

THE PRESENT CRISIS

When a deed is done for Freedom, through the broad earth's aching breast
Runs a thrill of joy prophetic, trembling on from East to West,
And the slave, where'er he cowers, feels the soul within him climb
To the awful verge of manhood, as the energy sublime
Of a century bursts full-blossomed on the thorny stem of Time.
Through the walls of hut and palace shoots the instantaneous throe,
When the travail of the Ages wrings earth's systems to and fro;
At the birth of each New Era with a recognizing start,
Nation wildly looks at nation, standing with mute lips apart,
And glad Truth's yet mightier man-child leaps beneath the Future's heart.
Backward look across the ages, and the beacon-moments see
That, like peaks of some sunk continent, jut through Oblivion's sea;
Not an ear in court or market for the low foreboding cry
Of those Crises; God's stern winnowers; from whose feet earth's chaff must fly;
Never shows the choice momentous till the judgment hath passed by.
Careless seems the great Avenger; history's pages but record
One death grapple in the darkness 'twixt old systems and the Word;
Truth forever on the scaffold, Wrong forever on the throne,
Yet that scaffold sways the future, and behind the dim unknown,
Standeth God within the shadow, keeping watch above His own,
Count me o'er earth's chosen heroes—they were souls that stood alone,
While the men they agonized for hurled the contumelious stone;
Stood serene, and down the future saw the golden beam incline
To the side of perfect justice, mastered by their faith divine,
By one man's plain truth to manhood and to God's supreme design.
'Tis as easy to be heroes as to sit the idle slaves
Of a legendary virtue carved upon our father's graves,
Worshippers of light ancestral, make the present light a crime;
Was the Mayflower launched by cowards, steered by men behind their time?
Turn those tracks toward Past or Future, that make Plymouth Rock sublime?
They were men of present valor, stalwart old iconoclasts;
Unconvinced by axe or gibbet that all virtue was the Past's;
But we make their truth our falsehood, thinking that hath has made us free,
Hoarding it in mouldy parchments, while our tender spirits flee
The rude grasp of that great Impulse which drove them across the sea.
They have rights who dare maintain them; we are traitors to our sires,
Smothering in their holy ashes Freedom's new-lit altar fires;
Shall we make their creed our jailer? Shall we in our haste to slay,
From the tombs of the old prophets steal the funeral lamps away
To light up the martyr-fagots round the prophets of to-day?
New occasions teach new duties; Time makes ancient good uncouth?
They must upward still, and onward, who would keep abreast of Truth;
Lo, before us gleam her camp-fires! We ourselves must Pilgrims be,
Launch our Mayflower and steer boldly through the desperate winter sea,
Nor attempt the Future's portal with the Past's blood-rusted key.

James Russell Lowell.

Fast Selling Lines

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

K C Baking Powder

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

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

Your profits are always protected.

The turnover is fast.

*Millions of Pounds Used by Our
Government*

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

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

Rademaker-Dooce Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

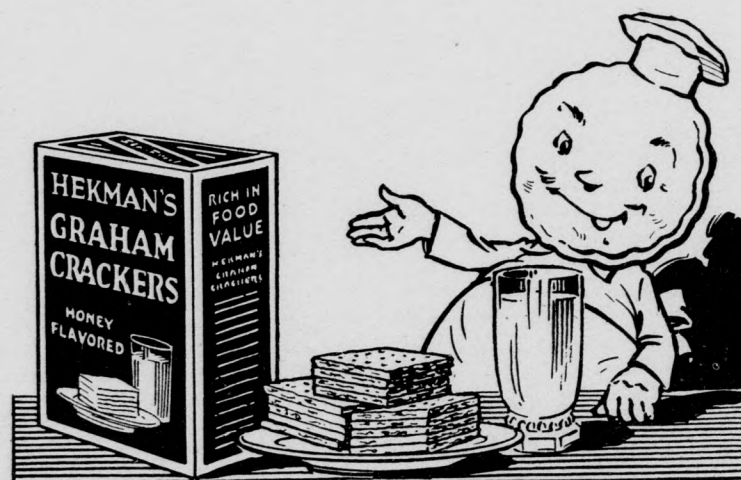
Red Crown Sliced Beef

The House of Quality and Service

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.

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 30, 1932

Number 2567

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.

Beating the Chains at Their Own Game.

We have never sold a loss leader and we are never going to.

There isn't a merchant who isn't bothered with price takers. Somebody advertises so many pounds for a dollar. I have some cheap potatoes in the store; I have some No. 1 potatoes in the store. If a man came to you and tried to sell you washed ten ounce bakers, it might scare you out, but all last winter I bought them and I paid \$1.50 to \$1.60 a hundred against the low price of potatoes.

I put them on my vegetable rack at 3 cents a pound and I sold about 1500 sacks through the winter. Let the other fellow sell that cheap stuff; let him have it. But you must have it, too, and the fact that you do have it and have it beside your good stuff is the best thing that you can do, rather than try to force it.

Another phase of advertising. I won't go on about advertising, but you must remember that all people are human and all people like certain things; there are some things they like better than price. You know, food is the key to good or bad health and good food is cheaper than medicine. Those are the very words I used in an advertisement. It is cheaper than medicine. The women of to-day are better educated about diet than they ever were before. They know more about it than we do in the stores. We think we can tell the women a lot about foods. If we do, we had better tell them in a general sense; don't try to be specific, because 90 per cent. of them can set us down where we belong, even though we are in the food business.

Your good food is cheaper than medicine and if you can convince the people with just a flat state-

ment of quality and service—"John Jones Quality and Service," it is so shopworn and worn out; it never did anybody any good. It is meaningless. But, if you get a slogan (and don't repeat that slogan parrot-like, but diversify it in your editorial comment at the top of your paper) that good food is cheaper than medicine, that the health of the family depends on this, it is well for you to tell them what care you take in buying your merchandise. Of course you have the same thing on your shelves that the chain store has. Our business is the hardest business in the world to merchandise, it is so concealed.

Nevertheless, our chain stores one day pulled a sale of potatoes and I got wind of it. They had some No. 2 potatoes that they sold for \$1.39 a hundred. I put an advertisement in the paper, "Why so many prices on potatoes? That you may know, we have the various grades in our windows." We had a big potato display in our window. I got a straight car of these. I almost hand-painted the ones I put in the window; nevertheless, they represented the general stock. I didn't put the price in, but I sold them for \$2.50 a hundred. The car of potatoes was gone at 4 o'clock in the afternoon. The chain store man told me that he sold thirty-nine sacks of No. 2's. He said, "You surely gave me a licking!"

If you can lick him like that on potatoes, you can lick him on crackers and on eggs. Late in the season you can lick him on beans for their easy cooking. The other fellow's beans may be just as easy to cook, but you don't have to tell them that. Tell them about yours.

After you have taken care of that advertising, the biggest advertising, you have to advertise your own store. Twelve years ago I was in another business. I had a business which everybody thought was the best business in the world, an exclusive ford agency in a county of 36,000 people. Almost any groceryman would think he would like to have had that at that time. Well, there were forty grocery stores in Medford, and there wasn't a good one. I sold out the ford business and started a grocery store. Everybody thought I was crazy, but the food business is the biggest business in the world, and in every town of over 10,000, if there is a man who will merchandise the

food business, he should have the biggest volume of any line of business of merchandise in the town, because there is more of it sold.

In a town of 10,000 people (when we started our stores, Medford had 8,000 people, and we put in this big market and we put a lot of money into it) there should be one food merchant who should be doing a half million dollar volume. It is there. A town of 10,000 people, and the surrounding territory, will give a volume of a million and a half to a million and three-quarters in the food business. There is always some outstanding store in the community, and that outstanding store, if it carries plenty of stock and makes the public stub their toes over it and keeps it looking nice, is going to sell it.

That is the external part of the advertising, but the biggest thing in your advertising is the internal advertising. I don't know whether any merchant has ever taken advantage of this or not, but there is a service you can buy where they will survey your clerks. I just had it three weeks ago; it cost me \$50 and it was the cheapest thing I ever bought.

This blank gives a description of the sales person and what he sold. I am going to show you the order: A box of crackers, Postum, cocoanut and Camels. What is the suggestive selling omitted there? This is a self-service store, absolutely. I wouldn't wait on anybody. I show him where the stuff is. You can't play two games. If they say, "I say, 'It is right here on the shelf,'" and I go and lay my finger on the coffee but do not pick it up.

That bill amounted to \$1.50. My checker at the counter should have seen that. The questions are these:

Was the sales person prompt in approaching you?

Any criticism?

What was the sales person's greeting? (Courteous, patient, pleasant, timid, aggressive).

Was his appearance pleasing?

Did he show sales ability?

Was he overfamiliar?

Was he familiar with the merchandise?

Did the sales person suggest or show merchandise other than asked for?

Was merchandise of another department suggested?

Did he show personal interest which would prompt you to return to him later?

Were you invited to return for future purchases?

What were his closing remarks?

Was the package wrapped at your request? Was it neat?

Did the sales person call back the amount of sale?

Now I have the low-down on every clerk I have. I had five of these books to cover the force, but now I have the low-down on every clerk I have. We are doing a heavy business. We have a bakery, a soda fountain and meat market, and self-service grocery and a kitchenware department—all self-service except the fountain and the bakery. We have about thirty people. Out of that number, I had to let only one go as a result of that severe examination. That was the result of monthly meetings and a dinner served at one of our fountains. If I had only two clerks, I would have a monthly meeting with them; I was raised on that. We had only one clerk that we fired because he wasn't shaved, and he forgot to say thank you to one of three purchasers. One out of three is enough to cause a man to lose his job.

We had two clerks who said "thanks" in a mechanical manner—"Thanks"—and I tried my best to teach those clerks to say, "Thanks; come in again!" and to say it right. Cordiality, personality in a store. Well, we will get them; we are training them.

I had one of them in the office and I made him say "thanks" at least 100 times, and I think I got him. He is a good man and he is going to say it a thousand times and I am going to salvage him because he is a good clerk.

W. A. Gates.

Air express is becoming increasingly important in distribution. Retailers who carry minimum stocks find that they can get over-night deliveries from manufacturers as far distant as 1,200 miles. Package express and air mail out of the wholesale and manufacturing districts of Chicago, New York and Philadelphia showed a 35 per cent. increase in a 60 day period, United Air Lines reported recently. The clothing industry was a principal contributor.

A California electric appliance dealer ordered a carload of washing machines, loaded two large trucks with them, started each truck out on a Monday morning with a crew of six men. The crews canvassed each house, did the Monday washings, sold the machines off the trucks for small down payments. In twenty days 114 machines were sold.



Lines of Interest To Grand Rapids Council.

Alvah Brown, hotel owner, civic leader, one of the original sponsors of good roads and former traveling salesman, passed on to his reward Friday afternoon after a lingering illness of seventeen months. He has packed his grip for that long, long journey to that mysterious realm where the Supreme Counselor on high has rapped down the gavel on an active and useful life. Mr. Brown joined Grand Rapids Council, Oct. 18, 1898, as a charter member and had been a faithful U. C. T. for thirty-four years. Until stricken with a fatal malady. Mr. Brown was always an attendant at the annual U. C. T. banquets, where he always had a few humorous remarks to make when called on as one of the three remaining charter members. After leaving the road, Mr. Brown became identified with various industries and enterprises and was highly successful in all his undertakings. He organized the Browning Hotel Co. several years ago and erected a modern hotel at Sheldon and Oaks streets. This hotel proved to be a popular hostelry with traveling men, because Alvah knew how to cater to their needs, having been one of their numbers. Grand Rapids Council will miss his fraternal greetings and his family a wonderful companion. The Council joins in extending their sympathy to Mrs. Brown and the two daughters who survive him. The funeral was held Monday afternoon at Greenhoe's chapel, with burial in Woodlawn cemetery.

W. S. Riggs, a former member of 131, decided that the rigors of Michigan winters were not for him this year, so decided to depart with the birds for the sunny Southland. With a small grip and a smaller amount of the coin of the realm, he started his journey. He hitch-hiked the distance to Lake City, Florida, from Tuesday afternoon to Friday evening, making nearly as good time as those who drive their own cars. Here is hoping Bill finds his pilgrimage beneficial to both his health and finances.

Frank Holman met up with Darcie Wilcox Saturday and said, "I see where they have found Robins in South Carolina." "Well", said Darcie, "where would you expect to find them, in Alaska?"

It is rumored that Al G. Guimond, Michigan director of Team Work groups, may be with us at our December meeting. We hope Al will be with us on Dec. 3 when the old gavel calls us to order.

Four billion birds in America! Well, well. When the bird who sticks advertisements on parked cars is found, there will be 3,999,999,999.

Don't forget Saturday evening at 7:30. Big U. C. T. pow pow at the Moose Temple, Division at Cherry. Important business and a bite perhaps.

Mrs. Jeannette Major, mother of

Joe Major, died Tuesday at her home, 506 Lyon street. Surviving are a daughter, Mrs. Rosa Grombacher, and a son, Joseph, both of this city. Mrs. Major was 82 years of age. The council joins in extending its sympathy to Mr. Major and his sister.

Harley B. Lovall, of 1300 Hall street, has returned to work after seven weeks illness. Here is hoping Mr. Lovell will be able to continue his duties without further interruptions.

What this country needs is fewer people telling us what this country needs.

The Grand Rapids Traveling Men's Benefit Association will hold its twenty-third annual meeting Saturday afternoon at 2:30 in the parlors of the Herkimer Hotel. The meeting will be in charge of the president, Walter S. Lawton. Officers for the ensuing year will be elected. The annual dues of 25 cents per member will be due and payable on that date. Every member is urged to be present.

Mr. Coolidge says our banking system is not yet perfect. That is the conclusion we arrived at after interviewing the credit manager.

Homer R. Bradfield, secretary-treasurer of Grand Rapids Council, was called to Livonia, N. Y., by the death of his aunt, Mrs. N. A. Smith. Mrs. Smith was the last of Mr. Bradfield's antecedents. His only remaining relatives are those in his immediate family. Mrs. Smith had reached the ripe old age of 95 years.

We are glad to inform our readers that the item in our columns of last week referring to John V. Ripperger was written on misinformation. Mr. Ripperger is still in his old capacity and no arrangements have been made to the contrary. John is still on the payroll of his company and his past service will, no doubt, be rewarded with a just and appreciative reward for the long and faithful services rendered. We are very glad to make this correction of last week's item.

America is a great Nation in which a cigarette testimonial by a famous football player who has never smoked in his life is regarded as persuasive publicity.

Indian claims against Uncle Sam now total three and a half billion dollars. Maybe this country will have to be turned back to the Indians, yet.

The December meeting of Grand Rapids Council, 131, U. C. T. of A., will be called to order at 7:30 sharp, Saturday evening, Dec. 3. Be there!

Frank M. Johnson has regained his composure again after being mugged up in an automobile accident and his check for time lost is on its way. Frank celebrated his escape from serious injury and his rapid recovery by purchasing a new car. He gave seventy-one men work for one day.

Walter Lypp and his good wife spent Thanksgiving Day with Mrs. Lypps' mother, at Northville. The mother returned with them for a short stay.

Some men wake up to find themselves famous; others stay up all night and become notorious.

Word has reached us that George McManus, of Petoskey, died suddenly

at his hunting camp. Mr. McManus was a brother to W. L. McManus, landlord of the Cushman House and a member of Petoskey Council.

Flowers and grave markers are beautiful tributes to the memories of those gone on before, but kind words of praise are more appreciated by the living. Hildy's Inn, at Alma, is deserving of favorable mention in our columns because of the efforts put forth by the management to make a real homelike place for the traveling man. The beds are wonderful and everything is spick and span. Every effort is made to make the guests feel welcome. Arrangements have been made with a local garage to store cars of guests at a reduced rate. By mentioning that you are a guest at Hildy's Inn you are given this consideration. The hotel rates are reasonable and the traveler will feel like his patronage has been appreciated. Give the hotel a trial, boys. The management is worthy of consideration.

If biologists are right in their assertion that there is not a perfect man to-day on the face of the globe, a lot of personal opinions here and there will have to be altered.

Gilbert Moore and wife have returned from Detroit, where they spent Thanksgiving. While there Gil witnessed the football game between the universities of Detroit and Oregon. Gil said he actually saw the longest completed pass in the history of football. The ball was tossed fifty-five yards. We are not sure but what he saw was a baseball. Mr. Moore reports that he had a satisfactory business while on the East side of the State.

Those Wall street men who are going back to the farm ought to be efficient when it comes to watering the stock and shearing the sheep.

Walter Lypps has returned from the big hunt and bull-leave us or not he got a fine eight point buck right out of the wild. We understand that the trip was primarily for the purpose of outdoor life and not such for game but the deer-slaying was rather a forced issue, as we will attempt to relate. It seems that Walt was sitting on a stump resting himself and doping out some strategic moves in placing great numbers of Old Golds, when out of the depths of the solitude of the forest, a sound peculiar to wild and tamed animals came to Walt's highly tuned ears. Whirling quickly he espied a fine pair of horns, a head and shoulders of a ruminant of the deer species. After his hat had dropped back onto his head, he quickly raised his trusty rifle and fired at the moving target. He clipped off about three inches of one of the horns. This was, of course, a warning to the deer that if he did not hie himself away that the next shot would be more deadly. It seems that the deer did not take kindly to the warning and was especially wrought up over the messing up of his coiffeur. Knowing but one way of vengeance, he started for the particular stump upon which Walter was perched. Walt a strong believer in self preservation, waited until he could see the whites of the eyes of the swiftly advancing animal and at a time when

it had all four feet off the ground, then fired at a vital spot and dropped the 175 pounds of charging venison at his feet. It sounds like a Zane Grey or Washington Irving tale, but Walter Lypps has the hide and horns to prove his prowess with a deer rifle. None of us will blame Walter for protecting his right to the stump. He was there first and possession is nine points of the law.

The newspapers told recently of a man who dropped dead from laughing at a joke. Fortunately, the joke was not printed.

Dan Viergever, Past Counselor of 131 and special representative for Buick-Olds-Pontiac Sales Corporation, was in the city last week. Dan has been highly successful since going with the General Motors in 1929. His duties call for unusual diplomacy and great care, as he is responsible for new dealerships and the proper functioning of those already handling General Motors products.

A new process found in London will make cardboard as strong as iron. This answers a complaint from Scotland that Xmas cards wear out after a few seasons.

Tom Fishleigh has been seen lately going around collegiate; in other words, he has been hatless. We understand that Tom, Mrs. Tom and some friends attended a dancing party the other evening and when they were ready to leave, Tom could not find his hat. He waited until everyone was gone, hoping to find at least a leave-over, but nothing like that happened. Evidently someone who had come hatless wore Tom's bennie away. Tom will appreciate it very much if someone will round up a stray head covering of some kind because he fears the worst of the winter is yet to come.

Mrs. L. L. Lozier, chairman, Mrs. R. E. Groom and Mrs. A. Bosman, committee in charge of the Ladies Auxiliary meeting Saturday evening, Dec. 3, announce that a very special Xmas party will be given. Santa Claus and Mary Xmas will be there with something for everyone; a program will be given, and refreshments will be served. Every U. C. T. lady is invited to participate in this evening of enjoyment.

It may be hard for a rich man to get into heaven when he dies, but it is easy for him to keep from going through the other place while he lives.

The final papers for the accident claim of Fred N. Rowe have been sent to Columbus and a draft for same is on its way to the claimant.

C. Arthur Woodhouse, manager of the credit department of the Grand Rapids National Bank, was principal speaker at the Salesmen's Club Saturday noon. He spoke on the Home Loan Bank and its functioning in various districts. He said that President Hoover intended it to help the small home owner, but that when Congress got through with it, it ceased to be of very much interest to any one excepting the building and loan associations and similar organizations. He stated that Michigan would receive but little benefit, due to there being but one bank in the State that was qual-

ified to do business with the head bank in Indianapolis, Indiana, being in the district with Michigan. The Nation is divided into districts with a head bank for each district. The head banks in each district must be capitalized at \$5,000,000 or more. National and state banks are not allowed to participate in this Home Loan set-up. The bill as passed makes loans almost unworkable, as the loan is based on almost a four to one basis. The loans are made for fifteen years, but the property is appraised below actual value and then only a small per cent. of the value is loaned. The recommendation as made by the President would have been a very helpful adjunct to other relief measures, but the bill as enacted is not of much help to anyone, especially in Michigan.

Don't forget the U. C. T. meeting, Saturday evening at 7:30 in the Moose Temple, Division at Cherry. Bring the lady, so that she may meet with the Ladies Auxiliary. The ladies are going to have a Xmas party, entertainment and refreshments. Scribe.

Cost of Raising Children To Adult Age.

The scattering of the earning power has had a marked effect upon the influence of the father over the family.

In 1900 he still retained a large part of his patriarchal authority. He was the one to whom the children went either directly or indirectly for privileges.

To-day when they have money or their mother has money they are just as likely to go to her for privileges. Frequently the father does not know what goes on in the family.

In the first place, there is a marked decrease in the number of children. This is due in large part to the cost of each child. Children are born into the world with more expense, and it costs more to raise them under modern price levels for food and clothing.

At the present time the cost of rearing a child from birth to adulthood certainly is not less than \$5,000. If each one has a college education it may come as high as \$20,000 or \$25,000. Consequently, the average man cannot afford a family of the size which his ancestors could have afforded.

In addition to this there is practically nothing about the home which these children can do. Time hangs heavy on their hands and they get into mischief. This itself is quite a different situation from the situation when the family lived on eighty or more acres where there was always plenty of work for everybody to do.

In the small intensely-cultivated tracts there is work for everyone from the youngest up. But in our modern cities, work is tending machines, and as machines get more automatic work becomes less. William John Cooper.

For cool days there's a new electric screen which keeps one comfortable when placed around or near one's desk or chair. For cold nights there's a new electric blanket.

Now it transpires that you balance a budget by levying a tax and guessing that it will bring in enough money.

MEN OF MARK.

H. W. Fleisher, General Manager Wexford Co.

Herbert W. Fleisher was born at Kendallville, Ind., May 15, 1894. Both of his parents were of German descent. After graduating from the Kendallville high school on the literary course he went to Purdue University, where he took a four year course in dairy manufacturing. On the completion of his course he became manager of the university creamery for four years. The next seven years he devoted to the Lafayette Ice Cream Co. as manager. Four years subsequently were devoted to the Freeman Ice Cream Co., at Muskegon, as manager. One year ago he came to Grand Rapids as manager of the Wexford Ice Cream Co. in Grand Rapids and the Holland Crystal Creamery Co., of Holland. His effort to increase the business has re-



Herbert W. Fleisher.

sulted in quadrupling the butter sales of the company during the past six months.

Mr. Fleisher was married June 20, 1921, to Miss Mary Remington, of Fort Wayne, Ind. Two daughters have joined the family circle. The seven year old daughter is attending the Dickinson street school. The other daughter is four years old. The family reside at 2030 Paris avenue.

Mr. Fleisher joined the Masons at Kendallville, but never got further than the third degree. He joined the Presbyterian church at Lafayette, Ind., and still retains his connection with that organization. He is a member of the Lions Club of Grand Rapids and is highly respected and admired by the members of that organization.

Mr. Fleisher owns up to but two hobbies—golf in the summer and bowling in the winter.

He attributes his success to hard work and close application to business.

The rapid expansion of the business under his management is a pretty good indication that he has succeeded in striking his gait.

Mr. Fleisher is a man of pleasant address and commanding appearance. He is a very interesting conversation-

alist and his mind is stored with valuable facts and interesting information, which he has acquired by extensive, varied and exhaustive reading of good books. He is loved by his friends, admired by his associates, esteemed by his customers, who have the highest confidence in his actions and business methods.

Change in Food Habits of Public.

In a general way people know that the world war changed our food habits in this country, as well as many other things, but how many of us realize the influence this change has had on the use of our farm land. In the five year period from 1909 to 1913, inclusive, the average yearly consumption of cereal grains for human food—wheat, corn, oats, rye, buckwheat, and barley—was 340 pounds per person in the United States, but in the last five years this average has been reduced to 240 pounds, or nearly one-third, according to the United States Department of Agriculture.

