once and for all a genuine settlement advantageous to all can be attained. On the other hand there is comparatively little point in subjecting ourselves to another so-called settlement which becomes an irritant within a few months after its adoption. Ralph West Robey.

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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 14—We have received the schedules, order of reference F. Skinner, Bankrupt No. 5027. The bankrupt is a resident of Kalamazoo, and adjudication in the matter of Carl F. Skinner, Bankrupt No. 5027. The bankrupt is a resident of Kalamazoo. The schedules of the bankrupt show assets of \$1,832.15, with liabilities listed at \$18,780.12. The sum of \$647.15 is claimed as exempt to the bankrupt. This is an involuntary bankruptcy. The list of creditors of said bankrupt is as follows:

Taxes, Kalamazoo	\$ 73.01
Kal. Bldg. & Savings Ass'n, Kal.	2,750.00
Schuler Choc. Co., Winona, Minn.	52.46
G. C. Miller & Co., Boston, Mass.	75.00
E. Rosenthal, Muncie, Ind.	24.00
Package Confectionery Co., Boston	34.00
Citizen Candy Co., Houghton	11.00
Belmont Candy Co., Memphis, Tenn.	38.42
Schoenhofen Co., Chicago	43.84
Maple Dell Candy Co., Columbus, O.	10.74
R. E. Rodda Candy Co., Lancaster, Pa.	77.65
American Candy Co., Lancaster, Pa.	52.65
Planters Nut & Chocolate Co., Wilkes Barre, Pa.	116.25
Ambrosia Candy Co., Chicago	30.88
Crystal Pure Candy Co., Chicago	43.60
John Mueller Licorice Co., Cincinnati, Ohio	22.10
Sweets Co., New York City	80.38
Toledo Candy Co., Toledo, Ohio	26.40
Frank H. Fleer Corp., Philadelphia	66.00
Lanier Cone Corp., Cincinnati, O.	22.50
McLaren Cone Co., Dayton, Ohio	15.00
Edw. M. Becker Co., Cleveland, O.	54.60
Badger Candy Co., Milwaukee	198.26
Switzer Yellow Jacket Co., St. Louis, Mo.	146.12
Switzer Licorice Co., St. Louis, Mo.	91.79
Farrara Panned Candy Co., Chicago	41.57
Primrose Candy Co., Chicago	40.18

R. W. Snyder Co., Battle Creek	6.21
Hollywood Candy Co., Minneapolis	60.96
Walter H. Johnson Candy Co., Chicago	220.87
Dextora Co., Indianapolis, Ind.	29.52
Redel Candy Co., Milwaukee	106.10
Newton Products Co., Cincinnati	50.22
Fair Play Carmels, Inc., Johnson City, N. Y.	92.10
Ucanco Candy Co., Davenport, Ia.	27.00
Close & Co., Chicago	18.00
Universal Toy & Novelty Co., N.Y.	25.00
Pulver Co., Rochester, New York	49.50
Keppel & Rouf, Lancaster, Pa.	163.26
National Candy Co., Chicago	117.00
General Foods Sales Co., N. Y.	59.28
B & G Candy Co., Detroit	25.74
Gold Brand Confectionery Co., Boston, Mass.	22.52
Illinois Candy Co., Chicago	45.20
Goelitz Confectionery Co., Chicago	10.00
Pacific Products Co., Detroit	36.00
Spangler Candy Co., Bryan, Ohio	35.30
Phyleen Candy Co., Huntington, Ind.	58.87
Bradas & Gheens, Louisville, Ky.	100.00
J. N. Collins Co., Philadelphia, Pa.	79.86
Peter Paul, Inc., Naugatuck, Conn.	78.10
Chas. N. Miller Co., Boston, Mass.	19.25
Florianna Candy Co., Philadelphia	65.00
Smith & Peters, Philadelphia	102.70
Eastern Baking Co., Chelsea, Mass.	260.00
Cunningham Le Baron Co., Minneapolis, Minn.	28.19
F. J. Banta & Son Co., Lima, Ohio	75.79
Honey Bee Products, Inc., Chicago	18.00
Donald F. Duncan, Inc., Chicago	124.88
Euclid Candy Co., Cleveland, Ohio	312.08
Fred Foos Candy Co., Baltimore, Md.	66.11
Ad Lee Co., Inc., Chicago	20.00
Michigan City Paper Box Co., Michigan City, Ind.	150.75
Bradley Smith Co., New Haven, Conn.	27.60
Curtiss Candy Co., Chicago	252.75
By Gum Co., Philadelphia, Pa.	52.80
Quality Mfg. Co., Chicago	24.80
Scott, Bathgate & Co., Chicago	38.88
Crandall Pettie Co., Chicago	22.40
John H. Rice Co., Philadelphia, Pa.	18.00
Richardson Corp., Rochester, N. Y.	15.44
W. F. Schrafft & Sons Corp., Boston, Mass.	785.32
Cincinnati Fruit & Extract Co., Cincinnati, Ohio	18.00
White Stokes Co., Inc., Chicago	25.75
Eagle Candy Co., Chicago	22.50
Hardie Bros., Pittsburgh, Pa.	86.50
Martin Dawson Co., Chicago	51.90
U. S. Mint Prod. Co., Cincinnati	31.25
Commercial Candy Co., Chicago	42.68
Halligan Corp., Davenport, Iowa	148.60

Analysis of any security furnished upon request.

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GRAND RAPIDS NATIONAL BANK

GUARDIAN DETROIT UNION GROUP

J. J. Fleck, Tiffin, Ohio	24.00
Cleveland Candy Co., Cleveland	37.20
Miller Peanut Co., Detroit	10.75
Schutter Johnson Candy Co., Chi.	50.40
C. A. Briggs Co., Cambridge, Mass.	88.43
Robt. F. MacKenzie Co., Cleveland	47.29
Standard Caramel Co., Lancaster, Pa.	44.98
Federal Match Sales Corp., Chicago	33.10
Independent Candy Co., Chicago	27.50
Luden's, Inc., Reading, Pa.	46.65
Superior Peanut Co., Cleveland	25.20
Forbes Candy Co., Pittsburgh, Pa.	14.40
Robt. A. Johnston Co., Milwaukee	33.72
Evansville Candy Co., Evansville, Ind.	52.50
Shelby Gum Co., Shelby, Ohio	39.40
Runkel Co., Kenton, Ohio	67.25
Benedict Mfg. Co., Syracuse, N. Y.	44.14
Chas. E. Hires Co., Philadelphia	114.84
Nichols Candy Co., Indianapolis, Ind.	27.05
Klein Choc. Co., Elizabethtown, Pa.	67.70
Minters Bros., Philadelphia, Pa.	63.00
York Caramel Co., York, Pa.	59.97
A. W. Walsh Co., Kalamazoo	30.24
R. W. Snyder Co., Battle Creek	5.62
Taylor Candy Corp., Chicago	6.06
General Gum Corp., Chicago	6.06
I. J. Fulton, Cleveland, Ohio	312.08
Michigan Tradesman, Grand Rapids	3.00
Mich. Bell Tele. Co., Kalamazoo	14.07
Consumers Power Co., Kalamazoo	8.83
Wm. Bockelman, Kalamazoo	5.00
Park American Hotel, Kalamazoo	475.00
Mrs. C. F. Skinner, Kalamazoo	3,000.00
Bank of Kalamazoo	4,923.44
Sun Land Sales Corp., Grand Rap.	31.50
Mrs. Blust, Kalamazoo	185.00
First Natl. Bank & Trust Co., Kalamazoo	15.00

In the matter of March Wells, Bankrupt No. 4800, final meeting of creditors was held under date of Oct. 8. Fred G. Timmer, trustee, was present in person. Creditors were represented by Robert Finch, attorney. Trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration as far as funds on hand would permit. No dividend to creditors. No objection to discharge. Files will be returned to the U. S. District Court.

In the matter of the Lou-ray Co., Bankrupt No. 4828, final meeting of creditors was held under date of Oct. 18. Fred G. Timmer, trustee, was present by Arthur Branson. No creditors present or represented. Trustee's final report and account was approved and allowed. Certain attorneys' bills approved and allowed. Balance of bills, notes and accounts receivable offered for sale and, there being no bid, were directed to be abandoned as worthless and burdensome. An order was made for the payment of expenses of administration and a first and final dividend of 19 per cent. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of Gates H. Adams, Sr., Bankrupt No. 5029, final meeting of creditors was held Nov. 11. Bankrupt present in person and by Rosslyn L. Sowers, attorney; creditors represented by G. E. McArthur. No claims filed. Bankrupt sworn and examined before reporter. It appeared that certain property is held jointly by Gates H. Adams, Sr., and Gates H. Adams, Jr., and the latter has filed petition in bankruptcy in Eastern District of Michigan. Meeting was therefore adjourned to Nov. 23 for further proceedings.

Nov. 15. We have received the schedules, order of reference and adjudication in the matter of Vincent Crinzi, doing business as Vincent's Cafe, Bankrupt No. 5056. The bankrupt is a resident of Grand Rapids, and his occupation is that of a restaurant operator. Bankrupt's schedules show assets of \$3,300, with liabilities listed at \$4,897.31. The sum of \$350 is claimed as exempt to the bankrupt. The list of creditors of said bankrupt is as follows:

Personal taxes	\$ 73.03
Fred Fraam, Grand Rapids	62.00
Wm. Proctor, Grand Rapids	68.00
Peggy Reynolds, Grand Rapids	24.00
Katherine Pisick, Grand Rapids	33.00
Josephine Dolberg, Grand Rapids	23.00
Harry Williams, Grand Rapids	5.00
A. Skoboda, Grand Rapids	18.00
Ed. Robinson, Grand Rapids	14.00
H. Kruis, Grand Rapids	40.00
Ruby Santas, Grand Rapids	17.50
Nat. Cash Register Co., Grand R.	195.00
Amer. Store Fixture Co., Chicago	896.00
Geo. L. Chalmers, Grand Rapids	900.00
Associates Investment Co., G. R.	275.00
DeVries & Lugers, Grand Rapids	789.00
Ryskamp Bros. Market, Grand R.	400.00
Coffee Ranch, Grand Rapids	176.00
G. R. Cream Fried Cake Co., G. R.	10.00
Watkins Bakery, Grand Rapids	31.00
Colonial Bakery, Grand Rapids	5.00
Frank W. Jewett, Grand Rapids	45.00
Heller & Co., Chicago	15.00
Johnson Hardware, Grand Rapids	3.20
Holsum Bakery, Grand Rapids	7.00
Consumers Power Co., Grand Rap.	72.32
G. R. Gas Co., Grand Rapids	184.24
G. R. Linen Service, Grand Rap.	110.00
Samuel DeYoung, Grand Rapids	31.13
Modern Milk Co., Grand Rapids	23.54
Mr. Lyons, Grand Rapids	30.00
Meeter Cigar Co., Grand Rapids	10.63
Mich. Bell Tel. Co., Grand Rapids	9.15
Mickleberry Sausage Co., Chicago	6.10
Kelly Ice Cream Co., Grand Rap.	16.30

Bayuk Cigar Co., Grand Rapids	36.04
Wurzburger Dry Goods Co., Grand R.	104.00
City of Grand Rapids, Grand Rap.	24.09
Travelers Life Ins. Co., Grand Rap.	59.00
Fred Fraam, Grand Rapids	56.00

Nov. 15. On this day final meeting of creditors was held in the matter of Howard Tait, Bankrupt No. 4891. Trustee present in person. Trustee's final report and account approved and allowed. Claims proved and allowed. Balance of accounts receivable sold at auction. Order was made for payment of administration expenses, preferred claims and first and final dividend of 2 per cent. to general creditors. No objections to bankrupt's discharge. Files will be returned to district court.

Nov. 18. We have received the schedules, reference and adjudication in the matter of George E. Church, Bankrupt No. 5058. The bankrupt is a resident of Grand Rapids. The schedules of the bankrupt show assets \$25, with liabilities listed at \$2,519.44. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Nov. 18. On this day first meeting of creditors in the matter of Frank Czubaj and Walter Garbula, copartners doing business as Warsaw Hotel, Bankrupt No. 5044, was held. Bankrupts present in person and by Jamiara & Kurzynowski, attorneys. Certain creditors present in person. Claims proved and allowed. Bankrupts each sworn and examined without a reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

In the matter of Wallace W. Welch, Bankrupt No. 5040. The first meeting of creditors has been called for Dec. 2.

In the matter of Andrew J. Klepper, Bankrupt No. 5054. The first meeting of creditors has been called for Dec. 2.

In the matter of Benjamin J. Skinner, individually and formerly doing business as Community Oil Service, Bankrupt No. 5053. The first meeting of creditors has been called for December 2. ciffllggqy been called for Dec. 2.

In the matter of U. S. Pressed Steel Co., Bankrupt No. 5033. The first meeting of creditors has been called for Dec. 2.

In the matter of William F. Alberts, Bankrupt No. 4825, final meeting of creditors was held under date of October 18. Trustee was represented by Arthur N. Branson. Bankrupt represented by Glen D. Mathews, attorney. David Merriman present as bidder on accounts. No creditors represented. Trustee's final report and account approved and allowed. Order was made for the payment of expenses of administration, preferred claims and for a first and final dividend to creditors of 1.8 per cent. No objection to discharge. Files will be returned to U. S. District Court.

Nov. 16. We have received the schedules, order of reference and adjudication in the matter of Jay Ten Elshof, Bankrupt No. 5057. The bankrupt is a resident of Grand Rapids, and his occupation is that of a meat cutter. The schedules of the bankrupt show assets of \$1,250, with liabilities listed at \$501.69. The sum of \$250 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.

Nov. 14. On this day first meeting of creditors in the matter of the Tandler Co., Inc., Bankrupt No. 5039, was held. Bankrupt present by Oscar Tandler, President, and represented by Cleland & Snyder, attorneys. Creditors present in person and represented by Dunham, Taylor & Allaben, Earl W. Munshaw and Warner, Norcross & Judd, attorneys, and Grand Rapids Credit Men's Association. Walter L. Viergever, temporary receiver, present in person. Claims proved and allowed. Reclamation petition of George H. Unself, Sr., considered and allowed. Oscar Tandler, president of bankrupt corporation, sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$3,000. Certain labor claimants sworn and examined before reporter with reference to their claims. Meeting adjourned without date.

