

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, JUNE 13, 1928

Number 2334

Freedom's Banner

When Freedom from her mountain height,
Unfurled her standard to the air,
She tore the azure robe of night,
And set the stars of glory there.
She mingled with its gorgeous dyes
The milky baldric of the skies,
And striped its pure, celestial white,
With streakings of the morning light;
Then from his mansion in the sun
She called her eagle-bearer down,
And gave into his mighty hand
The symbol of her chosen land.

Majestic monarch of the cloud,
Who rear'st aloft thy regal form,
To hear the tempest-trumpings loud,
And see the lightning lances driven,
When strive the warriors of the storm,
And rolls the thunder drum of heaven,
Child of the sun! to thee 'tis given
To guard the banner of the free,
To hover in the sulphur smoke,
To ward away the battle stroke,
And bid its blendings shine afar,
Like rainbows on the cloud of war,
The harbingers of victory!

Flag of the free heart's hope and home!
By angel hands to valor given;
Thy stars have lit the welkin dome,
And all thy hues were born in heaven.
And fixed as yonder orb divine,
That saw thy bannered blaze unfurled,
Shall thy proud stars resplendent shine,
The guard and glory of the world.
Forever float that standard sheet!
Where breathes the foe but falls before us,
With Freedom's soil beneath our feet,
And Freedom's banner streaming o'er us?

JOSEPH RODMAN DRAKE.

WIDE-AWAKE

merchants are always well stocked to meet the ever increasing demand for Royal Baking Powder and keep it prominently displayed.

Call attention to the purity and reliability of Royal and you will increase your sales and profits—a sale of Royal means the purchase of other baking ingredients.



**Royal Contains No Alum—
Leaves No Bitter Taste!**

STRENGTH

ECONOMY

THE MILL MUTUALS Lansing AGENCY Michigan

Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

ACCIDENT CASE SETTLED

Attorney John Kalmbach of Chelsea Recommends
the Citizens' Mutual Automobile Insurance
Company of Howell, Michigan

Home Office in Same State

ATTORNEY JOHN KALMBACH of Chelsea, who represented the estate of Dr. Palmer and Mrs. Palmer, has negotiated a settlement. Some time ago there was a traffic accident west of Chelsea in which Dr. Palmer was fatally injured and his wife and son seriously injured and their car damaged. Attorney Kalmbach took this up with the insurance company at Howell where the other car in the accident, owned by Dr. W. L. Faust of Grass Lake, was insured and after two or three interviews, made an agreeable settlement.

He found the officers of the company ready to consider a fair adjustment. The fact that the home office of the insurance Company was in the same state and only a few miles away enabled them to get together and iron out their differences. He feels that if injured parties would take their adjustments up with the local agency or the home office and be a little patient that in most cases a fair settlement could be arrived at without long and expensive litigation. It is a well-known fact that the courts are becoming congested with automobile accident cases. Those who are too greedy find that with expensive litigation they have but little left and they would be much better off to be more patient and obtain a settlement out of court.

See the local agent or write to
**CITIZENS' MUTUAL AUTOMOBILE
INSURANCE COMPANY**

Howell, Michigan

WHITE HOUSE COFFEE

The Package of "Repeats"

THE way to test the selling value of coffee is to take it home and try it, yourself. See how your own family likes it. That is what we ask you to do with White House.

Give it a thorough test in your own home, in comparison with any other

brand at any price. Then we are sure you will push it in your store.

White House makes good customers because it makes good coffee. Every package is filled with proof of this statement.



*The
Flavor is
Roasted In!*

DWINELL-WRIGHT CO.,
Boston, Mass., Chicago, Ill., Portsmouth, Va.

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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.

RESPECT THE FLAG.

Do not permit disrespect to be shown to The Flag of the United States of America.

Do not dip The Flag of the United States of America to any person or any thing. The regimental color. State flag, organization or institutional flag should render this honor.

Do not display The Flag with the Union down except as a signal of distress.

Do not place any other flag or pennant above or, if on the same level, to the right of The Flag of the United States of America. Do not let The Flag touch the ground or the floor or trail in the water.

Do not place any object or emblem of any kind on or above The Flag of the United States of America.

Do not use The Flag as drapery in any form whatsoever. Use bunting of blue, white and red.

Do not fasten The Flag in such manner as will permit it to be easily torn.

Do not drape The Flag over the hood, top, sides or back of a vehicle or of a railway train or boat. When The Flag is display on a motor car, the staff should be affixed firmly to the chassis or clamped to the radiator cap.

Do not display The Flag on a float in a parade except from a staff.

Do not use The Flag as a covering for a ceiling.

Do not carry The Flag flat or horizontally, but always aloft and free.

Do not use The Flag as a portion of a costume or of an athletic uniform. Do not embroider it upon cushions or handkerchiefs nor print in on paper napkins or boxes.

Do not put lettering of any kind upon The Flag.

Do not use The Flag in any form of advertising nor fasten an advertising sign to a pole from which The Flag is flown.

BUSINESS LACKS SNAP.

More favorable weather has pushed up retail store sales volume, but according to reports business lacks the

snap that was expected. Farming areas are turning in the best advices, and retailers in the industrial sections and the cities are not doing quite so well except where special circumstances prevail and employment is high.

The upturn in farm trade was reflected in the mail-order returns for last month, and the chain store figures bear out the evidence. In his comment on May sales the head of the Woolworth chain pointed out that the farming districts of the Middle West showed the largest gains, whereas a year ago losses were the rule. Sales of this system last month ran almost 10 per cent. ahead of last year and the old stores turned in increases averaging 5.03 per cent.

The latter percentage probably represents about what the department store increase will be for the month, when the report is issued. At present the stores are having some difficulty with their clearances because of the style consciousness developed by their patrons. Bargain prices fail to exert their usual attraction when the merchandise is not fresh.

Reflecting the greater activity in the stores, buyers have been more numerous in the primary markets. They are purchasing goods for sale purposes, but quite a fair business is being placed on new line which are required to freshen up stocks.

BLIND TO GOD'S POWER.

The first great universities of the United States were founded upon the basic fact that you cannot worship God in ignorance. There is no place in the land to build an altar to an unknown God. We are a free people and our liberty is constrained only through our devotion to Jesus Christ.

When we are in contact with communion with God, our minds are stabilized and we are enabled to think straight. God is the greatest of all realities and eternal truths and he who says that God is unreal confesses that he does not know God and is blind to His power.

MUSCLE SHOALS.

The President has let the Muscle Shoals bill die by the process of the "pocket veto." In so doing he has disregarded a considerable body of moderate opinion which held that on the whole the bill presented a compromise that could be put into practice without hurting the public interest.

Nevertheless, we believe Mr. Coolidge's decision is the wiser of meeting the situation. The project is so vast that it should not be entered upon with any half-way policy. Such a course might well lead to larger troubles in the future. We should not consider the Muscle Shoals issue settled until it is settled right.

Meanwhile, Senator Norris raises the familiar constitutional point that the bill is not dead, because Congress has not adjourned but is only in recess. The Constitution says: "If any bill shall not be returned by the President within ten days (Sunday excepted) after it shall have been presented to him, the same shall be a law in like manner as if he had signed it, unless the Congress by their adjournment prevent its return, in which case it shall not be a law."

The Supreme Court has never passed upon Senator Norris's point, but it has before it a case raising the exact question at issue. The President is evidently rather sure that the court will uphold the "pocket veto."

THE CHURCH WITH IDEALS.

It is not only the National income of the American people that is limited. Time and spirit for reflective thought are also limited. The demands upon both are increasing at a terrific rate. Whereas at one time the church had practically a monopoly on Sunday, it now faces active and vigorous competition from automobiles, golf, motion pictures and other attributes of modern life which tend to distract interest from the church.

If the church is a weak sister in the battle for attention, it will inevitably be crowded out of the consciousness and lives of American people. The church must not only be prepared to satisfy the spiritual needs of its congregation, but must also be able to do this in such powerful interesting fashion that material competitors for attention will cease to be a menace.

The world to-day will not listen to a church which has only platitudes to teach, which has only truths to present which everybody accepts, however little they may be practiced. In the struggle for attention it is the church with ideals, with imagination and with a powerful appeal to modern interests which will make its mark.

HIGH MONEY RATES.

High money, which has been so bitter a dose for the stock market, has been forcibly fed even to the United States Treasury. Summer financing was expected to show a rate of interest lower than any since the war. The 3½ and 3¾ per cent. paid by the Treasury in March seemed likely to be clipped. But it was not to be. The short-term issues, totaling \$400,000,000, will bear interest at 4 and 3¾ per cent.

This is more than the Government should have to pay. The National credit is not weaker than it was in March. It is stronger, if anything. Prices of long-term Government bonds show plainly that any such rate as 4 per cent. for these issues is out of line.

But there's a reason. High rates for commercial loans and call money for speculation, brought about by the Federal Reserve Board in its effort to put a curb on the stock market, have compelled Mr. Mellon to raise his ante. It was a disagreeable necessity, but there was no escape.

The method taken to check speculation has made it appear that the Treasury's credit is on the wane. But the main point is that this is only a passing shadow. It has no fundamental meaning or effect.

COLOR HARMONY.

If meticulous attention to harmonious color schemes and softly blending ensembles is an indication of esthetic development this age may well boast of its taste. Our young men carefully match their shirts, neckties and socks; our young women go even further. Nothing that they wear or carry is permitted to strike an unharmonious note with the prevailing tone of their costumes.

Pocketbooks must be of the correct shade, cigarette lighters must harmonize. Even cigarettes are available to match the soft colors of evening gowns and for the outdoor girl kodaks are covered in the proper shades. Now we have the bright-hued golf ball.

There is something said to the effect that these new colored balls will be easier to find than the familiar white pellets. But we doubt it. The true appeal of the yellow and orange balls will be to women who see in them another chance to give a final, distinctive touch to their ensembles.

A WATERY BUSINESS.

The difference between a fellow who plants fish and oil promoters is that one stocks the waters and the other waters the stocks.