On the other hand, the average American is now eating about one-third more sugar than before the war, perhaps one-fourth more milk and dairy products and possibly one-fifth more vegetables. The consumption of wheat has decreased by 17 per cent., but that of sugar has increased by 30 per cent.

During the prewar period the consumption of pork and lard for each person in the country was 73 pounds a year, while in the last five years this has increased to 84 pounds. This is an increase of about 15 per cent., but with beef it is another story. From an average consumption of beef and veal in 1909 amounting to 82 pounds per capita there has been a decrease to 57 pounds, according to the last report. This is said to be the lowest in thirty years, and possibly in the last 100 years.

The increase in the consumption of milk and its products has been even greater than that of pork and lard, according to this authority. This large increase in the consumption of milk began in 1915 and was in full swing in 1918, when the prohibition act went into effect. It has been continued largely as a result of the health campaigns that began during the war.

These changes in diet have had a marked effect upon the use of farm land since the war period. If a man could live on sugar alone he would require only about one-third of an acre of sugar beets or sugar cane to supply the same amount of energy as that in the foods consumed by the average adult American in a year, but it would require three-fourths of an acre of corn or potatoes, or an acre and a half of wheat to do this, and if he lived on pork and lard only there would be required more than three acres of crops.

If he should confine himself to a milk diet there would be needed two and one-third acres of crops and one and two-thirds acres of pastures, but if he ate beef and veal only he would need eleven acres of crops and two and one-half acres of pastures or its equivalent. As the matter now stands, it requires more than two acres of crops to feed the average American, compared with one acre for a German,

one-half acre for a Chinese and one-fourth acre for a Japanese.

I. D. Graham.

Raising Produce For Consumption on Farm.

The farmers should study the market value of things produced on the farm; study the cost of production, and be informed.

Farming operations should be planned along lines that look most inviting for profit. Things that sell for less than cost of production, except those things that may be consumed on the farm, should be let alone.

Farm products that may be consumed at home are always well sold. No middlemen nor transportation companies enter into the transaction when a farm product is consumed on the farm. When the consumer is the producer, we have the ideal marketing condition.

It has been shown by investigation that in trade and commerce the producers on the farm receive only 35 cents of the dollar the consumer pays for the product. This is the average. Where the producer is also the consumer, this extra 65 cents of the dollar in value is retained. Earl Page.

Orders Numerous For Handbags.

Orders for handbags have been maintained in good volume, although the recent trend has been strongly toward popular-price and special sale merchandise. Bags to retail at \$1 and \$1.95 have predominated, with fabric bags to retail around 69 cents outstanding in the sales goods. Velvet bags at \$2.95, retail, have been in fairly good request. Leather types have been the best sellers in both envelope and pouch styles. The use of engraved and clip-on initials, the latter of marcasite, has been widespread and has exerted a stimulating effect upon sales.

Specialty Glassware in Demand.

Glassware manufacturers have been much pleased over the demand for beverage wares, including tumblers of all descriptions and sets. Most of the beverage tumblers are being sold with decorations. This fact, of course, has added to employment. The 1933 glassware lines are appearing on the market and others are in preparation. Most of the new lines will be presented to the buying trade at the Pittsburgh glass and pottery exhibit, which begins on Jan. 9. Market conditions have shown virtually no change in the flat-glass industry. The demand for plate glass is slow.

To Stress Coats in Holiday Drive.

Increase in customer attendance due to holiday shopping will be capitalized by many stores as offering a good opportunity to obtain sales of seasonal apparel, particularly coats. Estimates are that at least 35 per cent. of the women's coat business remains to be done. Orders accordingly are being placed in the market for popular price coats to retail at \$25 and under that figure which will be strongly featured in conspicuous spots in many stores. Retailers have been operating on light coat stocks, but in most instances the sales figures will make poor comparison with a year ago.

MOVEMENTS OF MERCHANTS.

Detroit—Katz Coal & Supply, Inc., 13710 Mt. Elliott avenue, has decreased its capital stock from \$27,000 to \$5,000.

Petoskey—The Bremmeyr-Bain Co., wholesale and retail hardware, has decreased its capital stock from \$125,000 to \$100,000.

Sherwood—The Sherwood Co-operative Co., dealer in grain and produce, has decreased its capitalization from \$8,000 to \$2,820.

Detroit—The Motor & Machinery Castings Sales Corporation, 1521 First National Bank building, has changed its name to the Detroit Foundry Co., Inc.

Lansing—Mrs. Revon Chancy, proprietor of the Arctic Tea Room, has removed from West Allegan street to larger quarters, at 118½ South Washington avenue.

Detroit—The General Hardwood Co., 7201 East Six Mile Road, has been incorporated to deal in lumber, etc., with a capital stock of \$50,000, all subscribed and paid in.

Sunfield—Daniel Van Wormer has sold his meat stock and store building with all of his meat market equipment to Wilbur Whitney, of Freeport, who has taken possession.

Detroit—The Woodmere Meat Market, Inc., 9329 West Fort street, has been incorporated with a capital stock of ten shares at \$100 a share, \$1,000 being subscribed and paid in.

South Haven—The Van Pharmacy, Inc., has been organized to deal in drugs and chemicals at retail with a capital stock of \$10,000, \$7,000 of which has been subscribed and paid in.

Grand Rapids—B. W. Jansen has severed his connection with the Buttercup Bakery and engaged in business at 1107 Leonard street, under the style of Jansen's Bread & Pastry Shoppe.

Manistique—Receipt of new orders recently has result in the resumption of operations by the Manistique Pulp and Paper Co. Continued operation of the plant will depend entirely on future orders.

Detroit—The Solomon Fish Co., Inc., 1443 Broadway, has been incorporated to deal in fish and fish products at wholesale with a capital stock of \$50,000, \$5,000 of which has been subscribed and paid in.

Detroit—The Bernard-Sander Co., 3620 Barlum Tower, has been incorporated to deal in notions, glassware, crockery, shoes, etc., with a capital stock of \$20,000, \$5,000 of which has been subscribed and paid in.

Lansing—John Blanken has leased the store at 305 South Washington avenue, which is being remodeled, and will occupy it with his bakery, about Dec. 10. Mr. Blanken is now located on North Washington avenue.

Lansing—Although operating under a receivership, the H. J. Hayes Industries, Inc., has started work on a large contract which resulted in the rehiring of 120 former employees. The contract is for garnishments and moldings for an automobile manufacturer.

Lewiston—The Lewiston Marketing Association, farm produce, etc., has merged the business into a stock company under the style of the Lewiston

Co-operative Co., with a capital stock of \$15,000, of which amount \$6,000 has been subscribed and paid in.

Detroit—Jean Shaw, Inc., 33 John R. street, dealer in apparel for women, has merged the business into a stock company under the style of Jean Shaw Gowns, Inc., with a capital stock of \$500 common and \$4,000 preferred, of which \$4,500 has been subscribed and paid in.

Frankfort—The State Savings Bank, the only bank in Frankfort, failed to open its doors last Saturday morning. The board of directors, at a meeting Friday evening, decided to suspend business in order to conserve the bank's assets. A reorganization is contemplated.

Grand Ledge—Rees L. Jones, who, for the past twelve years has been connected with the furniture merchandising business in Lansing, has removed to this city to become sales manager of Stevens & Son, one of the oldest dealers in furniture and household furnishings in Eaton county.

Charlotte—Twenty-five new employees added to the force of the Wilcox-Gray Radio Co. have brought the plant up to peak production for the first time in three years, company officials have announced. Production capacity is being taxed, it was said, by both foreign and domestic orders.

Grand Ledge—A decree of dissolution has been filed in the matter of the petition of A. H. Munn, C. M. Maris and R. C. Parsons, a majority of the directors of the Parsons Chemical Works, which asked for dissolution of the corporation. The matter was not opposed in court. George Decke was appointed by the court as receiver for the corporation. He is directed to have the property of the corporation appraised preparatory to its disposal.

Dowagiac—The Rudy Furnace Co. has announced a new warm air furnace, known as the "200" series, to sell in the low priced bracket. Designed as a coal-fired furnace, the new series may be adapted either to oil-firing or gas-firing. Although the company's announcement of the new line was made Nov. 1, orders received in the first ten days of November showed an increase of 20 per cent. during the final ten days of October, a contra-seasonal trend normally.

Manufacturing Matters.

Detroit—The Stewart Radio & Television Co., 40 West Milwaukee avenue, has been organized to manufacture and sell at wholesale, radio sets, with a capital stock of \$2,500, all subscribed and paid in.

Detroit—The Marvel Coach Manufacturers, Inc., 19034 Celestine avenue, has been organized to manufacture auto trailers, coaches and trimmings, with a capital stock of \$9,000, all subscribed and paid in.

Detroit—Jose Winsen, manufacturer of jewelry, 33 John R. street, has merged the business into a stock company under the style of the Jose Winsen Co., with a capital stock of \$2,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Duo-Flo Company, 1164 Penobscot building, has been or-

ganized to manufacture and deal in machinery and devices, chemicals and compounds, with a capital stock of 500 shares at \$10 a share, \$5,000 being subscribed and paid in.

Detroit—The Bauer-Lemke Co., 611 Scherer building, manufacturer of jewelry and stone setting as well as retailer of jewelry, has merged the business into a stock company under the style of Bauer & Lemke, Inc., with a capital stock of \$25,000, \$5,600 of which has been subscribed and paid in.

Adrian—A new building to be used for the manufacture of tubular fence posts is being rushed to completion by the Peerless Wire and Fence Co. Construction work started several weeks ago and it is expected that the building will be occupied within the next two months. The new structure is 248 feet long and 60 feet wide. Cramped conditions in the old factory necessitated the erection of this new unit, according to Samuel A. King, factory superintendent.

Muskegon—Recent emergency orders from celery growers throughout Michigan has caused the Langeland Manufacturing Co., makers of celery crates and boxes, to operate twelve and one-half hours a day with a force of forty men. An additional force of thirty men is engaged in cutting soft maple and ash wood bolts near Muskegon. The Langeland plant has been operating on an eight or ten-hour schedule for the last two months, and expects to be busy until Jan. 1.

The Neanderthal Mystery.

Archeologists have again and again unearthed records of Egypt, of Ur of the Chaldees, of other antique lands which show that human nature has changed very little in all the years of recorded history. The Egyptians had their love affairs, their jealousies, their crimes; ambition, pride and passion were not unknown among the Chaldeans. But it has taken Dr. A. E. Jenks, recounter of Minnesota's most recent murder mystery, to suggest that the crime passionnel had its place in the society of Neanderthal man. For what other explanation can there be for the discovery of the skeleton of that seventeen-year-old girl slain 20,000 years ago, which has been found in what was once a glacial lake in Minnesota? We are told that a nick in her shoulder blade proves that there was foul play and that near at hand lay an antler dagger, while, if a girl part ape and part Mongol does not sound unduly attractive in this age, the shell pendants found near the bones would indicate that upon some Neanderthal gentleman her charms were not entirely wasted. The details of the mysterious murder we shall not probably discover, but it is a provoking thought that a drama of love and jealousy may have been enacted in this land 20,000 years ago. Was the murderer apprehended and the crime avenged or has this mute evidence of his guilt been turned up 20,000 years too late to bring him to justice?

Surveys Trend in Dress Cottons.

Chalk-surfaced weaves will lead in cotton dress for Spring, according to the style and market report for the

new season issued by Storyk Brothers. These fabrics are dull-finished with an unmercerized appearance. In the past year, the report points out, cottons have shown a decided movement away from lustrous finishes in all fabrics. "Cord" weaves are also expected to be of major importance, particularly types prepared through the Schiffli embroidery method. The eyelet fabrics, in the opinion of the firm, bid fair to retain at least a substantial degree of the popularity they enjoyed in recent seasons. Twin lace materials also face good prospects.

Taffetas Feature Rayon Demand.

Demand for some types of rayon gray goods, particularly taffetas, has been so strong in recent weeks that in a few instances deliveries cannot be made before March. Converters who are working on cloth for the underwear, bedspread and drapery lines placed an exceedingly large volume of business in the last few weeks. After having been forced to specify January and February delivery they learned that March shipment was the best that could be done by some mills. Prices have firmed and the 72-48 construction is now quoted at 13½ cents, a rise of 2 cents above the season's low point.

Longer Fur Coats Meet Call.

The sharp decline in temperatures during the last few days has brought the turn in demand for which the fur trade has been waiting. Orders have increased for long coats, whereas until very recently the demand was largely concentrated on jackets, scarfs and other small fur items. The call for jackets has eased off somewhat, with the longer models in Hudson seal, sealines and caraculs coming to the fore. Types to sell from \$195 and below, particularly under the \$100 mark, are in most active request. Stocks in the trade are small, with keen competition paring profit margins.

Prints For Mid-Season Dresses.

New developments in prints are the feature of mid-season dress lines of manufacturers in the \$6.50 and \$6.75 wholesale ranges. One manufacturer offers diagonal stripes on rough crepe with black and white favored. Another house has adopted the use of printed heavy sheers in monotones for undercoat year. Navy prints with white patterns are increasing in favor. Combinations of plain rough crepe with printed crepe sleeves and yokes have been well received. Retailers are buying conservatively, but in some cases must wait ten days for deliveries on the new prints.

Men's Drape Sweater Offered.

A men's pull-over sweater, designed to simulate the lines of the English drape suit, was put on the market last week by a knit-goods mill. The style is all wool with turtle neck, and the upper half employs a plain baby shaker stitch. The lower half, or from the armholes down, is knitted with a very tight ribbed stitch, making it fit snugly, while allowing freedom around the shoulders. The style is offered in plain colors to retail at \$1.95@3.50. Initial demand was reported to be fair.

Essential Features of the Grocery Staples.

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

Tea—News comes from the primary markets that the plan for restricting the production of tea is proceeding and will probably go through. Meanwhile, no change has occurred anywhere in the list in this country since the last report. Demand has been quiet.

Coffee—The market as to Rio and Santos, green and in a large way, has developed a little strength during the past week and possibly there has been an advance of quite a small fraction. This is likely to be lost, however, at any time, as the basic situation in Brazil coffee has not improved. Milds are where they were a week ago. The jobbing market on roasted coffee shows no important change for the week, though here and there holders are adjusting themselves to the green market. The general demand for coffee is no more than fair with the consumptive demand about as usual. In spite of comparatively low prices for coffee there is undoubtedly less being consumed than before the depression.

Canned Fruits—The major items show very little change one way or the other, although some good buying is reported to have come into Southern spinach and unsold stocks are now very light. There is some effort being made to liquidate choice cling peaches by a few factors who apparently feel the need for converting part of their unsold inventories into cash. It has previously been reported that choice peaches in No. 2½ tins are pretty plentiful as compared to a scarcity of standard peaches. The range in price has dropped as a result, having a bad effect on both. Some more new pack grapefruit prices have been announced, and as previously indicated establish No. 2s at \$1.10, Tampa. This is in line with trade expectations for widely advertised brands, and there is a feeling that unadvertised brands will work down to around \$1 as the packing season starts. This, of course, depends on the prices of fresh grapefruit per box and other factors which enter into the canning end of it. Pumpkin and squash appear to be well cleaned up, with most packers having withdrawn from the market.

Canned Vegetables—Prices on new pack Southern California winter spinach have been quoted to the trade with some concessions off list to sign future business. Maryland spinach also is reported as being quite active and stocks are working into narrow supply. Southern standard tomatoes are unchanged to slightly firmer. Peas and corn continue steady.

Canned Fish—The supply of fancy salmon is still short and the market firm. Various grades of Alaska salmon are about unchanged, although there is some shading in Alaska pinks. Some Japanese salmon is now being offered in New York at about 5c per dozen under the average price for domestic brands. Sardines show no change for the week, nor does any other tinned fish.

Dried Fruits—Dried fruits continue rather dull here, except for a small lot

trading and fill in orders which manage to keep the jobbers fairly busy. Stocks are generally light and distributors are not broadening out their inventories in spite of the general steadiness which exists on the Coast. Perhaps some business is lost by the low and incomplete stocks carried in retail channels, but there is little prospect of an easing of this excessive caution until after the first of the year, at any rate, as all hands will try to keep their supplies light for inventory taking. There was a fair amount of business done in holiday items such as dates, figs, etc., and this is expected to continue in better volume until Christmas and New Year requirements are taken care of. Prunes, raisins, apricots and other fruits are expected to hold within a narrow price range. The major fruits have held well on the Coast for the past several weeks, but dried apples have shown occasional weakness, as also have figs and Oregon prunes.

Beans and Peas—The demand for dried beans during the week has been very unsatisfactory. The market is weak throughout, particularly as to pea beans, red and white kidneys and California limas. Split peas are also weak and neglected.

Cheese—Demand for cheese is quite ordinary, but the market has been fairly steady throughout the week.

Nuts—The nut market is expected to take on more life now as Thanksgiving is over and the trade will begin to stock for the Christmas and New Year's requirements. Pre-Thanksgiving demand was rather slow but some lines were more favored than others. At the present time pecans in the shell are in good demand, with very little here. The old crop has been moved and the low prices established on walnuts have not operated so far to divert attention from pecans. Filberts and Brazils show a tendency to drag. Shelled nuts are slow but nut interests abroad continue to resist American bids, and can apparently find a better market for their stocks right in Europe. Growers in many producing sections refuse to deliver stocks at prevailing prices and are holding for a turn in the market.

Olives—A small improvement in demand is noted for olives. This is so because of the usual swell caused by the advent of Thanksgiving. By and large, however, consumers are still content to purchase for needs out of spot and nearby stocks. No desire to enter the shipment market is evident. Prices remain steady.

Pickles—Sellers again state that despite a known scarcity it is difficult to sell dills at higher prices. Buyers are unwilling to pay firmer prices, thus paradoxically in the face of a threatened shortage dill quotations are barely steady. The demand has been very slow. Sweets also appear quiet, with prices the same as those previously listed.

Rice—The market in the South continues firm to higher with price ideas being much strengthened by mill requirements of rough stocks. The movement of clean rice to distributing centers is still in good volume and both the rough and clean rice markets

are being maintained on a higher level than existed a few weeks ago.

Salt Fish—No change has occurred in mackerel and other salt fish during the week. Prices of mackerel are still attractive and stocks are being largely consumed. Other salt fish unchanged for the week.

Sauerkraut—Nothing new has developed in sauerkraut. New kraut was still offered at low prices because of the cheap costs of cabbage and the lack of a consistent demand.

Syrup and Molasses—Demand for sugar syrup continues fair, but is little more than hand to mouth. The production is still being limited. Compound syrup is unchanged with a moderate demand at unchanged prices.

Review of the Produce Market.

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

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

Beets—60c per bu.

Butter—The market has advanced 1½c during the week. Outside markets appear to be feeling stronger and demand has been fairly active. Jobbers hold plain wrapped prints at 25½c and 65 lb. tubs at 24½c 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\$1.10
Pea from farmer90
Light Red Kidney from farmer	..1.80
Dark Red Kidney from farmer	..1.50
Cranberry beans to farmer2.75

Eggs—The market for fine fresh eggs continues firm. The offerings of this grade of eggs are small and the demand is taking them all and could take more. Jobbers pay 32c for 56 lb. crates and 34c for 57 and 58 lb. Pullet eggs fetch 20c per lb. Jobbers sell candled fresh eggs at 37c. Cold storage are offered on the following basis:

XX candled27c
X candled24c
Checks23c

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	..\$3.25
Imperial Valley, 4s and 5s, crate	3.50

Hot house, 10 lb. basket60

Lemons—The price is as follows:

360 Sunkist\$7.00
300 Sunkist7.00
360 Red Ball6.00
300 Red Ball6.00

Mushrooms—28c per one lb. carton.

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

126\$3.75
1503.75
1763.75
2003.75
2163.75
2523.75
2883.75
3243.25

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 fowls10c
Light fowls8c
Ducks8c
Light Broilers, 2 lbs.8c
Rock Broilers, 2½ lbs. up10c
Turkeys12c
Geese8c

Radishes—30c per doz. bunches hot house.

Spinach—\$1 per bu. for Southern grown.

Squash—Hubbard, \$1 per 100 lbs.

Sweet Potatoes—\$1.50 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:

Fancy6@7c
Good5c
Medium5c

Popular Price Millinery Active.

Weew-to-week millinery stocks are being carried by many retailers through the country, and this keeps up immediate business on popular price lines. Current demand is better than expected and, as a result, promotion numbers have not been added as they were last year. Turbans and pie-plate sailors in crepe and dress fabrics are popular in the West, but suede hats in the same styles appear to be selling better in the Eastern and Northern states. Black, brown, gray, hyacinth and gold are popular in the order given.

The worst bankrupt in the world is the man who has lost his enthusiasm. Let a man lose everything else in the world but his enthusiasm and he will come through again to success.—H. W. Arnold.

When a bit of sunshine hits ye
After passing of a cloud,
When a fit of laughter gits ye
And yer spine is feeling proud.
Don't forget to up and fling it
At a soul that's feelin' blue
For the minit that ye sling it,
It's a boomerang to you.

MUTUAL FIRE INSURANCE

Fine Sulphur Ignites.

Ground sulphur in paper-lined jute bags and barrels is stored in an unsprinklered non-combustible building. A workman carrying a shovelful of hot cinders through this building dropped a hot cinder which ignited the fine sulphur dust on the floor. The fire spread rapidly to the bags and barrels before the employee could do any effective work with the small hose stream which he promptly put into use. He notified the watchman, and the public fire department was called. Meanwhile the fire had worked down into the storage pile and was inaccessible. Sulphur dioxide fumes made fire fighting difficult. The firemen cut holes in the roof and sides of the building through which they directed six large hose streams finally drowning out the fire in about five hours.

The powerful hose streams washed much of the fine sulphur dust out into the yard and some of it into a near-by river. Many of the jute bags and barrels were burned through, and the loss is over \$4,000.

Automatic sprinklers appear desirable in a building of this kind because of the presence of much fine combustible sulphur dust.

Airplane Flares Accidentally Ignite.

A workman was installing batteries for setting off flares used by planes during night flying. An accidental short circuit set off the flares which shot out, landed in a near-by rack of finished fabric-covered wood frame wings, and set them afire. Using commendable judgment, the workman rolled the burning rack wings outdoors before the fire spread to adjoining racks. Sprinklers opened promptly, and employees used a small hose stream and extinguishers. Four wings were a total loss, and several others were partially damaged. The prompt action of the workmen in removing the burning wings prevented a loss several times as large as what occurred, estimated at between \$850 and \$900.

This accident emphasizes the possible danger of premature firing when assembling ignition systems for flares. Work of this kind should be, and at this plant will be, done after the planes have left the building.

Crying Need of Vocational Instruction

The age of entering employment is rising. The time has passed when a twelve or fourteen year old boy could step out of school and into a job. There is practically no employment outside of agriculture in this state for persons under sixteen years of age and the number of employed persons under eighteen years of age is small. This means that the period of school attendance is lengthening and, as a consequence, our high school enrollment is increasing. Eighty-five per cent. of our boys and girls leave school at the end of their high school course or before and these young people seek an education to fit them to earn a living. A knowledge of the dates of the reign of Henry the Eighth, the ability to translate Latin into passable English

or to prove the Pythagorean theorem have slight worth in helping Bill Jones, the eldest of six children, to find a job or in helping Mary Smith to make a success of a recent adventure into matrimony.

Now don't blame the school and berate our system of education without giving some further thought to the question. Some of our boys and girls are going to college and they should have an opportunity to prepare for further education and for the wise use of leisure time. But as President Hoover says, "We cannot in fairness continue to provide specialized education free to the few who propose to enter the professions while denying education to the many for the commoner vocations."

Vocational education, including agricultural, commercial, home economics and industrial pursuits, is an important factor in our national life. If our young people under eighteen years of age can secure the kind of education they need they will remain in school.