Nov. 18. We have received the schedules, order of reference and adjudication in the matter of Ernest A. Trafford, Bankrupt No. 5059. The bankrupt is a resident of Kalamazoo, and his occupation is that of a restaurant manager. The schedules of the bankrupt show assets of \$1,286.15, with liabilities listed at \$4,056.78. The sum of \$600 is claimed as exempt to the bankrupt. The list of creditors of said bankrupt is as follows:

State of Michigan, taxes	\$ 17.87
American Signs Corp., Kalamazoo	40.00
Citizens Loan & Investment Co., Kalamazoo	21.00
Pittsburgh Erie Salt Co., Pittsburgh	5.00
Samuel Bluurma Coal Co., Kalama.	78.19
Peter De Koster, Kalamazoo	22.50
DeYoung Coffee Co., Kalamazoo	167.89
Grove Dairy Co., Kalamazoo	154.87
H. Leonard & Son, Grand Rapids	39.00
J. R. Jones Sons & Co.	24.79
Jackson Flower Shop, Kalamazoo	6.50
Kal. Laundry Co., Kalamazoo	259.42
Kal. Market Place, Kalamazoo	35.00
J. G. Lorenz Agency, Kalamazoo	50.00
Fred S. Garrett, Kalamazoo	28.00
J. W. Ryder Coal Co., Kalamazoo	34.00

Star Paper Co., Kalamazoo	55.41
Sprague Hardware Co., Kalamazoo	25.00
Taylor Produce Co., Kalamazoo	35.00
A. W. Walsh Co., Kalamazoo	172.20
J. R. Van Holde, Kalamazoo	12.00
Bestervelt's Market, Kalamazoo	150.89
City Fish Market, Kalamazoo	9.00
Alfred S. Frost, Kalamazoo	75.00
Wm. U. Metzger & Son, Kalamazoo	11.00
Mr. Wright, Kalamazoo	100.00
B. Cleenewerck & Son, Kalamazoo	182.00
Consumers Power Co., Kalamazoo	112.00
A. H. Berry, Kalamazoo	267.00
Buehler Bros., Kalamazoo	365.00
Federal Baking Co., Kalamazoo	24.00
Herb Fulford, Kalamazoo	200.00
Bayuk Cigar Co., Kalamazoo	13.49
Nick Scholten, Kalamazoo	24.21
Illustrated Current News, New Haven, Conn.	19.50

F. C. Matthews Co., Grand Rapids	27.00
Peter Pan Bread Co., Kalamazoo	132.08
Kal. Garbage Co., Kalamazoo	8.31
Gazette, Kalamazoo	82.30
Loose Wiles Biscuit Co., Kalamazoo	9.45
B. A. Raiton & Co., Chicago	74.00
Dawn Doughnut Co., Kalamazoo	11.90
Home Savings Bank, Kalamazoo	760.00
John Sexton Co., Chicago	40.81
Carl B. Williams, Kalamazoo	75.00

Nov. 18. On this day first meeting of creditors in the matter of Homer P. Morley, Bankrupt No. 5047, was held. Bankrupt present in person and by Charles H. Kavanaugh, attorney. Certain creditors present in person. Claims filed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

Nov. 21. We have received the schedules, order of reference and adjudication in the matter of Donaldson Motor Sales Co., Bankrupt No. 5060. The bankrupt concern is a resident of Grand Rapids. The schedules of the bankrupt show assets of \$3,835.03, with liabilities listed at \$5,165.58. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids	183.28
Associates Investment Co., G. R.	562.20
Old Kent Bank, Grand Rapids	950.00
First National Bank, Ludington	2,241.70
Aupperlee & Veltman, Grand Rap.	16.37

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Automotive Parts Corp., Grand R.	55.74
Banner Publishing Co., Grand R.	3.00
Barclay, Ayers & Bertsch, G. R.	2.10
Bennett Fuel & Ice Co., Grand R.	36.10
Community Chest, Grand Rapids	25.00
Consumers Power Co., Grand Rap.	49.56
Corduroy Rubber Co., Grand R.	10.78
Cities Service Oil Co., Grand Rapids	37.56
Electric Service Station, Grand R.	31.07
Enterprise Oil Co., Buffalo, N. Y.	20.84
G. R. Coat & Apron Co., Grand R.	4.50
G. R. Furn. Expos. Ass'n., G. R.	6.68
Herald, Grand Rapids	169.10
Press, Grand Rapids	249.90
Goodrich Silvertown, Inc., G. R.	2.75
G. R. Water Works, Grand Rapids	5.10
A. L. Donaldson, Grand Rapids	205.66
G. R. Merchants Serv. Bureau, G.R.	9.00
H. M. Gibbs Co., Grand Rapids	8.80
Harder Welding Co., Grand Rapids	8.75
Hermitage Garage, Grand Rapids	8.25
Mich. Bell Telephone Co., Grand R.	57.44
Motor Rebuilding Co., Grand Rapids	2.73
Quality Body Shop, Grand Rapids	29.75
Radiator Hospital, Grand Rapids	20.20
P. Ranville Co., Grand Rapids	2.65
Reliance Oil Co., Grand Rapids	43.48
Rim & Wheel Service, Grand Rap.	4.95
Ryans Body Shop, Grand Rapids	6.75
Sherwood Hall Co., Grand Rapids	21.43
Standard Oil Co., Grand Rapids	15.00
Sun Oil Co., Grand Rapids	15.60
Tisch Auto Supply Co., Grand Rap.	8.29
Vander Stel's, Grand Rapids	2.00
Western Union Telegraph Co., Grand Rapids	5.12
White Star Refining Co., Grand R.	26.40

Men are touched more by examples than by advice.

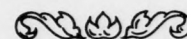


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Secretary — Herman Hanson, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; John Lurie, Detroit; E. B. Hawley, Battle Creek; Ward Newman, Pontiac.

Seattle, Outstanding Beauty Spot of the World.

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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).

Seattle business folk gather round the traveled visitor, asking with odd wistfulness for news of the outside world of industry and commerce. "We are away off here in a corner jumping off place," they say in effect. "We need a view from other vantage points to maintain our commercial orientation."

To one who has visited Seattle three times: fall of 1916 when winter fogs were gathering and fires were raging in the timber, dessicated during the rainless summer; summer of 1919, a time of translucent sunshine when surrounding hills and mountains were clear cut against the opalescent sky, a vision of fairy loveliness; and in July of this year when the restful haze of the region prevailed for weeks together, such questions would be bewildering were they not the common experience of any traveler in our land. For, regardless of any local advantages, we always seem to want more.

I see the city and environs as an outsider, but not a stranger; as one moderately acquainted with the place rather more than superficially, interested in Seattle as one of the outstanding beauty spots of the world and otherwise supremely blessed, yet not swayed by local pride or regional ambitions as are those whose lives are cast therein. And on the basis of such experience, I render this delicate judgment: That if there be a spot on this good earth more favored of God than others, that spot is this Queen City of the Puget Sound, as may appear more fully from what I write below.

Not in the maelstrom of business? I don't admit that—see below; but if it were true, Seattle would thereby enjoy one more advantage, for then she would have leisure to think. Set off from, immune to, the turmoil of

our "restless National life," Seattle might then digest our community development more deliberately than those who are closer—assuming that they are closer, which admits of question—are able to do. But I am not convinced—nothing that I experienced in and about Seattle tended toward conviction—that the city is not every whit as intimately in touch with the pulse of our National life as any other folk. This idea is erroneous, "the stuff that dreams are made of."

The outlander is strikingly impressed with local advantages which are too close to be justly evaluated by Seattleites: wondrous factors too familiar, blessings so near they are out of focus. Again I think of the man who sought abroad for wealth and opportunity while his children played with pebbles gathered in his dooryard which proved to be diamonds in the rough.

Business is not everything—not even for the business man. Living is also a part of life, worth something to all of us; and there is "a heap o' livin'" in Seattle. Where can one find finer environment than on Seattle's gently rising wooded hills of brilliant green, an all-round better climate, purer air and water, or sheer beauty to surpass that of this fair city.

Let us glance at a map of Puget Sound. We find natural waterways ramifying in every direction for hundreds of miles of commercially accessible water frontage. From North to South as the crow flies the penetration inland is 125 miles, the various arms ranging from one to ten miles wide, mostly one to two miles.

"Great," you exclaim? But that's not the half of it. The marvel is that these waterways are natural. They have been there for all time, apparently mountain fissure formations running into the ocean, for the depth ranges from 50 to 900 feet, with a continuous natural dock-line for hundreds of miles, there being few localities where the shore shoals up; it mostly drops sheer into deep water.

Point this out to the Seattleite and it leaves him cold. Why? Because to him it is old stuff, even as the story of Stockton's long struggle for an ocean canal leaves her without much enthusiasm now that the canal is become an actuality. But the significance of Seattle's waterways—so casually laid on her doorstep that she yawns at their mention—is that hers are unique.

Every other commercial city—I except none that I know of, whether London, New York, San Francisco, Los Angeles, Naples, Boulogne, Southampton, Baltimore, Glasgow, for a few instances—must dredge its harbor periodically. But Elliott Bay, directly fronting Seattle, and the waters thence to the sea are from 180 to 900 feet deep. The bottom is so far down that in only certain limited areas are there practicable anchorages.

Thus when Seattle tires of any of her hills, or when she finds one too lofty for her growing industries, she simply sluices off its crown, pours it into her harbor and forgets it. Of late years, it is true she has sluiced a bit too rapidly, ridding herself of more

hills and making more realty than she needs. But that is indicative only of the haste of youth which time will remedy.

And still the water story is incomplete. It remains to tell of Lake Union, a triangular body so few acres

in extent as not to appear on ordinary maps, set in the heart of the city, among its resident hills; and of Lake Washington, Eastward of Union, an inland sea perhaps twice as big as the Sea of Galilee, being twenty-two miles

(Continued on page 22)

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Next meeting will be held in Grand Rapids, date not decided.

Quick Methods of Freezing Fish Increase Use As Food.

Advances in quick freezing, the packaging of fresh and frozen fish, and appreciation of the value of marine products in the diet in combating faulty nutrition are tending to popularize fishery products with the consuming public. Henry O'Malley, Commissioner of Fisheries, declared Nov. 14 in his annual report to the Secretary of Commerce.

The commercial fisheries suffered severely during the past fiscal year, however, Mr. O'Malley said.

"The extensive decline in prices, especially of those products with which fish normally compete in the retail markets, has faced the industry with actual disaster," the Commissioner stated. "The complexity of the system of fish distribution, seasonal character of supply, remoteness of centers of production from population centers and the limitation of the consumption of fish combine to make it most difficult for fishery operators to compete at present price levels."

The temporary scarcity of some staples has tended to keep up the cost of production, Mr. O'Malley observed, and added to the difficulties of the producers of such products.

Greater stability was predicted for the frozen fish branch of the industry. This stability, Mr. O'Malley said, will come with "the development of improvements in fish manufacture and merchandising, especially with respect to adequate display and refrigerating equipment suitable for handling frozen foods satisfactorily and their more general installation in retail stores, and the education of the public to a realization that frozen foods can be fully as sound, palatable and nutritious as the fresh products."

The report supplies the following additional information:

Unprecedented co-operation with state and other agencies in the promotion of this country's fishing interests featured the work of the Bureau of Fisheries during the last fiscal year. This co-operation resulted not only in greatly extending the organization's sphere of usefulness but in substantial economies in the cost of operating the Bureau.

Among the co-operative activities cited in the report were biological investigations with New York State in connection with trout nutrition; studies in Wisconsin and Michigan covering immature fish destruction in Lake Michigan; shrimp investigations in Louisiana and Texas; and oyster studies in North and South Carolina, Georgia, Florida, Connecticut and Washington.

More than fifteen states co-operated with the Bureau in fish cultural work the report shows. This state aid included the joint operation of hatcheries, aid in the collection of eggs, and exchange or transfer of eggs to meet demands which could not otherwise

be fulfilled. In co-operation with the United States Bureau of Reclamation attempts are being made to develop a program for the protection of fisheries which may be affected by irrigation and reclamation projects under Federal control.

The Bureau's technological program was materially broadened in co-operation with other agencies, it is pointed out. At the South Carolina Food Research Commission one of its investigators is studying the anti-anæmic properties of oysters in collaboration with investigators at that institution. The Bureau is also co-operating with two state agricultural experiment stations in connection with the feeding of fishery products to farm animals. In co-operation with the Department of Agriculture and producers of kelp meal, nutritive studies of this product are in progress.

The industrialization of this country, Commissioner O'Malley declares, has created conditions making it more difficult to keep our waters adequately stocked with aquatic life. To overcome these handicaps the number of Federal, state and private fish-cultural units has been increased. There are 87 Federal stations and substations in 36 states and the Territory of Alaska and about 390 state hatcheries. In addition, there are 130 private trout hatcheries, about 45 goldfish farmers, and several hundred clubs raising fish for stocking purposes.

The output of fish and eggs by the Bureau's propagation units in the period reviewed exceed 7,000,000,000, representing a slight decrease as compared with the previous year. The take of fur seal skins on the Pribilof Islands in 1932 again exceeded 49,000, being slightly less than in 1931.

Commercial fishing is prosecuted on the high seas, along our entire coast line including Alaska, on the Great Lakes, and in interior waters. These fisheries during the calendar year 1930 furnished employment to about 120,000 fishermen and 84,000 persons engaged in transporting, manufacturing and the wholesale trade, making a total of 204,000 persons who depend directly upon our fisheries for a livelihood. This was about 13,000 more than were employed during the previous year.

The catch in 1930 amounted to 3,286,580,000 pounds for which the fishermen received \$109,349,000—a decrease of 8 per cent. in amount and 11 per cent. in value as compared with the previous year.

Push Christmas Food Sale Plans.

Elaborate plans for the promotion of holiday "specials" by retail stores have been started in wholesale grocery circles. Extra attention is to be given Christmas sales because of the success jobbers are now enjoying in pushing Thanksgiving day items. The trade believes that suggestions advanced for Thanksgiving specials encouraged buying to such an extent that no sharp drop will occur in November business. Sales for the present month, it is felt, will be less than 5 per cent. under those for the corresponding period last year. The plan of offering consumers an assortment of all grocery products needed for the holiday meal at a unit price is the most popular this season, jobbers said.

A Business Man's Philosophy.