Shoe retailers in Ohio, West Virginia and Kentucky, are contemplating the formation of groups of non-competitive dealers to study problems in shoe retailing, following successful similar groups which have been functioning for the past two years among retail dry goods and women's wear merchants. These groups are to be formed by merchants having approximately the same class of trade, and doing the same yearly volume of business.

Assistant Secretary of War Robbins told the graduating class at West Point that the day of world peace is still far away. Certainly the hostilities between those who foresee the passing of war and those who don't show no sign of abatement.

The anti-Hoover Republicans and the anti-Smith Democrats might as well prepare to exchange condolences.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Realm deems it wise to warn its readers not to have any dealings with a man named E. P. Grimm, who takes orders for clothing on the blanks of the Standard Clothing Co., Inc., Chicago, and then turns the orders over to a New Jersey house. When the clothing arrives, shipped C. O. D., it is found that it does not meet the conditions under which it is sold. As the goods are paid for—a portion to the man Grimm and the remainder to the express company—the purchaser is helpless.

Charles T. Morrissey & Co., of Chicago, manufacturers of powders used in making soft drinks, have been ordered by the Federal Trade Commission to stop advertising names of fruits as descriptions of products not composed wholly of such fruits or the juice of such fruits. Provision is made in the order for use of names of fruits with proper qualifications in instances where the product advertised contains substantial amounts of the fruit named. Such names as "Cherry," "Strawberry," "Grape," "Raspberry," "Pineapple," "Ras-o-Berry," "Grape-Julep" and "Cherry-Julep" were used by the company to advertise soft drink powders containing none of the actual fruit named, but consisting principally of tartaric acid as a base and artificially colored with coal tar colors. Powders labeled with names containing the words lime, lemon and orange, contained none of those fruits but were made up principally of a tartaric acid base to which was added oil of lime, oil of lemon, and oil of orange derived from the peel of those fruits. They were artificially colored with coal tar colors.

New York, June 11—Tons of reclaimed rubber ranging all the way from worn out hot water bottles to discarded garden hose and automobile tires are used by "gyp" tire retreaders every month to rejuvenate old casings so they may be sold as new, first quality tires. Such, in substance, is the outcome of an investigation conducted by the National Better Business Bureau, Inc., into the "gyp" tire retreading industry.

While honest tire retreading has, in the opinion of Bureau officials a well earned and legitimate place in American industry, the "gypts" who prey upon the common desire to get "something for nothing" have been quick to rush in and offer "bargains" in the form of these retreaded tires. In the opinion of the Bureau, these tires are not only a menace to life, but the manner in which they are sold as new tires constitutes a gigantic fraud upon the public and also works serious damage to the reputation of legitimate manufacturers.

Bureau investigators found gyp retreading going on in obscure factories in various parts of the country. The location of some of these was not proclaimed by signs or door plates. In one instance such a plant was discovered by following truck loads of junk casings as they were carted from rubbish piles and second-hand dealers' establishments.

From the proprietors of these establishments, Bureau investigators learned that even in "gyp" retreaded tires there are "first" and "second" grade

tires, just as in the legitimate trade. The "firsts" are unbroken carcasses while the "seconds" are blowouts which are either cracked or split.

Using tire moulds obtained from companies which have passed out of existence is a comparatively common practice among the "gypts," the investigators learned. Further, the "gypts" have sought to take advantage of reputable tire trade names and treads, using a carcass of any origin to make over into the "make" desired. These tires are then carefully wrapped in fresh paper to simulate a new tire.

In disposing of "gyp" tires, the investigators learned, several methods are used. Some retreaders will not make delivery at all. Others ship tires by express and parcel post, but will not deliver locally. Usually the tires are sold from unmarked vans in busy streets to motorists found in their cars. In justifying the low price of the tires the inference is made that they were obtained in some obscure manner and must be disposed of in a hurry.

Co-operating with forty-three local Better Business Bureaus in various

blanket was produced which had in its make-up only one strand of wool. Obviously such a state of affairs would be ridiculous. But would it be more ridiculous than the "part wool" situation as it exists to-day?

Let us see.

In the beginning, wool blankets were all—100 per cent.—wool. While all-wool blankets are still manufactured the blanket industry in this country had not advanced very far before the manufacturers learned that it was possible to combine wool and cotton in the production of a blanket of high utility which found a ready market under the name "part wool."

Competition was quick to recognize this development with the result that the wool content of "part wool" blankets became less and less. According to laboratory tests on blankets pur-

ing 18 per cent. was so vague and indefinite that it was impossible to tabulate them. But since the understanding of the majority was far from the actual facts in the matter, the National Bureau believes that the continued use of the term is deceiving the public and that it actually amounts to fraud.

To the end that the consumer may be accurately informed as to the wool content of blankets and because salespersons usually have no very clear knowledge of the actual wool content of the blankets which they sell, the National Bureau has drawn up a resolution which is urged for adoption before November 1 of this year and which will, it is believed, eliminate deception in the sale of cotton and wool blankets and provide competition with a free and open market for blankets made of cotton and wool. This resolution reads as follows:

The National Better Business Bureau, Inc., recommends to blanket manufacturers that when the term "wool" or "woolen" is used either in such expressions as "part wool" or "wool and cotton" or in any other way, on blanket labels or any other form of advertising, that the approximate percentage of wool content of such blankets be mentioned in the same size type as the word "wool" or "woolen."

It is also recommended that this recommendation be put into effect as soon as possible, immediately if desired, but not later than November 1, 1928.

In the opinion of the Bureau, wool is put into "part wool" blankets for selling purposes rather than utility. Where, then, is the injustice in asking manufacturers to protect themselves and the public by identifying the approximate wool content on labels, tickets, and in all advertising?

There is none.

Grocery Conference Set For June 28.

A trade practice conference with the grocery industry will be held June 28 in New York City for consideration of unfair trade practices said to be prevalent in the industry.

Such subjects as the following, among others, will be presented for determination:

Misrepresentation and secret rebates. Unfairness of different types of so-called free deals. Subsidizing of salesmen and other forms of commercial bribery. Misleading statements in connection with the labeling or advertising of food products. Lottery schemes and gift enterprises. Fraudulent methods of manufacture and distribution by irresponsible manufacturers or merchants. Wasteful practices burdensome alike to the trade and the consumer, such as unwarranted cancellations and returns. Discriminatory price differences in the same or different markets and sales below cost for the purpose of killing competition or building monopoly. Consideration of resale price maintenance legislation, one of the subjects already under consideration at the commission.

Pertinent Suggestion.

Housewife—No! We don't want no books, nor we don't want no calendars. We don't want no nothing.

Salesman—What about a cheap grammar?

Open Letter to the Postum Cereal Co.

Grand Rapids, June 11—I presume you are aware that I have been conducting an aggressive campaign against Maxwell House coffee because the Cheek-Neal Co. has sold its brand at 14 to 18 per cent. less to the chain stores than to independents.

At the present time the local agent is offering Maxwell House to independents at 48 cents and to the chains at 42 cents.

This policy has created an intolerable condition in the trade which ought to be rectified at once if you expect to sell any Maxwell House coffee to grocers who are subscribers to the Michigan Tradesman.

I want to live in peace and harmony with all the food manufacturers, if possible, and therefore ask you in all candor and confidence that you write me a letter, stating that the unfair and wretched discrimination in price maintained by the Cheek-Neal Co. will be immediately discarded by you and that the brand will be sold to the independent merchants on identically the same basis on which it is sold to the chains.

E. A. STOWE.

cities and with large tire manufacturers, the National Bureau representatives learned that this retreading gyp game is going on in Chicago, Pittsburg, Rochester, Kansas City, Springfield, Mass., and threatens to radiate from these points generally throughout the country.

When is a wool blanket not a wool blanket?

The answer obviously is, "When it is a part wool blanket." But—

How much wool must a blanket contain to be a part wool blanket? There is a question that is not so easy to answer.

Theoretically, if the blanket contained even so little as one-tenth of 1 per cent. wool it might be classed as a "part wool" blanket. Such a product is, in truth, part wool. By the same logic it would be "part wool" if it contained one-tenth of 1 per cent. And so the logic might be continued until a

chased throughout the country during the last year, blankets marked "part wool" may contain anywhere from 1 to 12 or 15 per cent. of wool with the majority containing 4 or 5 per cent. The use of the term "wool" has therefore been retained on a blanket that contains an overwhelming percentage of cotton.

To procure accurate information as to just what the term "part wool" means to the average consumer, the Merchandise Section of the National Better Business Bureau, Inc., contacted with a substantial number of consumers by means of a questionnaire. Of the replies received, more than half or 68 per cent. indicated that to them the term meant a content of more than 25 per cent. of wool. Fourteen per cent. replied that they believed the wool content to be less than 25 per cent. while the replies of the remain-

BUSY BIG STORE.

Its History Goes Back More Than Sixty Years.

In the memory of two generations of Mason county residents, the name of the Busy Big store has rung with the friendly familiarity of old and trusted acquaintance.

The career of this store, with which the Montgomery Ward Co. last week signed a contract to take possession in the fall, has been an integral part of local mercantile history since the civil war period.

No less distinguished have been the careers of its proprietors, James A. Rye and Frank Washatka.

As a youth of 17, Mr. Rye came here from Denmark in 1882. His first employment was of a rugged nature, that of the woodsman and lumber mill worker. It was a stern experience for a lad of 17 years, who had come here alone from a far country, to labor side by side with the hardened lumberjacks of the woods camps. Still vivid are his recollections of the wild times in Ludington when the camps broke up and forty-two saloons did not lack patronage; of sawdust streets in which, during spring thaws, wagons became imbedded up to their hubs.

James Rye had acquired a grade school education in the old country, but he was not satisfied and literally snatched additional learning on the run. In the summer, while working in the mills, he attended night school; in the winter, doing odd jobs in the country, he was a fleeting attendant at rural schools.

The Busy Big store developed from the mercantile business established in the '60s by the Pere Marquette Lumber Co. It was first located at Ludington and Gaylord avenues, and although operated in the name of the lumber concern, was familiarly known as the "Big" store.