A recent investigation made by John M. Brewer, of Harvard University, disclosed the fact that sixty per cent. of workers in various occupations lost their jobs because of lack of social understanding and forty per cent. were discharged because of lack of technical skill and knowledge.

The task of vocational education is obvious. It is to give young people who go to work before or immediately after graduation from high school, the necessary skill and knowledge to make them capable workers and to help them form right job habits, right health habits and right character habits.

Right habits are formed through experience, through action, through doing, not merely by talking about what should be done. Young people can be most effectively helped by putting them into real situations, not by having them memorize facts. Vocational education brings them into contact with reality and keeps them in contact with reality in the most positive way either in the all-day vocational course or on the job in a part-time school.

The unemployed may be divided into the following classes:

Unemployable	-----	25 per cent.
Drifters	-----	35 per cent.
Steady workers	-----	40 per cent.

It is the duty of society through its schools to reduce the number of unemployables and drifters as much as possible. A community must pay either for the cost of training labor or for the much greater cost of the inefficiency of labor, and inefficiency of labor means low wages, low purchasing power and limited consumption. Every school, every farm, every manufacturing plant, every store which trains a young worker is adding to the purchasing power of the community and creating a future customer and thus education becomes the fertilizer of business. On the purchasing power of our people depends the growth of the absorbing power of our domestic market.

K. G. Smith,

State Supervisor of Industrial Education.

On the voyage of life the best ship is friendship.

INSURE and feel sure

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

The Finnish Mutual Fire Insurance Company of Calumet, Michigan



Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co.
MINNEAPOLIS MINNESOTA
Hardware Dealers Mutual Fire Ins. Co.
STEVENS POINT WISCONSIN
Minnesota Implement Mutual Fire Ins. Co.
OWATONNA MINNESOTA

Dear Sir:

Enclosed find dividend for \$236.75.

What a pleasure it is to receive a dividend in the mail for 30 to 40% of your fire or windstorm insurance costs. That is just what thousands of Federal policyholders are doing every year. The total savings returned for the past 32 years exceed 42 million dollars. You can save safely with the Federal Mutuals. It will pay you to investigate.

Yours truly,

FEDERAL MUTUALS.

**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.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

According to Charles E. Boyd, secretary of the Retail Merchants Association, last Friday's down-town shopping crowds were the largest of the year and if the throngs of that day can be judged as a criterion this year's Christmas shopping units will equal those of the prosperous years of fond memory. "While the crowds indicate there will be about as much Christmas shopping," said Mr. Boyd, "this year's dollar volume will fall below that of last year. There were more Christmas sales last year than in 1930 but the dollar volume was off about 20 per cent."

Sidney L. Head, formerly with H. L. Judd Co., Inc., has opened an office and branch stock rooms at 454 Lafayette, where he will represent the Kinkead Industries and the Miller & Connell Co., drapery hardware manufacturers.

Detroit druggists are pulling for Clare F. Allen, Wyandotte druggist, for re-appointment to the Michigan Board of Pharmacy. Allen was appointed by Governor Green in 1928 and his term expires January 1. According to his friends, Allen has been extremely active during his term of office and is responsible for more progressive legislation in behalf of the state pharmacists than any single individual. His work in the state attracted attention nationally and, as president of the National Association of Boards of Pharmacy he displayed a grasp of pharmacy affairs which was reflected in his able administration of that office. Mr. Allen is the owner of three retail drug stores, all said to be profitable investments.

More than 3,000 employees of Eaton Manufacturing Co. and subsidiaries, including Wilcox-Rich Corp., have subscribed to the group insurance plan arranged for them by the Eaton management. The Eaton company is sharing an appreciable portion of the premium expense of these policies, permitting protection at a low rate.

November, now drawing to a close, may mark the turning point in the depression so far as the automotive industry is concerned. It is certain that production for the month is going to step vigorously upward, possibly doubling October's 50,000 passenger cars and trucks. With four or five months of steadily increasing output indicated, the end of that interval may find the industry finally out of the shadows.

Although 1933 still is more than five weeks away for the rest of the country, there is no doubt that it has come to Detroit. At the Buick factory, for instance, it is in full swing regardless of what the calendar shows. The new model of this General Motors unit is just a week away from its formal announcement, and the factory is spinning out Buicks in optimistic fashion.

The evidence points to three other debuts in the General Motors family by mid-December. Chevrolet's new and larger six at a lower price is well under way and will be not far behind Buick in coming out. Oldsmobile and Pontiac also are scheduled for mid-

month bows to the public. Of Cadillac there is no definite word, but it is not expected before the automobile show in New York.

Two Chrysler units that are contributing to the upward swing for November are Plymouth and Dodge. The former is on a 1,200 cars-per-day basis as to production, more than double the pace at which the new six was started.

There is a swirl of activity in other plants. Rockne, for example, has its new line ready for dealer inspection. Continental, preparing to offer the lowest price full size car for 1933, has its Muskegon and Grand Rapids plants retooled and is ready to go into production soon. Hudson-Essex activities are shrouded in secrecy, with the new lines destined to be held up until the annual show. The same may be said of Graham, Hupmobile and Packard.

Stresses Small Profit Paid For Service.

In no other part of the world does one find such a variety of foods, at reasonable prices, as is available in our corner groceries. This is due to two factors. In the first place, the American standard of living has developed a demand throughout all classes of our population for something more than the bare essentials of diet necessary to keep in reasonably good health.

In the second place, our progressive retail food merchants, whether chain or independent, have taken advantage of every development of transportation, refrigeration and up-to-date merchandising methods to enable our consumers to buy the foods they want at the time they want them and at prices they can afford. Perhaps some may be surprised to learn that for these literally world encircling services made available to the American consumer through our efficient food retailers, these stores, usually charge him less than the price of a postage stamp out of each dollar of sales.

Let us consider a few of the products to-day taken as a matter of course when we see them on the shelves of our grocers, that were unknown to most of us only a few years ago. It is only within the last twenty years that tuna fish, for example, began to be marketed in quantities of commercial importance in the United States.

The tuna has long been known to sportsmen of the West Coast as a game fish well worth the catching, but it was not until 1915 that it began to be pursued in a really serious way in order that the housewives of the country might use its meat in salads or as a helpful adjunct to Sunday night suppers. In that year, 200,000 pounds of tuna fish were canned. But the retailers of America co-operated so well with the alert packers who were introducing it

that by 1930 the annual pack was no less than 2,000,000 pounds.

Doesn't it seem almost incredible now that previous to 1928 few of us had ever thought of drinking tomato juice? In that year it was introduced as a commercial product for the first time. The widespread acceptance of this healthful beverage has been due to a typically American sales campaign involving the always indispensable elements of proper preparation of the product, well-planned advertising and intelligent distribution to the consumers.

Julius Klein.

On Brink of New Development.

What effect will the legalization of beer and wines have upon the grocery industry?

This question is being asked every day in the trade, and with good reason, since every indication points to the fact that the organized grocery industry of the country may become the distributing apparatus by which these new beverages may be introduced to the country in a legitimate manner.

In the first place the return of the saloon seems to be doomed, and the compromise that the ardent wet politicians will probably have to make with the drys in order to legalize the foaming beverage will mean that drinking places will not be permitted as such, although hotel or restaurant drinking may again be permitted. But the day of the old type beer dispensary is apparently definitely past. This, of course, leaves the beer producer without a final outlet, contact with the consumer, and the grocery trade of the country must step in at this point to service the consumer.

A more subtle factor is also becoming more apparent day by day. The only way the beer and wine business of the country may be put upon a legitimate basis after some fifteen years of bootlegging and consequent development of an undercover method of distribution which has not only been contrary to the law but largely contributory to the present strength of gangs and rackets is by getting off to a new start. To begin with, the grocery trade, which has a background of legitimate and lawabiding business experience over a period of many years, would seem a far better machinery for distributing the beverages than either to legitimize the present bootlegger or set up Government agencies such as have failed in Canada.

The grocery trade is on the brink of a new development in distribution. It has it in its power to take over what amounts to practically a new industry in the country and put it over. The industry has the support of the largest wine growing and brewing associations in the country and the

only competitor that is likely to appear is the organized retail drug trade which has already put in a bid for the exclusive right to handle this new business.

Business Gains Hold.

General business conditions during the current month were about equal to those of October, with the exception of a slight decline in the Middle West, according to the monthly report of the business survey committee of the National Association of Purchasing Agents, released last week. The opinion is expressed that "the worst has been passed and that the present policy of maintaining status quo until further developments take place is satisfactory." It is added that in some industries plans are under way for attracting more sales.

Commodity prices are lower, with the exception of the Far West, where they are unchanged from last month. Inventories are about the same or slightly lower, as there is a general move, particularly among the larger companies, to decrease stocks as the year-end approaches. Collections are about the same, except in the East, where a slight improvement has set in. Credit is still tight. Unemployment is not as severe in the East, about unchanged in the West and increased in the Far West. Buying is confined to purchases for immediate requirements, although on some commodities, where prices are unusually attractive, obligations have been assumed over a several months' period.

Dry Goods Stocks Cut.

Despite the large amount of orders placed by dry goods wholesalers in August and September, inventory taking at the beginning of next month is expected to disclose the smallest volume of stocks in jobbers' hands in a decade. Taking into account the drop in prices, the dollar volume of inventories will be at least 25 to 30 per cent. below that of last year.

In the last two months wholesalers have practically cleaned out the heavy purchases made during the rising cotton goods markets. The price advances taking place enabled them to regain some of the losses suffered in the previous months' decline and reduced their total inventory depreciation. At the same time they continued during the year the policy inaugurated in 1930 of reducing the number of items carried and of confining their operations more to staple items. At the present time a fairly optimistic feeling is in evidence among wholesalers, who expect a good business next year.

Overcoat Shortage Possible.

The caution exercised by manufacturers in making up overcoats, combined with the good response received by retailers on these styles in the last few weeks, have created somewhat of a shortage on desirable goods in the popular price ranges. As the coming month is usually a good period for overcoats, some retailers may find themselves without adequate stocks. Styles in the \$15 to \$25 price ranges are moving most actively, with a surprisingly good business done on some of the more expensive numbers.

WOMEN AND MANNERS.

It is a bold man who dares nowadays to comment on modern feminine manners or attempt to account for them. But the Rev. John R. Hart Jr., the friend and adviser of students at the University of Pennsylvania for a quarter century, has made a brave stand against what he calls a merely imitative frankness, sophistication and lack of refinement sometimes assumed by members of the more sensitive sex. His accusation is that these things are merely patterned after masculine manners and are both unsuitable and unnatural to the feminine temperament.

This courageous critic, no doubt, would hesitate to say that heavy smoking, plain speaking or even occasional drinking is essentially more reprehensible in a woman than in a man. But many would agree with his opinion that in claiming equal rights with men to say what they like and do as they please women may surrender something of greater importance. There has endured for a long time an ideal of feminine refinement, representing a fundamental reality in spite of all the illusions attached to it. The refinement originated in the secret wisdom of womankind, rather than in any weakness or inferiority. It has served society well in preserving pleasant modes and manners and setting standards of custom and courtesy somewhat above the natural level of merely masculine habit.

Dr. Hart says that men "have depended on women" to maintain the civilized amenities. He believes that when women imitate to excess the manners of men they neglect to some degree their social responsibilities. And he avoids the accusation of speaking from any sense of masculine superiority when he admits that the damage is done by women imitating the minor vices of men instead of emulating their incidental virtues.

CONSIGNMENT SELLING.

Consignment buying has raised its head in the merchandise field, and producers in several lines are greatly disturbed over demands by retailers for goods on this basis. They point out that the risk and burden of carrying inventories would thus be shifted to manufacturers at a time when prices scarcely cover legitimate costs, let alone the added expense which would be suffered by having to perform what is a proper retail function.

It is thus indicated that the attitude upon consignment selling depends very largely upon whether the manufacturer or the retailer seeks it. Producers in a number of lines use this device mainly for three reasons. Such selling permits rather strict retail price maintenance. Secondly, it may offer larger volume because the retailer can stock a wider assortment. Thirdly, it offers insurance against credit loss because title to the goods remains with the manufacturer.

For any one of these reasons or a combination of them, the sale of fairly staple articles on consignment, when properly safeguarded by contracts, may constitute a good distribution scheme, although one requiring exceptional

financial strength. However, when style or some other influence brings about frequent and quick changes, consignment selling, except on a very limited scale, is apt to cause great difficulties. Excessive mark-downs would then present the same problem to producers as they often do to retailers.

Where the stores are concerned, it is highly questionable whether a make-shift of this sort to reduce buying risks is worth while. It seems to be a confession of inability to gauge consumer demand and calculated to cause more waste than its possible advantages can balance.

ARIZONA'S METEOR.

The theory that an early American civilization was wiped out by a comet or meteor plowing into Northeastern Arizona, now advanced by a group of Western scientists, may supply the answer to a number of the Southwest's knotty archeological questions. And there is so much evidence to support such a theory that it cannot be lightly dismissed.

There is the meteor or comet itself in a gigantic crater not far from Winslow, Ariz., which displaced some 400,000,000 tons of earth when it struck. The time of its fall has been estimated as 1278 A. D. The effect of such a catastrophe must have been felt for hundreds of miles around. There would have been not only a terrific earth shock but a spread of fatal gases as well. Within the areas that would have felt these effects there had been a well-developed cliff-dweller civilization. That civilization came to a sudden end. By the Douglass tree-ring calculations, it ended at approximately the time of the meteor's fall. Remains of the vanished cliff-dwellers indicates that they died suddenly, even in the midst of daily occupations, and not by human hands.

This is strong circumstantial evidence and little of it is subject to the charge of coincidence. But there remain many further tests to apply. Such an earth shock as the falling meteor must have caused would have been felt a long way off. Such a meteor would have been visible from a great distance. What of the astronomical records or legends? Do the legends of other early American peoples tell of such a phenomenon? Did Europe or Asia at that time feel any distinct earth shock? Any of these things would be corroborative evidence of great value.

WAR DEBT HESITATION.

Until it becomes clearer how the war-debt payments due next month are to be handled, business tends to move with renewed caution. Speculative and commodity markets reflected the unsettled near outlook by further recessions during the week.

For the preceding week the weekly index failed to register this hesitation and advanced rather smartly. It reached the best level since the week ended Oct. 15. The chief factor in this increase was car loadings, which reversed the usual seasonal trend by showing an increase. Automobile manufacture rose as production on new models expanded.

Commodity prices in the main lost ground. The Annalist weekly index

dropped 0.7 points to 88.1, with the chief declines in textiles, farm and food products. Dun's list also indicated that the principal losses were in textiles and foodstuffs, the whole list about reversing the changes in the preceding week with twenty-nine declines and fourteen advances.

Analysis of current employment figures, however, gives cause for cheer. The October rise was more pronounced than in the previous month and ran strongly against the usual seasonal drop. This employment increase for the third successive month marks the first real upturn since the beginning of 1931 and, with automobile production swinging upward, gives promise of continued improvement.

In the survey of the purchasing agents for the month just closing, the salient features were the maintenance of October business gains in all areas but the Middle West and the further reduction in stocks as inventory periods approach.

TIGHTENING THE NOOSE.

As a counterpart to "Buy British" in England, an organization here is now offering to "Buy American." In the present crisis the usual argument that this will mean work for Americans and help the needy must fall, of course, upon many sympathetic ears. However, there is some indication at least that this campaign may not be altogether divorced from the interests of those who in recent months have been attempting in one way or another to bar out of the country entirely certain competitive foreign products.

Among the statements of the Buy American Association is that every cent spent on "cheap foreign-made products" is money taken away from American workers. It grows rather tiresome to ask what would happen to our automobile, machinery and other important exports if the ideal was reached that the Association seeks. Since our exports exceed our imports by millions (\$284,000,000 last year), the American workman stands to lose more than he could gain by shutting out all foreign goods, because it is logical to suppose that other nations would match our restrictions.

At a time when the world is crying for relief from misguided nationalism the efforts being made here and in other countries to draw lines even tighter are aggravating trade strangulation. What is so urgently needed for relief is an unloosening of the noose. Even a gesture of this kind might work incalculable benefit. It has been more than adequately proved that we cannot work the tariff and embargo game in our own favor forever, and, having learned that, we might move in the other direction—toward recovery.

RECOVERY VIEWS DIFFERENT.

Until the war-debt problem was thrust so abruptly into the foreground, business interests felt they had reason to believe that the depression had passed its low and that recovery was under way. Admitting that the upturn last Summer and early in the Fall was somewhat speculative in character, they nevertheless imagined that

this was the push needed to move business off "dead center" and opinion was rather widespread that 1933, at least, would see much better progress.

In this consideration of the outlook it was quite common to suppose that the recovery would be a slow and painful process. The basis for this theory was that the present slump resembles quite closely the depression of the 70's, which lasted for five and a half years. The crisis then was a secondary business reaction after the civil war. The secondary depression after the war of 1812 lasted for four and a half years.

On the other hand, there is a group which holds that the modern tempo of industry should have the effect of reducing the depression period. It is argued that faster processes of production permit a quicker resumption of operations and a more rapid spread of work once the upturn has started. Raw materials are in plentiful supply, it is pointed out, but stocks of manufactured goods quite low, so that any improvement should at once accelerate at a quick pace.

With respect to war-debt settlement, it is the belief in many business circles that the problem has reached such a critical stage that definite and final action will be forced within the near future.

DRY GOODS CONDITIONS.

Making good its promise, retail trade last week picked up quite sharply. Stores report that Friday brought the best business since Columbus day. Holiday lines moved to the front and growing demand was indicated on main floor items and toys. Home furnishing items bid fair to get more than their usual volume through this holiday season. Men's wear trade was quite brisk.

Due to the current upturn in sales, the month may show up better than earlier reports indicated. Early buying by the public of gift merchandise is accepted as a hopeful augury for the season by retailers. While they admit that it may represent a desire to stretch less money over the same number of articles, they also feel that favorable business developments should act thereby to increase expenditures. Since the election, also, many executives have noted more "snap" to the demand.

With the bulk of holiday requirements fairly well filled, the wholesale merchandise markets are quiet except for some reorders. New fashion lines in women's apparel will be shown this week. Dry goods jobbers have curtailed their purchases to hold down inventories.

Are we not warranted in assuming that, just as conditions in the past have bred men able to cope with the emergencies of the time, so the stress of present-day circumstances will bring forth real leaders who, imbued with new ideas, trained in new techniques, and equipped with new tools, each in his own way will not only achieve personal success but will help to lift business out of the quagmire in which it now finds itself?

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If I were asked to define the greatest mistake William Alden Smith made during his long and useful career—to the community, state and Nation—I would unqualifiedly assert that his espousal and support of the primary election system was entitled to that distinction. Mr. Smith came to the same conclusion long before he died and it strikes me that the party which he honored and which honored him by keeping him in office nearly thirty years could in no way pay tribute to his memory better than by abolishing the biggest political disappointment Michigan has ever had to contend with. The primary system turned out to be bad at every angle. It introduced and fostered more evils than the old system ever succeeded in accumulating. Mr. Smith frequently told me that if he were a younger man he would devote ten years of his life, if necessary, to abolishing this wretched system.

If I were asked to define the greatest trait he cultivated I would immediately assert that it was his love for Grand River and the sturdy belief he always maintained that some day it would prove to be the salvation of Grand Rapids. As a comparatively young man Mr. Smith studied our great waterway from all its angles and possessed information concerning its future usefulness to Grand Rapids not enjoyed by any other man in the country, outside of the War Department. He succeeded in interesting General Ludlow in the improvement, which was a remarkable undertaking for him to accomplish, because the influence of that distinguished authority on waterways lessened the difficulty of obtaining appropriations for the improvement of the river for navigation purposes. He also obtained the active co-operation and hearty assistance of Senator Burton, of Cleveland, who was then chairman of the River and Harbor committee in the House, which was another great achievement for Mr. Smith. Mr. Burton came to Grand Rapids and accompanied the Grand Rapids Board of Trade on one of its annual river excursions to Eastmanville, where luncheon was served on the lawn of the summer home of Chas. B. Kelsey, now owned by Noyes L. Avery. On this occasion Mr. Burton made a very significant speech, stating that the first thing Grand Rapids should do was to place two small boats on the river to make daily trips between this city and Grand Haven in order to demonstrate the necessity of river improvement. We acted on his suggestion, but instead of constructing small boats we very foolishly made them so large in size and with so much draft that they could not be operated successfully. These boats, as I now recall them, cost upwards of \$100,000. The season they were launched was an unfortunate one, because there was very little precipitation during the summer. Mr. Smith warned us we were making a mistake to create such large boats to begin with, but we went ahead like a

pack of fools in undertaking to do the impossible. Mr. Smith was so disgusted over our recklessness that he apparently lost interest in the improvement of the river for the time being. The boats were sold for a mere song and those who contributed to their creation lost every penny they invested in the undertaking. Mr. Smith always insisted that \$2,000,000 would give us a 20 foot channel from Grand Haven to Grand Rapids which would enable coal boats from Lake Erie and ocean vessels of ordinary draft to dock in Grand Rapids. Such an improvement would have rendered it unnecessary for Grand Rapids to expend a million dollars for the construction of flood walls. John Widdicomb, Charles R. Sligh, Charles H. Leonard, E. H. Foote, Chas. E. Belknap and others, disappointed and dismayed by the losses they had sustained by the boat fiasco, quietly slipped into the Hereafter without ever rallying to the support of Senator Smith. As a result, the War Department, which has never been very friendly to our river project, destroyed the possibility of river navigation for a time by filling it full of brush in the shape of wing dams and changing the head of navigation from Fulton street, Grand Rapids, to Bass River. Since then it has added insult to injury by permitting the bridge at West Bridge street, ten miles West of the city, to be erected without a draw. This attitude on the part of the War Department presents a serious handicap to Grand Rapids as a great manufacturing city, unless our people immediately reverse their apparent indifference and start over again where we originally started under the hearty assistance and wise leadership of Mr. Smith. This means that our Representative in Congress must take up the subject where Mr. Smith left off and devote ten years of his life to the only undertaking which will enable Grand Rapids to obtain coal on the same basis as our sister lake cities pay for transporting steam coal from Ohio to Lake Michigan ports. They are now getting coke and coal laid down at \$1@1.50 lower than rail points like Grand Rapids are able to command.

If I were a young man I would erect a warehouse on the bank of the river at Bass River and supply Grand Rapids manufacturers with fuel coal cheaper than they can obtain it from dealers who are obliged to pay the present very unfair rail freight rate.

In repeatedly calling attention to the manner in which the citizens of Grand Rapids have permitted their greatest natural asset to slip through their fingers—let us hope only temporarily—I may be likened to the voice crying in the wilderness, but I shall never cease raising my voice and using my pen in behalf of the campaign started so auspiciously and conducted so masterly by our late lamented Senator Smith, who never lost faith in the necessity of improving our rivers to aid navigation. One of the first acts of his senatorial career was the generous manner in which he secured an original appropriation of \$600,000 for the improvement of Saginaw river,

which influenced the General Motors Co. to establish large manufacturing plants on that stream. I went over this matter thoroughly with Senator Smith only four days before he died.

The only survivor of the band of Romans who stayed by the river improvement in season and out of season for many long and weary years is Gaius W. Perkins, founder of the American Seating Co. and the noblest Roman of them all. He is somewhat broken in health, but his mind is as bright and his memory as clear as was the case in the days of his greatest activity when he was rapidly building up the greatest manufacturing undertaking of the kind in the world. Mr. Perkins spends his summers at his cottage at Northport Point and his winters at the home of his son, G. W. Perkins, Jr., 149 North Prospect avenue.

Appropos of the subject of lake transportation, I am in receipt of the following letter from South Haven:

South Haven, Nov. 28—With nine foreign vessels in port at one time, South Haven suddenly finds itself in the limelight as the busiest foreign port on the Great Lakes.

Seven years ago this port was on the verge of abandonment by the Federal Government, but several of its citizens got busy and had the channel dredged and took steps toward having South Haven named a port of entry for foreign vessels. On Sept. 10, 1925, the first foreign vessel came into port bearing woodpulp from Norway. Since that date eighty foreign ships have been tied up at South Haven's dock, fifty-two of them during 1932. Up until the past week, the maximum number to be accommodated at one time was three, consequently considerable manoeuvring had to be done by harbor officials when nine boats came creeping into the harbor at one time.