"Would this interest you?" asks P. B. McDonald of New York University. "In 1907 a great steel bridge being built across the St. Lawrence river collapsed and a number of men were killed. The responsible engineer was a distinguished authority on bridges, who lived in New York. He retired from practice and a few years later he died. The Dictionary of American Biography prints a record of his successful work but merely says about the Quebec bridge that he acted as consulting engineer."

Professor McDonald points out that the most interesting thing about this engineer is the job on which he failed. Such important lessons should not be hushed up, he says, because of professional squeamishness.

I agree. I don't care for the kind of biography that leaves out the unpleasant episodes. To appraise a man we must know his follies and stupidities as well as his virtues and achievements. Occasional failures do not necessarily lower the stature of a distinguished man. Often they humanize him.

William Feather.

The principle of sharing work in a depression such as this is comparable to what is done by civilized people in a famine situation. If there is but a limited amount of food to go around, no one suggests feeding four-fifths

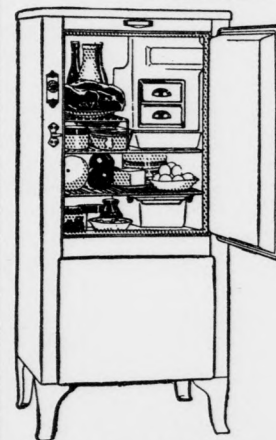
fully and letting the other fifth starve. The available food is rationed. That is what we now recommend be done with work.—Walter C. Teagle.

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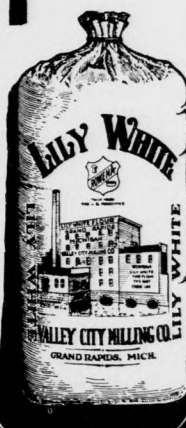
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President—Chas. H. Sutton, Howell.
Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

Giving Your Christmas Business a Spectacular Start.

It will be good policy to start your Christmas selling right after the Thanksgiving holiday. In this connection, "Hit hard, right from the start," is the view of one experienced hardware dealer.

This dealer, by way of giving his Christmas selling effort a good send-off, stages a "holiday opening." This is merely an adaptation of the millinery openings with which women were once so familiar.

The holiday opening in this particular store is usually timed for December 1 or a little earlier. This gives more than three weeks to push the Christmas trade. But the real pushing covers more than three weeks, for as a preliminary the holiday opening is widely advertised. The advertising may begin through the newspaper as early as November 20. About the same time it is announced by a big show card in each of the store windows. Every customer who visits the store receives a personal invitation to attend the holiday opening on December 1. Finally, a few days beforehand, formal invitations are sent out to a selected list of women customers and prospects.

The holiday opening is an all-day event. Specials are advertised for certain hours. Announcement is made that all regular holiday goods will be on display. As a rule there is an orchestra in attendance. The store decorations are sufficiently Christmasy to give a seasonable suggestion, although as a rule they are not over-elaborate.

A feature of the day is the giving of free suggestions as to desirable and suitable gifts. The perplexed purchaser may bring a list of friends to be remembered, and a capable salesman will suggest suitable articles with prices. Of course, wherever possible, the articles themselves are shown and orders are taken—often with a small deposit and subject to later delivery. But there is no obligation to buy. The suggestion service has no strings to it—none whatever. This fact is featured.

In addition, printed lists of gift suggestions are distributed to all customers. These are very helpful to customers, particularly in the later stages of the Christmas season, when the selection of desirable gifts becomes a matter to be settled in a hurry. But at every opportunity the idea is driven home of making an early, careful and unhurried selection before the goods have been picked over.

The idea of a "holiday opening" can be expanded to any desired extent or can be adapted to almost any conditions. Thus the hardware dealer who handles toys extensively can devise a special program for the kiddies and make a special appeal to them.

For instance, if you have more than one window, set aside a window for displays to appeal especially to children. Nowadays the children do a

great deal to influence the purchase of their Christmas gifts. The youngster who sees something he wants in your window will tell his parents about it. More than that, he will keep on telling them until in self-defense the parents buy it. Moreover, if the skates or pocket knives you display have interested the boy, he will have no use whatever for any store but yours. The parents may be inclined to shop; but the youngster will insist on the article you are showing in preference to any other.

Distribute handbills to the children coming out of school and announce that a souvenir will be given every child who leaves his or her address at the store on opening day. At the back of the store have an address book on a table or counter. As each child fills in his name and address, hand out a tin whistle, a pea shooter, a small doll or looking glass, or a button with his school colors. It is usually a good scheme to get the child's birth date; some dealers send out congratulatory letters with birthday gift suggestions.

Meanwhile, a few days after the opening day, you can mail a card to each child thanking him or her for calling at your store, and extending a hearty invitation to come again. Children like to get letters through the mail.

A Santa Claus stunt is of course good business. Your aim should be to impress on your juvenile public the fact that your store is Santa Claus' headquarters.

A good many of the larger department stores play up Santa very strongly. How far you want to go in this direction depends on the extent to which you are catering to juvenile trade. A Santa Claus stunt, however, need not be unduly expensive.

A good method is to bulletin Santa's progress from the North Pole. In the old days he usually traveled by reindeer; now he quite often uses the airplane. A bulletin in the window will say—the day after Thanksgiving—that he has left for the North Pole, plans to arrive in Carisford on December 1, and will be present at Blank's holiday opening. The next bulletin tells that he is crashed—is doubtful if the plane can be repaired. Next day he is on his way again. And so, with ups and downs, all duly notified by radio to Blank's hardware store, Santa progresses on his journey—until, on November 30, he appears outside the biggest school in town just as the children are trooping out and hands them cards inviting them to meet him at the holiday opening.

At the holiday opening, Santa Claus has an appropriately decorated booth. It may even take the form of an Eskimo igloo. Here he meets the youngsters, talks to them, hands them souvenir cards or some other trifle, finds out what they want, gets their names and addresses. Between times he strolls about the store; and in the days that follow makes his headquarters there, with occasional intervals when he mingles with the crowds on the street. He visits the schools when they let out, and distributes cards to the youngsters, or other advertising matter.

This is a brief outline of the usual Santa Claus stunt, which can be made more elaborate if desired. In its elemental form all it requires is a little ingenuity, a little paper (a few telegraph blanks, perhaps) for bulletins in the store window, and a reasonably tactful man to play Santa Claus. And, of course, a Santa Claus outfit and a decorated booth of some kind. The expense is small, and the advertisement, among the younger folks, is a potent one.

Of course the presence of Santa Claus should be advertised in the newspaper; and your advertisements previous to his arrival should bulletin his progress. Victor Lauriston.

Objective in Life as Promoter of Well-being.

To attain mental health and efficiency, to win success in business or professional life, to gain social approval and esteem, and to achieve the full measure of existence, the individual must set before himself a definite, worthy goal and strive unceasingly to attain it.

Without a goal a person becomes like a ship, without destination and without compass, drifting along with the wind and tide. No matter how strong the ship or how well manned or equipped, so long as it moves in ever changing directions, its voyage will be of no avail and will eventually end in shipwreck.

A well chosen goal serves an individual in many ways:

It adds meaning and zest to daily activities; stimulates interest and attention and thus facilitates the learning process; gives direction to effort and lessens waste of energy in fruitless pursuits; stimulates ambition and gives incentive for hard work; inculcates habits of thrift and prudence; promotes happiness by emphasizing future blessings and subordinating present difficulties and annoyances; makes for physical health through the recognition that health is essential to the achievement of the desired purpose; preserves mental health by directing the mind toward reality and tangible projects and away from phantasy and idle speculations.

To serve these purposes the goal chosen must be adapted to the individual so that he may have reasonable prospects of attaining it. On the other hand, it should be difficult enough to call forth his best efforts. The goal must not be static but should advance as the individual develops. It should become a guiding star or an ideal ever leading him onward.

The goal must not be solely an individual matter. It must be chosen with reference to social needs and community welfare and must not encroach on the rights, privileges or liberties of others.

History affords many examples of men and women who have reached great heights of usefulness through indefatigable pursuit of worthy goals chosen early in life. Such examples, however, may be matched by others of persons of great ability who become notorious despoilers of their fellowmen through the unfortunate choice of antisocial goals.

In children, goals are usually immediate and transient, but not always so. The aim to reach high standards in scholarship may be formed in public school and persist beyond the university. Likewise, the goal of wealth or the goal of pleasure may have its origin in childhood and continue into adult life.

Children are quick to grasp and adopt the prevailing goals of the day as portrayed by their parents and set forth by motion pictures and newspapers. Lacking experienced judgment the child adopts a wrong goal as readily as a right one and too often the unhappy choice has a lasting effect.

Lifetime goals are frequently chosen during adolescence. In this plastic period young people need guidance in the selection of goals and ideals, as well as in choice of vocations. A fitting goal chosen at this time will have large significance in the life of the individual.

The goals of dominant social groups such as the state, the church and business and professional organizations not only determine the destiny of the respective groups but have great influence in shaping the ideals and goals of individuals of all ages. If we wish to secure for our children the blessings that will follow the selection and pursuit of proper goals, we must critically consider whether the present objectives of society are worthy of emulation, and whether the daily influences to which our children are subjected contribute to the selection of worthy goals.

Do we look forward to a better civilization? Then let us adopt for ourselves ideals which may be molded by our children into the reality of the future. Dr. Horatio M. Pollock.

Augment Holiday Notion Lines.

Introduction of holiday decorations as regular items in the notion departments of retail stores is an innovation meeting with considerable success this year. Artificial wreaths, Christmas candles and table decorations, formerly sold in toy and other divisions of department stores, will be used to augment the volume done on other holiday items in the notion departments. Outstanding among orders placed to date are calls for wreaths and Christmas candles, packed together in a box to retail at \$1 to \$1.95. Results of the new plan will be watched with interest by both retail executives and notion producers.

AWNINGS, TENTS, COVERS and SAILS

Complete Line of Camp Equipment For Sale or Rent.

WE MAKE ANYTHING THAT CAN BE MADE FROM CANVAS.

CANVAS BELTING MADE TO ORDER.

Call us for Awning Storage.

GRAND RAPIDS AWNING & TENT CO.

500-508 Monroe Ave.

Phone 85145

Grand Rapids, Mich.

DRY GOODS

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

The Morale of the Association.

Lansing, Nov. 22—Now that the discussions and antagonisms of the political campaign have subsided and the question of who will direct the affairs of state is settled, we believe that business will soon turn for the better. We have traveled far and near in Lower Michigan and the merchants are not all happy. The loyalty which they have shown to the Association is, in my opinion a pretty fair test.

We sent a formal letter, with necessary variations, to all of our members early in September. The plan was to advance the membership date to the beginning of one-quarter of the current year and make a reduction in the rates so that our members, including those who have been in hard luck, are practically on the same membership basis. The response which we have received has been encouraging. There are only three delinquents in our list of members whose fiscal year begins on July 1 and we are able to announce that about half of those whose dues begin on the October 1 quarter have made remittance. Some of them have paid their annual dues in full; some for one-quarter and some for two-quarters. We have endeavored to make our statements clear and trust that you will co-operate to keep the balance in our treasury on the right side of the ledger.

In 1931 there were thirty-two Republicans in the Michigan Senate and ninety-eight Republicans and two Democrats in the House. The Legislature of 1933 will have seventeen Democrats and fifteen Republicans in the Senate; and fifty-seven Democrats and forty-three Republicans in the House.

A few of the Republicans will be first termers, so that two-thirds of all of the members of the Michigan Legislature are without experience in legislation. In these days of uncertainty in matters of taxation many schemes for new methods of taxation will be proposed. It is fair to assume that all of the legislators are anxious to reduce state expenses as much as possible; but even so, it will be necessary to devise plans for the raising of revenue.

We will endeavor to give out information promptly as to propositions advocated and bills that are introduced. We urge you all to keep informed so far as possible and thereby give intelligent advice to the members from your legislative district, many of whom by reason of circumstances are as inexperienced in legislative affairs as you are.

Public Enemy No. 1.

This is the title of a circular just received from John DeHoog, Secretary of the Grand Rapids Merchants Mutual Fire Insurance Co. The circular speaks for itself and is so brief and to the point that it should be carefully read and preserved. We quote from the recent monthly report from Mr. DeHoog:

"The National Underwriter reports that seventy-nine fire insurance companies have borrowed from the Reconstruction Finance Corporation an aggregate amount of \$71,822,700 and that an additional forty-two companies have made application for loans. The names of the companies receiving help are not given, but under the distribution of companies in distress by states, four are given as located in Michigan. The distress of these companies is caused by loss of business and depreciation of security values. We are still a long way from asking help."

The total amount of insurance in force October 1, 1932, shows a decrease from last year of a little less than 7 per cent. The operating expenses on gross premiums written is 14.6 per cent., as compared with 15.5 per cent. of last year. The same ratio exists as to fire losses.

We are giving this information regarding our own insurance company to emphasize the point again that our President and Manager are careful insurance men and that your own company is traveling along safely.

A retail drug store called a wholesale house stating they were sending a boy for some merchandise. When the messenger boy appeared at the wholesale house, he secured the merchandise, and not until the wholesale house billed the retail store did they find the whole transaction was a fraud.

One suggestion, particularly during the holiday period, is that unless you know the messenger boy you should call the retail store and see whether the order is bona fide or not, unless they should have a signed order from the store in question whose signature is familiar to you.

We were favored this week with a very interesting postal card from our director, Van D. Field, who has been spending the summer and fall in Europe. He writes from Italy and says, "There is practically no such thing as a department store in this country and no one would have any money to buy anything anyway." Mr. Field has spent some time in Switzerland and his card says he is soon to start on a trip to Africa. A letter from Jackson states that he is expected back in this country Dec. 14.

Jason E. Hammond,
 Mgr. Mich. Retail Dry Goods Ass'n.

Holiday Orders Gaining Slowly.

No marked increase in buying by retailers for holiday requirements has yet developed, reports in the wholesale markets indicate. In many cases merchandise executives are seeking to minimize risks beyond orders on which delivery has been or shortly will be made. The market is, however, being scoured for specials in holiday lines which can be played up as features. Reports agreed that in the scattered buying of gift items which has been done so far by consumers merchandise for the home has stood out. This was considered an early indication of the utility trend, which should also help the sale of apparel accessories. Trade in toys and juvenile books has been gaining.

Plan Radical Changes in Dinner Sets.