In 1888 the business was purchased by a newly organized company, among the stockholders being Thomas P. McMaster, A. E. Smith, H. N. Morse and others, and the Busy Big store was launched under the name it has since borne, the two-story brick building on Ludington avenue, which now houses it, being constructed at that time. The abandoned location was subsequently used, for several years, by the old broom factory.

In 1889 Mr. Rye began his mercantile experience as an employe of N. P. Christensen, who had a well known dry goods, clothing and furnishing business in the Fourth ward. Three years later, Mr. Rye secured a position in the Busy Big store, the manager of which was H. N. Morse. He has been connected with the institution since that time, with the exception of three months in 1894, when he worked in Chicago for the National Tea Co.

In 1895 Mr. Rye returned to Ludington and again worked for Mr. Christensen, who in the meantime had purchased the building and business of the Busy Big store. Mr. Christensen conducted it until his death in 1896, when the store was leased to H. C. Hansen, William Rath and Warren A. Cartier, who operated it under the name of Hansen, Rath & Cartier.

The latter firm successfully conducted the business until 1901, when it was taken over by James Rye and George Adams, both of whom, through long employment and familiarity with the store, were fitted to assume its responsibilities. The firm was known as Rye & Adams. Some years later, Mr. Adams' holdings were purchased by Ira M. Smith, of Grand Rapids, but the firm name remained unchanged until 1913, when Mr. Rye and Frank Washatka formed a corporation, the latter buying Mr. Smith's interests. Rye & Washatka at this time purchased the building, which had been leased to Rye & Adams, as well as the complete stock and fixtures, and they have conducted the business continuously during the ensuing fifteen years.

Frank Washatka, who was born in Wisconsin and schooled there, had his first business experience on the shoe bench in Manitowoc county, where he became expert in making shoes by hand. As a young man of 21, he came to Ludington in 1886 and followed the same occupation, working for Gustave Groening, Ludington pioneer, in the latter's shoe shop.

Two years later, in 1888, Mr. Washatka and Mr. Groening formed a partnership and started a retail shoe store in the old Groening building on South James street, under the name of Groening & Co. In 1898, furnishings were added and the firm name changed to Groening & Washatka.

In 1907 the stock lines were still further expended to embrace clothing, and at this time the new brick building was constructed, just North of the old one, where the Lewis pharmacy is now located. Mr. Washatka retired from the firm in 1913, selling out to Mr. Groening and forming a partnership with James Rye to take over the Busy Big store.—Ludington News.

Tribute To the Flag.

All hail to our glorious ensign. Courage to the heart, and strength to the hand, to which it shall be entrusted!

May it ever wave in honor, in unsullied glory and patriotic hope, on the dome of the Capitol, on the country's strong-hold, on the tented plain, on the wave-rocked topmast!

Wherever on the earth's surface the eye of the American shall behold it, may he have reason to bless it!

On whatever spot it is planted, there may freedom have a foot-hold, humanity a brave champion, and religion an altar!

Though stained with blood in a righteous cause, may it never in any cause be stained with shame!

Alike when its gorgeous folds shall wanton in lazy holiday triumph on the summer breeze, and its tattered fragments be dimly seen through the clouds of war, may it be the joy and the pride of the American heart!

First raised in the cause of right and liberty, in that cause alone may it forever spread out its streaming blazonry to the battle and the storm!

Having been borne victoriously across the continent and on every sea, may virtue and freedom and peace forever follow where it leads the way.

Edward Everett.

Milk Bottles Average Only Thirty Trips.

Milk bottles make, on the average, thirty trips, though there are dairies where bottles make as many as seventy-eight trips. Longer life is ac-

counted for by the practice of charging stores and wholesale customers for shortage and holding retail milk drivers responsible for shortages on their routes. Most of these losses are due to failure to get empty bottles back.

MORE CUPS PER POUND - MORE FLAVOR PER CUP -

Folks' preference for Light House Coffee is more than a hankering fondness . . . it is **INSISTENCE** which demands that animated "double flavor" . . . the cup that inspires conversation

LIGHT HOUSE COFFEE

NATIONAL GROCER CO.

NEW SERIES

\$17,500,000

German Consolidated Municipal Loan

OF

German Savings Banks and Clearing Association (Deutscher Sparkassen- und Giroverband)

Sinking Fund Secured Gold Bonds, 6% Series Due 1947

Dated June 1, 1928

Due June 1, 1947

Price 94½ and Interest, Yielding Over 6.50%

Bonds are offered for delivery when, as and if issued and received by us and subject to the approval of our counsel, Messrs. Sullivan & Cromwell, New York, and Messrs. Albert, Westrick and Hauss, Berlin. It is expected that Interim Receipts of Harris Trust and Savings Bank will be available for delivery on or about June 28, 1928.

HOWE SNOW & CO.

Incorporated

NEW YORK
CHICAGO
SAN FRANCISCO

GRAND RAPIDS
PHILADELPHIA
WILKES BARRE

DETROIT
ROCHESTER
BOSTON

MOVEMENTS OF MERCHANTS.

Coopersville—Carr & Averill succeeded N. Dornbos in the grocery business.

Dearborn—The City Drug Co. has decreased its capital stock from \$30,000 to \$10,000.

Hilliards—R. S. Bronkema succeeds L. Erdmans in general merchandise and grocery business.

Detroit—The Newton Packing Co., 5075 Fourteenth street, has changed its name to the Green Packing Co.

Detroit—Baker's Walk Over Boot Shop, 2629 Woodward avenue, has changed its name to the Baker Shoe Co.

Dorr—The Salem-Dorr Farm Bureau Co-Operative Association, has changed its name to the Salem Co-Operative Association.

Harbor Springs—The W. H. Cornell & Sons meat market, Main street, has reopened for business, having been closed during the winter months.

Tustin—Lynn Matteson has closed out a portion of his hardware stock at special sale and sold the remainder and the store building to Mrs. M. J. Toland.

Saginaw—Mrs. Charles Christensen, wife of the grocer and hardware dealer, recently submitted to a serious operation at a local hospital. She is making a remarkable recovery.

Detroit—The Provident Loan & Saving Society of Detroit, 301 Randolph building, 1306 Randolph street, has increased its capital stock from \$300,000 to \$1,500,000.

Grand Rapids—The stock and fixtures of the H. & J. Toggery Shop, appraised at \$922.23 was sold to James Silk, of Detroit, for \$685, by Abe Dembinsky, court auctioneer.

Kalamazoo—The stock, fixtures and lease of Dave Applebaum, appraised at \$4,047.23 was sold to Louis Hepner, of Philadelphia, for \$4,355 by Abe Dembinsky, court auctioneer.

Detroit—Canvasser Bros. Plumbing & Heating Co., 2323 Barlum Tower, has been incorporated with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Dowagiac—The stock and fixtures of the Leader Store, Louis Tucker proprietor, appraised at \$3,110.59, was sold to Louis Levinsohn of Saginaw, for \$1,935 by Abe Dembinsky, court auctioneer.

Lansing—Miss Gertrude F. McConnell, formerly with McConnell & Clark, millinery, has engaged in business at 208 West Washtenaw street, under the style of the Gertrude F. McConnell Hat & Gift Shop.

Muskegon—The Geo. A. Hume who was recently sued for damages, is not a wholesale grocer, as stated in the Tradesman of June 6, and has no connection in any way with the wholesale grocery business.

Muskegon—The stock and fixtures of Harry Mendelhoff, doing business as the Muskegon Jewelry Co. was sold at public auction to Sam Sewall, of Saginaw, for \$1,300, by Abe Dembinsky, court auctioneer.

Detroit—The Peat Products Co., 2232 Buhl Bldg., has been incorporated with an authorized capital stock of

\$200,000, of which amount \$132,500 has been subscribed, \$6,500 paid in in cash and \$100,000 in property.

Whitehall—Edward Arthur Carlson, grocer, died at his home, June 11, of cerebral hemorrhage. Mr. Carlson was stricken while taking a walk on Sunday and did not regain consciousness. He was 42 years of age.

Buchanan—The High Grade Oil Co., Inc., has been incorporated to deal in petroleum products, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in, \$5,510 in cash and \$19,490 in property.

Detroit—Checker Stores Inc., 12057 North Martindale avenue, has been incorporated to deal in general merchandise at retail, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Highland Park—Warner Sales & Service, 12345 Woodward avenue, has been incorporated to deal in motor vehicles, parts, etc., with an authorized capital stock of \$75,000, \$50,000 of which has been subscribed and paid in in cash.

Detroit—The Welsbach Detroit Co., 4278 Second boulevard, has been incorporated to deal in electric refrigeration, refrigeration supplies, etc., with an authorized capital stock of \$25,000, \$6,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Hendrick Candy Co., 947 Wealthy street, S. E., has been incorporated to manufacture and sell candy at wholesale and retail, with an authorized capital stock of \$5,000, \$3,500 of which has been subscribed and paid in in cash.

Detroit—The Newton Packing Co., 5075 Fourteenth street, has merged its wholesale and retail meat business into a stock company under the same style with an authorized capital stock of \$300,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The W. M. Hayn Drug Co., 10300 Gratiot avenue, has been incorporated to conduct retail drug stores, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in, \$2,609.84 in cash and \$22,390.16 in property.

Lansing—Dwight H. Morgan, 121 South Washington avenue, has merged his jewelry business into a stock company under the style of Morgan's, Inc., with an authorized capital stock of \$35,000, \$7,000 of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Public Music & Photo Shop, Inc., 4741 Grand River avenue, has been incorporated to deal in musical and photographic goods, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$150 in cash and \$4,850 in property.

Detroit—Moore Bros. Clothes Shop, 1224 Randolph street, has merged its business into a stock company under the style of Moore Bros., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$2,730 in cash and \$2,270 in property.

Detroit—The National Food Products Co., Inc., 2331 West Warren avenue, has been incorporated to man-

ufacture and vend food products, with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in, \$1,000 in cash and \$2,000 in property.

Detroit—The Honey-Dew Co., 3955 Dix avenue, manufacturer and dealer in non-alcoholic beverages, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, \$15,000 of which has been subscribed and paid in in property.