The cargo carried into this port is chiefly woodpulp, which is shipped by truck and rail to the paper mills in Southwestern Michigan, Indiana, Illinois, Wisconsin, New York and Ohio. Its sources are Norway, Sweden, Germany, Astoria, Russia and Canada. In addition to woodpulp, the cargoes have included some gravel and pig iron. 75,000 tons of woodpulp have come into the harbor and shipped by the South Haven Terminal Co. during 1932 and it is anticipated that this figure will be doubled during the coming year.

Evelyn G. Duff,
Sec'y South Haven Chamber of Commerce.

The Methodist Book Concern has joined hands with the four infamous organizations which once practically controlled the printing establishments of America, but which now cut very little figure in the job printing establishments of the country. All of the 400 employees of the concern are taken into the union without prejudice. To be true to form, about the first thing the typographical union will do is to employ a slugger to murder and maim non-union men who assume that America is a free country and that they have a right to live and breathe without bending their necks to the yoke of the union. All printers who take the infamous oath of the typographical union automatically cease to be Christians, because the oath distinctly specifies that allegiance to the union takes precedence over devotion to God, alliance to church or duty to

home. I cannot understand how the men of any religious organization could ever permit its employees to be made the victims of such a wicked conspiracy as that maintained by the typographical union.

It is merely platitudinous to say that the American farmer forms one of the most important and influential classes in this country. There is, however, a mistaken idea current at this time concerning the farmer. He is looked upon as a radical, or rather, it seems the belief that the farmer of radical tendencies predominates. This is not true. Taken as a class, the farmers of this country are conservative. To them the untried schemes of socialism are an abomination. Many farm associations such as the National Grange, and with which the representative agriculturists of the country are affiliated, stand for true Americanism and their loyalty to the constitution is proverbial.

That there is a certain element holding to radical tendencies there is no denying. Like all other radical organizations, the associations to which the red flag wavers belong, are led by professional agitators, men whose principal recommendation for the job they hold is their ability to make a noise. They have used this ability to the limit. They have drowned out the protests of their conservative neighbors and their clamor has reached to the legislative halls at Washington. To them is traceable much of the pending legislation which is socialistic in tone and which would seek to rob industry of its independent rights and place it under the control of a paternalistic government.

It was only a few days ago that one of these farm associations, claiming to wield vast influence, pledged itself to support the infamous American federation of labor in any programme that body might adopt. It is a similar radical element that is attempting to force drastic control of the packing industry and the grain business. It is this element that is responsible for the emergency tariff law and is endeavoring to secure loans for the livestock growers at a rate of interest far below that which men in other lines are forced to pay.

Scoff as much as we may, delude ourselves with the belief that this country and its people are free from Bolshevism, one has only to analyze the situation as it now exists at Washington to realize that Bolshevism has run riot in the United States and, although the American Bolshevik may not go about ready to hurl a bomb upon the slightest provocation, he is none the less dangerous because of that. And the pity of it is that the solid, conservative American farmer—the majority, in other words—is forced to stand by while his radical neighbor gets what he goes after.

Congress seems to be obsessed by the notion that the noise of the radical agitator is to be received with serious

(Continued on page 23)

FINANCIAL

Corporate Funds Held Bank Burden.

Discussions concerning reduction of interest rates on bank deposits have thrown into strong relief problems growing out of the very large balances corporations are carrying in banks, according to well-informed bankers here.

The larger corporations entered the depression with unprecedented amounts of cash or its equivalent. The three years that have expired since have not greatly reduced that vast hoard. In 1928 and 1929 much of this excess cash was placed in call loans. At the first sign of trouble, however, virtually all such loans were called, and since the owners have carried them mainly in the form of bank balances.

The funds in question are not those constituting ordinary working cash, but are that part of their cash resources in excess of ordinary needs that accumulated during the boom years and carried at present as an extra reserve.

The problems set up by these balances, according to bankers, grow out of the practice of corporations shifting their funds about the country to induce purchases of their products, and their insistence on interest rates banks cannot hope to earn in the course of careful and conservative management.

Bankers here report that so large are the amounts corporations can offer individual banks that often it proves impossible for those banks to withstand the pressure for excessively high interest. In the larger financial centers uniform rules concerning interest tend to protect banks. But even there, bankers say, ways of evading the rules are frequently found.

In New York, for example, Clearing House members are limited, with certain exceptions, to one-half of 1 per cent. on deposits for six months or less. For longer dated deposits there is no such rule. It is said numerous instances are on record where banks have been induced to take large corporate deposits for six months and two or three days at rates substantially above those allowed by the Clearing House.

The situation is said to be much less safeguarded in many interior points. It is said to be not unusual for corporations to exact 2 or 3 per cent. and even higher rates on deposits placed in such banks.

These practices are described as largely a "hangover" from the earlier period of prosperity, but have of late become increasingly difficult and acute in their effects because of the stress of current conditions, which have made it difficult for banks to find safe investments.

The undesirable nature of the situation is, according to banking opinion, accentuated by the fact that corporations often make it a regular practice of arbitrarily shifting deposits whenever they believe such transfers will obtain new orders. The belief exists, so it is said, that the establishment of a substantial deposit in a leading bank in a given town often proves the way for salesmen.

This practice, it is said, often leads corporations to withdraw funds on

short notice. The results are often anything but pleasant for the banks, it is said.

Bankers here believe more stringent action by clearing houses to end interest competition and to organize effective local clearing houses for rural banks will be handicapped so long as this situation exists.

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Two Phases To the Foreign Debt Issue.

Many needless complications are being added to the discussions of the interallied debt question. In its fundamentals it is comparatively simple. Needless to say, there are numerous technical details involved in connection with the actual transfer of funds, but knowledge of these is not essential to the formulation of an opinion on the broad question of what our attitude on demanding payment should be.

This broad question divides itself into two parts. The first of these concerns whether we should demand payment of the amounts due December 15. This is the immediate question, and at the moment is the more important. The second aspect concerns our attitude toward future payments. The problem here is whether we should stand on the existing debt settlements, entered into between 1923 and 1926, or re-open the question with a view of making new settlements.

The first of these—our attitude toward the December payments—primarily is a political question. The actual amount involved is relatively insignificant. If we get it our Federal deficit will be less, and the Government will have to borrow less, but our economic condition will not be affected materially whatever happens. Likewise, the making of the payment is not going to undermine the financial stability of the foreign countries.

Failing to get the payment, however, will influence our bargaining power on other questions. Specifically, it will mean that we shall have less force in any demands we care to make for a reduction of expenditures on armaments or in any trading on tariffs. The position one takes on demanding the December payments should rest upon how important he considers it is for us to have a dominant bargaining position in disarmament and tariff negotiations.

Our attitude toward future payments is an economic question. The debts can be paid only in case the debtor countries have a favorable export balance—or, in general, sell more commodities to us than they buy. It is this export balance which determines in the long run a nation's "capacity to pay" foreign debts.

To us, however, the significant thing is not the "capacity to pay" of the debtor nations but the "capacity to receive." In other words, the real issue is not how much the debtor nations can sell to us and in the world markets but how much we can afford to buy from them and how much competition in the world markets we can stand. This, presumably, would be the question which a new debt commission would attempt to answer.

Ralph West Robey.

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Functional Basis of Stock Trading.

In various articles, we have tried to show the technical angles of the stock market and stock trading. As the investor becomes familiar with these conditions, he should develop a professional attitude, remembering that the fundamental basis of stock trading is the buying and selling of property value.

In order to understand the movements of the security prices, the study and influence of market prices must be continuously investigated. The investor who is just interested in one stock, and that for the long pull, need not be concerned over general market movements. In his analysis of the stock, he believes it is a good company with good business and buys with little

regard for technical considerations. However, it is not enough for the investor to know that his stock is a strong concern, that its prospects are good, that its profits and price of its stock should increase, because conditions have changed in the last twenty years in stock trading.


The investor who purchased General Motors, for example, in 1919, solely on basic factors, was justified at the price at which the stock was then selling, but the technical considerations, which he failed to regard, were responsible for the continuous shrinkage in the market value of General Motors to a 300 per cent. decline in price in a two year period.

It is, therefore, necessary to consider other factors besides the attrac-

Analysis of any security furnished upon request.



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tiveness of individual companies and their stocks, the most important being, of course, the movement of the market as a whole and to some extent, the same factors apply to individual stocks as to general market price movements.

Investors should remember that in the entire market, in thousands of individual stocks, one is certain to find every possible market factor exerting some influence on the entire market movement. This is the chief difference as concerning the individual stock.

Jay H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 25.—In the matter of Guy Hively, Bankrupt No. 4927, final meeting of creditors was held under date of Nov. 15. Fred G. Timmer, trustee, was represented by Arthur N. Branson. Trustee's final report and account approved and allowed. Order was made for the payment of expenses of administration as far as funds on hand will permit. No objection to discharge. Files will be returned to clerk of U. S. District Court.

In the matter of Cecil Faust Haight, doing business as Haight Hardware, Bankrupt No. 4883, final meeting of creditors was held Nov. 2. Fred G. Timmer, trustee, present in person. Trustee's final report and account approved and allowed. Order made for payment of administration expenses and preferred claims as far as funds would permit—no dividend for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to district court.

In the matter of Thomas A. Case, Bankrupt No. 5055. The first meeting of creditors has been called for Dec. 5.

In the matter of Ernest A. Trafford, Bankrupt No. 5059. The first meeting of creditors has been called for Dec. 5.

In the matter of Donaldson Motor Sales Co., Bankrupt No. 5060. The first meeting of creditors has been called for Dec. 6.

In the matter of Robert Johnston, Bankrupt No. 5052. The first meeting of creditors has been called for Dec. 6.

In the matter of Vincent Crinzi, doing business as Vincent's Cafe, Bankrupt No. 5056. The first meeting of creditors has been called for Dec. 5.

In the matter of Fred J. Barnaby, Bankrupt No. 5049, first meeting of creditors was held Nov. 21. Bankrupt present in person and represented by Horace T. Barnaby, attorney; creditors present in person and represented by Hilding & Baker and A. E. Ewing, attorneys. Claims proved and allowed; certain claims objected to. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

In the matter of George McCullom, Bankrupt No. 5050, first meeting of creditors was held Nov. 21. Bankrupt present and represented by MacDonald & MacDonald, attorneys. Creditors represented by Harold H. Smedley and Warner, Norcross & Judd, attorneys. Claims proved and allowed; certain claims objected to. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$2,000. Meeting adjourned without date.

In the matter of Dewey Allchin, Bankrupt No. 4796, final meeting of creditors was held Oct. 7. The trustee was present by A. N. Branson and represented by J. Earle Brown, attorney. Watt & Colwell, attorneys for bankrupt, present in person. Creditors present in person and represented by Grand Rapids Credit Men's Ass'n and Laurence W. Smith, attorney. Trustee's final report and account approved and allowed. Bills of attorneys for bankrupt and for trustee considered, reduced and allowed. Claims proved and allowed. Balance of bills, notes and accounts receivable sold at auction. Made order for payment of administration expenses, preferred claims and first and final dividend to creditors of 4.6 per cent. No objection to bankrupt's discharge. Files will be closed and returned to District Court.

Nov. 23. We have to-day received the re-reference in the matter of Salih Abdalla, Bankrupt No. 4342. This bankrupt is a resident of Grand Rapids.

Nov. 25. We have received the schedules, reference and adjudication in the matter of Frank Easterbrook, Bankrupt No. 5061. The bankrupt is a resident of Three Rivers, his occupation is that of a retail merchant. The schedules of the bankrupt show assets of \$3,245.50, with liabilities listed at \$11,280.66, the sum of \$1,983 is claimed as exempt to the bankrupt. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

First State Savings Bank, Three Rivers ----- \$5,435.00
Three Rivers Bldg. & Loan Ass'n.,

Three Rivers ----- 750.00
Clara Hogmeir, Marcellus ----- 1,300.00
Carl R. Johnson, Kalamazoo ----- 861.67
Major Bros. Packing Co., Mishawaka, Ind. ----- 264.47
Swift & Co., Chicago ----- 48.62
Armour & Co., Chicago ----- 564.55
Mich. Gas & Elec. Co., Three Riv. ----- 200.00
Reid Murdoch Co., Chicago ----- 74.35
Three Rivers Publ. Co., Three Riv. ----- 20.05
Hills Bros., Chicago ----- 10.00
Peter Eckrich & Sons, Kalamazoo ----- 37.32
Robert Chapman & Co., Brooklyn C. Schmidt Co., Cincinnati, Ohio ----- 25.12
Wells Mfg. Co., Three Rivers ----- 9.50
G. H. Hammond Co., Chicago ----- 123.89
Booth Fisheries Co., Chicago ----- 30.16
Dudley Paper Co., Lansing ----- 101.45
Johnson Paper Co., Kalamazoo ----- 140.43
Franklin Memorial Hospital, Vicksburg ----- 110.00
Donald A. Larkin, Schoolcraft ----- 5.00
Dr. Ralph B. Foster, Kalamazoo ----- 15.00
Dr. Osborne, Vicksburg ----- 300.00
Mrs. Machamer, Three Rivers ----- 120.00
Taylor Produce Co., Kalamazoo ----- 100.00
Mickelberry Food Products Co., Chicago ----- 50.37
Kal. Bread Co., Kalamazoo ----- 117.36
H. J. Dornbos & Bro., Grand Haven ----- 7.60
Peter Eckrich & Sons, Kalamazoo ----- 71.86
Wall Packing Co., Sturgis ----- 102.80

Nov. 28. We have received the schedules, order of reference and adjudication in the matter of Charles Hodges, Bankrupt No. 5063. The bankrupt is a resident of Kalamazoo, and his occupation is that of a wood worker for the Gibson Co., Inc. The schedules of the bankrupt show assets of \$150, which sum is all claimed as exempt to the bankrupt, while liabilities are listed at \$708.13. The court has written for funds and upon receipt of same the first meeting of creditors will be held.

Nov. 28. We have received the adjudication and order of reference in the matter of Leon G. Agon, individually and doing business under the name and style of the "Royal Lunch". The schedules have been ordered filed and upon receipt of same the list of assets, liabilities and list of the bankrupt's creditors will be published herein.

Nov. 28. We have received the schedules, order of reference and adjudication in the matter of Enna J. Tammens, also known as Earl Thomas, Bankrupt No. 5062. The bankrupt is a resident of Grand Rapids, and his occupation is that of a furniture worker. The schedules of the bankrupt show assets of \$755 with liabilities listed at \$861.53. The sum of \$500 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.

Business Letters Are Sometimes Libelous.

Needless to say, no retail merchant would intentionally write a libelous letter. That is a letter in which defamatory words are used that tend to degrade or injure another, in the eyes of the business world or his neighbors, for letters of this kind are extremely dangerous from the writer's standpoint and frequently lead to costly litigation.

In one case, a merchant was trying to collect long overdue account, and wrote a letter to his correspondent in respect thereto as follows:

"We return the papers in the D. case with the request that you present again, and if not paid please turn over to some justice of the peace, with instructions to sue on the knowledge of the fact that Mr. D. is about to leave the state for the purpose of defrauding his creditors. The account is long past due, and if Mr. D.'s intentions were honest and sincere he would have remitted a long time ago. It is not necessary that he come here to pay, he can pay you just as well as paying us if he had any honesty or sincerity of purpose to pay."

In holding the foregoing letter libelous, the court said:

"Parts of the letter which form the basis of the alleged libel are unquestionably libelous per se. Written or printed language which is published and which clearly charges dishonesty or fraud is actionable as for libel. A publication which imputes an unwillingness to pay just debts is libelous

per se, for the reason that its tendency is to destroy a party's reputation for integrity and fair dealing."

In another case of this kind, the defendant wrote a letter respecting the honesty of a business man in which he said:

"I would advise you to look out for the man (naming him) that you are shipping to, unless you have surety for your goods, as he does not pay any of his shippers anything."

In holding the foregoing letter libelous, the defendant liable in the sum of \$2,500 damages for writing it, the court reasoned:

"The manifest purpose of the letter was to induce the person to whom it was sent to stop selling to the plaintiff, and commence selling to the defendant. In other words it was a written slander upon the plaintiff in his trade and business; and, as such, it tended to prejudice the plaintiff therein, and hence was, within the well-established rules of law, libelous per se."

So much for that case, and in another case of this character a man wrote a letter in which he set out his opinion of a third person in the following language:

"If you want to know what kind of a man (naming him) is, I can tell you. He is a liar and dead beat of the first order and I would like to sue him to get what he owes me."

Plain words, indeed, and as may be expected they were held libelous when the writer was brought into court to defend an action for damages growing out of the writing of the letter. The books contain case after case of this

kind, but the foregoing are fairly representative of what the courts have held libelous. So now to sum up.

General speaking, any defamatory words written and published of another that tend to degrade, or detract from his reputation in the business or social world in which he moves, will be libelous. And the person written about may in fact be a dead beat and a scoundrel of the first water, but it is rarely safe to say so in a letter unless the writer thereof is out looking for trouble and doesn't care a hang about the results.

In fact, it's a mighty good policy in writing business letters to see that they are toned down, and so free from defamatory words as to make them libel proof. This may not be easy at times, but it is the safest policy to follow if after danger from becoming involved in a libel suit is to be guarded against.

Leslie Childs.



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

There's No Other Way But To Go Forward.

It might seem elementary—plain kindergarten stuff—to urge men to Go Forward, as the last National convention had it. Obviously, there is no other way to go. Yet men look backward, think backward, strive to hold back commerce and development of merchandise and trade methods so persistently that I am prompted to reiterate the slogan.

Carrot juice, for example. Who would have dreamed of such a thing until it actually appeared? Who, if he had dreamed it, would have felt he wanted to tell of his dream? Would he not have feared an impression that his vision resulted from a touch of alcohol—or worse? Yet here it is, seriously offered for grocers to sell. Reports are, too, that it is "gaining in popularity."

Because most things come in packages with labels and brands these days shall we conclude that one need no longer know his groceries? If we do we are wrong. Here is what one old timer wrote in an advertisement in 1884, forty-eight years ago:

"If an article shall look well and be well advertised, but whose intrinsic value is known to us to be below par, we shall not handle it."

There was a true "purchasing agent for his customers." If there has been no change in the merchant's obligation to render his clientele good service, what word in that advertisement should be altered or revised today? Fact is, the merchant needs to know his business as intimately now as at any other time.

Under "Buying Out of Profit," the Canadian Grocer has this thought:

"The merchant who invests \$10 in any product and makes 10 per cent. net, by turning his stock once weekly is in ten weeks' time buying out of profits. If high pressure salesmanship causes him to invest \$100 in that same item, how long will it be before he buys out of profit?"

There is a nugget of commercial wisdom, for if he even gets "10 per cent. off" on the quantity purchase and increases his weekly sales thereof, it is plain that he is not on as sound a basis as when he bought and sold weekly. We can well afford to think that over every so often—say once in ten days anyway.

Many grocery stores have been remodeled more than once in this new era of merchandising, "and the end is not yet." How far immensity, diversity and beauty will be carried before the point of diminishing returns halts the present trend nobody can tell. We may be sure of just one thing; there is little chance for the grocer who looks for a chance to stop and let things stand as they are.

The same paper which carries news of the opening of one of the most beautiful markets by the Kroger chain tells how Chandler & Rudd, old time high grade service grocers of Cleveland, have let contracts for two new branches and the D Pender chain in Richmond opens its finest specimen of market. "Go Forward?" He who does not is sure to be out of luck.

"More government in business" seems to be the watchword of some prominent educators. This comes out of Portland, Oregon, whence I regret to say sundry other not-so-sound plans come. The outline is thus:

"Permanently improved industrial conditions seem to me to require group action under Government supervision. I look for each important industry to organize to meet its own special conditions with Government supervision to protect public interest."

And so once again we see how closely merchants and those who deal in merchandise must be watched to see that they do not slip anything over on the public. I surely hope that business will not fall for more of that stuff. For though many academicians preserve abiding faith in the supreme fitness and ability of Government officials to "supervise" distribution, intelligent business men are—I hope—able to think out their own problems and remedy them far more speedily, effectively and above all things more economically than a set of backwoods politicians could do.

Those who think producers of Nationally advertised goods are going to suffer much from private brands, sponsored by chains or otherwise, are needlessly alarmed if we may accept what an active grocer of leading character has to say.

A member of one of the oldest, strongest voluntary chains, he formerly purchased and featured its private brand, "but it is one of our most rigid rules not to substitute. When any customer asks for any specific item by name, she gets just that even if we have not got it in stock. We will get any item of which we may be short if we have to buy it at full retail price from a chain unit.

"Now, when opportunity to sell an item bearing our private label came along," he continues, "we made many sales, but at the end of the season I found such a carryover that my second year's requisition was much smaller, and by the end of the third season I dropped our brand.

"You see, there are many angles to this question," he proceeded. "You make the sale, but you do not know what antagonism you may have stirred up. The customer does not fight about it—most times she says nothing. But if she is not merely not dissatisfied but is not actually enthusiastic over what you have sold her, she is apt to drift away—and you never know why."

"Nationally advertised items may pay less margin; but they are pre-sold," he concluded. "Customer is so convinced of their desirability, the selling job is so thoroughly done, that the actually wider margin on non-advertised articles is deceptive. When we take into consideration the time consumed in selling anything against the customer's preconceived prefer-

ences, there is nothing in pushing unknown or little known goods."

This merchant holds that there are plenty of items on which any good grocer can build his own consumer acceptance to keep him as busy as he can afford to be in individual selling. Such job is ready at hand and also comparatively easy for the grocer who knows his goods thoroughly, and it comes in the natural course of contact with customers without the drawback of established likes or dislikes. That field is legitimate and always profitable to the merchant.

Elton J. Buckley, able trade editor, runs some good stuff at times. "The merchant who gets scared at other people's troubles is soon going to have plenty of his own." Some of Elton's stuff makes thought necessary. This item needs interpretation. I wonder whether he refers to such grocers as shake their heads when they read of how the chains are going down hill. If that is what he is thinking of, I agree with him.

Not only grocers, but all other business men are apt to find it a good rule to be content with their own troubles and trying to solve them. That will keep most men's hands full. The merchant who attends strictly to his own

knitting is most likely to come out right.

One of the most serious consequences which is liable to follow on the formation of too many voluntaries is the overloading of business with incompetents—keeping grocers in business who should be eliminated.

Paul Findlay.

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MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Should A-1 Sausage Contain Cereal?

The use of cereal in sausage has been subjected to considerable amount of unjust criticism. Government regulation to set up definite standards as to what shall constitute Grade A sausage is in my opinion an example of undesirable governmental interference with legitimate business and would cause an absolutely useless expense in trying to enforce such regulations.

A good sausage maker who understands the theory of meats can produce better quality sausage with four or five per cent. cereal than another "so-called" sausage maker will manufacture from the same meat without using cereal. If we had unintelligent regulations enforced on the use of cereal then the good quality and tasty sausage, high in food value, would be an undergrade and the other man's product without cereal, although short and mealy in texture, would be labeled Grade A.

Properly processed cereal products are a decided advantage in sausage to hold the juice and fat together in a uniform mass. The cereal used is a food and is not used to cheapen sausage by absorbing water. The meat itself must have binding quality to absorb the required amount of moisture to make a dough of the proper consistency. The flour will hold the fats which otherwise have a tendency to separate from the lean meat.

In my opinion, which is based on past experience, the use of cereal to within four or five per cent. can best be regulated by consumers' approval and demand for quality of sausage produced by the various manufacturers. The use of cereal within this percentage is a decided advantage in the sausage and in no way reduces the food value. Cereal on to-day's market has a greater value and entails more cost to the manufacturer than some grades of meat trimmings, tripe, etc., which could be used without being affected by restrictions on the addition of cereal. The use of cereal, therefore, is not substituting with added weight by some cheaper or inferior ingredients.