Popular price dinner ware for Spring will be radically different in both color and shape from the goods marketed this season, manufacturers predict. The trade is preparing new goods for display at the regular market showings scheduled after the first of the year and producers are experimenting with a wide variety of colors and shapes. Square dinner ware in cream shades was outstanding in sales this season. Current demand for dinner sets is at a low point compared with two weeks ago, and manufacturers have been able to catch up on deliveries as a result. At the present time, however, there are a number of producers still more than thirty days behind in filling orders.

Linoleum Prices Are Advanced.

A general movement toward higher prices has been started in the hard-surface floor coverings market, with the announcement by the Armstrong Cork Co. that prices on major lines

would be advanced Dec. 14 from 6 to 10 per cent. Other major manufacturers in the industry are not prepared to make an announcement, but officials for the Sloane-Blabon organization admitted that price increases would be made shortly. The Armstrong Cork Co. will advance its felt base goods and inlaid linoleums 10 per cent., plain and jasper linoleums 6 per cent., and printed heavy linoleums from 1 to 2 cents per yard. Other producers are expected to make similar announcements before the close of this month.

Holiday Lines Show Gains.

Holiday merchandise now dominates in the orders reaching the primary market. The volume of mail orders

is about equal to that of recent weeks, with increases lacking in Winter apparel because of weather conditions which have prevailed during the past two weeks. It is estimated, however, that from 35 to 40 per cent. of the women's coat business remains to be done, although advance of the season indicates that much of this trade will tend to develop on promotional groups at special prices. Orders received for formal dress are expected to show gains in calls for cruise wear. Practical accessories and items for the home lead in the buying for holiday selling.

There isn't much hope for a nation that feels cheerful or blue because a few gamblers put stocks up or down.

MICHIGAN BELL TELEPHONE CO.



IT'S LONESOME WITHOUT A TELEPHONE

THERE could be no more thoughtful Christmas gift for Father and Mother, or others dear to you, than the PROTECTION, convenience and comfort of telephone service.

In case of sudden sickness, fire or accident, a telephone will enable them to summon aid instantly.

It will help them to avoid dangerous exposure in stormy weather. It will keep them in constant touch with you, and with all the others for whom they care so much. And as it serves, year in, year out, it will remind them always of your affection for them.

Orders for telephone service to be installed in any city may be placed with the local Telephone Manager. Monthly charges will be billed to the giver as long as desired.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Bancroft House Menu Fifty-seven Years Ago.

Los Angeles, Nov. 19—The Bancroft House, Saginaw, gets into the limelight again this week, due to the fact that in looking over a sheaf of menus gathered during a busy lifetime, I find one of New Years day, 1875, offering a dinner of merit in those days, and a curiosity now, for 75 cents. Here goes:

Oyster Soup Puree of Giblets
Spiced Pears Current Jelly
Watermelon Pickle Rum Jelly
Roast Vermont Turkey, Sage Dressing,
Cranberry Sauce
Roast Canadian Wild Goose, Onion
Dressing, Plum Jam
Salmi of Teal Duck Breast,
Grilled Young Partridge
Haunch of Venison, Currant Jelly
Guava Jelly and Herkimer County Cheese
Mashed Potatoes, Candied Sweet Potatoes,
Rutabagas, mashed, Peas
Hot Mince Pie, Brandy Sauce
English Plum Pudding, Cogniac Sauce
Vanilla Ice Cream Burgundy Souvenir
Claret Punch Assorted Nuts
Raisins Fruit Cake Coffee

Lyon Brothers, well known to the commercial travelers of sixty years ago, were responsible for this offering. It could not be duplicated to-day at any price, even if the game laws could be eliminated. And yet there are those who oppose game protection. And here is the formula for the internationally known Bancroft Hotel corned beef hash, given to me many years ago by the lamented W. F. (Billy) Schultz, and asked for frequently by Tradesman readers: One portion of cooked corned beef, ground finely; two portions of chopped cooked potatoes (underdone); half portion of chopped onions; season to taste. Place in double roaster, after mixing thoroughly, placing copious quantities of butter lumps over top and adding cream for moisture. Bake 30 minutes and serve with garnish of poached egg. This mass can also be fried in deep fat or butter—well browned. It is said that this item is to be found on every bill of fare offered at the Bancroft Hotel during the past half century. Now please paste this in your cook book. Of course I am glad to provide it on request, but it may inconvenience you sometime to be obliged to await its publication.

The defeat of prohibition might not have been felt so keenly by that particular constituency if its backers had used a more reliable press clipping bureau. According to the leaders of the movement who were peddling hooey at a stupendous rate, the enforcement of liquor laws was reported at 100 per cent. and, a lot of people, placing reliance on their statements, thought they knew all about it. For instance one of the leaders of the movement in Los Angeles claimed complete enforcement when at the same time violations were reported on the increase by the sheriff. I was much interested in the statement of Dr. Nicholas Murray Butler, to the effect that if the Republican party ever expects to regain its prestige they must rid themselves of the element known as "brothers' keepers." Temperance throughout the Nation may continue to be advocated, and will meet with a certain degree of success, but Bishop Cannons and Carrie Nations would best be relegated to the rear.

I note where a Muskegon judge rules that alimony may be paid with garden "sass." This will open strange avenues of ideas to inventive—and perhaps a bit truculent—alimony payers. Suppose the victim who is paying alimony wants a sweet revenge. Then all he has to do is to pay his monthly ransom in good, solid, starchy vegetables. Can you imagine an ex-wife, weighing 190 and strenuously trying to reduce, having a couple of sacks of spuds, a lot of beans and a couple of dozen eggplants dumped

upon her doorstep the first of every month? And how some husbands would delight in turning over a lot of spinach to the alimony-getter—without taking the trouble to wash out the sand.

Manager Pichler, of the Detroit Statler, blossoms forth with some good logic frequently. Here is a recent one: "It is the little things which count in inn-keeping. The old idea of an ornate and lavish room has been displaced in favor of one simple and comfortable. It is considered more important to have a comfortable arm chair with a reading lamp in back of it—not at the other side of the room—than to have regal draperies on the walls."

Here is a new departure which the Pullman company are offering in some sections of the country. It is the adoption of cafeteria service. The other day I saw one of these cars with a lunch counter on one side with comfortable swivel chairs and on the other side, tables. But the patron must do his own "waitering." Of course I realize that a lot of people do not care for the self-service notion, but on the other hand there will be a bunch who will look at the innovation from an economical standpoint.

I notice that the Prince Edward Hotel, at Windsor, Ont., is having its financial troubles, and is now undergoing the process of reorganization. Heretofore Canadian hotels have been exploited as money-makers.

California is now enjoying what we Easterners would call "Indian summer." The weather man's records here show that during mid-summer this year there was but one day when the thermometer registered more than 84. During the past two weeks we have had several days in excess of 90. People out here don't know so much about Indian summer. Back in Michigan it is a period of mild weather which is experienced about the second week in November, following the first touches of approaching winter. The origin of the term is shrouded in mystery. In New Mexico it is called "squaw summer." Quite likely that was where the "Indian" appellation came from.

Southern California has a delightful way of linking the old with the new that is all her own. It is a preserver of tradition and at the same time a delightful innovation over some of the modern faddisms. For instance Los Angeles is already preparing for the coming Christmas period, although it is five weeks distant. Christmas really is one of the most delightful occasions for the display of sentiment. So firm a hold has this idea of celebrating Yuletide "out of doors," that with preparation and everything, the holiday is continued until after New Years. When decorations are completed there will be evergreen streamers, colored lights, wreaths and bells, which only a city with December out-of-doors climate could display for such a period, unprotected. The principal displays will be on Broadway and Hollywood boulevards. In the downtown district particularly there will be loud speakers concealed in miniature Spanish castles in radio carols, adding to the general religious spirit of festival abroad everywhere in the city. This is the California conception of Christmas out-of-doors, brought into the open for the enjoyment of everybody, no longer a fireside luxury for the chosen few. Probably there is nothing faintly resembling it anywhere else in the world—and it is as free as the air and sunshine to all with wheels or feet to carry them along. Christmas extravaganzas have never appealed to me, but this method of distributing universal joy is certainly a wonderful stunt.

It is said that the patent office at Washington is five years behind in its work due either to the activities of the American inventive genius or else to the sluggishness of office employees—presumably the latter. A man who invents something and craves a patent, ought not to be compelled to hand it down to posterity in the shape of a tombstone inscription.

Under the influence of racketeers, the barbers of Los Angeles, about six weeks ago, raised the charge for hair cuts from 25 to 50 cents and shaving from 15 to 25 cents. To-day they are tumbling all over each other in an effort to broadcast the fact that the old prices have been resumed, owing to a decline in business. All of the comedy of the land is by no means worked out on the stage.

Some operators of hotels seem to think there is a justification of making a charge for ice water supplied guests in their institutions. If their hotels are not supplied with running ice water, there will have to be better reasons than I have heard advanced for making this charge. Ice water, and plenty of it, "with a smile," was always one of the services rendered in the good, old days when the landlord was bestirring himself to take on more tonnage at the rate of \$2 per day, American plan. Why doesn't someone suggest a charge for the furnishings of the guest room, or will they draw the line by charging for steam heat?

The Greeters of America are again interested in a drive to raise funds to perpetuate the Greeters' Home, at Denver. A further endowment fund of \$250,000 is the goal it hopes to reach this year. The home proper was a gift, but the discovery has been made that as the years advance there will be increased demands made upon the facilities of this institution. It will be unnecessary for anyone to inform me that it may be necessary for other state organizations to lag back on account of Michigan. She always has her quota ready when the bell rings.

Now that the hotel men have made the great fight and come out victorious on the liquor proposition, they are going to turn their attention to matters more particularly in their own sphere—the elimination, or rather, the regulation of unfair competition. If the campaign is handled with the same degree of nicety as the one just mentioned I see ahead another record of accomplishment.

Franklin Moore, recently manager in Detroit for the S. W. Straus hotel

Store, Offices & Restaurant Equipment

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

CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

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

ALL GOOD ROADS LEAD TO IONIA AND THE REED INN

Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Mgr.

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

PANTLIND HOTEL

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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

Park Place Hotel Traverse City

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

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere interest in wanting to please you.

ERNEST W. NEIR
MANAGER

interests, and, before that manager of Hotel Roosevelt, New Orleans, has been made manager of the well-known Read House, at Chattanooga, Tenn. Mr. Moore enjoys a National acquaintance. His early hotel experience was acquired with the Fred Harvey system.

President Thos. D. Green, of the American Hotel Association, is credited with having made this statement concerning the activities of his organization during the recent National campaign: "The American Hotel Association has become an important factor in the campaign against National prohibition. Having just returned from a tour of the United States, which brought me in close contact with prominent hotel keepers in all parts of the country as well as with influential politicians of both parties, I speak with authority concerning the hotel position in this campaign. There is absolutely no qualification to my statement that hotel men and women are more interested in repeal than in any other National issue, and that they consider relief will come only from Congress, regardless of who occupies the White House. The American Hotel Association maintained strict neutrality in the presidential contest."

"Looping the Loop," in the Hotel Review offers this: "To George W. Lindholm, new manager of the Drake, we extend a hearty welcome and best wishes. Since his arrival from the Waldorf (New York) where he was assistant senior manager, a couple of weeks ago, we have been able to get only a few glimpses of this busy man." It seems hardly necessary for me to mention that this refers to our G. W. L. who used to be assistant manager of the Book-Cadillac.

The National Food, Cookery and Allied Trade exposition is carded to be held at the Palmer House, Chicago, Nov. 21 to Dec. 3. This will be a convention of the leading chefs of the country and many practical demonstrations will be made at their hands, as well as addresses on the subject of commercializing food products. I should say that every Michigan hotelier who is interested in food service would feel warranted in attending this gathering.

The Childs company, interested in catering in all parts of the Nation, has, at several of its stations inaugurated a free delivery service for the several meals of the day for which no charge is made to the customer. Delivery boys, clothed in a special white Childs' costume function within a reasonable distance. Any order over 20 cents will be delivered at any time. A special lunch at 35 cents, which is the major price line for these restaurants, is being promoted. Included in the lunch is a container of coffee if the meal is for one person, and a thermos of coffee if the luncheon is for two or more, afterwards the service equipment is called for, but there is no charge beyond the price of the luncheon. I shall watch this new departure with much interest. It certainly is a great advertising stunt, but the question of profit will have to be practically demonstrated.

At Detroit Statler last week a demonstration in meat cutting was made under the auspices of the National Live Stock and Meat Board, at the invitation of the Detroit Caterers Association, of which Fred P. Vance is president. Other Detroit kindred associations were interested.

Cuba has just completed an asphalt highway, over 600 miles in length, which has not a single railroad or street car crossing, the road either going under or over such traffic hazards. Furthermore the road is marked with

iron disks in the center of curves, making for fast driving with safety.

Mrs. Millard Sacre has been appointed assistant manager of Hotel Belcrest, Detroit, under H. B. Friedman. She has previously been associated with Hotel Whittier and the Parkstone Hotel, conducted by chain interests.

A Philadelphia hotel announces a cafe in which children are served reasonable portions at half price. I believe it is a very good idea and I wish it could be carried out to the extent of supplying lodgings for the juvenile members of families who are touring through the country. Nature has ordained that children are a "necessary evil," but when it comes to paying hotel bills they are an expensive one also. Some landlords make an equitable reduction in rates where the little folks are included in the family ensemble, but a great many do not, although to me it has always seemed a departure well worth undertaking. It very generally encourages the movements of family parties, especially among those of moderate means.

The question of unemployment among hotel operatives in California shows no improvement whatsoever. There are several hundred deserving applicants for every vacancy. I have repeatedly warned my acquaintances in the East to keep away from here unless they are provided with round trip tickets and can afford to make the trip. Of course this applies to every line, but more noticeably in the hotel field. The "sunshine and roses" are well worth the price of the trip—if you can afford it—but jobs are few and hard to get no matter what credentials one may bring him. "Native sons" are shown the preference when vacancies are filled.

A good deal of free advice is invariably handed the American farmer for the reason, I sometimes think, that he is loath to talk back. Secretary Hyde is one of several who feel that the "ignorant" agriculturists need to be coached. While the average farmer may not be a good business man it will have to be conceded that he has gotten along very well without the help of "pink tea" experts in the past, and it is going to be akin to handling dynamite to git him into any sort of an organization for the purpose of curtailing output and raising prices. Experience, in such cases, will undoubtedly prove the best teacher.