Manistee—Fred C. Larsen, pioneer merchant of this city, died July 11, aged 77 years. He had been a resident of Manistee half a century. With a brother, Hans B. Larsen, he conducted a general store fifteen years, following which he established himself as a wholesale grocer.

Kalamazoo—Carni, Inc., 1007 Walbridge street, has been incorporated to deal in glassware, chemicals, perfumes, cosmetics, etc., with an authorized capital stock of \$15,000 preferred and 1,500 shares no par value, of which amount \$10,000 and 1,250 shares has been subscribed and \$10,000 paid in in cash.

Ann Arbor — Ray A. Dolph has merged his undertaking and wholesale funeral supplies business into a stock company under the style of the Dolph Funeral Home, 312 Maynard street, with an authorized capital stock of \$100,000, of which amount \$35,000 has been subscribed and paid, \$1,500 in cash and \$33,500 in property.

Battle Creek—Gilmore Brothers, of Kalamazoo, will open a women's ready-to-wear store in Battle Creek, having leased the shop at 78 West Main street for that purpose. The store is to be completely renovated to meet the needs of the new occupants and will open the latter part of July with a line of the latest fall merchandise.

Muskegon—Florence C. Carling, of Muskegon, Marie Carling and Mary M. Gröskopf of Grand Rapids, have organized the Jersey Ice Cream Co. and will open its plant for business as soon as the necessary machinery has been installed at 547 Catawba street. The plant will be under the management of Edward S. Carling, former manager of the Freeman Dairy Co.

Kalamazoo—A ninety-nine year lease on the store building at 115 North Burdick street, given to Jacob Hanselman by Walter A. Hamilton, was cancelled Saturday in a hearing before Judge V. Weimer, when Hamilton testified Handelsman failed to pay rent, as required under the lease, from March to October, 1927, inclusive. Hamilton declares the defendant is \$5,160 in arrears in rent.

Detroit—The C. F. Smith Co., operator of a chain of stores in Detroit, has been fined \$10,000 on ten counts in the United States Court, by Judge Edward J. Moinet, for violation of the Elkins interstate commerce law. It was charged by the Government that the grocery firm failed to pay the full rates on ten refrigerator cars filled with commodities shipped from Londonville, N. Y. Attorneys for the firm intimated that they would appeal the

case after the court denied a motion for a new trial.

Grand Rapids—Van A. Wallin (Herold-Bertsch Shoe Co.) has purchased the Weatherwax farm on Grand River, two miles from Jenison, which he is fitting up for a summer home. The farm adjoins the farm on which his son conducts a dairy business. The original home on the farm is being remodeled and made modern under the supervision of a local architect. The Wallin family are now on an automobile trip to the Eastern cities. They are expected to return to Grand Rapids June 16, when they will take possession of their summer home, remaining until September.

Manufacturing Matters.

Albion—The Albion Metal Products Co. has increased its capital stock from \$21,000 to \$35,000.

Scottville—Fire destroyed the boiler room of the Kraft Cheese Co. plant, entailing an estimated loss of between \$15,000 and \$20,000.

Muskegon—The Kyloid Co., chemist, has changed its capital stock from \$100,000 and 1,150 shares no par value to 3,150 shares no par value.

Detroit—The Pittsburg Plate Glass Co. has taken over the Ditzler Color Co. of West Chicago boulevard, and will continue the business with Edwin R. Hoag as general manager.

Detroit—The National Die Casting Co., 20401 Fenkell avenue, has been incorporated with an authorized capital stock of \$65,000, \$51,110 of which has been subscribed and paid in in property.

St. Clair—The Pouliot Boat Co., has been incorporated to manufacture and deal in water craft, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Pressed Steel Engineering Co., 5736 Hastings street, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in, \$4,490 in cash and \$20,510 in property.

Muskegon — The Michigan United Paper Co., 2300 Lake Shore Drive, has been incorporated to manufacture asphalted and waxed paper, with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in in cash.

Muskegon—The C. C. James Roofing Co., 1301 Williams street, has been incorporated to manufacture and deal in sheet metal, roofing and building supplies, with an authorized capital stock of \$50,000, of which amount \$11,500 has been subscribed and paid in, \$232.54 in cash and \$11,267.46 in property.

Hermansville — The Lakeside Co., manufacturer of a complete line of ventilators, has perfected a ventilation unit which is represented as meeting all factory requirements. It has been designed especially for use in manufacturing establishments. It comes ready for installation, requiring no tearing down of walls or ripping up of floors to place in service. It is compact and fits in a very small space and can be entirely concealed from view.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.75 and beet granulated at 6.55.

Tea—The market is not in a very satisfactory condition from the first hands seller's standpoint. Business has been quite dull during the past week and it has been for immediate wants only. There is some demand for Indias, which are strong. The market will open in the East very shortly, possibly on a firm basis. Some Japan teas are also selling. High-priced teas are fairly well maintained, but low-priced teas are weak and have to be pushed for sale.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been rather uneasy and has fluctuated both up and down, but the net result does not give much change from last week. At this writing the market is about on last week's basis with, however, only a routine demand and fairly steady. The undertone is not too strong on Rio and Santos. There is undoubtedly considerable weakness there yet. The jobbing market for roasted coffee is about unchanged from last week. Milds show no change.

Canned Fruits—Numerous shortages exist in the fruit department. Sliced No. 2½ and No. 2 pineapple is hard to find in a resale way in jobbing quantities and No. 10s of the various grades have tightened up in value. Pears for some time have been short of requirements and a sudden interest has developed in cherries from all canning sections, based upon the existence of stocks for immediate use and for new pack. Business is being booked on Northwest future fruits, and, with the offering of new pack apricots in California at tentative prices, the trading in California fruits has started. New pack apples are also being quoted by some state canners, although many are reluctant to make firm prices until they know more positively about the size of the crop and the price trend for raw material. Good business in apples is believed to be in prospect on account of the clean-up of 1927 fruit in all branches of the trade.

Canned Vegetables—The conservative demand for peas, corn and tomatoes has had a considerable bearing upon the whole line. Corn has been weak and some of the canners who have balances have been trying to convert them into money at a time when there is only nominal buying interest. New pack peas from the South have begun to appear and deliveries are increasing, easing up on the shortages of some of the lines on the spot. Old pack from other sections has been moving steadily and has been on a hand-to-mouth basis. Tomatoes have been so extensively used as a magnet to attract trade that they have been kept at low prices at retail. Asparagus canning in California is entering upon its last stages, with canners reporting a smaller production than last year and well sold out on their entire line, with positive shortages in some grades and sizes. Spot spinach on the Coast is also being sought and is scarce.

Canned Fish—The demand for can-

ned fish has been interfered with by the cool weather. Pink Alaska salmon is not as strong as it was, although the statistical position favors strong prices. Chinook salmon, however, the high grade, has not been priced for future delivery, because raw material has shown considerable advance. New prices have also not been named on Alaska salmon and may not be for some time. Maine sardines are strong on account of short pack so far. Buyers, however, do not seem to be convinced that they ought to pay present prices in any considerable quantity. Other tinned fish are in fair demand at unchanged prices.

Dried Fruits—The improvement in spot dried fruits, the advancing season and the ability of packers to judge the extent of the probable tonnage to be dried have made it possible to make an issue of some 1928 crops although there has been no hurry to crowd offerings on the market. No pack has reached a trading stage but the situation is shaping itself for what looks like activity in the near future. New pack peaches are being quoted in some quarters and the higher range than on carryover is making the latter somewhat more active. Apricot packers are slow to quote new fruit as they regard the season as uncertain, since the size of the crop cannot be determined now and it is not known what percentage will be absorbed by canners. Recently standard apricots have been scarce in California and the jobbing centers have responded. Old crop prunes have been in good demand on the spot all week at going prices and greater confidence is shown in the pack by the increase in the size of the individual orders. Some of the jobbers have been picking up good fruit at going prices to carry it over for the early fall. With the crop situation in the Northwest so disappointing, packers are reluctant there and in California to contract for new packs. Raisins are influenced by the size of the carryover, which is considerable, and there is no more than a steady market on the spot, with a routine movement. Coast buying is being done without any tendency to carry long stocks here or to have them engaged for shipment from the source.

Syrup and Molasses—The output of sugar syrup at present is not more than moderate and the demand just about matches it. Therefore, the market is steady without change from last week. Compound syrup still remains steady at the last advance; fair demand. Demand for molasses, owing to the continued cool weather, is still very fair. Prices are about steady and unchanged.

Beans and Peas—Demand for dried beans is very poor. No change in price has occurred anywhere during the week, but the undertone, on account of the continued dullness, is weak. The same is to be said of dried peas.

Salt Fish—There is a quiet demand for mackerel. The market, however, because there is no surplus, is healthy and in good shape. Scotch herring from Alaska are firm and wanted.

Sauerkraut—Cheap cabbage in the retail markets has interfered with the

sale of kraut and the warmer weather has also tended to create less interest in the product. Good grades are fully maintained, but poor packs sell according to their merit and are inclined to drag.

Vinegar—All types are so closely sold up that premiums are often necessary to get a holder to move part of his stock in the open market. Most distributors are so understocked that they are saving their goods for their regular customers.

Nuts—Primary markets have narrowed on their offerings and prices have been advanced. In California, with a smaller crop of almonds and walnuts than last year, there is no disposition to sell carryover or new crop. In Europe almond shellers have advanced their prices and they have been apt to turn down business for prompt or early fall shipment of old crop. In the main producing countries the crop is reported to be as short as the early estimates reported and 1928 almonds are sparingly offered. It is reported that some shellers have bought back old nuts in this country. Walnuts were slower to move upward than almonds, but they have begun to harden and the market was materially better last week than in any similar period so far this year. Few shellers are making offerings, as most of them say they are out of goods. Filberts have been firmer on the spot than in weeks and there are comparatively few offered on the open market in a big way, as importers are short of their requirements and cannot make replacements abroad. Other nut meats are not in the class with the three varieties mentioned, but are firm, with the exception of pignolias, which are merely steady.