If any Government regulation to be of real benefit is desired it should be in regard to the use of nitrates for curing. There is considerable variation as to the percentage or proportions of nitrate used for curing meats. The general tendency is to add more than is actually required to produce the proper effect in the process of curing the meat. An over proportion of nitrates, which is a very common occurrence to-day, is far more undesirable than the use of cereal. The nitrates are chemicals and have a questionable effect on the human system when used in over proportions. Cereal is a pure wholesome food.

Government regulation when intelligently applied would be a step forward in the sausage industry, whereas the regulation on cereal is

absolutely unnecessary interference with legitimate business.

The use of cereal is a subject to be left entirely to the judgment of the sausage maker. A good sausage maker finds it advisable to vary the amount of cereal in proportion to the percentage of lean and fat meat.

Joseph Alferi.

What Goes Into Sausage.

Protesting against an increase in the city license fee levied on sausage manufacturers from \$5 to \$50 a year, David P. Kelly, president of the Sausage Manufacturers Association of Detroit, told the Council committee at a hearing that "we sausage makers already pay taxes on \$2,000,000 worth of real estate and \$500,000 worth of personal property; we have to pay ice inspectors, boiler inspectors and garage inspectors; we pay a corporation tax; we pay a \$5 city fee, and then if we make any money we pay an income tax."

Mr. Kelly said the Detroit sausage makers had to compete with inferior products from other places. This caused one councilman to ask if inferior sausage was permitted to be brought into Detroit. He was told that the Government inspected all of the meat and that it "permitted anything that is in a hog or cow to go into sausage, providing such ingredient was clean," but that it was not the practice to put just anything in. The councilmen took the protest under advisement.

Work Relief Is the Thing.

It is reported that public officials are just drawing into their shells whenever the welfare question is mentioned, and are sitting tight waiting to see what happens. They have not the courage to do some of the things which will bring back employment, and are reluctant to propose or even ask for approval of the people on any self-liquidating public works project. The fact is that everyone is waiting for the other fellow to start something, with the resultant inertia, accomplishing nothing except to put everybody on edge. Now, you know as well as I do, that the welfare question is the sorest thing to-day in most cities' problems. It is probably the most discussed matter where public officials get together, and besides being the least welcome is the one about which the least is done to eliminate or remedy. It is commonly accepted that "The poor we will always have with us," and that even though you and I may do everything in our power to alleviate their sufferings and help to the fullest extent of our ability in securing work, there will always be those among them who feel that the world owes them a living and won't work, and those others (sometimes in a position of power) who are willing to foster that belief and feeling in the hope of advancing themselves. Many times these people in power have certain private funds placed at their disposal for this express purpose and are also entrusted with the administration of vast amounts of money which they may secure very easily, as witness the \$300,000,000 which the Government has placed at the disposal of the states and cities for the purpose of

direct relief through the Reconstruction Finance Corporation and its various agencies. From good authority we hear that this amount is very nearly all used up.

The Michigan Team Work Group of the United Commercial Travelers sincerely believes that much more general good would accrue to everyone concerned if some immediate concerted attention were given to work relief. The Reconstruction Finance Corporation has allocated a billion and a half dollars to be used in work relief under the heading of Title No. 2 money, and has set up all the necessary machinery to make it easy for municipalities to secure this money for use in the building of self-liquidating public work projects. Let's all team work, so that Michigan may secure her fair share, which should be about \$50,000,000. That will help tremendously.

Now you know that it is a lot better to do constructive work and produce something in return for the money given us than to receive a "hand out," so please do a little team work by telling your public officials that work relief is what you want. If you do, you will be taking a definite step towards bettering business, and that is what we are interested in after all. Do it now.

Any question you desire answered on this subject will be submitted to those qualified to do so.

The Team Work Group of the United Commercial Travelers urges you to co-operate with the organized salesmen of this continent in restoring confidence, developing better selling

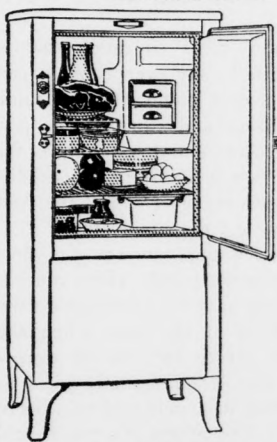
methods, establishing fair price levels, both in merchandise and wages, and we are anxious to co-operate with responsible organizations and individual concerns in the furtherance of constructive programs. Next week we will attempt to explain how price cutting has undermined the present business structure. Thank you for listening. That's team work. A. G. Guimond.

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Michigan Retail Hardware Association.
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Secretary—Harold W. Bervig.
Treasurer—William Moore, Detroit.

Making Use of Show Cards in Christmas Selling.

Whether or not everything on display should be price-ticketed is one of the debatable questions of retailing. A great deal can be said, and already has been said, on both sides of the topic. Some retailers take the view that pricing everything cheapens the goods and gives the price appeal undue prominence. Others argue differently. And dealers in both categories seem to succeed or to fail regardless of the method they adopt.

One successful dealer who believes in price-ticketing the goods argues thus:

"A window costs so much that it must be made to say everything it can say. You see, I could get the same amount of floor and store space on a back street for about one-tenth the rent I pay here. The nine-tenths difference represents, as I see it, the cost of a window on the main street.

"These price tags answer the first question in every mind, 'How much?' The price tag saves a salesman's time at that season of the year when the salesman is pretty sure to be exceptionally busy. Then, nobody likes to come in, price an article and then have to say, 'Oh, I'm afraid it's too much' or 'I just wanted to know' and go out again. If I left off the price tags a lot of people wouldn't come in, just on that account; and a lot more who did come in would go away again without buying and carry with them an unfavorable impression of the store."

This dealer at the Christmas season has show cards and price tickets on everything, not merely in his window displays, but in his displays inside the store. At Christmas time, not merely the price ticket but the more general show card answer a lot of questions that otherwise must be answered by busy salespeople.

A hardware store manager told me: "Show cards are useful all the year round but they are especially useful at the Christmas season. They help the salespeople a great deal. Notice the number of cards that quote prices. They do more than merely help the salespeople. They act as salesmen themselves, quietly answering innumerable questions which would otherwise be thrown at the clerks. That is an important thing at Christmas time. When the store is crowded, we haven't time to go with a customer from counter to counter. We haven't time to quote prices on the many articles which will interest them but of which they will ultimately select only a few.

"People at this season shop around more than at any other time of the year, and to answer every question would involve a lot of waste motion. But the show cards have plenty of time. We prepare them ahead of time and they stand sentinel over the goods and tell just what the goods are for and what their price is. Many people come to us and say, 'I'll take one of these,' showing some article of

which the customer knows nothing except what has been told him by the show card."

Another merchant supplements this as follows:

"We have found that it is wise to let people see the price of the articles shown in the window. If a passerby is attracted by a display he will pause and he may come inside; but if an appealing price is attached, he is far more likely to come in. It is a good thing, though, to make the show card emphasize some appealing quality of the article displayed. Many people cannot see everything by just looking at an article. Make the article talk about itself through the show card."

Manufacturers' cards, hangers, etc., can be used for this purpose to good advantage; and these can be supplemented by hand-made show cards. For the latter, a brief phrase of catchy description is sufficient; just a word or two that will "hit off" the predominant quality of the article on display. "The briefer, the better," is a good policy to be followed in preparing a show card. The knack of epigrammatic description can be acquired by practice; and it is immensely helped by a thorough knowledge of the selling points of the article itself.

The price tag answers the question "How much?" The descriptive show card discusses quality. Both help the salesman, particularly at a time when the salesman is especially busy and when, if cards are not used, many customers will have either to wait around or go elsewhere.

There are many ways in which show cards can be used at the Christmas season. They may suggest gifts suitable for different classes of people. One dealer has a list printed in a fair sized type and copies of this list are bulletined or tacked up in a score of different places inside his store. The waiting customer glances through it, and inside a few minutes gets more information than a clerk can give him by word of mouth in half an hour.

Another helpful card shows in what part of the store to look for this, that or the other line of goods. The counters are numbered consecutively; and a directory, posted at the store entrance and at numerous intervals throughout the store helps the customer to find what he wants more quickly than if he has to wait for a clerk to get through with another customer.

In preparing show cards, a touch of Christmas appeal can be given by the use of the Christmas colors, red and green. White frosting can be used to suggest snow, or little dabs of absorbent cotton will serve the same purpose. A holly leaf or sprig can be attached to some cards. Little Santa Claus stickers will appeal to the kiddies.

If you have time and opportunity it is worth while to devise some show cards appealing especially to the younger folks. Work in Santa Claus wherever possible. The little Christmas stickers will do for the smaller cards; while cut-out pictures can be used for a few big show cards. In the wording of your messages, talk directly to the kiddies. Not, "an attractive present for a boy," but rather,

"Hello, Tom! How'd you like me for Christmas?"

Preparing the Christmas show cards involves some work; but the greater share of them can be put away and used from year to year, with new additions to give variety.

Victor Lauriston.

Few Toy Demonstrators Used.

Fewer demonstrators are being sent this year to retail stores by toy manufacturers. One large firm which last year had between thirty and forty demonstrators has eliminated them altogether. The practice is being appraised in the face of the added costs and the dissatisfaction which developed last year owing to the alleged abuse of the practice by some retail stores. In a number of instances the stores shut down on re-orders of the items at an early date, but the services of the demonstrators were continued on other items. It was felt that this was equivalent to an extra price concession.

A Business Man's Philosophy.

The statement was once made in these columns that the seats for most chairs are too far from the ground, making them uncomfortable for the majority of people.

Confirmation of this observation has come from a chair manufacturer, who says that it is difficult to get those who buy seats for theaters, churches, auditoriums and other public places to appreciate the necessity for comfort.

The average occupant of a seat eighteen inches wide will be uncomfortable, whereas a seat twenty inches wide will make him comfortable. Seats are comfortable when spaced thirty-one inches back to back, but an inch less will cause many occupants to squirm. Seats fifteen or sixteen inches from the floor are comfortable for both tall and short people, but seats seventeen or nineteen inches from the floor are decidedly uncomfortable for those with short legs.

The chair manufacturer tells me that innumerable theaters are ruined by the determination of the management to jam 500 seats into a space where only 450 should go. Thus every one who visits the theater is uncomfortable in order that an extra fifty seats may be sold a few times a year. The practice isn't good sense. William Feather.

Use of Machinery in Cultivation of Soil.

A manuscript showing the amounts of different kinds of power on farms in the United States and the increase in use of mechanical power and labor-

saving implements has been prepared for publication, based principally on studies made by the Department of Agriculture and on information collected by the Bureau of the Census. In 1850 each agricultural worker in the United States had an average of approximately 1.5 horsepower available for his use. By 1930 the average, exclusive of automobiles, had increased to about 6.7 horsepower. From 1910 to 1930 there was a decrease in the number of agricultural workers and an increase in crop production, largely as a result of the increased use of power and machinery.

A decrease of over 6,000,000 horses and mules on farms between 1920 and 1930 released crop land estimated as between 15,000,000 and 25,000,000 acres for use other than growing feed for work stock. Much of this acreage has been utilized in increasing the production of livestock products.

Of the nearly 17,000,000,000 horsepower hours developed on farms in 1930, exclusive of use of automobiles, mechanical power units furnished approximately 50 per cent. It is estimated that in 1930 over 2,000,000 gallons of petroleum fuels and approximately 92,000,000 gallons of lubricating oil were used on farms in the United States.

In co-operation with the Bureaus of Animal Industry and Agricultural Economics and the agricultural experiment stations of the states where the field surveys were made, a preliminary report has been prepared concerning the utilization and cost of power on Corn Belt farms.

The average cost of power per crop acre on the farms where records were obtained was \$5.32 for ordinary horse farms and \$4.88 for big-team-hitch farms, in 1929. On the farms where tractors were used the per acre cost of power was \$5.13 for 2 plow tractors, \$5.34 for 3 plow tractors, and \$4.70 for general purpose tractors.

S. H. McCrory.

Prepare Spring Rug Lines.

Entering their seasonally dull period, floor coverings mills turned their attention during the week to preparation of Spring lines, which will be opened around the middle of January. There has been some talk of higher prices on rugs and carpets, but it is generally believed that little change will develop in quotations. More emphasis is expected to be placed on high-lighted numbers. Linoleum and felt-base goods producers are also expected to have their lines ready around Jan. 16.

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Complete Line of Camp Equipment For Sale or Rent.

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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.

Personal Glimpses of Merchants in the Thumb.

Lansing, Nov. 29—Our once-over visitation trip to our members for the fall of 1932 is nearly completed. Last week we traveled in the storm through the Thumb country. Found snow, plenty of it, in the area between Flint, Port Huron and Detroit, and just about enough to track a rabbit in Bad Axe and Harbor Beach.

I discovered the Bad Axe stores engaged in a dollar sale and was gratified to see both the Weinberg store and Polewacz store reasonably filled with customers. W. R. Polewacz, proprietor of the Polewacz chain of stores—loyal members of our Association and citizens of Michigan—reports that, while business is not overwhelming, he has made a little money in all of his locations. Mr. and Mrs. Brown, at Weinberg's store, were too busy waiting on customers to reveal very much about the progress of the business.

I had a fine call on D. Mithlethaler, of Harbor Beach, the same well poised and comfortable gentleman who thinks things through and makes wise decisions.

Hotel accommodations everywhere are fine, but the proprietors or night clerks seem determined with the belaboring of office lobby radios to drive guests to the quiet of their rooms; and eventually, in summer weather, to seek refuge in tourist rooming houses. In a later bulletin we will mention our visits in the Flint, Pontiac and Mt. Clemens area.

The Michigan Retail Dry Goods Association is organized for service and helpfulness and we have received compensation for our services. Occasionally we feel complimented to have some one of our merchants tell us that our services have been of great value to them. We quote a letter just received from H. W. Beckwith, of Midland, which explains the above comment:

"In reply to yours of the 8th inst., we wish to state that we have finally, through your assistance, received a satisfactory settlement with the ---- Pattern Co., which had hung fire, for some time before you took the matter up with them.

"Pattern contracts usually are a bad mess for a merchant to get tangled up in and we are satisfied that they came to a settlement with us, rather than to get in bad with merchants who are members of our Association.

"We have been a member of the Michigan Retail Dry Goods Association from its inception, and we are satisfied that this settlement was brought about through you and your organization.

"Our claim was for \$454.99. We settled for \$449.25, a small difference for some metal signs not returned.

"Mr. Hammond, we wish to thank you kindly for the loyal assistance you rendered us in making this settlement."

We will not make further remarks regarding the company except the general statement that there is a tendency on the part of pattern companies to take advantage of slight technicalities to save themselves considerable amounts of money when they settle with merchants; especially with those who by reason of the diminished volume are unable profitably to purchase as many patterns as their pattern agreement—made years ago—legally requires. We are at a loss to understand why pattern companies are so arbitrary and short-sighted in dealing with their agents—the dry goods men.

New York Pattern Company
Fifth Avenue Building, New York City

We have received some folders from the above named company, giving as the address for the Middle West, 305 West Adams street, Chicago, Ill., and for the Far West, 523 Mission street, San Francisco, Cal.

It will be remembered that two or three years ago we encouraged our members to patronize the Simplicity Pattern Co. It is not necessary to comment regarding recent transactions which some of our members have had with this company, particularly the tendency of the company to load merchants down with patterns which they do not order, followed by efforts to collect which are distasteful and arbitrary.

This circular can be obtained by writing to one of the above addresses. We take no responsibility for recommending this concern, simply giving the information and leaving it to your own judgment. To be definite, we quote from the last page of their descriptive folder:

Your Guarantee.

1. We guarantee that the small investment in your stock is your first, last and only investment.

2. We guarantee that your stock cannot increase by a single pattern.

3. We guarantee that at the same time we send you new styles we will recall an equal number of old styles—full credit.

4. We guarantee that you will not have to pay for counter books, posters or advertising display matter.

5. We guarantee to deliver all re-orders F. O. B. your store.

6. We guarantee every pattern sent to you to be perfect and manufactured under U. S. A. Department of Commerce standards."

Had the pleasure of a visit with E. O. Spaulding who has for many years been the head of Caro's principal store. Mr. Spaulding, now somewhere between eighty and ninety years of age, is not active in the business, now under the control of his son, C. W. Spaulding. I had a delightful visit with the elderly gentleman who declares he is as well as ever although he is glad to be relieved of business cares and responsibilities. He has lived a good life in the city of his adoption and is highly respected by all.

A letter from the firm of Snider & Turner, of Union City, reveals the fact that Mr. Snider will soon retire from business after thirty-six years of active participation in business and social life. Mrs. Snider has been his helper and neither of them are in good health. We have always enjoyed our calls on Mr. Snider and hope that they have retired from business in time so that they can enjoy a well earned vacation. This is a good location for some man who intends to re-enter the dry goods business.

In our journeys in Eastern Michigan recently we observed the sign near the river on the main street of Port Huron—Higer's Outlet Store. This reminded us of the service that Phil Higer, with Mr. Sperry, rendered in the organization of our Association and its affiliation with our insurance company.

We lost no time in calling and extending to Mr. Higer our congratulations and best wishes. Business difficulties, a disastrous fire and ill health during the past few years has been a severe handicap to Mr. Higer. He greeted us cordially and, while he doesn't expect to build up a large business, he is optimistic for the future in his new location. His son, Eugene, has obtained employment in New York in a well-known store. We are sure that the older members of our Association will be glad to get this word indirectly from Mr. Higer. Everybody wishes him the best of success. He is still a member of our Association.

At the Bancroft Hotel, in Saginaw, we noticed a dainty ladies' ready-to-wear store—the Bicknell shop. A call on the proprietor revealed that Miss Bicknell is the daughter of W. H. Bicknell, proprietor of the big store at Clare. I had a pleasant call. Found Miss Bicknell in good spirits and looking forward to a prosperous career in her new location. We wish her the best of success. Jason Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Tuck-Stitch Underwear Active.

Sharply lower prices range this year on women's mercerized knit underwear, tuck-stitched to simulate wool, have created a large demand in the last few weeks, with the result that some mills cannot make earlier than two weeks' deliveries. Offerings of shirts and trunks at 39 and 50 cents have brought these garments into the popular price ranges and consumer response was immediately favorable. Whereas last year the high prices confined these styles to the large cities, this season has found them in all of the smaller towns. A variety of yarns, principally mixtures of silk, rayon, cotton and in some instances angora, is used. One leading house is bringing out an all-silk style.

Act on Part-Wool Blanket Term.

Type used in labeling or advertising to designate the percentage of wool in a part-wool blanket must be of the same size and style as the words "part wool," according to a recommendation just adopted jointly by the merchandise managers' and sales promotion division of the National Retail Dry Goods Association and representatives of the blanket manufacturers. The regulation holds that the term "not less than...per cent. wool" must be as legible and discernible as the words "part wool" and shall follow immediately after them. A letter advising of the adoption of the recommendation was sent yesterday to L. R. Gilbert of the division of trade standards of the Department of Commerce.

Orders For Beverage Items Spurt.

Substantial increases in orders for beverage items have developed this week. The number of stores now handling this type of merchandise is said to have expanded by at least 20 per cent. since election day, and all indications are that the items will fulfill earlier predictions of a heavy customer demand during the holiday period. Retailers are finding that keen price competition has not yet developed in this merchandise and hence are enabled to obtain a better markup than on other novelties in which price is the major factor. Cocktail mixers, special glasses and bars were the major items ordered.

Await Spurt in Perfumery Demand.

Orders being received for high-class imported and domestic perfumes indicate that items up to \$10 will dominate in the holiday business. The trade expects a sharp increase in demand during the period directly ahead, in as much as most stores have been delaying their holiday orders and have been covering their needs on a hand-to-mouth basis. Dram and two-dram sizes in these perfumes have been outstanding, with indications that they will also figure very prominently in the holiday trade. Novelty com-

pacts to retail up to \$3 are also expected to share in the Christmas cosmetic buying of consumers.

New Hair Ribbon For Children.

A new made-up ribbon for children featuring the combination of a tailored bow and elastic insert has just been placed on the market. The bow cannot become untied, while the elastic is designed to be worn at the back of the head and is adaptable to either long or short hair. The ribbon is fashioned of satin or moire taffeta in a wide variety of shades. Both the wide and narrow types of ribbon are available, the narrow style being priced to retail at 25 cents and the wide one at 35 cents. The items are specially packed in gift sets of three to a box, which has a transparent covering.

New Lambskin Rugs Shown Here.

An innovation in the floor coverings field is the introduction of rugs of African lambskin in both the natural shade and colors. The rugs feature a thick pile and are intended for use throughout a home, including the living room and boudoir. They are of the throw size, being approximately 3½ feet long and 3 feet wide. Dyes of a special process have been developed by one firm, the dye penetrating both fur and pelt. The color range is wide, going from the softer pastel and boudoir shades to the deeper hues for living room use. The rugs retail at \$3.75 each.

Coats For Promotions Ordered.

Although coat manufacturers are not doing the business expected at this time, promotional models of suede and cloth, trimmed with squirrel, jap-coon and wolf, have been ordered in large quantities in the \$16.50 wholesale range. Gray has been selling very well in these special offerings. A new coat of rabbit hair cloth, trimmed with raccoon and interlined, has been introduced for immediate and cruise wear. These coats come in all the high shades and because of the new fabric are expected to meet a good reception from buyers. They wholesale from \$25 up.

Men's Spring Goods Ordered.

Initial orders for men's Spring clothing and furnishings began to appear in the local wholesale markets last week for the first time. Buying of Spring styles, with the exception of underwear, is about three to four weeks behind last year, but it is expected that from now on purchases will increase in volume steadily. All types of lightweight goods, such as suits, flannel trousers and sport coats, some Summer clothing, and straw hats, shared in the orders placed. Manufacturers are hopeful that the new season will develop into one of the best in the last few years.

John Rummel & Co., dealers in general merchandise at Sebewaing, renew their subscription and write: "The Tradesman is our regular week end friend and we don't want to miss a copy."

E. N. Phelps, dealer in general merchandise at Leetsville, renews his subscription and writes: "I could not get along without the Tradesman."

HOTEL DEPARTMENT

Kind of Hospitality Dispensed at Mission Inn.