While the city of Chicago is undergoing the renovating process and trying to find out "where they are at," it seems to me that if they would invoke the processes of the deportation system they would find themselves more generally free from racketeers than they are at present. One needs only to look over their municipal score board, to discover that Americanism is sadly lacking there.

Frank S. Verbeck.

Report of Receiver of the Rowe Hotel.

Ernest W. Neir, receiver of the Rowe Hotel, has filed with the Kent Circuit Court the inventory and appraisal of the assets of the estate and his quarterly report of operations as receiver and his recommendation as to the most advantageous method of effecting the disposition of the assets as follows:

All matters pertaining to the inventory and appraisal now on file, which shows in substance that the real estate has been appraised at \$650,000 and the furnishings and equipment at \$80,775.

The report of the receiver, which shows a net operating profit from July 7 to October 31, 1932, of a small amount, and his recommendation that the operation of the business be continued. The recommendation is based upon the fact, among others, that the first seven months of each year are the ones which have proven most profitable in the operation of the hotel.

The petition of Russell J. Boyle for reclamation of the personal property in an apartment of said hotel occupied by said Boyle. The value of the property therein has been appraised at the sum of \$5,000.

To consider the situation concerning the mortgage on the furniture, furnishings and equipment of the hotel given to secure the payment of debentures in the sum of \$200,000. The debenture holders have given notice that because of default in the payments of interest due on said indebtedness, they had elected to declare the entire sum of \$200,000 now due and payable.

Questions of Interest To Grocers and Clerks.

No. 1. Question: How much fruit must preserves contain in order to be legally labeled "preserves"?

Answer: All articles labeled "preserves" must contain at least 45 per cent. of fruit; the remaining 55 per cent. must be sugar.

No. 2. Question: What is to be done with cheese that is received in swollen condition?

Answer: Cheese that has been in transit for some time in warm weather frequently becomes puffed or swollen before it reaches its destination. Do not cut such a cheese, but take a fine wire and puncture the cheese in two or three places, then turn it upside down. In a short while the cheese will return to normal. If the cheese should be cut while in the swollen condition, it will collapse and become unfit for sale.

No. 3. Question: What is tripe?

Answer: Tripe is the fatty lining of the stomach of several food animals. After cleaning and boiling it can be served either fresh or pickled.

No. 4. Question: On what does cinnamon depend for its flavor?

Answer: The oil contained in the various grades of the bark of the cinnamon or cassia tree determines its flavor. The higher the grade and quality of oil in the bark, the sweeter the taste.

No. 5. Question: What are "silver" prunes?

Answer: A variety of prunes, yellow in color. When growing they resemble green gage plums.

No. 6. Question: What is the difference between the Virginia and the Spanish varieties of peanuts?

Answer: The kernel of the Virginia variety is large and oblong, while that of the Spanish variety is small and almost round. The peanuts of the Spanish variety contain more oil than those of the Virginia variety.

No. 7. Question: Why is Georges codfish so called?

Answer: Because it is caught in the vicinity of what are known as Georges

Banks, a fishing ground off the coast of Maine.

No. 8. Question: What is Finnan Haddie?

Answer: A lightly slated and smoked haddock, with the head off. It is split open the entire length and part of the backbone removed. (The word "Finnan" is a corrupt spelling of Findon, a fishing village near Aberdeen, Scotland, and was originally applied to the haddock cured at that place.)

No. 9. Question: What is glucose?

Answer: Glucose is the trade name for syrup made from starch, usually from corn starch.

No. 10. Question: Of what is marshmallow cream made?

Answer: It is usually made of gelatine, corn syrup and sugar, flavored with vanilla extract.—Kentucky Grocer.

West Michigan Fat Stock Show.

Starting with thirteen animals in 1928 the West Michigan Fat Stock Show has grown in five years to eighty-five animals and this year for the first time will have entries for fat lambs.

Dates for the show are December 6, 7 and 8. For the fifth year the show will be held in the Golden & Boter garage at 55 Market avenue, Grand Rapids.

All cattle must be in their stalls by noon Dec. 6. Judging will start, Tuesday morning at 9:30 o'clock, when Robert Mackie, of Michigan State College, will start judging the lambs. The cattle judging will start at 1 o'clock the same day.

The sale of the cattle will start at 12:30 Thursday, Dec. 8. The lambs will be sold first. The auctioneer will be Colonel N. G. Kraschel, of Harlan, Iowa. Mr. Kraschel has sold for years the carload lot of Angus cattle at the International Livestock Show.

On Tuesday evening the exhibitors and herdsman will hold a banquet. Music will be furnished by the 4-H club orchestra from Zeeland.

Wednesday night a meat cutting demonstration will be given by D. W. Hartzell, of Swift & Co. Music will be furnished by Ryskamp Bros. band.

Livestock entered in the show are limited to counties in the West half of the Lower Peninsula. Entries are coming from as far North as Traverse City and South to Battle Creek.

Fred Fuyzek, of Grand Rapids, is president, A. J. Longstreet and Guy Soper, of Grand Rapids, are vice-presidents of the show. K. K. Vining, Kent County Farm Agent, is secretary and treasurer.

An admission fee of 25 cents will be charged on Wednesday and Thursday.

Floor Coverings.

Buying activity in the floor covering markets is limited. There is some improvement in retail sales, but it does not reflect in the primary field. Two of the leading manufacturers of linoleums and felt base goods have advanced prices to become effective the middle of December. The imported rug market is quiet, but continues on a fairly firm basis.

Give up and you can give nothing else.

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.

Time To Think of Boosting Christmas Sales!

To the wide awake pharmacist, the soon-to-be-here Christmas season should mean a marked increase in volume of business. Business, however,—and this applies to Christmas business—"goes where it is invited," so here are brief descriptions of five tried and tested methods of inviting more Christmas business into your store.

I.

During the Christmas season, more than at any other time during the year, people seem to appreciate gestures of good will. An up and coming young pharmacist of my acquaintance recognizes this fact and takes advantage of it—and profits accordingly; not only during the Christmas season, but during the remainder of the year as well. It is this pharmacist's habit, about a week or so before Christmas day, to purchase a quantity of holly and cut it up into small lengths suitable for wear in the coat lapel. Each piece is then enclosed in a small envelope on which is printed this verse:

With this sprig go our wishes
For your health and good cheer
Through the Holiday week
And the rest of the year.

One envelope is presented to each customer, and the gratitude each unfailingly displays is out of all proportion to the intrinsic value of the gift. And when a customer feels gratitude toward a store, he expresses it by buying there.

II.

Another enterprising New York pharmacist, who realizes that the Christmas gift-giving custom holds possibilities for him, pondered for a long while before he hit upon this extremely clever—and effective—way of realizing these possibilities.

To a carefully selected list of women in his neighborhood he sends each year the following letter, process-printed in his own handwriting on a heavy sheet of green letter paper, to give it the appearance of a personal letter. The letter reads:

Dear Mrs. Jones:

Perhaps I shouldn't be writing to you in this bald-faced manner, but I know darn well that you intend giving me a Christmas present and, while I'd like anything you gave me, may I suggest some that I'd really like, and which nobody could borrow?

I was in the Court Pharmacy the other day and they have a lot of things for men that I'd like. To help you, I'm listing a few suggestions in the margin. You know who I am, don't you? Well, I'm just your husband, or

brother, or father, or uncle. Anyway, I'm an average

Man.

On the margin of the page, were listed a number of items such as shaving appliances of all sorts, cigars, cigarettes, etc., humidors, novelties, etc.

The same letter, with slight changes, is sent to a selected list of men customers, listing gifts suitable for the women of their family.

Because of its originality, this letter commands attention, which is no easy thing for an advertisement to do at any time, and which is especially hard at Christmas, when the mails are literally flooded with advertisements of all kinds.

III.

Another pharmacist last year tried the following stunt with very gratifying results. To a carefully selected list of people whom he knew to be good credit risks, he mailed out attractive two-color Christmas cards which read:

A Christmas Greeting and a Christmas Gift for you.

To avoid giving you something which you don't want, and to ensure your getting something you do want, I have asked John Robinson, the Pharmacist, to honor this order in the amount named below.

John Robinson, the Pharmacist
Main Street, City.

Please deliver to _____merchandise which (he) (she) may select, to the amount of \$____ and bill me for same.

Signed_____

With the cards went a letter explaining that the use of them would save a lot of worry over what to give somebody; that the cards would be honored in any amount when signed; and that additional cards would gladly be sent on request.

The idea went over with a bang. The complete cost of printing and mailing five hundred of these cards came to but twelve dollars—zut the business they brought in came to almost four hundred dollars! Numerous requests for additional cards were received and, in addition, the scheme served to bring the store in contact with a host of new people—the ultimate recipients of the gift cards.

Due, no doubt, to the hand-picked mailing list, there was no trouble at all in later collecting from the signers of those cards which the store had honored.

IV.

A variation of this scheme, and one which is better in that the pharmacist is paid before instead of afterward, is the gift bond idea. These bonds are negotiable, issued for any amount, and are redeemable in merchandise. The gift-giver buys the bond and pays the pharmacist for it then and there, sending it to whomever he pleases. The recipient of the bond presents it at the store and receives any merchandise of his choosing, to the amount stated in the bond.

This idea has been in use for some time but has never, in my opinion, been made the most of. I know an up-state pharmacist, though, who last year sold the president of an investment brokerage house the idea of presenting each of his one hundred and twenty minor

employees with a five dollar bond, thus gaining, at one stroke, six hundred dollars worth of business for himself.

V.

A clever pharmacist who realizes that Christmas gifts must look like gifts materially increases his holiday volume by advertising the fact that all gift purchases made in his store will be specially packed in holiday boxes and wrapped in holiday paper. This eliminates a lot of work on the part of the gift buyer—and eliminates also a disinclination on the part of the buyer to purchase articles sold in drug stores because they "don't look like Christmas gifts."

As an added attraction, any gift costing over five dollars is packed in an especially elaborate and attractive gold and black box, with the name of the store embossed in one corner. The store has established the idea among its clientele that any gift in one of these boxes is a "quality gift" and this idea appeals especially to women purchasers. The boxes themselves are not


prohibitively expensive, but are stock boxes purchased in two or three sizes to accommodate various kinds and sizes of merchandise, and imprinted with the store's name.

Morris H. Whitcomb.

No Drug To Cure Pneumonia Known.

No magic ointment, inhalant, or other medical preparation, can be relied upon to cure pneumonia, diphtheria, tuberculosis, or sinus infections, according to Dr. F. J. Cullen, of the Federal Food and Drug Administration. In spite of this, however, the administration has been obliged to proceed, in recent months against violations of the pure food and drug law involving so-called cures for these maladies.

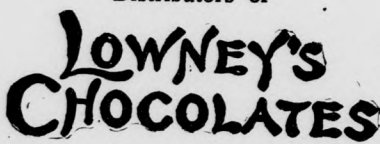
Approximately one year ago, a Federal court, following Government seizure of "cure-all," ordered the shipment destroyed. The article was labeled as having remedial value for pneumonia, congested lungs, sores, ulcers, coughs, asthma, sore throat, and numerous related diseases. Analysis of a sample of the article showed that it consisted es-



HOLIDAY CANDIES

POPULAR SINCE 1865

Distributors of



PUTNAM FACTORY
NATIONAL CANDY CO., INC.
Grand Rapids,
Michigan

1932 LINE

HOLIDAY GOODS

NOW ON DISPLAY

Best Line We Have Ever Shown

We Invite Comparison as to Price and Quality

Goods That Sell the Year Around

and some of the best imported and domestic items for retail trade.

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

Displayed in our own building

38-44 Oakes Street—Second Floor

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

sentially of petrolatum mixed with about 6 per cent. of oil.

During past years, Federal food and drug officials have seized numerous consignments of drug preparations falsely and fraudulently recommended as having therapeutic worth in the treatment of pneumonia, diphtheria, influenza, pleurisy, bronchitis, and related disorders, Doctor Cullen declares.

Whereas, the great majority of manufacturers putting out medicines advertised for these diseases label their goods in compliance with law, it is wise to compare statements on the labels of the packages, or in circulars accompanying them, with the claims made in outside advertising. The Food and Drug Administration has no authority to censor advertising of drug preparations. Its jurisdiction is limited entirely to statement made on labels or in printed matter accompanying the articles in interstate trade.—(Department of Commerce.)

Hay Fever.

King Ragweed started some time ago on his fall campaign to make the human nose the seat of untold anguish for all those thousands who have inherited or otherwise acquired sensitivity to hay fever.

Calvin Coolidge inaugurated the season in Vermont—a sneeze that was heard around this country, and not only heard but felt. The city authorities here have ordered a carnage of ragweed. But if every ragweed in the city were cut down, pollen balloons would yet drift here from great distances.

The pollen is worst in the Middle West, notably Kansas City. Sufferers can escape it by going to Europe, where there are no ragweeds. Relief can be had also in the pine belt of the North and in high mountain valleys, as in the White Mountains.

Ragweed pollen acts on the moist membrane of the nose in the same, if less intense, way that poison ivy acts on the skin. It creates inflammation of the devil's own making, hitting the strong as well as the frail.

Apart from going up above 10,000 feet in the air or to certain mountains or to Europe or taking a sea trip, medical science regards the hay fever sufferer's best bet as desensitization with pollen extract, which is injected hypodermically in doses that begin very small and grow in strength. The specialists claim complete relief for 80 per cent. of the cases.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 22—Now that we have plenty of snow and old man winter appears to be set for the season, the next move will be to arrange with the Chamber of Commerce and sign up for 50 cents per week to keep the snow shoveled from the walks. Whether this plan will be adopted again this year or not remains to be seen. There have been no applications made up to date and it may be that the vast army of unemployed have enough work to keep them from doing this particular work. The Democratic change may also have had its effect, now that they are practicing economy and cutting out expenditures. If such is the case we are willing to do our own shoveling, the same as we have done in previous years. Besides many of our people need the exercise.

John Fehner, the well-known merchant of Raber, was a business caller last week, having recovered from a severe cold which has kept him in bed for the past two weeks.

A. Perrior, of Raco, who for a number of years conducted a small store and gas station, has sold the business and building to J. W. Schnepf, who conducted a similar business about two miles beyond Raco toward Hulbert. Mr. Schnepf has practically rebuilt the building, making several improvements, also enlarging the place and restocking the store with a complete line of groceries, confectionery, cigars and tobacco. He also carries hunters' supplies and is doing a good business, especially during the hunting season.