Rice—Domestic is steady in tone and in seasonable demand for jobbing purposes without any change in the price basis since last reported. There are no accumulations, as the whole trade has been conservative and has been following the market. Buying is gradually expanding as the well-maintained confidence and the increased shortages in holdings are causing more enquiries for old crop. Most traders are not speculatively inclined and are taking stocks which they are putting right into consuming channels.

Review of the Produce Market.

Apples—Baldwins, \$2.50@3; Northern Spys, \$3@3.50; Western Jonathans, \$3 per box; Rome Beauty, \$3.50 per box.

Asparagus — \$1.35@1.50 per doz. bunches for home grown.

Bananas—5@6c per lb.

Beans—Butter, \$1.65 per Climax basket for Tenn.

Butter—The receipts of butter for the past week have shown an increasing percentage of low-grades, and these have ruled easy. In fact, the market for high-grade butter has also eased off a fraction during the past week. Jobbers hold fresh packed at 41c and prints at 43c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—Tenn., \$1.60 per crate.

Cantaloupes—Imperial Valley stock from California commands \$4.25 for

Jumbos, \$4 for standards and \$1.75 for flats.

Carrots — Calif., \$3.75 for iceberg crate.

Cauliflower — New from Florida, \$3.25 per doz.

Celery—75c@\$1 per bunch according to size; Florida, \$6.50 per crate.

Cocoanuts—\$1 doz. or \$7.50 a bag.

Cucumbers—Indiana hot house, \$1 per doz. or \$1.85 per box.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$10.10
Light Red Kidney	9.00
Dark Red Kidney	9.25

Eggs—The market has had some little fluctuations both up and down, but the net result is about like last week. Demand for best fresh eggs is fair. Local handlers pay 27c for strictly fresh.

Grape Fruit—Florida commands \$6 @6.50 per crate.

Green Onions — Home grown, 25c per doz. bunches.

Lemons—The market is steady on the following basis:

360 Sunkist	\$ 9.50
300 Sunkist	10.00
360 Red Ball	9.00
300 Red Ball	9.50

Lettuce — In good demand on the following basis:

Arizona Iceberg, 4s, per crate ..	\$5.00
Arizona Iceberg, 5s, per crate ..	5.00
Hothouse leaf, per lb.	9c

New Potatoes—\$4.25 per bbl. for North Carolina stock.

Onions — Texas Bermudas, \$2 per crate for white or \$1.75 per crate for yellow.

Oranges—Fancy Sunkist California Valencias have declined 50c per box.

They are now on the following basis:

100	\$6.50
126	7.00
150	7.50
176	8.50
200	8.50
216	8.50
252	8.50
288	7.75

Red Ball 50c cheaper.

Peppers—Green, 65c per doz.

Pieplant—Home grown, \$1.50 per bu.

Potatoes — The market is weaker. Most stations are closed for the season, those open pay 25@30c per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls	23c
Light fowls	18c
Heavy Broilers	32c
Light W. L. Broilers	25c
Radishes—30c per doz. bunches for home grown.	

Strawberries—Michigan grown are now in ample supply, commanding \$2.25@2.50 per 16 qt. crate.

Sweet Potatoes—\$2.50 per hamper for kiln dried stock from Tennessee.

Tomatoes—\$2.50 for 10 lb. basket of hot house; \$1.25 for 6 lb. basket from Calif.

Veal Calves — Wilson & Company pay as follows:

Fancy	20c
Good	18c
Medium	15c
Poor	10c

SERVICE FOR SMALL STORES.

Government Helping Merchants To Help Themselves.

Creation of a new section of the Domestic Commerce Division of the Department of Commerce to handle the business of the small retail establishments, constituting "perhaps 79 per cent. of all retailers operating," was announced by the Department in a statement on March 21. The main purpose, the statement pointed out, is "to help these smaller merchants to help themselves."

The smaller business men's questions, the Department added, have ranged over a great variety of subjects relating to profitable operation of retail stores, with meat and grocery trades especially active in the enquiries. The full text of the statement follows:

Queries from small merchants or citizens planning to engage in business on a limited scale comprise a substantial percentage of the 13,000 letters which have been received by the Domestic Commerce Division of the Department of Commerce. Because so many problems of the small business man are unusual, it has been decided to set up a special section in the Domestic Commerce Division to deal with them.

According to Dr. Frank M. Surface, Assistant Director of the Bureau of Foreign and Domestic Commerce, who supervises that Bureau's service facilities applying to market problems in the United States, "the smaller business men's questions have ranged over a great variety of subjects related to the profitable operation of retail stores but the meat and grocery trades have originated the largest share.

A prospective business man in the West, for example, asked for "data on the average cost of a meat market, the percentage of profit, salary, rent, light and power costs which prevail in that business."

Full information regarding retail grocery stores and statistics on the average cost of clerk hire was requested by a resident of a small town in Ohio.

The frequency of turnover among small grocers, the average volume of business and the amount which should be spent for advertising were the leading questions a query from New England.

Among the other queries were requests for information concerning the wearing apparel business, selling jewelry on the instalment plan, the battery service station, the retail furniture business, management of a military store, and so on throughout the range of business which might be carried on successfully by a citizen with more or less limited means.

In explaining the functions and facilities of the Domestic Commerce Division Dr. Surface points out that the new section was established to balance the service that division is in a position to render American citizens generally. He said that information gathered as a result of the recent trial distribution census in eleven important cities in the United States indicated

that there is an enormous number of merchants who operate on a relatively small scale. The returns disclosed that in one city nearly 33 per cent. of the retailers were doing less than \$5,000 worth of business a year. Some concerns were not reported because they did less than \$500 worth of business annually.

Over 18 per cent. of the retailers reported for all eleven cities did from \$5,000 to \$10,000 worth of business a year and over 28 per cent. did from \$10,000 to \$25,000 annual business.

The information collected indicated that perhaps 79 per cent. of all the retailers operating might be termed "small business establishments."

Dr. Surface points out that the prime purpose of the new unit is to operate with these merchants in helping them to help themselves. He said that much information has already been collected by the Department which may be had upon request dealing with a very wide range of retail store problems, such

22,000 Retail Stores Sell Below \$8 Daily.

More than 22,000 retail stores in eleven American cities have average sales less than \$8 daily, according to a report on a Governmental trade census, prepared by the Domestic Distribution Department of the United States Chamber of Commerce and published by the National Chamber's committee on collection of business figures headed by Julius H. Barnes, of New York. Twenty-eight per cent. of all independently owned retail stores enumerated have sales of less than \$5,000 a year, the report on the trade census shows. Average sales of all stores in this class are only \$44 per week. Forty out of 80,000 establishments are doing 16½ per cent. of the total business. Average sales for each of these forty establishments are more than \$10,000,000 per year. Cities included are: Chicago, San Francisco, Baltimore, Kansas City, Seattle, Providence, Denver, Atlanta, Syracuse,

In discussing the large number of stores reporting a small volume of sales, the report states that "concerns distributing merchandise through retailers will not find in these figures a sole means for distinguishing between profitable and unprofitable outlets. But if these facts lead to a close analysis of sales there is no reason why the distribution of merchandise should not be placed upon a more efficient and higher plane than has existed in the past. One of the most costly procedures in distribution to-day is placing merchandise in every conceivable outlet whether or not the sales volume justifies such action. Great confusion in retail distribution has developed during the past ten years. To-day the merchandise seeks the customer. Products of every description are moving to consumers through through new outlets. Distributive pressure cuts new channels and deflects older currents. Largest wholesale grocery sales are reported by San Francisco, where one-fourth of the total wholesale trade is in grocery products."

Yardage Not a Proper Index of Overall Values.

The fallacy of judging work clothing values by the number of yards per dozen in the garments was shown here yesterday by a man who has long argued against this method of determining whether a certain "buy" is good or not. In making his point the man in question used figures that came up at the recent convention of the International Association of Garment Manufacturers in Chicago. These showed the number of yards per dozen in three classes of overalls, ranging from "skimped" to "full," and the wholesale prices.

In the "skimped" grade the yards per dozen were said to be 37 to 38, and the prices \$10.25 to \$12 per dozen. The "medium" yardage was put at 40 to 41, and the price range at \$12 to \$15. For "full" goods from 42 to 48 yards were said to be allowed, and prices run from \$13.50 to \$17.50 per dozen.

Comparison of these figures, it was pointed out, shows a difference of ten yards between the maximum yardage in the "skimped" grade and the maximum in the "full" garments. At the current price of 19 cents for 2.20-yard indigo denims, this means a difference of only \$1.90 in the cost of the material entering the two grades, yet the difference in the maximum per dozen prices is \$5.50. The excess of \$3.60 per dozen in the cost of the "full" goods is accounted for by better workmanship, better thread in seams, better buttons, pocketings and other trimmings, better webbing where webbing is used, etc., but the point was made that, judged solely on a yardage basis, the "full" goods seem to be a poor "buy."

Staples used to attract customers to the store are effective in enabling store salesmen in selling the items with a longer margin of profit, say most successful grocers. The store personnel should be trained to sell these items and the manager of the store should be a capable salesman in order to set all of his other men a good example.

Another Open Letter to the Campbell Preserving Co.

Grand Rapids, June 11—I recently asked you to explain why you are putting up your soups in two kinds of containers—one labeled 1 pound and 2 ounces and the other labeled 1 pound 1¾ ounces.

The former I find only on the shelves of the independent merchants.

The latter I find only on the shelves of the chain stores.

You replied that you had previously answered this enquiry, but I have no record of ever receiving a definite reply to this question.

Will you, therefore, kindly treat the matter as a new enquiry, to be answered on its merits, and greatly oblige.

E. A. STOWE.

as store location and planning, education of a retail sales force, budgetary control in retail store management, department leasing of retail stores, vehicular traffic congestion and retail business, measuring a retail market, etc.

In the opinion of Dr. Surface, "it is the so-called little fellow in business," who can often profit to greater advantage from governmental assistance of the type outlined and as a result special efforts are made to provide detailed answers to all requests of this kind. He said as the Department's work develops a much greater range of information will be available to the business man to assist him in avoiding the mistakes and pitfalls which have wrecked so many small businesses in the past. An examination of the records of the morgue of business failures, according to Dr. Surface, shows that mismanagement is the cause of the greater percentage of commercial deaths.