Los Angeles, Nov. 26—In the past I have had much to say about the many marvelous offerings of the Mission Inn, Riverside, but I am never quite sure of my personal impressions of such an interesting subject, so last week end I invoked the services of my chauffeur de luxe, Mrs. Jacque Percy, who "sees everything," hears a lot and expresses her enthusiasm understandingly, and I am now probably as near a solution of one of the world's wonders as it is possible for me to be. A lot of people go to the institution with a distinct notion that the cuisine is outstanding. It is. The finest I ever knew, and I have drifted around some. But the real attractiveness of the Inn is not so much the delights supplied the "inner man" as it is an institution—a shrine. In other words, most people visiting the Mission Inn soon realize the fact that it is entirely different from any hotel they ever visited before, especially if they will devote the time necessary for a comprehensive survey. The architecture, the furnishings, the service and the atmosphere which are so unlike those of the ordinary tourist hotel, they naturally feel a bit inquisitive about the why and wherefore expressed by the thousand and one offerings to be found there. I said once before that the Inn represents the reflection of a personality—that of its originator, planner, builder and owner, who came to Riverside more than half a century ago and became interested in the history of the beginnings of California civilization as represented by the Missions erected by the Franciscan padres during the latter part of the eighteenth and the first quarter of the nineteenth centuries. Riverside, as an American community started in 1869. C. C. Miller, father of the present proprietor, came here from Wisconsin, in 1874, as a civil engineer, built an adobe home, the first of its kind in the little settlement, and, in a modest way, established the Glenwood Mission Inn, which was increased in capacity to meet the demands of the times, a policy continued by Landlord Frank A. Miller, ably reinforced by his sister, Mrs. Alice Richardson, as manager, and it may be said with truth that no other similar institution in the Nation can be claimed to have been operated, without change of management, for any similar period of time. Now a daughter, Mrs. DeWitt V. Hutchings, born in the Inn, collaborates with her husband in adding force to the power behind the institution. Wooden structures, added from time to time to keep up with the demand for accommodations were replaced in 1902 by the nucleus of the New Glenwood, in brick and concrete. The present structure occupies an entire city block, has ample accommodations for 500 guests and is open the year round. It is four stories in height with various interesting towers and is built around a vast open court full of shrubs, flowers and tropical plants. Around three sides of the Court of the Birds extends a pergola, covered with climbing roses, and grape vines loaded with purple fruit. The walls of gray concrete are practically hidden by various species of the ivy family. Everywhere are easy chairs, coolness, greenery, restfulness and comfort, with the added offering of bloom and fragrance of flowers. "Enter friend, this is your house," is the motto in Spanish that greets you at the main entrance. In the lobby, conspicuously displayed, is this old homely Scotch sentiment, "Ye cannot expect to be bathed comfortable and grand," which simply expresses the spirit of the Inn. Contrary to the ideas of many tourists, there never was any old mission at Riverside, consequently Mr. Miller, appreciating the importance, historic and sentimental, the old Spanish effect,

reproduced as far as practicable, one of these actualities, and as you walk along the abutting street you pass under the arches of the Capistrano Mission, and at another point the Campanario of San Gabriel Mission. Would that I had at my command the space required in reproducing my ideas of this magnificent pile, which, in its day, has extended hospitality to four presidents, Harrison, McKinley, Roosevelt and Taft, besides legions of other celebrities as Andrew Carnegie, Madam Schumann-Heineck, John Burroughs, John Muir, Helen Keller, Booker T. Washington, Chas. M. Schwab, and other potentates, besides authors of note, such as Zona Gale, Joseph C. Lincoln, Harold Bell Wright, Henry van Dyke and Carrie Jacobs Bond, the latter of whom wrote her famous song, "The End of a Perfect Day," at the Mission Inn. The Carrie Jacobs Bond room is a favorite place for weddings. Each bride married there receives a wedding booklet signed by the authoress. I cannot hope to mention, even briefly, the many features displayed in its numerous museums, art galleries and the like. A catalogue distributed describes over 600 bells, gathered from remote corners of the world. There are church, sleigh, cow, camel, elephant and ships bells, hundreds of crosses from as many different climes. There is in the magnificent presidential suite of rooms, but for the life of me, of the scores of guest chambers I inspected, there was not one but what was most assuredly "fit for a king." There is a chapel, supplied with a cathedral organ, where frequent concerts are provided. At certain hours of the day competent guides conduct parties of sightseers throughout the entire establishment. And lastly, but by no means least, there are the dining rooms, the Spanish, opening into the main patio with its broad arches, the main dining hall, with most wonderful lighting effects, banquet halls and the bridal breakfast room, Spanish señoritos dispense sweet music during the meal periods. And now we come to the real meat in the cocoanut—the meal:

Orangeade Grapefruit, Oriental
Essence of Beef en Tasse
Chicken Broth, American
Mission Olives
Fig Preserves Dill Pickles
Orange Parker House Rolls
French and Whole Wheat Bread
Baked Filet of Keenebec Salmon,
Lemon Butter
Pommes au Four
Roast Young Turkey, Cranberry Jelly
Potted Loin of Pork, Pickled Apricot
Roast Ribs of Prime Beef au Jus
Pineapple Fritters, Cherry Syrup
Mashed Potatoes, Southern Yams, Candied
Zuccino Saute au Buerre,
Stewed Tomatoes
Buttered Golden Wax Beans
Heart of Lettuce, California Fruit Salad
French and Cream Dressing
Lemon Sherbet Pumpkin Pie
Devils Food Cake
Vanilla Ice Cream Chocolate Ice Cream
Assorted Cookies
Strawberry Mousse, Whipped Cream
Oranges, Bananas, Grapes, Pears,
Peaches
American or Cream Cheese
Toasted Wafers Beverages

A visit to the Glenwood Mission Inn is well worth a trip to California, and if perchance you should come here without seeing it, I certainly feel you have cheated yourself out of the real results of your laudable desire to see the world. Such hospitality as you find here is not equalled anywhere.

Joe P. Oberlin and his esteemed helpmate, Mildred, have finally arrived in California and have settled down among the movie magnates in Hollywood. I think if you pin Joe down to brass tacks he will claim Traverse City as his home base. He has interests in various hotels in Michigan, Wisconsin, and I believe, Indiana, but he is just like a lot of us who feel just like ducks out of water, when it comes to the show-down.

Detroit operators are preparing a program to lay before the incoming legislature looking to a reduction of

telephone rates now in force in Michigan, and which are said to be confiscatory. Telephone rates are easily that about everywhere, I guess. As I understand it, the hotel man stands the expense of installing a comprehensive system and the telephone company comes in, grabs off all the receipts and penalizes the hotel in addition thereto. The last time I was in that state one of the leading operators gave me some very explicit information as to the handicaps under which he suffered in his attempt to give his guests satisfactory phone service, and it seemed to me to be very arbitrary and unreasonable. I have from time to time criticized some hotels for making an extra and additional charge for phone service when they featured same as one of the attractions of their hotels, charges which should be absorbed in the hotel rates proper, or rather in the overhead, but according to reports their profits from this source are eventually absorbed by the phone companies. Some Chicago hotels, I am informed, have discontinued outside connections from rooms for this very reason. Out here in Los Angeles, when time drags heavily on the hands of the board of directors of the phone organizations, they "jeff" to see just how high they can raise the rates, without resorting to actual bloodshed.

Some of the Eastern hotels have announced that New Years activities this year will depend somewhat on what Congress decrees them to be. That if booze comes "out of the trenches before Christmas," there will be something stirring; otherwise the festivities will be of the Roger Williams' type. Why not fill in the vacant space by starting guessing contests on what Congress will really do when it comes out of its pre-holiday huddle? Destroying a couple of commissions might help some.

John F. Conroy, well known in Michigan and Detroit hotel circles, having been manager of Hotel Whit-tier, Detroit, since 1921, has been appointed manager of Hotel Abington, one of the finer residential hotels in that city. Mr. Conroy is regional vice-president of the Michigan Hotel Association and is also vice-president of the Detroit Hotel Association. In his earlier days he was associated with the Waldorf-Astoria, New York.

The new Mayfair room of the Book-Cadillac, Detroit, was opened last week with a supper dance which was one of the season's social events. The new room is declared to be an innovation, it being one of the most elegantly decorated of its class in the entire West. The decorative scheme consists of panels of vermillion asbestos,

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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
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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 head-
quarters at the

PANTLIND HOTEL

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

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. 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

joined with narrow sheets of chromium steel. This particular type of decorative material has never been used previously in construction work of this character.

Some greeting! Here is one sent to President-elect Roosevelt by LeRoy D. Moulton, president of the American Greeters: "As international president of the largest organization of hotel men in the world, let me, on behalf of my association and its officers, extend our heartiest congratulations on your election to the presidency of the United States, and assure you of our warm support and co-operation during your entire administration. With best wishes for your continued health and prosperity."

I've Olmstead, of the sales department of Hotel New Yorker, dipped over into Pennsylvania, at a state hotel meeting, and handed them a mouthful on "Turning People Into Profit." "A hotel merchant cannot go into the market from time to time and purchase his supply of rooms in accordance with market conditions and the demands of the buying public—he must make a contract for a definite supply of rooms at a fixed price, and this contract extends over a long period of years."

Recently published by the U. S. Department of Agriculture food and drug administration, is a pamphlet on "Food Poisoning and the Law," which cites some of the causes of food poisoning, as found in the investigations of Government agents into various cases which have come to their attention. This pamphlet also gives some rules laid down for food handlers to keep out poisonous materials. It may be had for the asking by applying to the agricultural department at Washington.

The local postmaster has issued an appeal to the public asking for a more general use of the air mail, intimating that unless this service is removed from the red there will be shown a disposition on the part of the Government to discontinue it altogether, which is in line with a disposition on the part of Uncle Sam to demand a profit from the one branch of the Governmental organization which really does give some return to the public which "pays and pays and pays." If the postoffice department will secure some inmate of a detention hospital and allow him to discover why the U. S. charges eight cents for the first air mail ounce and then proceeds upwards as the weight increases, they may at the same time find out why this particular service has never been popular. And then again it has never been any too reliable.

There is at least one hotel establishment on this good earth of ours which admits it is doing a "going" business. That is at Aqua Caliente, just over the boundary line between California and Mexico. During all the period of the so-called depression of the past three years, the hotels in that section have been crowded to overflowing, at rates which might be termed as "confiscatory." Once in a while I join a party of friends who just take this 140 mile auto trip for a day's diversion, and once on the ground it is hard to imagine that anywhere in the world could there be the necessity for organizing soup kitchens and martialing bread lines. Millions of dollars are spent there daily, some for gambling, plenty for booze and yet there is no lawlessness, and people down there almost succeed in making you believe that prosperity has finally encompassed the "corner" we hear so much about.

A lot of people, not living in California altogether, will be inclined to sustain U. S. Senator Hiram Johnson

in his claim that we had better keep away from any mix-up with world's courts and such until such a time as our own judicial institutions can function squarely. Just recently the California supreme court sent back to the Los Angeles district innumerable cases for retrial with remarks censuring trial judges and other judicial officers, claiming that defendants did not have fair trials as provided by the constitution. It is just that question of politics which is constantly bobbing up.

The various trans-continental railway lines operating between Chicago and California are just now dispensing much grey matter in figuring just how they can lop off an hour or so in the running time consumed between the two terminals. Great boys for figuring, those magnates. When California offers its greatest attractions during the so-called winter period, they forget to say anything about excursion rates from the East, but with the return of Old Sol to full energy you hear all about them. Also the Californian is attracted to Michigan in the winter time by the offering of low rates. As a consequence they operate many trains of empty coaches. With California winters and Michigan's unapproachable summers they seem to be unfamiliar.

One of the substantial reasons advanced by insurance authorities for classing the ordinary hotel as more hazardous than similar other institutions is because of indiscriminate smoking of guests. Ordinarily the guest is just as careful in the hotel room as he is in his own home, but there is you know, the "drunken driver" to be reckoned with. Fire-proof waste baskets, set on asbestos mats, will help in some instances, but I do not see how it is going to eliminate the damage to mattresses and bedding, so frequently reported. Nothing but the application of the straight jacket can circumvent this species of vandalism.

Governor Judd, of Hawaii, wants absolute independence for his group of islands. It will be remembered that these South Sea subjects voluntarily placed themselves under the protecting care of Uncle Sam in the first place and they have been untrammelled in their governmental affairs to the utmost degree. I am thinking there are a lot of buccaneers in that section of the universe who are awaiting a chance to grab up this archipelago if once our Government grants their prayer for deliverance, if you may call it such. Frank S. Verbeck.

The Grocer and Beer.

Something new is apt to come to the grocer within the next few months; whether good or bad depends on the way you look at it.

It seems as certain as anything in the political future can be, that within the next three months the sale of beer of higher alcoholic content will be legalized in this country. Until the Eighteenth Amendment is repealed, no beer can be legalized if it is intoxicating. What is intoxicating is a disputable question—it depends on the temperament of the individual who drinks it. In the Volstead Act Congress fixed $\frac{1}{2}$ of 1 per cent. as the limit of non-intoxication, but they can legally change this to $2\frac{1}{2}$ per cent. if beer of that content is not generally intoxicating, and they might even go as high as 4 per cent., but to play safe will likely not get above 3.

If and when the Eighteenth Amendment is repealed, beer of natural alcoholic content can be sold subject

to whatever restrictions are then created. The natural content I understand to be around 6 to 8 per cent.

The grocer's interest in this comes from the fact that if 3 per cent. beer, say, is legalized as non-intoxicating, no license will be necessary to sell it, and the grocer will probably be selected as the logical distributor, just as he has been the distributor of near beer.

The thing that is in my mind is this: One-half of 1 per cent. beer is as non-intoxicating as milk. Nobody, not even a baby, can get the slightest alcoholic kick from it. But if 3 per cent. beer comes, some people will buy it to get drunk. You can say what you please about 3 per cent. beer not being intoxicating, it will be intoxicating to some people, and a lot of other people will hope it will be to them. They will all buy it for that reason and that purpose. Nevertheless, it will be a perfectly legitimate product, as legal to sell as ginger ale, and the grocer is really the proper man to sell it. I am merely wondering what will happen—whether the alcoholic beer is going to turn grocery stores into speakeasies, especially those who have lunch counters, for legitimized beer can be drunk on the premises as readily as grape juice or coffee. I should hate to see that happen, but it depends on the grocer himself.—Grocery World.

Good Will Builders.

A Chattanooga store on rainy days lends umbrellas free to all who desire them. A small deposit insures their return.

A Vancouver store held open house for two hours one evening, had 48,000 visitors. Strictly a fun fest, nothing was sold, nor even priced. Orchestra, special events, demonstrations provided entertainment. Cost was \$135.

A North Dakota store held a "Quilt Fair," offering prizes for the best modern, most outstanding old, most original quilts, etc. Prize for the quilt made of the most pieces was awarded one containing 6,906. The display, scheduled for one week, had to be extended to three.

Gabby Gleanings From Grand Rapids.

The Globe Knitting Co. has been running a full force since Oct. 1 and has now a force of 600 regularly employed, day and night service. It has orders enough on hand to keep up this basis of employment until April 1.

Three and a half years ago the furniture factories of Grand Rapids were employing 12,000. A year ago the number had dwindled to 1,200. To-day there are 4,000 on the payrolls.

The Miner Walton Bean Co. has 130 bean pickers at work at its elevator on Logan street.

Creditors of the Miller Hardware Co., of Manistee, are planning a meeting in the city soon to decide on whether the debtor will resort to bankruptcy, receivership or a trust mortgage.

S. W. Nelson has purchased the grocery stock of C. DenHerder, corner South Division avenue and Griggs street, and will open a Red and White store in about two weeks. Mr. Nelson was formerly engaged in the grocery business at Lowell.

Chet DenHerder has taken the management of the grocery store of his father-in-law, C. J. Appel, at 717 Cherry street.

A. P. Taylor, who for the past three years has conducted a hardware store at Galesburg, has opened a branch at Augusta. The Michigan Hardware Co. furnished the stock.

Schictel Bros. have engaged in the grocery business at 735 W. Bridge street. Lee & Cady furnished the stock.

Stemware Promotions Lag.

Glassware selling agents are disappointed over the failure of rock-crystal stemware, which is being heavily promoted, to achieve the volume of sales originally expected. Both manufacturers and retailers confessed that they do not know what types to push at this time, particularly since any stemware selling at more than 25 cents brings small results. Tentative plans are being laid by glassware producers to increase productions on various types of goblets and tumblers, in the event that beer is legalized, as they expect a sharp increase in demand from restaurants, hotels and other possible dispensing establishments. Pending a determination of the tax and the method of selling beer, both of which factors will affect the sizes of glasses, however, plants will not start actual output.

Men's Wear Buyers Confident.

Men's wear retailers attending the Spring buying convention of the Affiliated Clothiers, Inc., which opened Monday at the Hotel New Yorker, expressed confidence in the price structure of the clothing market. An increase in prices of woollens and trimmings and in wages paid to labor was predicted. While the first day's activity was confined to purchases for immediate requirements and January promotions, retailers indicated that they would place liberal orders on Spring goods before the end of the week and on a larger scale than when they made initial Fall commitments earlier in the year. Retail sales are improving, they reported, with a few instances cited in which both unit and dollar volume was ahead of last year.

Select Spring Millinery Hues.

Twenty-two millinery shades for the coming Spring have been selected by the color conference committee of the Eastern Millinery Association in co-operation with the Textile Color Card Association, says Margaret Hayden Rorke, managing director of the latter organization. Blue, green, beige and gray hues are outstanding among the selections made. The blues include shades known as Limoges and Spa, with favor for the hyacinth shade recognized in hyacinth. The greens include lettuce, chicory and buccaneer tones. Novelty colors comprise patty beige, canary yellow, mascara brown, beauty rose and jungle gold.

Trade is a companion of peace, and flourishes only in her presence. Yet trade, seen through eyes prejudiced by a too-selfish nationalism, becomes an excuse for war. Peoples are too easily led by leaders into thinking that the stimulating rivalries of the market place are summons to war.

DRUGS

Michigan Board of Pharmacy.

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

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

Michigan State Pharmaceutical Association.

President—F. H. Taft, Lansing.
First Vice-President—Duncan Weaver, Fennville.

Second Vice-President—G. H. Fletcher, Ann Arbor.

Secretary—R. A. Turrel, Crosswell.
Treasurer—William H. Johnson, Kalamazoo.

Some Drug Substitutions in Pharmacy

The element of drug substitution is one that has always been with the drug store, and is one of the most pernicious practices that can affect the well-being of retail pharmacy. The specter of drug substitution is with us to-day as never before, due to the grim struggle for survival taking place before us to-day, in the grim drama of the National depression.

Years ago, the subject of substitution of medicines was treated by many pharmacists as an infrequent occurrence, engaged in by either unethical druggists, or druggists who believed that the physician would be best aided in the efficacy of the prescription if they slightly modified the questionable medicinal item for another drug or form of the drug, which the druggist might believe to be more therapeutically desirable. The proprietary medicine was at that time like Caesar's wife, above reproach, taboo, not to be tampered with. The old regime has ended, "the king is dead, long live the king."

The patent medicine and the proprietary medicine are synonymic to the layman, but the druggist knows that they are only apparently so in reality. The distinction is unfortunately too subtle for the average citizen, for him to grasp readily. Too, the unscrupulous druggist finds it worth his while to ignore the differentiation in quality and function between these two classes of medicines. Patent medicines are advertised in daily papers, periodicals, over the radio, and in general bandied about by the laity among each other, as a panacea universalis, curing all manner of earthly ills. Proprietaries are strictly preparations of ethical distribution and professional advertisement, unknown to the man of the street.

The presuming of the druggist to counter prescribe, on the one hand, and the physician to lightly instruct the laity to ask for the article in the proprietary province over the drug counter, on the other hand, has led to a loss of conception of the role of the proprietary in medicine. The function of the proprietary medicine in the field of therapeutics, is one of great significance to the doctor, the druggist, and the patient.

The patent medicine is obvious in its value to the field of diagnostic medicine—its value is a matter of patient self-diagnosis, with all the frailties attached thereto that a person ignorant of etiology of the illness or ailment, the exact diagnosis of the symptomatic complaint, the correct therapeutic treatment, can unconsciously be guilty of. The other type of packaged medi-

cine, the proprietary, is of clinical proven value, and bears the palm of empirically proven actual therapeutic result, as the reason of existence of it. The proprietary medicine can stand the probe of medical enquiry, as to its constituent composition, whereas the patent medicine is usually a secret formula type of medicament.

Thus we can see that substitution of other medicines by the druggist, for the proprietary medicine, is a matter of no light import to the patient. The physician has prescribed a definite proprietary on prescription, let us assume. The detail man of the pharmaceutical house has already explained the composition of the proprietary to the doctor, its proven results, its specific appearance, its contra-indications, et cetera. The druggist who has the temerity to attempt substitution by using some "similar" preparation, faces a variety of wrongs that he is perpetrating in the committing of the ethical misdemeanor. He faces detection by the physician, prosecution by the drug manufacturing firm, self-disloyalty to the ethics of his profession of pharmacy, and falseness of implied accord with the implied wish of the patient, to have his prescription filled, as the prescription calls for, in every respect.

The element of proprietary medicines marks a new epoch in the art of pharmacy. The United States Pharmacopeia X and the National Formulary V are unfortunately almost unknown in complete content to the majority of young practicing physicians of to-day.

The medical schools of the past were indeed not complete in their imparting Materia Medica and Therapeutics to the prospective medico. To-day the situation is much more aggravated in the complete deficiency of any such courses of prescription writing, materia medica and therapeutics, in the medical school courses. The increasing specialization that is thrown onto the medical school curriculum has crowded out any available time for such courses that bridge the gap between the druggist and the doctor, in the mutual desire to best aid the patient. The druggist has the drugs for the alleviation and cure of disease ready and at hand for dispensing on prescription—the newly graduated M. D. neither knows the materia medica nor the art of prescription writing, for the benefit of the patient. Thus, the new Doctor of Medicine is thrown back upon the resources of literature dealing with proprietaries, and also upon the detail men of the various pharmaceutical houses. The proprietaries, indeed, may be for a great part composed of U. S. P. and N. F. items, but the seeming sameness of the proprietary and the written prescription for the druggist bears a jaundiced discord.

The druggist no doubt resents proprietaries of the above-mentioned categories, yet fair-mindedly, he cannot help but realize that he must play the game of present pharmacy compounded fairly, and according to the letter of the law, i.e., in the very same way as the physician prescribes. The druggist who claims to be at all ethical, must fill all prescriptions he accepts

for compounding of the physician, exactly according to the will of the prescribing doctor. Any other way is treason to pharmacy and medicine. If the doctor prescribes allonal tablets, the pharmacist cannot at any moment consider himself justified in dispensing a similar appearing tablet, of apparently equivalent chemical composition, e.g., barnidon tablets. The proprietary medicine dispensed has this argument to back its contention of necessity of exactly dispensing what is called for on physician's blank; if the druggist can resist substituting on this type of medicine, his integrity will never be questioned by the physician on any other count. It is surprising to note the grapevine telegraph method that physicians employ to spread any knowledge of such detection of substitution by a druggist, and quite rightly, too, as any druggist would in fairness agree. Thus the proprietary, though a strange bed-fellow of the profession of pharmacy, evidently is here to stay, and must be treated with the same validity of interest, as any U. S. P. or N. F. preparation, if the drug-

gist is to adhere to the ideals of pharmacy, and the oath of Hippocrates.

The other class of proprietaries than the class before alluded to, is the class of synthetic organic chemicals, which has arisen during the course of the twentieth century, starting in with the "tar barrel" synthetic chemicals, of which acetanilid was the classic example, and continuing in complexity to the involved synthetics of to-day, that are rigidly held under patent by various pharmaceutical houses, as a reward for having synthesized these medicinals in their individual and exclusive laboratories. It would seem fair to all, that such medicinals assuredly could not encroach upon the province of the pharmacist, in a temptation toward the bane of substitution, yet in some instances the practice of giving something else "just as good" is attemptedly engaged in by hardened, mammon-mad druggists. The very recent prosecution by the Winthrop Chemical Co. of the drug substituents of the patented synthetic chemical anodyne and soporific-hypnotic, known as "luminal," is an in-

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Grand Rapids Michigan**

stance in point of the incredible lengths to which proprietary substitution has evolved, in some cases. The pharmaceutical owners of proprietaries staunchly are willing, upon definite testimony to indict and prosecute any attempts to substitute other products of apparently like value for the specific proprietary medicine asked for by the physician or by the patient, by prescription or by oral request.

The druggist must not let poor business conditions of to-day blind him as to his first function, in professional existence, which is to be strictly ethical, at any and all times, particularly where the compounding or dispensing of prescriptions is at all concerned.

M. D. Zalowitz.

Upkeep of Health and Care of Teeth.

There is no difficulty whatsoever in feeling patriotic when flags are flying and trumpets sound. Humans just naturally react to these things. But martial patriotism and every-day patriotism are two very different matters, although both are quite essential to the progress of any nation.

In the latter category is to be found respect for the bodily requirements. After all, no country is stronger than its component parts. And a weak body, deliberately brought to that condition by neglect or bad habits, is neither a sign of patriotic respect to the flag nor to one's own life. However, by this standard, from the viewpoint of mouth-health alone, there are hundreds of thousands whose patriotic appreciation appears to be on a very low scale indeed.

This situation is hard to understand, especially since most people have at least been informed that good health—which includes good teeth—not only evidences a devotion to the general welfare but amazingly adds to the enjoyment and zest of life itself.

Nevertheless, the fact remains that vast numbers of citizens, fully conscious of their civic and personal duties along other lines, will senselessly turn their backs upon the simple practices upon which mouth and general health have their basis—and suffer in consequence.