Most of our mighty hunters are still touring the woods and while the slaughter has been great for the past week, many of our Sooiters are still without their buck, but the optimist is willing to stay the limit and assured of a good turkey for Thanksgiving in case he loses out on venison. The turkey crop is plentiful and the price is very low.

The Sault community house was opened last week with Capt. Jos. Deewood in charge. The city is to furnish light and water while all other expenses are to be paid by the county, with an appropriation of \$1,200 for that purpose. Much of the food will come from donations. The same policy of allowing "floaters" to remain but two days will be adhered to as it was last year.

The many friends of Ed. Schlessler here will be pleased to know that he has made good in Portland since leaving here about thirty years ago, after representing Swarthchild & Shiltensberg, the Chicago packers, operating meat cars into the Sault at that time. Ed. left for the West and started with his brother in the packing business in Portland. That they have been successful will be noted by a stock report which shows that stockmen have been materially benefited by marketing otherwise useless animals. Aged sheep from the wide sweeping range lands of the Pacific Northwest, mostly nearly worthless ewes, figuring from food and breeding values, which have undermined tragically the financial foundations of many a stock company, began to move toward Portland where Schlessler Bros. packing plant convert them into dog food. Fourteen trucks spent the day in moving 2,200 head from a field in the Larch mountain area. From now until March fleets of trucks will be handling sheep from the hinterland, drawing some of them from as far away as Montana and Wyoming at the rate of 1,000 to 1,500 a day. The animals will go through the Portland plant and before another year has elapsed the Schlessler plant will have used 250,000 of them. The capacity of the Schlessler plant is about 1,500 per day in an eight hour shift with a crew of fifty-two men and they expect to run full capacity until late in March.

Of course, there are still people who can go to Florida for the winter and some of them can even count on eating after they get there.

All of our movie houses have cut out the midnight shows on Saturday nights. No reason is given, but it looks as if they are practicing economy.

The old P. J. Murray property, at St. Ignace, has been purchased by Dr. Henry Tuttle, formerly operating the famous Tuttle baths at Petoskey. The interior of the building has been redecorated. The building is being changed considerably.

William McGuire, one of DeTour's leading merchants, was a business visitor here last week.

Yielding to the plea of a distressed friend the other day, we loaned him a couple of dollars—the first real touch of winter. William G. Tapert.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb. 2 00@2 25
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Hemlock Com., lb. 1 00@1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 4 00@4 25
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. @ 75	Juniper W'd, lb. 1 50@1 75
Citric, lb. 40 @ 55	Powd., lb. @ 80	Lav. Flow., lb. 4 00@4 25
Muriatic, Com'l, lb. 03 1/2 @ 10	Arabic, first, lb. @ 50	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. @ 45	Lemon, lb. 2 00@2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. @ 35	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Alcohol	Asafoetida, lb. 50 @ 60	Origanum, art., lb. @ 1 00@1 20
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. @ 75	Pennyroyal, lb. 3 25@3 50
Grain, Gal. 4 25@5 00	Guaiac, lb. @ 60	Peppermint, lb. 3 50@3 75
Wood, Gal. 50 @ 60	Guaiac, Powd., lb. @ 70	Rose, dr. @ 2 50
Alum-Potash, USP	Kino, lb. @ 90	Rose, Geran., ozs. 50 @ 95
Lump, lb. 05 @ 13	Kino, powd., lb. @ 1 00	Rosemary, lb. 1 50@1 75
Powd. or Gra., lb. 05 1/4 @ 13	Myrrh, lb. @ 60	Sandalwood, lb. 12 50@12 75
Ammonia	Myrrh, Pow., lb. @ 75	E. I., lb. 12 50@12 75
Concentrated, lb. 06 @ 18	Shellac, Orange, lb. @ 25	W. I., lb. 4 50@4 75
4-F, lb. 05 1/4 @ 13	Ground, lb. 25 @ 35	Sassafras, true, lb. 2 00@2 25
3-F, lb. 05 1/4 @ 13	Shellac, white, (bone dr'd) lb. 35 @ 45	Syn., lb. 75 @ 1 00
Carbonate, lb. 20 @ 25	Tragacanth, No. 1, bbls. 1 75@2 00	Spearment, lb. 3 00@3 25
Muriate, lb. 18 @ 30	No. 2, lbs. 1 50@1 75	Tansy, lb. 5 00@5 25
Muriate, Gra., lb. 08 @ 18	Pow., lb. 1 25@1 50	Thyme, Red, lb. 1 50@1 75
Muriate, Po., lb. 20 @ 30	Honey	Thyme, Whl., lb. 1 75@2 00
Arsenic	Pound 25 @ 40	Wintergreen, Leaf, true, lb. 6 00@6 25
Pound 07 @ 20	Hops	Birch, lb. 3 00@3 25
Balsams	1/4s Loose, Pressed, lb. @ 60	Syn. 75 @ 1 00
Copaiba, lb. 50 @ 80	Hydrogen Peroxide	Wormseed, lb. 5 00@5 25
Flr. Cana., lb. 2 00@2 40	Pound, gross 25 00@27 00	Wormwood, lb. 7 00@7 25
Flr. Oreg., lb. 65 @ 1 00	1/2 Lb., gross 15 00@16 00	Oils Heavy
Peru, lb. 2 00@2 20	1/4 Lb., gross 10 00@10 50	Castor, gal. 1 35@1 60
Tolu, lb. 1 50@1 80	Indigo	Cocanut, lb. 22 1/2 @ 35
Barks	Madras, lb. 2 00@2 25	Cod Liver, Norwegian, gal. 1 00@1 50
Cassia, Ordinary, lb. 25 @ 30	Insect Powder	Cot. Seed Gals. 90 @ 1 10
Ordin., Po., lb. 20 @ 25	Pure, lb. 25 @ 35	Lard, ex., gal. 1 55@1 65
Saigon, lb. @ 40	Lead Acetate	Lard, No. 1, gal. 1 25@1 40
Saigon, Po., lb. 50 @ 60	Xtal, lb. 17 @ 25	Linseed, raw, gal. 60 @ 75
Elm, lb. 35 @ 40	Powd. & Gran. 25 @ 35	Linseed, boil., gal. 63 @ 78
Elm, Powd., lb. 35 @ 40	Licorice	Neatsfoot, extra, gal. 1 25@1 35
Elm, G'd, lb. 40 @ 45	Extracts, sticks, per box 1 50 @ 2 00	Olive, Malaga, gal. 2 50@3 00
Sassafras (P'd) lb. 45 @ 35	Lozenges, lb. 40 @ 50	Pure, gal. 2 30@2 50
Soapree, cut, lb. 15 @ 25	Wafers, (24s) box @ 1 50	Sperm, gal. 1 25@1 50
Soapree, Po., lb. 25 @ 30	Leaves	Tanner, gal. 75 @ 90
Berries	Buchu, lb., short @ 50	Tar, gal. 65 @ 75
Cubeb, lb. @ 75	Buchu, lb., long @ 60	Whale, gal. @ 2 00
Cubeb, Po., lb. @ 80	Buchu, P'd, lb. @ 30	Opium
Juniper, lb. 10 @ 20	Sage, bulk, lb. 25 @ 30	Gum, ozs., \$1.40; lb. 20 00@20 50
Blue Vitriol	Sage, loose pressed, 1/4s, lb. @ 40	Powder, ozs., \$1.50; lb. 21 00@21 50
Pound 05 @ 15	Sage, ounces @ 85	Gran., ozs., \$1.50; lb. 21 00@21 50
Borax	Sage, P'd & Grd. @ 35	Paraffine
P'd or Xtal, lb. 06 @ 13	Senna, Alexandria, lb. 50 @ 60	Pound 06 1/2 @ 15
Brimstone	Tinnevela, lb. 20 @ 30	Papper
Pound 04 @ 10	Powd., lb. 25 @ 35	Black, grd., lb. 30 @ 40
Camphor	Uva Ursi, lb. 20 @ 25	Red, grd., lb. 42 @ 55
Pound 60 @ 75	Uva Ursi, P'd, lb. @ 35	White, grd., lb. 35 @ 45
Cantharides	Lime	Pitch Burgundy
Russian, Powd. @ 1 50	Chloride, med., dz. @ 85	Pound 20 @ 25
Chinese, Powd. @ 1 25	Chloride, large, dz. @ 1 45	Petrolatum
Chalk	Lycopodium	Amber, Plain, lb. 12 @ 17
White, dozen dustless, doz. @ 6 00	Pound 35 @ 50	Amber, Carb., lb. 14 @ 19
French Powder	Magnesia	Cream Whl., lb. 17 @ 22
Coml., lb. 03 1/2 @ 10	Carb., 1/4s, lb. @ 30	Lily White, lb. 20 @ 25
Precipitated, lb. 12 @ 15	Carb., 1/16s, lb. @ 32	Snow White, lb. 22 @ 27
Prepared, lb. 14 @ 16	Carb., P'd, lb. 15 @ 25	Plaster Paris Dental
White, lump, lb. 03 @ 10	Oxide, Hea., lb. @ 75	Barrels @ 25
Capsicum	Oxide, light, lb. @ 75	Less, lb. 03 1/4 @ 08
Pods, lb. 60 @ 70	Menthol	Potassa
Powder, lb. 62 @ 65	Pound 4 00@4 40	Caustic, st'ks, lb. 55 @ 88
Cloves	Mercury	Liquor, lb. @ 40
Whole, lb. 25 @ 35	Pound 1 25@1 35	Potassium
Powdered, lb. 30 @ 40	Morphine	Acetate, lb. 60 @ 96
Cocaine	Ounces @ 12 00	Bicarbonate, lb. 30 @ 35
Ounce 12 85@13 50	1/4s @ 12 68	Bichromate, lb. 15 @ 25
Copperas	Mustard	Bromide, lb. 51 @ 72
Xtal, lb. 03 1/4 @ 10	Bulk, Powd., select, lb. 45 @ 50	Carbonate, lb. 30 @ 35
Powdered, lb. 04 @ 15	No. 1, lb. 25 @ 35	Chlorate, Xtal, lb. 17 @ 23
Cream Tartar	Naphthaline	powd., lb. 17 @ 23
Pound 25 @ 40	Balls, lb. 06 1/2 @ 15	Gran., lb. 21 @ 28
Cuttlebone	Flake, lb. 05 1/4 @ 15	Iodide, lb. 3 64 @ 3 84
Pound 40 @ 50	Nutmeg	Permanganate, lb. 22 1/2 @ 35
Dextrine	Pound @ 40	Prussiate, Red, lb. 80 @ 90
Yellow Corn, lb. 06 1/2 @ 15	Powdered, lb. @ 50	Yellow, lb. 50 @ 60
White Corn, lb. 07 @ 15	Nux Vomica	Quassia Chips
Extract	Pound @ 25	Pound 15 @ 20
Witch Hazel, Yellow Lab., gal. 99 @ 1 82	Powdered, lb. 15 @ 25	Powd., lb. 25 @ 30
Licorice, P'd, lb. 50 @ 60	Oil Essential	Quinine
Flower	Almond, Bit., true, ozs. @ 50	5 oz. cans., ozs. @ 57
Arnica, lb. 75 @ 80	Bit., art., ozs. @ 35	Sal
Chamomile, German, lb. 35 @ 45	Sweet, true, lb. 1 50@1 80	Epsom, lb. 03 1/4 @ 10
Roman, lb. @ 90	Sw't, Art., lbs. 1 00@1 25	Glaubers, Lump, lb. 03 @ 10
Saffron, American, lb. 35 @ 40	Amber, crude, lb. 75@1 00	Gran., lb. 03 1/4 @ 10
Spanish, ozs. @ 1 25	Amber, rect., lb. 1 50@2 00	Nitre, Xtal or Powd. 10 @ 22
Formaldehyde, Bulk	Anise, lb. 1 00@1 25	Gran., lb. 09 @ 20
Pound 09 @ 20	Bay, lb. 4 00@4 25	Rochelle, lb. 21 @ 31
Fuller's Earth	Bergamot, lb. 5 00@5 20	Soda, lb. 02 1/4 @ 08
Powder, lb. 05 @ 10	Cajuput, lb. 1 50@1 75	Soda
Gelatin	Caraway S'd, lb. 3 00@3 25	Ash, lb. 03 @ 10
Pound 55 @ 65	Cassia, USP, lb. 2 25@2 60	Bicarbonate, lb. 03 1/4 @ 10
Glue	Cedar Leaf, lb. 2 00@2 25	Caustic, Co'l., lb. 08 @ 15
Brok., Bro., lb. 20 @ 30	Coml., lb. 1 00@1 25	Hyposulphite, lb. 05 @ 10
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. 75 @ 1 20	Phosphate, lb. 23 @ 28
Whl. Flake, lb. 27 1/2 @ 35	Cloves, lb. 2 00@2 25	Sulphite, Xtal, lb. 07 @ 12
White G'd, lb. 25 @ 35	Croton, lbs. 8 00@8 25	Dry, Powd., lb. 12 1/4 @ 20
White AXX light, lb. @ 40	Cubeb, lb. 5 00@5 25	Silicate, Sol., gal. 40 @ 50
Ribbon 42 1/2 @ 50	Erigeron, lb. 4 00@4 25	Turpentine
Glycerine	Eucalyptus, lb. 75 @ 1 20	Gallons 55 @ 70
Pound 15 @ 35	Fennel 2 00@2 25	

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

Holland Herring

AMMONIA

Parsons, 64 oz.	2 95
Parsons, 32 oz.	3 35
Parsons, 18 oz.	4 20
Parsons, 10 oz.	2 70
Parsons, 6 oz.	1 80

APPLE BUTTER

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

BAKING POWDERS

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



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

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

Chili Beans, 100 lb. bag	5 00
Dry Lima Beans 100 lb.	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, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

BROOMS

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

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

ROLLED OATS

Purity Brand Instant or Regular



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

Post Brands

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

BRUSHES

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
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Blackberries

Pride of Michigan	2 55
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Cherries

Mich. red, No. 10	5 25
Red, No. 2	3 00
Pride of Mich., No. 2	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 80

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
Sardines, 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 1/2
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, 3/4 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	30
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	80
Marcellus, No. 2	95
Fancy Crosby, No. 2	1 15
Whole Grain, 6 Ban-tam, No. 2	1 45

Peas

Little Dot, No. 2	2 40
Little Quaker, No. 10	11 25
Little Quaker, No. 2	2 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
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
Beechhut 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

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

McLaughlin's Kept-Fresh



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@40, 25 lb. boxes @07
40@30, 25 lb. boxes @07½
30@20, 25 lb. boxes @08½
20@10, 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 30
Minute, 3 doz. ----- 4 05
Plymouth, White ----- 1 55
Quaker, 3 doz. ----- 1 75

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

JELLY GLASSES
½ Pint Tall, per doz. 33
½ Pint Squat, per doz. 33

Margarine
I. VAN WESTENBRUGGE
Food Distributor



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

Wilson & Co.'s Brands
Oleo ----- 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 ----- 7½c
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 ----- 5½
125 lb. bags ----- 32
Filberts ----- 45
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, Stuffed, 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't. ----- 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 ----- 72
Mixed, half bbls. -----
Mixed, bbls. -----
Milkers, Kegs ----- 80
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. 2 80
Vulcanol, No. 10, doz. 1 30
Stovoil, per doz. ----- 3 00

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1½ ----- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. ----- 2 90
Med. No. 1, 100 lb. 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. 4 00
Spotless Cleanser, 48, 20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapolio, 3 doz. ----- 3 15
Soapine, 100, 12 oz. ----- 6 40
Snowboy, 100, 10 oz. ----- 4 00
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandotte, 48s ----- 4 75
Wyandot, Deterg's, 24s 2 75

SOAP
Am. Family, 100 box 5 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
Tribby 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, 1½ oz. ----- 65
Celery Salt, 3 oz. ----- 95
Sage, 2 oz. ----- 85
Onion Salt ----- 1 35
Garlic ----- 1 35
Penalty, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 50
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Turmeric, 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 ----- 11¼
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
Kayo, per doz. ----- 75

WOODENWARE
Baskets
Bushels, Wide Band, wood handles ----- 2 00
Market, drop handle ----- 90
Market, single handle ----- 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 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 60
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 ----- 06¼
Butchers D F ----- 05½
Kraft ----- 04
Kraft Stripe ----- 05½

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.