Springfield, Ill., and Fargo, N. D. One-fourth of the total retail business in the eleven cities is being done by chain stores.

Chain stores for all classes of business take 24 per cent. of the total retail sales. Department stores have 15 per cent. of the sales, while independent stores do 61 per cent. of the business. Unusual developments in distribution of merchandise are shown by the report. Sixty-one bakeries reported sales of tobacco, while 79 grocery stores reported sales of women's hosiery. Grocery stores are shown to be selling 70 classes of commodities, including automobile parts, men's furnishings, millinery, electrical appliances and leather goods.

The report says: "This division of total sales for the entire census furnishes a new picture of the buying habits of urban America. The population of the enumerated areas is 6,700,000—a significant proportion of the total population of the United States."

WEEDING OUT WASTE.

Simplified Practice Has Eliminated Much Duplication.

In the Department of Commerce of the Federal Government there is a Division of Simplified Practice, which is concerned with the elimination of avoidable waste in industry. In a restricted sense, the word "waste" means something perishable or something that cannot be utilized. There are, however, other wastes in industry, among them those caused by too great diversity in manufacture. Because of this overdiversity, a part of every dollar we spend these days pays for waste.

The desire of certain manufacturers to produce something different from their competitors often results in flooding the market with a surprising variety of articles which show only slight and immaterial differences in size and form. This practice has clogged the avenues of distribution, congested the shelves of retailers and the warehouses of wholesalers. This condition has gone on until the disposal of such goods has been possible only at a loss. "Bargain sales," special manufacturers' sales, "bankruptcy sales," and the like have been the answer.

Most amateur carpenters sooner or later invest in a grinding wheel to keep their tools in good condition. Suppose that in 1925 some local hardware dealer had decided to carry a full line and therefore stocked his store with one of each size, grade and type of wheel. How many would the prospective purchaser find from which to make his selection? One hundred would probably be enough to satisfy the most exacting. Yet, our local hardware dealers in 1925 would have shown us more than 715,000 different grinding wheels! Similarly, before simplification, he would have had to carry 1,350 styles of commercial files and rasps, nearly 7,000 items of builders' hardware, over 5,000 varieties of shovels and spades, etc. Of course, no one retailer ever stocked such a variety. He merely tried to select those styles and sizes which he felt would best satisfy the local tastes.

Each hunter is firmly convinced that one particular shotgun load is best adapted to his needs. Few of them, however, would contend that they could not find what they needed among the 1,758 loads left after the industry had eliminated more than half of the varieties it was producing in 1924.

The Federal Government, through the Division of Simplified Practice of the Department of Commerce, is co-operating with the producers, distributors and consumers in doing away with "too much variety." The Division's experience with many commodities has indicated that 80 per cent. of the business is done with 20 per cent. of the variety offered. The producer, distributor and consumer held a joint conference under the auspices of the Division to decide what and how many items can be eliminated because of being "seldom-called-for." This weeding out movement is called "Simplified Practice" and must be accepted

by 80 per cent., by volume of sales, of producers, distributors and consumers, before it is effective.

Housewives will recall that house-furnishing stores and departments have long carried "open stock" in china-ware and that these are cheapest. You know that broken dishes in the "open patterns" can be replaced because they are constantly carried in stock. The "discontinued lines" are often found in the "bargain basements." Try to replace parts of such sets and see what it costs. The same is true with silver flatware.

Let us consider what the results of simplified practice have been on articles used in furnishing a house. Begin with the humble milk bottle. Before simplification was undertaken in this commodity there were forty-nine types of milk bottles in use. These included sizes, shapes and other features, but did not affect the total capacity of the bottle. A survey of actual demand indicated that three sizes would adequately meet all needs. This survey also disclosed that there were twenty-nine different sizes of milk bottle caps. Were these needed? No. So the conference developing the simplified practice recommendation went on record in favor of nine sizes of milk bottles and one size for the cap. These are now in general use, and the "odd" or "special" sizes are fast disappearing.

Some statistically minded writer once pointed out that people spend a third of their lives in bed. If that estimate is even approximately correct it is clear that the various parts of so important a piece of furniture should be readily replaceable. No doubt there are housewives who have met with difficulty in replacing springs and mattresses because of diversity in size. When the makers of beds, springs and mattresses and the distributors and users got together to consider simplified practice, a survey revealed the interesting fact that there were seventy-eight possible combinations of sizes in these commodities. Now these are four possible size combinations for beds, springs and mattresses.

Let us assume that you are planning to build a house. The advantages you will derive from simplified practice will be many, whether or not you realize it. For example, previous to the adoption of a simplified practice recommendation, lumber was cut in a great variety of thicknesses. Approximately 90 per cent. of the soft wood lumber marketed last year was in accordance with the standards shown in Simplified Practice Recommendation No. 16. Similarly the face and common brick industries have simplified the varieties in their products from 39 and 44, respectively, to one standard size.

Whatever type of construction is selected, the homebuilder will find that simplified practice recommendations have been adopted covering a number of important items. All of these represent efforts to do away with wastes, and to make the dollars spent in homebuilding buy the greatest possible value. Altogether eighty simplified practice recommendations have been adopted by various industries under

auspices of the Division of Simplified Practice.

From the standpoint of the home-maker, simplification is a step in the direction of thrift, and prudent expenditure of the family funds is made easier. Support of simplified practice and a further influence as a consumer for an extension of the simplification program is a matter worthy of the home-maker's best efforts.

As we help through our daily purchases to encourage the elimination of unnecessary variety in the goods that satisfy our wants, we hasten the elimination of waste in industry. And as these wastes decrease the purchasing power of our dollars increases, and our cost of living will consequently be lowered.

Ray M. Hudson.

Loyalty of the employe is the result of confidence in the employer.

Shipping and Warehousing.

Development of long distance auto truck routes is causing a number of manufacturers of light grocery specialties to revise their entire plan of distribution. By advantageous arrangements with these trucking companies they are able to reduce the number of their warehouse stocks and still secure quick distribution at reasonable cost.

Delightful Lake Trips

At Popular Prices

S.S. MANITOU—S.S. PURITAN

between CHICAGO and all NORTHERN WEST MICHIGAN SUMMER RESORTS Ludington to Mackinac Island, inclusive

Vacation Lake Cruises

\$22—\$33—\$44

Round Trip—Meals and Berth Included

LOW RATES ON AUTOS — Ask for illustrated booklet. Apply to your local agent, or

MICHIGAN TRANSIT CORPORATION

B. J. KENNEDY, Genl. Pass. Agt. N.W. Entr., Navy Pier, CHICAGO

Your Profit is Seven-Fold On "Uneeda Bakers" Products—

You profit by the advertising.
You profit by the assortment.
You profit by the specials.
You profit by the demand.
You profit by the sale.
You profit by the turnover.

And

Satisfied Customers are a Steady Profit.

NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"



PLAN TO CELEBRATE FOURTH OF JULY

AT RAMONA PARK

(Reed's Lake, Grand Rapids)

OLDTIME SAFE JOLLIFICATION!

Bring Your Families and Friends and Enjoy a Safe and Sane Day.
Ideal Picnic Grove.

GORGEOUS FIREWORKS DISPLAY!

Big Pyrotechnic Exhibition Given Under New State Law Permit.

DARING BALLOON ASCENSION AND THRILLING PARACHUTE DROP!

Miss St. Clair will Attempt Double Leap from the Clouds.

FUN! AMUSEMENT! HAPPINESS! SAFETY!

Keith's Best Vaudeville, Two Special Holiday Shows—Dancing in Ramona Gardens—Derby Racer Thrills and Many Other Joy Producing Devices at Popular Prices.

RAMONA PARK WELCOMES YOU!

RUSSIA'S GRAIN PROBLEM.

While the farm problem in this country has become a convenient football for the politicians of Kansas City, grain conditions in Soviet Russia are more seriously disturbing the official circles of Moscow. Stalin's recent statement that the grain available for the domestic market is to-day but one-half of that available in the pre-war period and that exports have decreased to one-twentieth of former figures indicates an amazing change in economic conditions in Russia.

This is so because the present grain situation does not result from decreased production. Totals for the past year almost equal pre-war totals. It is the result of the unusual circumstance that Russia's poorer peasants, who before the war raised only one-half of the country's grain and consumed seven-eighths of their crops, now grow 85 per cent. of the total production and consume an even higher proportion.

In other words, the peasant has decided to use his grain himself instead of selling it at reduced prices, and the vast reserves drawn from the landowners' estates in the halcyon days of Russian aristocracy are no longer available for city consumption or for export.

While the peasant eats his grain, feeds it to his stock and even turns it into bootleg vodka, his city cousin must go hungry unless the Soviet government can discover some way of helping him. In raising the standard of life on the farms Moscow runs the risk of lowering it in the urban communities.

There are several courses open to the Soviet authorities. They can forcibly requisition grain and return to the war communism of 1920. They can endeavor to replace the estates of aristocracy by government farms. They can try to develop other resources—notably Russia's almost untouched oil reserves—to take the place of grain among Russian exports.

These are all possibilities, but with the possible exception of the first measure, which was to some extent resorted to last winter, they require time and are beset with difficulties. The Soviet government is fully aware of the quandary in which the peasant's use of his grain has placed it and the publication of this frank report by Stalin shows that it is prepared to face the facts.

YOU CAN'T WIN.

To what depths Chicago has descended in the alliance between politics, law and crime is illustrated anew by the indictment of Charles S. Wharton on charges of participation in the famous \$133,000 mail train robbery last February at Evergreen Park, Ill.

Wharton was once "the boy Congressman" from the stockyards district. Later he was assistant to the now notorious Robert E. Crowe, State's Attorney of Cook County. Federal authorities have evidence that the train robbers, before they held up the train, engaged Wharton defend them and, afterward, divided their loot in

his house and left him \$4,000 of it as a retainer fee.

That such things can even be charged against a former public prosecutor is a shocking revelation as to processes that are probably normal and commonplace in a community where United States Senators sorrowfully attend the funerals of gang gunmen.