Many so-called patriotic citizens could well apply their patriotism subjectively by adhering strictly to the dental practices of daily cleansing and semi-annual dental visits.

A sick patriot is a poor patriot, and a good patriot can be made mighty ill by an unpatriotic attitude toward his body generally, and his teeth in particular. Most decidedly, it does not pay to limit patriotism.

Dr. C. J. Hollister.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 29.—We had a real day for Thanksgiving here Thursday. Many of the college students spent the day visiting their parents and turkeys were very plentiful and cheap. The various societies saw to it that the poor and needy families had a good dinner. The hotels also served excellent meals at reasonable prices, but there is quite a surplus of poultry left over, another over production. The mighty hunters have returned and much venison is being passed around to friends, so that we have had much to be thankful for.

Stanley S. Smith, who recently took

over the bus transportation here, has kept the service up to the minute and now has appeared before the city commission for a ten year franchise and is willing to pay for the privileges. This will give Mr. Smith the exclusive bus privilege here, so as to make it possible to keep up satisfactory service which means much to the 550 employees at the Leather Co., also the Carbide Co.

Bohumir Kryl and his famous symphonic band played at the Sault Wednesday, it being their first appearance here. It was a delightful musical treat and was enjoyed by a score of our music lovers. Some of the artists and Mr. Kryl were treated to a venison dinner as guests of Mr. and Mrs. Carl Mahoney at their home.

There's one danger in all these demands for tax reduction: A lot of politicians won't want to run for office any more.

H. J. Skinner, the well-known merchant at McMillan, is building a new gas station, which will be operated in connection with the store.

T. Krostue, of St. Ignace, will resume the management of the City dairy after Dec. 1. The dairy has a modern equipment and is a credit to St. Ignace.

The idea of having a community ice rink here seems to have fallen through each year it has been suggested, but each time it has been postponed for future consideration. We are not going to be without an ice rink, as fifteen of our young men have taken the matter up and are now opening a fair sized ice rink on the South side which will be ready for skaters within the next few days. It will be ample to meet the demands for the present. Meanwhile congratulations to the young men of spirit to take the necessary steps to have the rink.

The hunters, returning over the Straits up to Nov. 26 from the Upper Peninsula, have brought back 4,139 deer, forty-two bears, twenty-two coyotes, 4 wolves, three bobcats and a fox. Not so bad for the few who went hunting this year, which showed quite a decrease from last year. Wouldn't the old trail blazers get a shock if they could come back and see what is now "burning up the road?"

Dr. Delbert Bennett, 54, a Detroit dentist, shot a deer in the woods near Albany Island Tuesday afternoon and dropped dead while dragging it out to the road. Three companions, S. E. Dunn and Dr. J. B. Doyle, of Detroit, and I. A. Jackson, of Lansing, were helping Dr. Bennett drag his buck from the woods when Bennett, while talking to his companions, pressed his hand to his heart and dropped into the arms of Dr. Doyle.

The new peddlers ordinance was given its first reading before the City Commission Monday night. The new ordinance is more drastic than the previous one, "a sure cure for the fly-by-nighters," who peddle from house to house, which has been going on here for some time, taking much business from the local merchants who are paying rent and taxes. The new ordinance calls for the posting of a bond of \$500 by all peddlers and itinerant merchants who wish to work here. It governs all but those engaged in inter-state commerce. If a cash bond is deposited it will remain in effect for ninety days. Any other bond will be effective for six months. The applicant for the license must apply ten days before he starts to operate.

Hiawatha's new dance hall will be opened to the public next week. It will be known as Devroye hall. It will be under the management of Eddie Dupule, of Manistique.

The new bridge rules ought to be a great consolation to those who never got around to learn the old ones.

William G. Tapert.

Adversity is a wonderful university.

WHOLESALE DRUG PRICE CURRENT

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

Acid		Gum	
Acetic, No. 8, lb.	06 @ 10	Aloes, Barbadoes, so called, lb. gourds @	60
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	35 @ 45
Carbolic, Xtal, lb.	36 @ 43	Aloes, Socotrine, lb.	75 @ 80
Citric, lb.	40 @ 55	Powd., lb.	80 @ 85
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, first, lb.	50 @ 55
Nitric, lb.	09 @ 15	Arabic, sec., lb.	45 @ 50
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	35 @ 40
Tartaric, lb.	35 @ 45	Arabic, P'd, lb.	25 @ 35
Alcohol		Asafoetida, lb.	50 @ 60
Denatured, No. 5, Gal.	48 @ 60	Asafoetida, Po., lb.	75 @ 80
Grain, Gal.	4 00 @ 5 00	Guaiac, lb.	60 @ 70
Wood, Gal.	50 @ 60	Kino, lb.	90 @ 100
Alum-Potash, USP		Kino, powd., lb.	1 00 @ 1 10
Lump, lb.	05 @ 13	Myrrh, lb.	60 @ 75
Powd. or Gra., lb.	05 1/4 @ 13	Myrrh, Pow., lb.	75 @ 80
Ammonia		Shellac, Orange, lb.	25 @ 35
Concentrated, lb.	06 @ 18	Ground, lb.	25 @ 35
4-F, lb.	05 1/2 @ 13	Shellac, white, (bone dr'd) lb.	35 @ 45
3-F, lb.	05 1/2 @ 13	Tragacanth, No. 1, bbls.	1 75 @ 2 00
Carbonate, lb.	20 @ 25	No. 2, lbs.	1 50 @ 1 75
Muriate, Lp., lb.	18 @ 30	Pow., lb.	1 25 @ 1 50
Muriate, Gra., lb.	08 @ 18		
Muriate, Po., lb.	20 @ 30		
Arsenic			
Pound	07 @ 20		
Balsams			
Copaiba, lb.	50 @ 80		
Fir, Cana., lb.	2 00 @ 2 40		
Fir, Oreg., lb.	65 @ 1 00		
Peru, lb.	2 00 @ 2 20		
Tolu, lb.	1 50 @ 1 80		
Barks			
Cassia, Ordinary, lb.	25 @ 30		
Ordin., Po., lb.	20 @ 25		
Salgon, lb.	40 @ 45		
Salgon, Po., lb.	50 @ 60		
Elm, lb.	35 @ 40		
Elm, Powd., lb.	35 @ 40		
Elm, G'd, lb.	40 @ 45		
Sassafras (P'd) lb.	45 @ 55		
Soap-tree, cut, lb.	15 @ 25		
Soap-tree, Po., lb.	25 @ 30		
Berries			
Cubeb, lb.	75 @ 80		
Cubeb, Po., lb.	80 @ 85		
Juniper, lb.	10 @ 20		
Blue Vitriol			
Pound	05 @ 15		
Borax			
P'd or Xtal, lb.	06 @ 13		
Brimstone			
Pound	04 @ 10		
Camphor			
Pound	60 @ 75		
Cantharides			
Russian, Powd.	@ 1 50		
Chinese, Powd.	@ 1 25		
Chalk			
Crayons, white, dozen.	@ 3 60		
dustless, doz.	@ 6 00		
French Powder			
Coml., lb.	03 1/2 @ 10		
Precipitated, lb.	12 @ 15		
Prepared, lb.	14 @ 16		
White, lump, lb.	03 @ 10		
Capsicum			
Pods, lb.	60 @ 70		
Powder, lb.	62 @ 65		
Cloves			
Whole, lb.	25 @ 35		
Powdered, lb.	30 @ 40		
Cocaine			
Ounce	11 43 @ 13 60		
Copperas			
Xtal, lb.	03 1/4 @ 10		
Powdered, lb.	04 @ 15		
Cream Tartar			
Pound	25 @ 40		
Cuttlebone			
Pound	40 @ 50		
Dextrine			
Yellow Corn, lb.	06 1/2 @ 15		
White Corn, lb.	07 @ 15		
Extract			
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82		
Licorice, P'd, lb.	50 @ 60		
Flower			
Arnica, lb.	75 @ 80		
Chamomile, German, lb.	35 @ 45		
Roman, lb.	@ 90		
Saffron, American, lb.	35 @ 40		
Spanish, ozs.	@ 1 25		
Formaldehyde, Bulk			
Pound	09 @ 20		
Fuller's Earth			
Powder, lb.	05 @ 10		
Gelatin			
Pound	55 @ 65		
Glue			
Brok., Bro., lb.	20 @ 30		
Gro'd, Dark, lb.	16 @ 22		
Whi. Flake, lb.	27 1/2 @ 35		
White G'd., lb.	25 @ 35		
White AXX light, lb.	@ 40		
Ribbon	42 1/2 @ 50		
Glycerine			
Pound	15 @ 35		
Hemlock, Pu., lb.		2 00 @ 2 25	
Heml'k Com., lb.		1 00 @ 1 25	
Juniper Ber., lb.		4 00 @ 4 25	
Lav. Flow., lb.		4 00 @ 4 25	
Lav. Gard., lb.		1 25 @ 1 50	
Lemon, lb.		2 00 @ 2 25	
Mustard, true, ozs.		@ 1 50	
Mustard, art., ozs.		@ 35	
Orange, Sw., lb.		4 00 @ 4 25	
Organon, art., lb.		1 00 @ 1 20	
Pennyroyal, lb.		3 25 @ 3 50	
Peppermint, lb.		3 50 @ 3 75	
Rose, dr.		@ 2 50	
Rose, Geran., ozs.		50 @ 95	
Rosemary, Flowers, lb.		1 50 @ 1 75	
Sandalwood, E. I., lb.		12 50 @ 12 75	
W. I., lb.		4 50 @ 4 75	
Sassafras, true, lb.		2 00 @ 2 25	
Syn., lb.		75 @ 1 00	
Spear-mint, lb.		3 00 @ 3 25	
Tansy, lb.		5 00 @ 5 25	
Thyme, Red, lb.		1 50 @ 1 75	
Thyme, Whi., lb.		1 75 @ 2 00	
Wintergreen, Leaf, true, lb.		6 00 @ 6 25	
Birch, lb.		3 00 @ 3 25	
Syn.		75 @ 1 00	
Wormseed, lb.		5 00 @ 5 25	
Wormwood, lb.		7 00 @ 7 25	
Oils Heavy			
Castor, gal.		1 35 @ 1 60	
Cocoonut, lb.		22 1/2 @ 35	
Cod Liver, Norwegian, gal.		1 00 @ 1 50	
Cot. Seed Gals.		90 @ 1 10	
Lard, ex., gal.		1 55 @ 1 65	
Lard, No. 1, gal.		1 25 @ 1 40	
Linseed, raw, gal.		60 @ 75	
Linseed, boil., gal.		63 @ 78	
Neatsfoot, extra, gal.		1 25 @ 1 35	
Olive, Malaga, gal.		2 50 @ 3 00	
Pure, gal.		3 00 @ 3 50	
Sperm, gal.		1 25 @ 1 50	
Tanner, gal.		75 @ 90	
Tar, gal.		65 @ 75	
Whale, gal.		@ 2 00	
Opium			
Gum, ozs., \$1.40;			
lb.		17 50 @ 20 00	
Powder, ozs., \$1.40;			
lb.		17 50 @ 20 00	
Gran., ozs., \$1.40;			
lb.		17 50 @ 20 00	
Paraffine			
Pound		06 1/2 @ 15	
Papper			
Black, grd., lb.		30 @ 40	
Red, grd., lb.		42 @ 55	
White, grd., lb.		35 @ 45	
Pitch Burgundy			
Pound		20 @ 25	
Petrolatum			
Amber, Plain, lb.		12 @ 17	
Amber, Carb., lb.		14 @ 19	
Cream Whi., lb.		17 @ 22	
Lily White, lb.		20 @ 25	
Snow White, lb.		22 @ 27	
Plaster Paris Dental			
Barrels		@ 5 25	
Less, lb.		03 1/2 @ 08	
Potassa			
Caustic, st'ks, lb.		55 @ 83	
Liquor, lb.		@ 40	
Potassium			
Acetate, lb.		60 @ 96	
Bicarbonate, lb.		30 @ 35	
Bichromate, lb.		15 @ 25	
Bromide, lb.		51 @ 72	
Carbonate, lb.		30 @ 35	
Chlorate, Xtal, lb.		17 @ 23	
powd., lb.		17 @ 23	
Gran., lb.		21 @ 28	
Iodide, lb.		3 64 @ 3 84	
Permanganate, lb.		22 1/2 @ 35	
Prussiate, Red, lb.		80 @ 90	
Yellow, lb.		50 @ 60	
Quassia Chips			
Pound		15 @ 20	
Powd., lb.		25 @ 30	
Quinine			
5 oz. cans, ozs.		@ 57	
Sal			
Epsom, lb.		03 1/4 @ 10	
Glaubers, Lump, lb.		03 @ 10	
Gran., lb.		03 1/2 @ 10	
Nitre, Xtal or Powd.		10 @ 22	
Gran., lb.		09 @ 20	
Rochelle, lb.		21 @ 31	
Soda, lb.		02 1/2 @ 03	
Soda			
Ash		03 @ 10	
Bicarbonate, lb.		03 1/2 @ 10	
Caustic, Co'l., lb.		08 @ 15	
Hypo-sulphite, lb.		05 @ 10	
Phosphate, lb.		23 @ 28	
Sulphite, Xtal, lb.		07 @ 12	
Dry, Powd., lb.		12 1/2 @ 20	
Silicate, Sol., gal.		40 @ 50	
Turpentine			
Gallons		53 @ 68	

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

H. P. White Beans
Pork
Lard

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



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

BLEACHER-CLEANSER

Clorox, 16 oz., 24s 3 00
Lizze, 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 50
Split Peas, Yell., 60 lb. 4 10
Split Peas, Gr'n 60 lb. 4 25
Scotch Peas, 100 lb. 6 25

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

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

BROOMS

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

Amsterdam Brands

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

ROLLED OATS

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

Post Brands

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

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

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

CANNED FRUITS

Hart Brand

Apples

No. 10 4 75

Blackberries

Pride of Michigan 2 55

Cherries

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

Gooseberries

No. 10 7 50

Pears

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

Black Raspberries

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

Red Raspberries

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

Strawberries

No. 2 3 00
8 oz. 1 20
Marcellus, No. 2 1 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
Sard's, 1/4 Oil, Key 4 25
Sardines, 1/4 Oil, K'less 3 35
Salmon, Red Alaska 1 90
Salmon, Med. Alaska 1 45
Salmon, Pink, Alaska 1 20
Sardines, Im. 1/4, ea. 6@16
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 10
Tuna, 1/2 Van Camps, doz. 1 75
Tuna, 1/4s, Van Camps, doz. 1 35
Tuna, 1s, Van Camps, doz. 3 60
Tuna, 1/2s, 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 90
8 oz. 60

String Beans

Little Dot, No. 2 2 25
Little Dot, No. 1 1 80
Little Quaker, No. 1 1 60
Little Quaker, No. 2 2 00
Choice, Whole, No. 2 1 90
Cut, No. 10 9 00
Cut, No. 2 1 60
Pride of Michigan 1 35
Marcellus Cut, No. 10 6 50

Wax Beans

Little Dot, No. 2 2 25
Little Dot, No. 1 1 80
Little Quaker, No. 1 1 45
Little Quaker, No. 2 1 25
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
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

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

CHEESE

Roquefort 55
Wisconsin Daisy 14 1/2
Wisconsin Twin 13 1/2
New York June 24
Sap Sago 40
Brick 15
Michigan Flats 14
Michigan Daisies 14
Wisconsin Longhorn 15
Imported Leyden 23
1 lb. Limberger 18
Imported Swiss 50
Kraft Pimento Loaf 21
Kraft American Loaf 19
Kraft Brick Loaf 19
Kraft Swiss Loaf 22
Kraft Old Eng. Loaf 32
Kraft, Pimento, 1/2 lb. 1 50
Kraft, American, 1/2 lb. 1 50
Kraft, Brick, 1/2 lb. 1 50
Kraft, Limbur., 1/2 lb. 1 50

CHEWING GUM

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

CHOCOLATE

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

CLOTHES LINE

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

COFFEE ROASTED

Lee & Cady

1 lb. Package

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

McLaughlin's Kept-Fresh



Coffee Extracts

M. Y., per 100 12
Frank's 50 pkgs. 4 25
Hummel's 50, 1 lb. 10 1/2

CONDENSED MILK

Eagle, 2 oz., per case 4 60

EVAPORATED MILK



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

CIGARS

Hemt. Champions 38 50
Webster Cadillac 75 00
Webster Golden Wed. 75 00
Websterettes 38 50
Cincos 38 50
Garcia Grand Babies 38 50
Bradstreets 38 50
La Palena Senators. 75 00
Odins 38 50
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Budwiser 19 50
Dry Slitz Stogies 20 00
Tango Pantellas 13 00
Skylines 19 50
Hampton Arms Jun'r 37 50
Trojan 35 00
Rancho Corono 35 00

CONFECTIONERY

Stick Candy Pails
Pure Sugar Sticks-600c 3 90
Big Stick, 28 lb. case 16
Horehound Stick, 120s 75

Mixed Candy

Kindergarten 14
Leader 09 1/2
French Creams 10
Paris Creams 12
Jupiter 09
Fancy Mixture 14

Fancy Chocolate

5 lb. boxes
Bittersweets, Ass'ded 1 25
Nibble Sticks 1 35
Chocolate Nut Rolls 1 50
Lady Vernon 1 15

Gum Drops Pails

Champion Gums 14
Jelly Strings 14

Lozenges Pails

A. A. Pep. Lozenges 13
A. A. Pink Lozenges 13
A. A. Choc. Lozenges 13
Motto Hearts 16
Malted Milk Lozenges 19

Hard Goods Pails

Lemon Drops 12
O. F. Horehound drops 12
Anise Squares 13
Peanut Squares 13

Cough Drops Bxs.

Putnam's 1 25
Smith Bros. 1 45
Luden's 1 45

Specialties

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lb boxes 4 1/2

DRIED FRUITS

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

Apricots

Evaporated, Choice 10 1/2
Evaporated, Ex. Choice 11
Fancy 12 1/2
Ex. Fancy Moorpack 15 1/2

Citron

10 lb. box 24

Currents
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 ----- 2 50

Sage
East India ----- 10

Tapioca
Pearl, 100 lb. sacks -- 7½
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

FLOUR
V. C. Milling Co. Brands
Lily White ----- 5 10
Harvest Queen ----- 5 20
Yes Ma'am Graham, 50s ----- 1 40

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

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

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

GELATINE
Jell-O, 3 doz. ----- 1 80
Minute, 3 doz. ----- 4 05
Plymouth, White ----- 1 55
Quaker, 3 doz. ----- 1 75

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

JELLY GLASSES
½ Pint Tall, per doz. 38
½ Pint Squat, per doz. 38

Margarine
I. VAN WESTENBRUGGE
Food Distributor



Cream-Nut, No. 1 ----- 13
Pecola, No. 1 ----- 9½

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

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

Safety Matches
Red Top, 5 gross case 5 45

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

NUTS—Whole
Almonds, Peerless ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6½
Peanuts, Jumbo ----- 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 ----- 39
125 lb. bags ----- 5½
Filberts ----- 32
Pecans Salted ----- 45
Walnut California ----- 42

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

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

PARIS GREEN
½s ----- 34
1s ----- 32
2s and 5s ----- 30

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

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

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

Dill Pickles Bulk
5 Gal., 200 ----- 3 65
16 Gal., 650 ----- 11 25
45 Gal., 1300 ----- 30 00

PIPES
Job, 3 doz. in bx. 1 00@1 20

PLAYING CARDS
Battle Axe, per doz. 2 65
Bicycle, per doz. ----- 4 70
Torpedo, per doz. ----- 2 50

POTASH
Babbitt's, 2 doz. ----- 2 75

FRESH MEATS

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

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

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

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

Pork
Loin, med. ----- 09
Butts ----- 08
Shoulders ----- 06
Spareribs ----- 07
Neck bones ----- 03
Trimnings ----- 05

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

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

Lard
Pure in tierces ----- 6
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¾
10 lb. pails ----- advance ¾
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 7½
Compound, tubs ----- 8

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

Smoked Meats
Hams, Cer. 14-16 lb. @12
Hams, Cer., Skinned 16-18 lb. @11
Ham, dried beef ----- @25
Knuckles ----- @09
California Hams ----- @09
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 K Norway ----- 19 50
8 lb. pails ----- 1 40
Cut Lunch ----- 1 50
Boned, 10 lb. boxes ----- 16

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

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

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1½ ----- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. ----- 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream Rock for ice
cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
6, 10 lb., per bale ----- 93
20, 3 lb., per bale ----- 1 00
28 lb. bags, Table ----- 40



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

BORAX
Twenty Mule Team
24, 1 lb. packages ----- 3 35
48, 10 oz. packages ----- 4 40
96, ½ lb. packages ----- 4 00

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Climaline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 2 55
Gold Dust, 12 Large 2 05
Golden Rod, 24 ----- 4 25
La Frace Laun., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
Rub No More, 100, 10 oz. ----- 3 85
Rub No More, 20 Lg. Spotless Cleanser, 48, 20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapolio, 3 doz. ----- 3 15
Soapine, 100, 12 oz. ----- 6 40
Snowboy, 100, 10 oz. ----- 4 00
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandotte, 48s ----- 4 75
Wyandotte, 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
Fairly, 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 ----- 2 00
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. ----- 65
Savory, 1 oz. ----- 90
Thyme, 1 oz. ----- 65
Tumeric, 1½ oz. ----- 65

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

Gloss
Argo, 24, 1 lb. pkgs. 1 52
Argo, 12, 3 lb. pkgs. 2 17
Argo, 8, 5 lb. pkgs. 2 46
Silver Gloss, 48, 1s ----- 11½
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

SYRUP
Corn
Blue Karo, No. 1½ ----- 2 45
Blue Karo, No. 5, 1 dz. 3 38
Blue Karo, No. 10 ----- 3 13
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 Kolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. ----- 75

WOODENWARE
Baskets
Bushels, Wide Band, wood handles ----- 2 00
Market, drop handle ----- 9c
Market, single handle ----- 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, spruce ----- 6 50

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 07
Butchers D F ----- 05½
Kraft ----- 04
Kraft Stripe ----- 04½

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1½ doz. ----- 2 40
Yeast Foam, 3 doz. ----- 2 40
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.

Uncertainty Ceases—Progress is Possible.

The business trend since the election has been both encouraging and hopeful. Sales at retail have moved steadily forward, partly due to the seasonable weather as much as the change in sentiment regarding the results of the election. The people have made a choice of a new leader for the greatest business on the face of the globe—that of governing these United States. The feeling of the trade can be summed up in a paragraph by George F. Johnson, chairman of the Endicott-Johnson Corporation: "I believe that confidence will in no wise be weakened. The overwhelming decision is the best thing that could have happened. I look for immediate and continued improvement."

We have changed not only the leadership of Government, but the philosophy of political management. There will be a need for study of what is going on in the coming "Lame Duck Session" and in the special session which President-elect Roosevelt will undoubtedly call immediately after his inauguration.

When parties change, look for changes in personnel of all sorts of jobs connected with the Government. When present incumbents are tossed out, a horde of amateurs take their place, for the spirit of "to the victors belong the spoils" still continues.

The hope of business is that the new administration might do a great job of housecleaning, tossing out bureaus and unnecessary duplication of work so that the reduction of expense might also bring about a reduction of taxation, but that's really too much to expect from the political parties who will never learn that there is no real gratitude in governmental job-holders, every one of whom thinks that he carried the election on his back alone. The bureaucracy of mediocrity is carried along by tens and thousands of clerks and governmental employees doing routine jobs in a sluggish way.

President Hoover could do practically nothing to change that bureaucratic condition and it is not to be expected that the new administration will use the broom in cleaning out the dusty jobs of patronage. There is this to be said for the inevitable—those who in governmental employ were able to build up reserves of cash and goods and health have something to live on for a time. The army of unemployed will swarm like locusts into the President's office and the office of every Congressman and Senator to bring influence so that they can take vacated places.