The Racket Follows the Chisel.

A stand must soon be taken to bring honor back into business. Why not make that stand now and build thereon standards of practice beneficial to the life and future of an industry?

One unhealthy practice usually leads to another. Price cutting, as such, has demoralized all sense of "give and get a profit." The practice of selling goods below the cost of production continues the vicious circle of no proper recompense for worker or capital. The demoralizing practice needs first correction or else we will see more vicious practices follow.

A Western concern sent a questionnaire to ten thousand companies of highest ratings, asking: "Do you believe that business should ever be taken below normal cost?" Some eight hundred replies were analyzed and it was found that 23 per cent. of them confessed to being willing to do business on a loss basis. What an amazing percentage of firms ready to commit suicide for an order.

Then the Illinois Manufacturers' Cost Association made an analysis of the following causes for depressed pricing. Here they are:

1. Failure of management to become informed of (or sympathetic toward) modern merchandising methods.
2. Ignorance of costs and lack of budgetary control.
3. Desire to trade destructively on established good will.
4. Willingness to make price concessions in the effort to survive.
5. Desire to buy into certain markets, territories or distributive outlets in which competition is strongly entrenched.
6. Lack of sales protection resulting from inadequate advertising, sales promotion, sales operation.
7. Fear of temporary effects in adopting firm policies against competitive concessions.
8. Defensive distributive position caused by lack of proper contact, training, co-operation and support.
9. Tendency to follow competition rather than to strike out toward fulfillment of public needs.

You can sum them all up in one statement. The chisel has been the greatest tool of price cutting—but for how long? If the chisel cuts deep enough, it kills a weak business. It has never been known to build a real business for the man on the buying end. If he uses it he then dissipates his advantage and is no better off in the long run than if he had paid a fair price.

The chisel now carries with it the destructive germ of the more dangerous price vices: bootlegging, underbidding, sales sabotage, distributive subsidies, confidential discounts, excessive discounts and extra allowances. When a retail organization asks a confidential discount be sent to a third party, that's a criminal price vice—yet it is being done "for an order."

There has been an epidemic of schemes for distributive subsidies under conditions which represent but little more than a bribe. Inducement to sell more of a given product, carrying with it premium-payment that is a private matter between the maker and the store's salesman, is the worst practice of all.

It is a pity that some businesses have gone hog-wild in buying "quantity deals" induced by all sorts of trick sale leverages to a point where the seller is no longer offering merchandise but selling discounts, free goods, P. M.'s and premiums. Many of the smaller articles and service goods sold in shoe stores are tainted with this volume madness. Some findings counters are filled with orphans, off brands and defuncts because inducement to such purchase is a promise of a progressively increasing discount.

There certainly has never been a time when there has been such prevailing disregard of sound business procedure, on the part of both the seller and the buyer.

We have hopes that the end of such trickery is in sight because business men are getting heartily sick of "propositions." The time to clean house is between now and the end of the year so that the inventory, as taken will be one of honest policy towards goods and practices.

Good, healthy housecleaning should start now for honesty will come back and fair dealing between men, who live and love their business, must correct the evils before there is an end to all business.—Boot and Shoe Recorder.

Seattle, Outstanding Beauty Spot of the World.

(Continued from page 12)

long and 225 feet deep in spots. These lakes originally drained through a creek into the Sound. That creek, now canalized, tells the remainder of this water story.

For now the largest ocean going ships run into Union docks, where they load and unload in what is in effect a pond, completely protected by the surrounding hills; and as the ships lie there, all barnacles drop off into this fresh water. Consider that to dry dock a dirty liner or freighter and scrape her sides and bottom takes days of time and costs thousands of dollars, while here the process is automatic and free, and that the cargoes are dumped in the very center of the town, and what more need be said?

Lake Washington lies as you see it on any good map—directly to the side of Seattle, commercial, recreational and sport waters surpassed by nothing anywhere. Let us note the final advantage: that these waters never freeze and Seattle's Horn of Plenty surely overflows.

Familiarity with these unique features of commercial advantage causes Seattle to shrug her shapely shoulders when they are indicated.

Seattle leaped into strenuous activity during the Yukon gold excitement and that activity continues now. The city is the extreme outpost of our coommercial connection with Alaska, not to mention her obvious closeness by water to all the Orient. Her

Alaska traffic had its origin in conditions which obtain even now to a considerable extent, in that her merchants continue to sell goods to Alaska on yearly settlement terms. A Chicago merchant would say such terms were impossible, that nobody could make money on such a plan. Yet Seattle merchants whose experience dates back far enough to have begun such trading thirty-five years ago have waxed rich and are now substantial citizens. Alaska equals in area one-fifth of our continental United States. That may indicate fairly well the importance of this single trade outlet.

There is, it seems to me, yet another advantage in being "away off there"; that Seattle will not change too suddenly, nor too radically, that she will progress through evolution, not revolution, and that will be all to the good for the city. We Americans are reputed to be prone to hurry. Seattle may exemplify the wisdom of making haste slowly.

God in His goodness scatters diamonds in every dooryard. True, they are rough. He stipulates that we must do the cutting thereof, but that is a fair stipulation when we realize that easy jobs are never worth the doing; that everything worthy entails labor in the accomplishment; that uncut diamonds are neither beautiful nor ornamental; that if we found them in abundance ready cut and polished, they would then be valueless. God surely has been prodigally kind to Seattle having given her an overflowing measure of blessings, both material and spiritual; and we have seen that of many vitally important elements for both living and material progress she has been accorded what to an outsider looks like more than her equitable share.

There are about 400,000 people in Seattle. A realtor has this sign on his premises: "When Seattle Has a Million, What Will You Have?" In view of my altogether inadequate sketch, that, it seems to me, is a pertinent question for Seattleites at this very moment; for, come to think of it, really—the earth—is the ultimate source of wealth.

You may note that I speak of Tacoma, meaning the wonderful mountain commonly called Rainier. I do this purposely because, for one thing, Tacoma—originally Tak-HO-ma—is an indigenous name. It was there in that country before the com-

ing of the paleface. It is an American name. It "belongs." It is musical as only some of our Indian names are musical. There is to me a compelling fascination in many of the names indigenous to Washington and Oregon: all names with long, sonorous, generous mouthfuls of pure vowel sounds, which roll off the tongue without conscious effort. Witness Sno-HO-mish, Sky-KO-mish, Du-WAH-mish, Tak-HO-ma, Sno-QUAL-mie, O-WY-hee.

Now, when we have ready at our hand indigenous names such as these, nearly as beautiful in their sonorous melody as Italian, names which we can pronounce with approximate correctness without effort, why drag in by the ears an alien French name which we can never pronounce with even approximate correctness—which would not be understood if articulated with meticulous correctness? And who was Ranier anyway? I take it he may have been worthy, or at worst a harmless man; but I find no trace of him in my encyclopaedia, nor in the dictionary of names, nor in sketches of either Washington or Oregon. So please permit me to refer to one of the most gorgeous mountains we have by its original, suitable, indigenous name, Tak-HO-ma.

Opportunity? Go and look over Seattle before you decide where you will locate. Having outlined her vast advantages—merely skimming the outer surface in so doing—I feel there are hints enough herein. And then, finally, no words of mine could possibly convey the half of it. So go there and see for yourself. You will not be disappointed, whether you remain or go away again.

Paul Findlay.

Shoe Sales Exceed 1931 Figure.

Unit sales of shoes for the current week are about 5 per cent. ahead of the corresponding week of last year, manufacturers estimate, indicating that the seasonal decline may not be as sharp as it was near the end of 1931. Dollar volume is considerably below last year, however, due to the decline in prices. In the volume ranges, manufacturers assert that retail emphasis continues on the lowest price brackets, such as the \$2 to \$4 styles, and that higher price numbers are moving slowly. Prices continue to hold fairly firm, although they are not so strong as they were several weeks ago.

Positive protection
plus profitable investment
is the policy of the

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

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

The many friends in all parts of the state of Abram N. Shook, former member of the legislature from Montcalm county, will be pleased to learn that he is on the road to recovery, following an accident that nearly resulted in the loss of his life last week in this city. While preparing to take his car from the garage in the rear of the home of E. W. Bolio, whom he was visiting with his wife, in some manner he fell striking his head and rendering him unconscious. While in this condition he was nearly overcome by carbon monoxide fumes from the motor exhaust. He was saved by gusts of air from an open window. Mr. Shook for a number of years was engaged in the general mercantile business in Coral, moving a few years ago to Grand Rapids, where he engaged in the grocery business with his two sons. He served in the Legislature from 1910 to 1915. Dr. Bolio, at whose home the accident occurred, at one time was a practicing physician and conducted a drug store in Coral, Mr. Shook's home town. Although Shook's condition is still serious the doctors predict a complete recovery.

The King Blair Co., pioneer retail clothiers of this city, has announced through the advertising pages of the local papers a close out sale at its store at 1416 Woodward avenue and will retire from trade.

Downtown Detroit has taken on its annual holiday garb and is all set for the usual rush of business which follows in the wake of these elaborate pre-holiday preparations. According to executives of the larger downtown stores, business during the past two weeks showed a decline over the same period for 1931. A slight upturn has been reported for the beginning of the current week.

Plant activity in the Detroit area is reminiscent of old times. Automobile manufacturers here, no longer fearful of slowing down sales of current models by announcements of 1933 intentions, are frankly telling the public that their plants are now busy on new lines.

The new Plymouth six is out. Continental has broadcast that it is building what it expects to be the lowest priced full sized automobile. Dodge has shown its new six to dealers and declares it will enter an entirely new price division with a line listing under \$700. Chevrolet prepares the public with its declaration of intentions—that it will stick to the six. From outside the Detroit area comes word that Nash will not wait until Spring for its new model announcement, as it did this year, but that the 1933 product will be on display at the New York show.

Indications at this writing are that within the next week or so more of the mystery about the new models will be dissipated. It is a significant fact that B-O-P, otherwise the Buick-Olds-Pontiac Sales Co., held a meeting in Detroit this week, which was attended by nearly 200 of the regional and zone managers. It is understood that they were shown the new models

in all three lines. Admittedly, these cars will not be held for the New York show. Others will be saved for the New York show itself. In the latter list may be found Chrysler, Dodge, De Soto, Studebaker, Pierce-Arrow, Rockne, Packard, Hupmobile, Graham, Willys-Overland, Nash, Hudson, Essex and Continental.

Naturally, activity at the plants has greatly relieved the employment situation, but it is noticeable that no outside labor is being taken on. The jobs are for former employees.

An old friend is coming back—the Jordan. Edward S. Jordan is not identified with the new organization; his company went into receivership last year and has been out of the picture since. But the reputation Jordan made for his car survives, so some of the former executives, headed by John McArdle, erstwhile vice-president, have bought certain assets and the name from the receivers and will launch a straight-eight to sell in the medium price field. The Cleveland plant is being prepared for the newcomer.

Austin is said to be staging a comeback, and this week brought the announcement from President R. O. Gill that for 1933 he has a line which will prove his contention that there is a distinct place for the "baby" car. Improvements have been made in the way of slanting windshield, a rubber-mounted engine, and bodies insulated against heat and noise, but the big news is the reduction in prices, making it the lowest priced car in the country. The base on the business coupe now is \$275 as against \$330. It still carries a 75 inch wheelbase, a 41½ inch tread and a four cylinder engine. The company plans production of 30,000 for 1933, with a minimum of 15,000. The plant at Butler, Pa., is said to be producing 300 units a week, working six days. The dealership is growing too.

Generally speaking, the industry is looking forward to the new year with a degree of confidence lacking for a long time. Analysts of the sales outlook are not predicting any sudden revival, for they realize that unemployment must be significantly reduced before any wave of buying is to be expected. The point is made, however, that the return of confidence and the weakening effort on the part of millions to make old cars do bespeak a stronger demand. The possibility of a 2,000,000 to 2,500,000 car year in 1933 is foreseen by many who would not have predicted anything like that market for this year. Incidentally, Detroit is prepared for those final figures on 1932 which probably will show a sale of around only 1,250,000 cars and trucks. The figure is low, emphatically, but it leaves the retailer with no big inventory of old models on his hands.

It is the idlest of all idle futility for us to be seeking scapegoats upon which to pile up the responsibility for our losses. We have sown covetousness and we have reaped its mildewed crops. We have erected our buildings out of plumb with the great law of moral uprightness, and our walls are down.—Rev. Dr. Henry Howard.

OUT AROUND.