Nevertheless, those who are preaching to would-be criminals the doctrine that it does not pay must find in this Evergreen Park case solid justification for their theory. The crime was beautifully planned and carried out. Everything was carefully rehearsed and performed according to plan. The train was stopped and robbed of its "tipped off" treasure exactly as per schedule. The masked men silently and safely escaped in their waiting motors. Not a trace of their identity was left visible to the naked eye.

Yet to-day, a few short months after the crime, two members of the gang have been mysteriously murdered for their share of the loot, one has confessed, three are in jail, all are indicted, including the attorney Wharton, and two are fugitives on the face of the earth. One-third of the \$133,000 has been recovered. It was because each member of the gang thought the other had "gypped" him out of his share that the "squeals" came to the police. Vengeful wives or unfaithful sweethearts furnished most of them. The warning "You can't win" is right.

TOO CONVENIENT.

The latest invention is a revolving house. Two examples of this innovation are being exhibited in Paris. They are built on a platform which can be made to turn round so that the windows follow the sun like sunflowers, catching all its rays.

This is an age of new inventions. Sometimes, let it be said in a whisper, the inventors overreach themselves. Life would become a strenuous business if we availed ourselves of every labor-saving device on the market. So many "comforts" are offered to us that we should be most uncomfortable if we adopted them all.

Imagine a man who went about equipped with every possible "gadget" attached to his person! He would, no doubt, carry a parachute on his hat so that it could be retrieved in case it blew off. His collar could be expanded and used as a belt. And the chains, knives and corkscrews which he wore in his vest pockets would weigh him down so that he could hardly move.

The fact is that nature has provided us with the best labor-saving devices ever discovered—our hands, eyes and feet. Very often we can get along better by using them than by taking advantage of mechanical ingenuities. If you want to cross a street it is just as simple to walk as to go in an airplane—simpler, in fact.

The revolving house may be very interesting. It is pleasant to be in a room filled with sunshine. But at first sight it would seem simpler merely to walk from one room to another instead of swiveling about the whole house.

It is rather like the comedian who found, when he wanted to play the piano, that the stool was too far away from the keys. So he got up and began pushing the piano toward the stool. It was a grand piano and a very heavy one. Most persons would prefer to move the stool.

ART IN INDUSTRY.

Announcement was made during the past week that one of the largest retail stores in the country is to establish a department manned by skilled designers who will co-operate with manufacturers in the development of existing design and eventually the creation of new styles and types of merchandise. The starting point will be in the field of home furnishings and decoration. Later it is planned to include apparel and eventually all merchandise divisions.

This move on the part of one of the most progressive institutions in its field illustrates very clearly how closely the modern retailer is studying the desires of the customer. Not only will the markets be combed, as they are now, for the best that manufacturers have to offer, but designs will be created to meet what the store finds are unsatisfied demands. This study of the consumer's wishes is what to-day distinguishes successful merchandising.

And yet it would not be proper to set down this dictation of style and design as something altogether new. It will be recalled that one of the most conspicuous successes achieved in the retail field in New York was built on identical lines. This merchant called in manufacturers and prescribed the changes to be made in style products his store was buying. If extra expense was involved, he paid the difference willingly. Many producers have mourned his passing and sighed for the days when the product had to be right and volume took care of itself. They cheer themselves with the thought that, perhaps with the new insistence upon design quality, the cycle of such real "trading up" is on its way back and that working on the retailers' ideas may prove more profitable than submitting their own for volume boosters to mangle.

NEW RECORD LIKELY.

About the same irregular reports continue to be received on the general industrial situation. The variations are found not only as between industries but frequently as between individual companies in the same line. It now appears that steel output will make a half year's record. A new total has been set up for five months, although there was a drop of 9 per cent. in ingot production last month. Building construction last month, according to the figures now available, also set up a record. Automobile production is well maintained. Thus the three key industries are doing all possible to keep the business movement up to par.

Apparently these operations in the basic lines fall somewhat short, however, of giving other industries sufficient momentum. The measure furnished by car loadings remains below the level of last year, although the

totals are drawing closer. In the last week reported they were only some 5,800 under a year ago and the miscellaneous classification was 10,000 cars higher.

An upturn in commodity prices has been checked and easing has developed. The advance, however, was made in foodstuffs, and it is in that division that the decline has come. Failures are climbing. Speculative developments remain the cause of a good deal of hesitation in business, particularly as money conditions have reached a stage where banks have been warned by the central authority to reduce loans based on securities.

CARPETS AND TEXTILES.

Featuring the textile markets of the past week was the opening of wilton rug and carpet lines at reduced prices despite the high prices on raw material. Values for the new season in these makes have been brought into better adjustment with axminsters. The reductions, together with the wealth of designs offered and the developments in the merchandising end indicate that the producers are hard after business.

Somewhat more cheerful reports are submitted from the textile markets, but demand is still irregular and restricted. The mills are waiting on manufacturers and wholesalers, who, in turn, are marking time on retail clearances. Silks are probably the most active of the textiles and the May figures showed a gain in consumption. Fall lines are being sampled quite well and the demand is centered in a way that promotes buying. Cheaper raw material is another helpful influence. Cotton goods buyers are not only waiting upon retail improvement but also upon clearer price indications on the staple. Weevil activity is reported at the lowest in three years, but the crop is late.

Wool has turned quite dull, although values are reported as firmly held. The goods market offers little to support high raw material prices.

ILLY GOTTEN GAINS.

Mr. Cheek and his associates have evidently retired from the management of the Cheek-Neal Coffee Co. with \$45,000,000 of illy gotten gains to their credit—largely filched from independent merchants who paid from 14 to 18 per cent. more for Maxwell House coffee than the chain stores were asked to pay.

Mr. Cheek retires from business with a lie on his lips, as follows:

"It cannot be said that the Cheek-Neal Coffee Company has given preferential treatment to any distributor of its products."

It is to be hoped that Mr. Neal derives some pleasure from his vast fortune. He certainly gave the independent merchants no pleasure while he was accumulating his dirty millions.

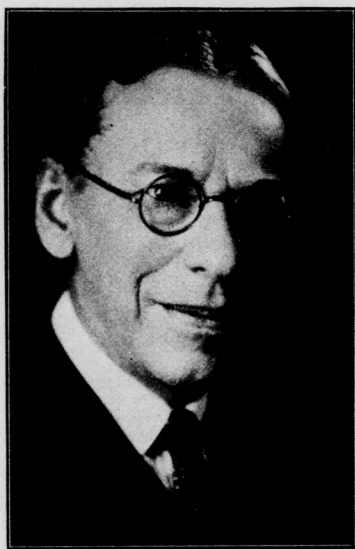
The Tradesman has always maintained that there is a fatality about money—that a fortune obtained by fraud or crime never brings the holder any pleasure or satisfaction. We believe this theory will prove true in the case of Mr. Cheek and that he will never enjoy a happy day or a placid night's sleep as long as he lives.

WURZBURG AND FARLEY.

They Have Scored Big With Their Boy Orchestra.

The city directory, the telephone book, and the tax assessors have him listed as "F. A."—but they don't know—for he is just "Pa" Wurzburg to those who are acquainted with him and familiar with his work.

"Pa" Wurzburg is the senior member of F. A. Wurzburg & Son, wholesale linen and art goods, and is a director of the Grand Rapids National Bank. In other words, he is a man of affairs—a man who you would least suspect of having time for music. But he does—and he can't help it, for he comes from one of the most musical families who ever settled in this section. "Pa" Wurzburg was for nine years director of the orchestra at Powers theater, the leading theater of Grand Rapids.



"Pa" Wurzburg.

At the age of 16, he had a boys' orchestra—that was nearly half a century ago—and now he is a busy, active prosperous manufacturer and financier, he finds music a stimulating outlet for his innermost feelings and impulses! Above picture shows this excellent organization of boys from 13 to 17 years of age, which has broadcasted from WEBH, Chicago, as well as local stations, and his filled many important engagements, the most recent being a week stand as the feature presentation at the Majestic Gardens, largest and most popular picture theater of Grand Rapids. This engagement was for one of the toughest weeks of the year—Holy Week—and it is a real tribute to "Pa" and his boys that the attendance for the week was far above average.

The boys perform with a real professional touch—there is precision and union to their playing which are commendable, while their "sweet" singing tone is something you can't forget.

Possibly you may think we have been free and easy with that "Half a century ago" stuff, and that "Pa" Wurzburg must be an old patriarch. Don't forget—a man is as old as he feels and acts—and "Pa" Wurzburg has kept young by indulging in his youthful hobby. He has kept close to growing

boys in their critical period of growth—he has helped and encouraged them—he has given the public something it wants—and he has kept young! Surely, here's inspiration for other musically inclined business men who wish to perform a service to the young men of their city.

Fourteen months ago it took the boys three weeks to learn one selection. Now they can master three or more selections in one practice. They play both classical and popular music. The boys all attend high schools. The orchestra has two sweet singers—Mona Arndt and Floyd Tarte—and two colored dancers—Florence Shields and John Lee.

Graham E. Farley is manager of the orchestra and is very proud of the boys and their achievement in the musical line.

Seasonal Ease in Money Seen.

A relaxation in money rates with the return flow of currency after the month-end settlements is likely to ease call rates for another week.

Just as the tightening influences of increased demands for currency for the Memorial day holiday and May 31 settlements brought a flurry of 7 per cent. call money early this week, a cessation of those demands should set in motion temporary pressures for ease. The approach of a week end usually exerts a tightening influence through its increased demands for currency so it may be the middle of next week before the full force of this seasonal relaxation is felt.

Any relief that comes as a result of the return flow of June currency should be viewed as a seasonal change pure and simple. It would not in itself necessarily indicate a permanent reversal in the trend of money rates.

What the level of money rates will be this summer presumably will depend upon the stock market itself. If gold continues to move out, and if the Reserve system persists in its firm money policy by further sales of Government securities, obviously little hope for any major change in money is offered outside the stock market.