We can expect from Washington all manner of taxation, for the costs of carrying on will be increased—not because of a new administration, but because of positive necessities. Some very prominent men in the Democratic party will have an opportunity to put

their theories into practice. Let us not forget that Bernard Baruch will, in all probability, play an important part in the economic strategy of the next four years. Back in the war time, you will remember, he developed a plan for standardizing all footwear in grades and prices and service. He took as a test industry shoes and but for the Armistice we would have had the experience of being a "laboratory guinea pig" for a great economic experiment.

From time to time, in the past fourteen years, he has hammered the same key that in times of National emergency business must submit to regulation and control. "Just as sure as little shoes make toe corns grow" we will see in the next four years some attempt made to control production and distribution, under the supervision of a Federal agency. Not that such an organized plan may not lift industry out of its chaotic condition, but just as a sort of warning that the shoe trade is not the only "guinea pig" to be used in test and trial of a theory.

We have hopes for progress with, or without, the aid or interference of government in business. In order to continue, business itself must do some job of collective cleansing. It is loath to do it, but it may be forced to eliminate its waste and increase its efficiency by the threat of Governmental control.—Boot and Shoe Recorder.

Shoe Orders Are Maintained.

Orders for shoes continue to hold up well, trade reports indicate, with the slight decline in volume being somewhat less than seasonal at this time of the year. The steady demand is attributed to the fact that stores have been buying on a hand-to-mouth basis and that, consequently, retail stocks are scanty. The decline in demand for women's styles has been somewhat greater than that for men's and boys' numbers in recent weeks, although for the year to date, the former have made a better showing.

Possibilities of Arresting Ravages of Poliomyelitis.

Infantile paralysis—or poliomyelitis, as it is technically called—has only been recognized as a definite disease during the past 100 years.

Although there is much about it that we do not know, our knowledge concerning it has increased quite a bit within the last few years. We now know that the disease is caused by a filterable virus—a virus so small that it will sift through the finest known porcelain which will not permit the passage of ordinary germs.

It was formerly believed that poliomyelitis was always associated with paralysis. We now know that there are many cases of the disease in which paralysis is not an early symptom. In these cases there may be nothing more than a stomach upset and an intestinal disturbance, a fever lasting two or three days, and a slight rigidity of the neck.

When a patient shows these symptoms he should be separated from the rest of the family and a physician at once sent for. Every effort should be made to obtain an early diagnosis of the condition. In order to make this diagnosis, it may be necessary to

examine the fluid which is contained in the spinal cord.

Too great an emphasis cannot be placed upon this diagnosis before the signs of paralysis. If, in the early stages of the disease, it is determined that the patient is suffering from poliomyelitis, human convalescent serum can be administered and the paralysis prevented. But this treatment must be given as soon as possible. Once paralysis has set in definitely, injecting the serum into the body of the patient is of little value.

To prevent the spread of infantile paralysis, quarantine of the case and its contacts must be maintained. The quarantine period for the person who is ill with the disease is twenty-one days. This period is calculated from the time the patient was first taken sick. Children, if removed from the home of the sick person, are quarantined for fourteen days after their residence has been changed. Adults are not quarantined nor excluded from work unless they are food handlers, school teachers, or nurses.

Paralysis is the result of an inflammation; absolute rest is at first the only treatment. As the inflammation clears up, the power of the muscles may return to a greater or a lesser extent. Improvement has been known to take place any time during a two-year period following paralysis.

When signs of convalescence appear the family is always eager to see how much the patient can do with a damaged arm or leg. This is sure to be harmful. A physician should be in attendance and his advice should be followed closely.

After the acute symptoms have passed the doctor will explain how to massage the parts of the body which require such treatment. Before the patient is allowed out of bed, light and properly fitted supports should be made for the weakened arm or leg. When exercise is permitted—the doctor will give instructions as to this—under no circumstances should the prescribed amount of exercise be exceeded. Proper care at the time of convalescence often decides whether a patient will or will not be crippled permanently.

It should be emphasized that if early diagnosis of the disease is made, and prompt treatment is given, the cure of poliomyelitis is much more assured than has been the case in the past. Unfortunately there is no known way of immunizing a child or an adult against this disease.

Dr. Ferdinand C. Reinhard.

Swim Suit Prices Settled.

Following the price jockeying of last week at Chicago, bathing suit quotations have apparently been stabilized for the time being and initial orders are expected to appear in good volume shortly. The standard pure worsted ribbed number, weighing approximately 7 to 7½ pounds a dozen, which opened at \$10.25 last year, is priced at \$9.25 to \$9.75 a dozen, depending on weight and finish. The six pound style is quoted at \$8 to \$8.50 per dozen. Most selling agents have started on trips to the Coast and to the South to book initial business.

The easy mark rarely makes his mark.

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

now

For Merchants in All Lines

The same saving and the same service to all

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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

attention. It gives ear to the exaggerated statements of these men that they represent the majority of those engaged in the agricultural industry. No more mistaken idea ever prevailed. Tho improved machinery and the conveniences of the present time have brought the farmer out of his segregation. Town and country are united. To-day he votes and acts with the men of the towns and cities, and the industry which he fosters takes its place in the same category with manufacturers and other lines of trade. Because of this, the majority of farmers are not raising their voices in protest, nor are they demanding legislation that is contrary to the spirit of the constitution. The radical element that indulges in this practice is by no means representative and law-makers who lend themselves to the desires of such an element are only helping to promote a Bolshevism they should be striving to discourage.

I am greatly disappointed over the attitude of England and France on the payment of their war debts to this country. I did not expect Germany to do differently than she has, because she has always been a welcher nation. The word of monarchical Germany has never been good. John Hay, when Secretary of State, placed himself on record by asserting that the word of China had always been good up to the time he spoke, while no dependence whatever could be placed on the word of official Germany. Knowing this national tradition, as he must have known it, President Wilson played into the hands of Germany when he insisted on declaring an armistice when he should have chased the Germans into Berlin, signed the treaty of peace in Pottsdam, and kept American soldiers there until the last penny of indemnity was paid. That is the only kind of war settlement Germany understands. That is the way she settled with France, after conducting a war of conquest based on a false telegram forged by Bismarck. By failing to do business with Germany in the only way she knows anything about we lost out with the most crafty nation God Almighty ever permitted to exist. I looked for better things from England and France and cannot understand their attitude toward America in this crisis.

A lady from the country parked her car on the side of the county court house where the signs read "county cars only." An officer put a sticker on her car, informing her that she was charged with illegal parking. She appeared at the traffic office in police headquarters, protesting that she lived in Kent county and that the signs displayed by the police department entitled her to park her car where she did. The officer in charge saw the justice of her contention, cancelled the charge against her and ordered the reading on the signs to be made more specific.

Editor Buckley, of the Grocery World, publishes an editorial in a recent issue on increasing the consump-

tion of coffee, which interests me greatly. It leads me to write what I have discovered regarding increasing the sale of coffee in grocery stores. I think there is no odor that is so appetizing in a grocery store as that caused by roasting coffee and I have induced a great many city and country merchants to put in small coffee roasters and roast their own coffee. The moment the customer enters the store and gets a whiff of the aroma that minute he thinks of coffee, and whether his good wife has told him to buy coffee or not, he is pretty sure to add one or more pounds of coffee to his order. Many grocers tell me they have doubled their sales by resorting to this simple method of creating demand. I think I have further assisted my patrons to increase the sale of coffee by urging their customers to buy coffee roasted, but not ground and to grind it themselves in a home installed grinding machine. As soon as it is taken home it should be placed in tight glass or metal cans and removed therefrom only to be freshly ground for each meal. This will so preserve the delicious aroma of freshly roasted coffee as to increase its "drinkability" to a remarkable extent. The only drawback to this arrangement is the apparent lack of efficient coffee grinders which are available to the housewife.

John H. Millar, the half century confectionery salesman, writes me concerning the repeated efforts made to pardon Robert Irving Latimer from Jackson prison, where he has spent forty-three years for the brutal murder of his mother. Henry ford offers him a position as flower tender at his Dearborn estate in the event of his being given his liberty. Mr. Millar asks if I consider ford a good Samaritan. The Good Book says "Judge not lest ye be judged," but if I was out shooting Samaritans I do not think I would ever draw a bead on Henry ford. He is a striking example in America of a money making machine, but he has never given very much attention to the distribution of his enormous fortune along Good Samaritan lines. Andrew Carnegie made many hundred millions as an iron monger and then derived equal satisfaction in distributing it in such a way as to do the people the most good from his standpoint. I commend the example of Mr. Carnegie to Mr. ford in the event of his ever deciding to embark in the Samaritan business. E. A. Stowe.

Chicago Shops Join in Dress Pact.

Maurice Rentner, chairman of the Fashion Originators' Guild, announces that the high grade shops of Michigan avenue, Chicago, have entered into an agreement with the Guild similar to that signed by uptown shops in New York City. The agreement provides for co-operation in combating piracy and for prolongation of the seasonal selling period. He added that the State street stores had expressed approval of the plan and would probably sign the agreement as soon as certain details were completed. Arrangements will be made shortly for conferences with Boston and Philadelphia merchants.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A distributor agrees to discontinue use of the following words to designate products as follows: "Paris", "Poudre", "Parfum" and "Henriot Perfumers" and any other French words, to designate products that are not manufactured in France; "English" and "Broadcloth" to designate a product that is not made in England and is not broadcloth; "London" to designate products that did not originate in London or in England; "Pearl", "Pearls", "Unbreakable Pearls" and "Indestructible Pearls", to designate destructible imitation pearls and products made therefrom; "Crystal", "Amber", and "Ivory" to designate products that are not crystal, amber, or ivory and are not made therefrom; "Platinum", "Platignum", or any other derivation of the word "Platinum" to designate products not composed of platinum; and "Leather" to designate products not made of leather. The distributor will also discontinue using fictitious and exaggerated prices of the products offered for sale in combination sales.

A manufacturer agrees to discontinue use both of endorsements that are not the unbiased opinions of users of the product and of endorsements given for a monetary consideration unless accompanied by a statement to that effect.

A manufacturer agrees to discontinue impressing the words "One Pint", "Full Pint" or "Half Pint" upon glass bottles having a capacity less than that indicated and stamped thereon.

A manufacturer of electric clocks and lamps agrees to discontinue representing that he holds patents on the products.

A manufacturer agrees to discontinue use of the word "Witch Hazel" to designate soap that does not contain witch hazel in sufficiently substantial quantities as to be so designated.

A distributor agrees to discontinue use of the word "Fashioned" to designate hosiery that has not been manufactured by the method used to produce fashioned hosiery.

A conductor of a correspondence school of instruction in aviation, agrees to discontinue misrepresenting the scope of the instruction, the demand for and opportunities open to its graduates, and the financial benefits the students will obtain.

A distributor agrees to discontinue representing that two alleged remedies distributed are competent to cure psoriasis, when such is not the fact.

A manufacturer agrees to discontinue use of the word "St. Thomas" on labels designating bay rum that is not manufactured at St. Thomas, in the West Indies.

A manufacturer agrees to discontinue representing the following: that his salesmen are representatives of Drovers Veterinary Union or that he has purchased Drovers Veterinary Union, when such are not the facts; that Drovers Veterinary Union has cheapened or changed its formula when such is

not the fact; that a certain product is made from the same formula from which the product made by the Drovers Veterinary Union designated "Third Degree" was formerly made, when the "Third Degree" continues to be made by the Drovers Veterinary Union, and by the formula always used by them.

A distributor agrees to discontinue use of the word "Manufacturing" in firm name and to discontinue its use in any manner to imply ownership or operation of a factory in which the carbon paper and typewriter ribbons sold are manufactured, when neither owning nor operating such a factory.

A manufacturer agrees to discontinue representing that the yeast manufactured by him is standard for vitamin studies of the United States Government and leading universities, when such is not the fact.

A distributor agrees to discontinue representing that the celery sold has been treated before shipment by a "precooling" process, when such is not the fact.

Stores Push Gift Lines Strongly.

Retailers have launched concentrated promotional efforts on holiday gift lines which will continue unabated until Christmas. Unless weather conditions intervene, the expectation in retail circles is that we will see a notably heavy spurt in consumer buying of gift and semi-gift merchandise. The business done will be closely scanned, as the orders the stores have placed so far are well under a year ago and re-orders will be concentrated on proved best sellers.

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

Traits Necessary For Proper Raising of Offspring.

By no means the least important of the developments brought about in recent years through the scientific study of child training is that which has resulted in the concerted effort for more effective parent education. In the past it has been taken for granted that, as soon as men and women became fathers and mothers, through the alchemy of parenthood, they immediately became endowed with the wisdom and knowledge necessary to fit them for the intricate task of efficiently rearing their offspring. It is obvious that if specific training is essential for the teacher in whose charge society places the training of the child for the comparatively short time that he spends in the public school, it is much more important that those who are responsible for his physical and mental development, during those plastic years of his pre-school life and for all the time when he is not under the direct influence of the school, should undertake their tasks with all the understanding of the basic facts necessary for the accomplishment of the work which has been given them.

Two factors play an important part in determining the type of individual the child is to become; first, the mental and physical characteristics and aptitudes which he inherits from his ancestors; second, the environment in which he is placed. The child's heritage is unchangeable; his environment is what his family and the surroundings make it. Much then depends upon the parents to make the environment such that he will react, emotionally and physically, in such a way as to make the most of his heritage. To accomplish this there are a few outstanding facts that must be recognized. He must have health and happiness, he must know that he is loved, and he must have a feeling of absolute solidarity and security in the home. No child can be well adjusted emotionally until he is sure of these.

Child development is dependent upon a few basic conditions. There must be absolute team work between the parents. Before the child there must be no bickering over discipline. When one attempts a corrective measure the other at least must seem to agree. Any differences of opinion must be settled when the child is not present. Punishments, when they come, must be swift and sure and in keeping with the misdemeanor. No child should be allowed to go for days, or even hours, dreading a punishment that should have been administered at the time of the offense. If growth along desirable lines is to result, he must be shown wherein he has erred and that the penalty imposed is logical and in proportion to the seriousness of the mistake.

The first years of a child's life are the most plastic and it is at this time that the basic elements of his character are being established. It is then that his reactions to authority and to the world about him are taking shape and if these be incorrect he forms habit which will handicap him throughout his whole life or which will be overcome only through long and often painful effort. The wise parent will see

to it that conditions favorable to mental growth surround the child and to this end will provide opportunities for him to exercise his initiative in arriving at his own decisions. He must be given such responsibilities as he is able to assume. He must realize that the care of playthings, his room, and in an increasing degree his clothing, devolves upon himself and that he must respect the rights and property of others to the same extent that he wishes and expects his own rights to be observed. His privacy must be respected and some place, whether large or small, must be exclusively his to do with as he wishes with the absolute certainty that its privacy will not be violated. The development of self-reliance can be encouraged best by parents through wise guidance in his decisions rather than the mistaken kindness of relieving him from responsibility.

The period of adolescence is another time when the child needs all the understanding, help and sympathy that the parent can give. In order that the parents may be of the greatest help it is necessary that they be thoroughly conversant with both the physiological and the psychological changes which are taking place, for it is during this time that the ideals and ambitions which so largely influence the child's whole future are being formed. It is most important that the parent bear in mind that these ideals and ambitions come from within and cannot be imposed from without. In order that the desired results may be obtained there must be the fullest trust and sympathy, for if the child feels that confidence is placed in him he will, in nearly all instances, prove himself worthy of the trust. It is most essential, therefore, that every effort be made to make available to parents all the information which modern research has discovered.

Gladys J. Spearin.

Training Women For Business.

Business education, in which more than 1,000,000 students are enrolled, is not only one of the most rapidly growing phases of the entire educational program but is one of the major responsibilities of secondary and higher institutions.

The necessity for developing more appropriate and effective programs of education for and about business is emphasized by the changing economic conditions in the United States. Current economic and business problems of the individual, the home, local communities, and the Nation are occupying roles of increased importance.

The trend toward upgrading the requirements for entrance into, and success in office and sales positions, together with the decrease in real wages in the clerical occupations, emphasizes the significance of designing improved business training programs in the secondary schools. Also the increased responsibilities of leadership in our Nation's business challenging the collegiate schools of business, the bureaus of research, and the leaders in business, place additional obligation on higher institutions training men and women for business careers.

The enrollment of more than 1,000,000 young men and women in business courses is evidence of some of the outstanding educational, occupational, and social trends of the twentieth century. The number enrolled in business courses exceeds the number in any field of vocational training chiefly because of the multitude of opportunities in business and because of the mobility within business occupations.

Increasingly large numbers of young men are turning to organized training programs rather than to apprenticeship. Furthermore, one of the greatest social changes in history is indicated by the increased enrollments of young women in business courses. In all types of schools their percentages of increase exceeded those for men. Only in collegiate education for business does the number of men exceed the number of women.

The breakdown of the earlier prejudices against women in office and store occupations, the introduction of modern office equipment and methods, the increased desire for economic independence, and the social phases of business positions have been the chief factors in the latter trend.

At the beginning of the past decade there was much speculation as to what the post-war trends would be in business-education enrollments. The increase in enrollments during the Kaiser's war exceeded the increase during any previous period of equal length. The business education programs in the different types of schools, and particularly in the public high schools, expanded rapidly to meet the emergency.

With only one exception, the different types of schools offering business subjects continued to expand their programs after the war. Data compiled during the biennium reveal that in the past six years the increase in enrollments in this field amounted to 59 per cent. in the private high schools and 72 per cent. in the public secondary schools. Furthermore, there was an increase of more than 300 per cent. in the colleges and universities during the past ten years.

Collegiate education for business is growing far more rapidly than higher education in general. Although the collegiate schools of commerce are among the most recently organized divisions of the universities, they are in many instances the largest of the professional schools. If the percentage of increase in enrollments in the various professional schools for the past ten years obtains for the next decade, the schools of commerce will be the largest of the professional and vocational schools. Even if the percentage of increase in business enrollments during the past ten years were increased many times during the next decade there would be little danger, if any, of a surplus of collegiately trained personnel for business. There are many indications that these schools will continue to grow very rapidly.

J. O. Malott.

Reek Bros. dealers in hardware, building materials at Fountain, send in their renewal and write: "We want every issue of the Tradesman."

Cost of Governing American Cities.

Each year a government makes certain expenditures, the amount of which depends upon the scope of its activities, the volume of work undertaken and the manner of carrying on this work. Each year these expenditures must be met; this requires the raising by taxation of an equivalent amount of money.

As a result, adjustments must be made year after year between the needs of the government and its income. Out of this situation arises the need for financial planning.

There is no doubt that improvement can be made in the conduct of city administrations. Municipal governments have not extended their functions, increased their cost and debt by pressure wholly from within the city hall, but by demands applied from without.

The demands of the past were for public improvements on a scale commensurate with our steady income and uniform growth. That demand has now changed. To-day, with slender purses, we find payments hard to make.

We are confronted with the problem of maintaining, in a less expensive manner, that which we have constructed, and planning future problems with a degree of thrift not heretofore experienced. Hence, we come to budgeting our resources.

What is a budget? A budget is a complete financial plan for a definite period, which is based upon careful estimates of the expenditure needs and probable income of the government. A true budget will present two sides. The expenditure side and the revenue side.

Each city should have a sound expenditure policy to pursue. It should have a definite program on improvements, and not permit itself to be hurried into making expenditures in emergencies, only to find out later that an unwise burden has been assumed.

There should also be careful planning, not only each year in the preparation of the city budget, but over a period of years. No new expenditures should be undertaken unless a careful investigation reveals the facts concerning it and establishes the usefulness of the new work.

Industry, commerce and manufacturing interests have come to the conclusion that the services of government are costly. No longer can municipal officials tolerate the demands made for highly ornamental buildings, extensive recreational facilities, part-time physical education in our schools, music in the parks, extensive street displays, ultra-sanitary measures and other attractive but not essential municipal activities.

We are now asked to curtail expenditures for these purposes, and make them subservient to our income. We can do that by systematically allotting to the various branches of government a proportional share of the moneys derived by taxation. We can see that these moneys are fairly and judiciously expended by planning their purchasing value in advance, and demanding of that purchasing value a return in labor performed for dollars expended.

A. E. Roche.

MODERN CUTS OF PORK

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

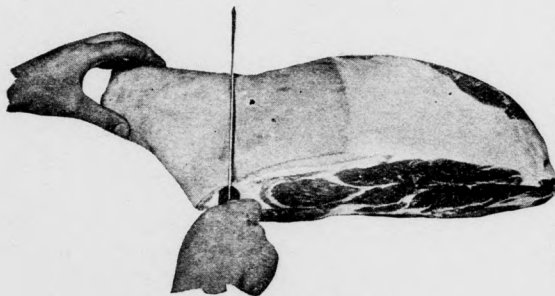
CUTS FROM THE FRESH SKINNED SHOULDER

The fresh skinned shoulder of pork may be converted into some very attractive cuts. With the exception of the shank it may be sliced entirely, or it may be used for inside and outside shoulder roasts.

In this article two ways to use the shoulder hock are described. The next will give two suggestions for using the fresh skinned shoulder (hock off).



Art. VIII—Cut 1



Art. VIII—Cut 2

Removing the Shoulder Hock

Removal of the shoulder hock is shown in the illustration at left.

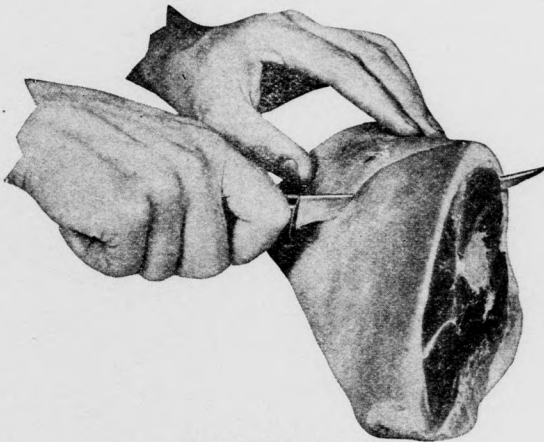
Remove the shoulder hock immediately above the elbow joint.

Two Ways to Use the Shoulder Hock

Following are presented two ways to use the shoulder hock, one with the skin on and one with the skin removed. It also may be used for trimming or sold in one piece.



Art. VIII—Cut 3



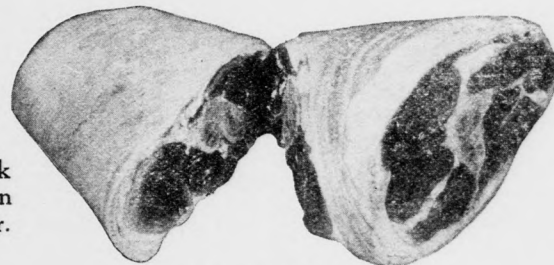
Art. VIII—Cut 4

Shoulder Hock Cut into Two Pieces

More lean meat is exposed when the hock has been cut into two pieces; consequently it appears more attractive.

1. Cut hock into two pieces.

2. Fresh shoulder hock as it appears when cut in this manner.



Art. VIII—Cut 5

Shoulder Hock (Skin Off) Cut into Two Pieces

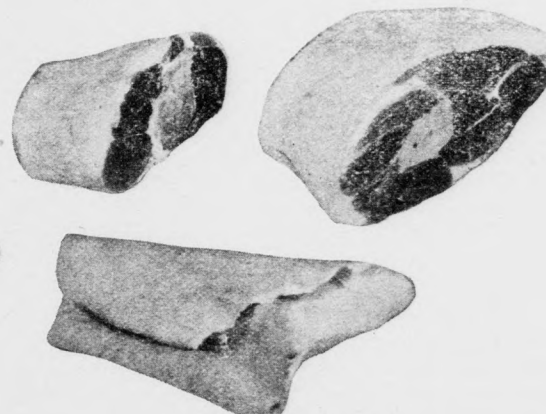
If the shoulder hock happens to be a slow seller, try removing the skin before cutting it into two pieces.



Art. VIII—Cut 6

1. Remove the skin from the hock.

2. Shoulder hock (skin off) displayed in two pieces.



Art. VIII—Cut 7

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