(Continued from page 9)

the Deity, and to tell of His benefits? Ought we not when we are digging and plowing and eating to sing this hymn to God? "Great is God, who has given us such implements with which we shall cultivate the earth; great is God, who has given us hands, the power of swallowing, a stomach, imperceptible growth, and the power of breathing while we sleep." This is what we ought to sing on every occasion, and to sing the greatest and most divine hymn for giving us the faculty of comprehending these things and using a proper way. I am a rational creature and I ought to praise God; this is my work; I do it, nor will I desert this post, so long as I am allowed to keep it; and I exhort you to join in this same song.

Beyond these reasons, there are two which we as a people may note with especial satisfaction this year. First is the prompt and generous way in which those who have and to spare have shared with their neighbors in need. This protracted emergency is a fresh test not only of the soundness of our social and economic system, but of the generosity of the human heart. The voluntary response has been gratifying, not only in the belief that it assures, but in its renewed testimony to the readiness of the free spirit of man to do its clear duty without the compulsion of a tax.

Another thing for which we have reason to be thankful is the splendid fortitude shown by those who have had to face hard conditions and have done so uncomplainingly and dauntlessly. To bear what is accounted misfortune in a noble spirit, as this same ancient philosopher said, "is good fortune." Such morale, kept up until better days come, will be the most valuable good fortune that could come to this Republic, whose foundations were laid in the hardship, peril and self-denial of its first migrants to these savage shores, but with faith and thanksgiving.

America is still the land of the free, who in their freedom of initiative and enterprise are giving of their substance to those in want. It is the home of those who are bearing bravely their prolonged though temporary misfortunes. And "to give thanks is good."

If there is anyone who deserves a better deal in life than has been handed out to him for the past half dozen years, that man is William G. Farnsworth, who has just been elected Vice-President and General Manager of the Kold-Hold Co. at Lansing. The other officers are as follows:

Chairman—R. E. Olds.
President and Treasurer—Charles E. Ecker.

Secretary—F. G. Heideman.

The Kold-Hold system is a process of storing cold. It may be used in connection with any refrigeration unit and is particularly useful in trucks and other shipping where cold storage is desired. Several months ago Mr. Olds took an option on the patent rights for the new process of refrigeration storage and since then has financed experimental work, including

the construction and exhibition at the International Dairymen's exposition at Detroit in October of a delivery truck equipped with the Kold-Hold system. Offices have been opened on the 11th floor of the Capital Bank tower where the general offices of the engineering department are located. The interest already being shown by truck body builders and users of cold storage transportation has encouraged Mr. Olds in going ahead with the development of this new business. Mr. Farnsworth is remarkably well adapted to undertake the exploitation of this undertaking, both by technical education and varied experience, and I shall be very much surprised if he does not make an outstanding success in the new undertaking. E. A. Stowe.

Mist Hues Lead Spring Silk Card.

Misty shades, forecasting a new trend, are featured in the advance edition of the silk color card for next Spring, issued by the Textile Color Card Association. Typical of the new tones are dusty blue, grayblue, ash rose, rose dusk, haze mauve and heather mauve, it was announced by Margaret Hayden Rorke, managing director. New versions of gray and beige are also outstanding, particularly oyster gray and Casino gray. Copper tones also represent a high-style trend for Spring. Featured in this group are a rose-rust range and the more yellowish hues, including burnt ochre and Granada brown. Lively coral tones are also accorded attention.

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 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

FOR RENT—Dry goods store building. Apply MARTHA M. SAUER, Elgin Ill. 552

Organization Plan For Six-year High School.

The movement toward a continuous six-year organization for the high school is rapidly gaining acceptance. The plan has many advantages.

For many high schools of Maine the six-year organization offers a wider use of the high school machinery, more effective employment of the teaching force through departmental instruction, greater possibilities in socialization and, perhaps most significant of all, a continuous program of studies together with greater opportunity for educational guidance.

The six-year high school plan seems particularly well adapted to the medium-size school system. Many towns that now maintain four-year high schools with fewer than 150 pupils may place the two upper elementary grades in the high school organization with excellent results.

Some of the advantages of the plan may be summarized as follows:

The upper elementary grade pupils are placed where they may have their educational needs most effectively served. All the advantages of the junior high school are conserved by this arrangement.

The one teacher elementary school is relieved of two grades, which results in a better working unit.

A larger teaching staff is justified. This in turn makes departmental instruction more practical for all grades.

A wider range of courses is possible, especially those having practical or vocational content.

The special activities of the school—such as music, athletics, literary and other clubs, and general social training—become more practical and more interesting because of larger numbers.

By means of its wider program, more numerous activities and earlier contacts the pupils are held past the "dropping out" periods between the seventh and tenth grades.

With a larger school unit courses of vocational content may be developed more fully for the senior high school pupils.

Any town with a small Class A school should consider reorganizing on the six-year school plan.

The best arrangement for schools from 75 to 200 pupils consists of one or more home rooms for grades 7, 8 and 9, and a study hall for the last three grades. In schools enrolling fewer than seventy-five pupils a single study room is practical.

The six-year school will need one or more general workrooms for science, rooms for special courses offered, and two or more recitation rooms. The number of the latter will depend upon the number of teachers and of classes in the daily schedule.

The science and special rooms may be used in part for recitation purposes. One of the study rooms should be used as a library.

The minimum layout of two study rooms, one science, two special, one commercial, and three recitation rooms and assembly and gymnasium will care for 200 pupils.

The school building should become a community building, to the extent that many of the activities should center there. The assembly room and

gymnasium should be frequently used. Special evening courses should be offered. The public library should be located in the school building, with a suitable room for committees and small group meetings. Motion pictures can be made wholesome as well as entertaining.

At least four teachers are needed for a six-year school under 100 pupils. Above this number an additional teacher will be needed for each 25 pupils. Teachers must be selected with reference to special preparation.

In a four teacher school one should be able to teach the languages and some other academic subjects, another should be a normal graduate with advanced study, the other two should have had training for the special courses offered. All should have made some special study of the junior high school organization, the content of its program and methods.

In addition to the curriculum leading to college, home economics should be provided for the girls and agriculture or industrial arts for the boys. Elements of business should be offered, and these courses extended to complete business training if the local conditions warrant.

Problems of Secondary Education.

The growth of the secondary school within the past decade has brought an entirely new group of problems regarding the aims and the program of studies. Both the objectives and the means of arriving at a desirable goal are affected by the complex constituency of the school.

Formerly the problem was simple, concerned with the scholarly minded or the economically favored. The comprehensive high school of to-day faces two questions: What service should the school render to the boys and girls of high school age? By what means shall this service be effectively accomplished?

The commission of the National Education Association on secondary education has set up seven cardinal principles or aims in secondary education and has defined as clearly as may be the service of the school to the community. These aims involve the physical well-being of the individual, his stock of general information, his civic duties and responsibilities, his training for earning a livelihood, his training for the proper use of his leisure time, his equipment for worthy homemaking, and his character.

It is obvious that the high school program must give the essentials of information and fundamental training that men and women need in our democracy. Our problem is to select these essentials. They must be concerned with the present and future, rather than with the past, except as the past provides the background necessary for visualizing and interpreting the present.

The program must, for example, provide for instruction in the English language first as a medium for gaining information and second as a medium for the expression of ideas. It must make the pupils fully conscious of the rich legacy of the past at their command in literature, but it must also place in their hands the re-

sources of the present, the literature of the day—the magazine, the newspaper, in which the stuff of every-day life is recorded. It must open the sources of information by teaching how to read intelligently and to interpret in all fields of pupil activity.

As a tool for the presentation of ideas, to attain the objective sought, whether a business letter, the presentation of a business, social or political proposition, or ordinary conversation, training in English concerns the present in its demands, its materials and its method. It cannot be limited to essay writing or the reading of classics. It must be as comprehensive as the pupil's interests, a ready and effective means for communicating his ideas.

Similarly history, while supplying a background, must be chiefly concerned with training for citizenship in our democracy. To the fullest extent of their powers, high school pupils must grasp the problems of our social, industrial and political life and recognize the duties and privileges of citizenship.

The other subjects of the program must make as large a contribution as possible to the objectives of the high school and must be chosen with that purpose in view. The content of these subjects must undergo changes from time to time in order better to fulfil their purpose. The objectives of the high school thus determine both the subjects of the program and their content.

The program of studies represents all the work offered by the school. In its organization two factors must be considered. The first concerns the facilities of the school for doing certain types of school work as determined by the size of the teaching force, the room and equipment available, and the financial support. The second relates to the kind of training most needed by the pupils who will attend the high school.

Harrison C. Lyseth.

White Oak Not a Private Brand.

Saginaw, Nov. 21—It has been reported to me that in a recent issue of your paper you made the statement that "white oak" is a private brand owned by Morley Brothers. For your information I wish to assure you that Morley Brothers do not own or never have owned, any such brand.

In addition I might add that this brand is not handled exclusively by us, nor is its sale restricted by the manufacturer, and can, I believe, be purchased by any wholesaler, jobber or distributor.

I feel certain that your sense of fairness will, in view of these facts, lead you to correct any injustice which you may feel may have been done us by the publication of an error.

R. C. Morley, Jr.,
President Morley Brothers.

Orders Show Gain Over Week Ago.

Orders received in New York Monday were of somewhat larger size than those of a week ago, reflecting better consumer demand for seasonal apparel and also the start of gift and toy shopping. Resident buyers also report that an increasing number of out-of-town stores have put on sales which sent volume totals ahead of the corresponding period a year ago. In other words, consumers are responding once more to special sales events, particularly where the merchandise

also appeals from a quality standpoint. The orders so far this week stress holiday accessories, particularly undergarments, negligees, pajamas, hosiery, evening dresses, specials in home items and clearances of coats.

To Open Spring Corset Lines Soon.

Models featuring the use of rubber-threaded cloth will again be an outstanding feature of the Spring lines of foundation garments to be opened next month. Step-ins and girdles are expected to lead for the new season, with the combination garment retaining its position as a staple. It is indicated that a price of \$8, instead of \$8.50, may be established for items to retail at \$1. A price of \$22.50 is being considered for the \$3.50 retail numbers hitherto quoted at \$24. Some buying of bandeaus is noted for the holiday trade, with activity in January sales merchandise expected to begin next week.

See Spring Coat Prices Steady.

No material downward revision of prices for Spring on women's coats and suits is contemplated. The views of leading retailers have been canvassed by the Industrial Council of Cloak, Suit and Skirt Manufacturers on the question of prices, and twenty-eight out of thirty stores assert that they will try to raise the average sale of ready-to-wear handled by them. The belief is emphasized that further price declines will seriously react upon retailers as well as producers. This is the first time in three seasons, council executives said, when a majority of retailers were opposed to further declines.

New Evening Wear Shown.

Recent demand for evening wear has spurred manufacturers to introduce many new models as the holiday season approaches. Sequins have been used for trimming, but now are found in complete dresses. They are also available in jackets and capes to be worn over Sunday-night dresses. All-lace styles are offered in the popular double-duty dress. One lace evening dress shown employs either a jacket of lace or a less formal cape which ties in the back. A new note in crepe. Black is most popular, with green, flesh and white next in color importance.

Plaids More Favored in Half Hose.

In line with the growing popularity of Scotch plaids in men's neckwear, mufflers and shirts, hosiery mills have turned to these designs for half hose and have been surprised by the response received in the last few weeks. In an effort to combat the trend to plain styles, mills are planning to push the plaids and other large figures and to establish them in the volume ranges, as most of the machinery now in use is equipped to produce them. Previously, they sold only in the higher retail brackets. These patterns in wool mixtures have been quite active and mills will extend them to all other constructions.

Tice & Ball, dealers in general merchandise at Spencer, send in their renewal and say: "We have taken the paper so long, do not see how we can get along without it."

MODERN CUTS OF PORK



Art. VII—Cut 1

This is the seventh 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.

* * * *

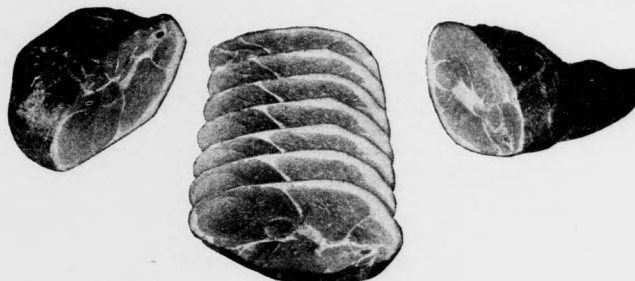
Maximum Center Slices From a Smoked Ham

Center cut slices generally are the part of the ham which is in greatest demand. Therefore it is profitable to cut the ham so as to obtain the maximum number of center slices.



Art. VII—Cut 2

Ham cut straight across yielded seven center slices as shown below.		
7 Center slices	-----	3 lbs. 10 oz.
Shank	-----	5 lbs. 3 oz.
Butt	-----	4 lbs. 10 oz.
		<hr/>
		13 lbs. 7 oz.



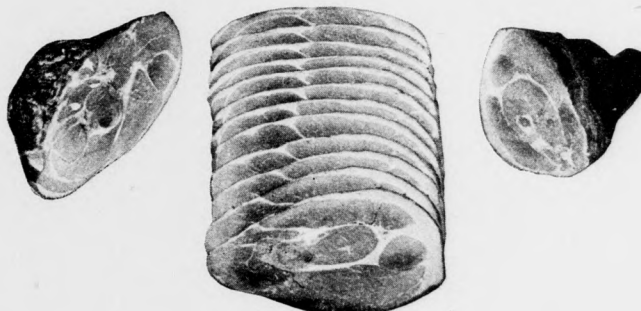
Art. VII—Cut 3



Art. VII—Cut 4

Ham cut parallel with the aitch bone yielded twelve center slices as shown below.

12 Center slices	-----	6 lbs.	
Shank	-----	4 lbs.	
Butt	-----	3 lbs.	7 oz.
		<hr/>	
		13 lbs.	7 oz.



Art. VII—Cut 5

(End of Article VII)

More Profit to YOU

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

K C Baking Powder

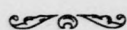
Same Price
Today

As 42 Years Ago

25 ounces for 25c

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

*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.

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

PACKAGE TEAS

Easter Chop

Peerless

P. B. & Co. No. 101

Banquet

Royal Satsuma

Emblem

Target

Quaker

Tea Pot

Togo

L. & C. No. 18

Tea Pot

Circle C Nibs

SOLD ONLY BY INDEPENDENT DEALERS



LEE & CADY