Given the same general fundamentals recently prevailing, then, the fortunes of the money market are intimately bound up with those of the stock market. If the rapid expansion in loans is checked through the advent either of

quieter markets or a declining market the price of money might stabilize. If on the other hand the present pace of loan expansion persists the growth in market credit will almost inevitably force member banks to increase their dependence upon the Reserve institutions. Any substantial increase in member bank borrowings to satisfy the market's appetite for loans would in turn tighten the rate for call money.

Suggestions of an inflow of money from abroad are heard in Wall Street nowadays but the recent movements in the foreign exchanges do not yet indicate any substantial flow of funds from overseas. Ordinarily large movements of money from Europe weaken the exchanges and of that the present exchange market gives no sign.

Any reversal of the gold movement or a modification of the Reserve system's firm money policy would, of course, tend to ease call money this summer but if either is in prospect current developments give no intimation of it. Paul Willard Garrett.

[Copyrighted, 1928.]

Uncle Louie Makes a Trip to Holland.

R. H. Prince, the local representative of the Fleischmann Co., invited me to join him on his regular weekly trip to Holland, which gave me a chance to observe the difference between now and the old time when I had charge of this territory.

I was surely agreeably surprised to see all the modern improvements on this trip. Grandville avenue, which was formerly a gravel road full of ruts, is now a modern brick paved thoroughfare. A cement pavement is in evidence all the way to Holland and further on.

The beauties of the trip between here and Holland have been so often described in Out Around that my pen cannot do the subject justice. The weather was not very agreeable—rain—but this did not prevent my friend calling on the trade as we went along. We finally landed at M. W. Hanchett's Federal bakery in Holland. I left them to attend to their business and stopped at the Warm Friend Tavern, opposite the bakery.

Mr. Hanchett has recently formed a stock company under the name of the Holland-Federal Baking Co. and has interested a good many of the Hol-

land grocers in purchasing stock in the enterprise. They are now building an up-to-date modern bread factory in Holland, which is located on the route to Macatawa Park. We passed the location where the new building is being built, which will be 75 x 100 feet, constructed of brick. They expect to move into this plant within the next four weeks.

While at the Tavern I had the pleasure of meeting Mr. Leland, the manager of the house, and he recognized me as a friend of Mr. Stowe's. He met us some three years ago while we were at Saugatuck. The hotel is most modern in every respect and is certainly a great credit to the town.

The old Dutch lunch room was filled almost to capacity, which could easily be understood after one has participated in the hospitality of Mr. Leland and enjoyed his wonderful menus.

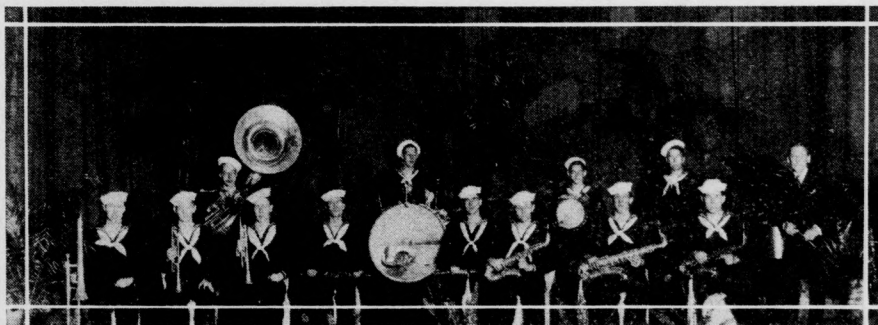
The Fleischmann Co. serves Holland from the Grand Rapids agency by salesman Den Uyl, whom we met at Holland on his return trip.

Before leaving the colony we went on to the Getz farm, where we saw the finest collection of monkeys we have ever had the pleasure of inspecting.

L. Winternitz.

Experiences in Cash and Carry Retail.

Out in the middle of the store but at the rear near the meat market we have a specially constructed cash and carry counter. The paint scheme and style are like a chain store and totally different from the appearance of our own store. The department is run by a special man who handles it as though it were his own business. With the help of two girls he handles from the center of the four-sided counter a very large business during rush hours. Only a limited number of specials are handled and these are all on a strictly cash basis but with a provision that where requested the operator of the stand will make out a delivery slip in his own name and the purchase is delivered with the regular delivery to one of our charge customers. We are not sure whether the lower priced sales that we make to many of our customers do not put this venture over into a losing deal but it has certainly calmed off chain store competition. Our men say that it has increased their ability to sell our regular trade at regular prices.—Letter from an Ohio retailer.



Names, left to right: Front Row—Edw. Henry, Verne Dodge, Keith Martin, Ivan Whan, Wm. Bellamy, Norman Piru, Wendell Emery, Wm. Isabelle. Back Row—Ed. Hansen, Carl Westling, Harold Tauraa, Bob Laurette and "Pa" Wurzburg.

The Lumber Woods in War Time.

Grandville, June 5 — Sixty-seven years ago the last of May a tragedy took place in Alexandria, Virginia, which served to fire the Northern heart while at the same time it cast a shadow of sorrow over the whole North—no less than the assassination of Colonel Ellsworth as he descended the stairs after having hauled down the secession flag from its staff over the Marshal House.

Landlord Jackson was quickly dealt with by a soldier accompanying Colonel Ellsworth, who shot him dead in his tracks. This tragedy cast a feeling of sadness over many hearts and homes, and it may be truthfully said that more babies born in the beginning of the war were named for the gallant colonel of zouaves than for any other soldier of the Union army.

Although hailing from New York, Ellsworth had been a resident of Chicago, also of Muskegon, and was widely known throughout the East and West.

Enlistments were easily obtained at this time and the Government had more offers of men for the army than it could handle. It was not until years later that a resort to a draft was had to fill the depleted ranks of the Union army.

Colonel Ellsworth was almost the first Northern high official to fall a victim to the slaveholder's rebellion. Troops were rushed to Washington and the cry, "Remember Ellsworth," rang out with intensive fury.

The lumber woods of Michigan responded liberally to the call for troops, and war soon opened along the border line between the North and South. We recall such scenes at every memorial day, yet now with friendly feeling rather than animosity toward those who were enemies in the long ago.

The lumber woods afforded a hiding place for numerous deserters as for other criminals. Every stranger was regarded with suspicion, yet when our shingle mill was without a filer and John Mardine presented himself for the job, father decided to give the man a trial. He was a stranger to everybody on the Muskegon, but he soon proved his worth, and a little later sent for his wife who joined her husband in the mill settlement.

It was bruited about that Mr. Mardine (not his real name) came from a family of highest respectability in Indiana. Certainly the man ingratiated himself in the good graces of his new neighbors and no pleasanter woman than the wife was ever met with.

For several months the filer worked at the mill saws giving abundant satisfaction to millowner and crew, then the surprise came when a rig drove to the open mill door. Two Government officials alighted, handcuffed the filer and bore him away, all of which was done without protest from the millowner, who, however, was soon convinced that the strangers were officers of Uncle Sam who had been looking for this deserter under another name.

Mr. Mardine offered no explanation, and a month after his arrest his wife quitted the settlement never more to return. From that hour nothing was ever heard from the deserter who had eluded arrest for many months.

Such arrests frequently occurred in the North woods during war days and very little was thought of it. There were others beside deserters who found shelter beneath the tall whispering pines.

Once a stage driver, who had been on the line nearly a year, was suddenly arrested and borne away by South state officials for the robbery of the express company in Southern Michigan. One never knew whom to trust among the strangers who flocked to the shelter of the pine woods.

Fugitives from justice often escaped arrest entirely, and some, no doubt, changed their lives and became useful

citizens. One man so dreaded to step into the army that he cut off three of his fingers thus rendering him immune from service. A rather severe ordeal it would seem yet, while so many loyally volunteered to keep the flag flying, others were found so lost to all manly feeling as to desert their country's flag in the hour of its greatest need.

Perhaps the world war method of immediate drafting was better than this call for volunteers. In civil war days a drafted man was regarded as little less than a convict by the volunteer soldier.

"How are you Conscript?" was often a jeering enquiry.

I call to mind when a squad of newly drafted men were taken to Grand Rapids and placed under guard of soldiers of a regiment rendezvoused there. The conscript was not esteemed very highly, a feeling which should not have been engendered since many conscripts were of the very best citizenship.

There were men who evaded the draft, hid in the pinewoods through all the latter months of the civil war and came out unscathed at the end. To be known as a draft evader was not the most pleasant experience, however.

There were those who went West to the wide plains seeking to hide from the strong hand of military law. These came home later and were not molested in their citizenship.

One pronounced hater of the Union cause was drafted. He refused to set out for the Canadian border, simply remarking as he started for the county seat to go to war if he must. "Old Abe thinks a darned sight more of me than I do of him."

Fortunately or otherwise this man had poor teeth which saved him from being enrolled. Good teeth were necessary for biting off the cartridge before dropping it in the gun.

One man pretended to be deaf, which however, failed to work. "I'll warm the wax in your ear!" yelled the examiner, who knew the man, and he was taken into the fold. The lumber woods had its full share of experience when the dogs of civil war were howling in the long ago. Old Timer.

Sees Things From the Wrong Angle.

Davison, June 11—The Tradesman's reply to my letter in the issue of June 6 is opportune as showing the trend of the times toward State socialism and ultimate bolshevism. More and more rapidly the functions of the individual are being taken over by the State. Take our schools as an illustration. Parents beget children under the delusion that they are the parents' children. The state enters and compels, if necessary, the children's attendance at school between certain ages. The state prescribes the topics studied with a narrow margin of options beyond certain grades. The state supervises amusements of school life, controls the child activities in practically everything, religion excepted, and there is a constant pressure exerted by certain interests to have the religious education conducted by the state. Our schools are benevolent despotisms and do very little toward a training in individualism, which we define as democracy. So far as our educators can control the situation, all pupils are put on Ogg's iron bedstead and trimmed to a standardized pattern up to a definite grade.

And now comes the Tradesman editor demanding of the State that the State take over price fixing. The State tried that during the kaiser's war. I have vivid and vicious memories of the accursed flour the State forced me to buy at a price the State fixed.

If our editor carries the point it is the thin edge of the wedge to be followed by fixing of prices for each and every commodity by the state—state socialism, benevolent bolshevism, a la Russia.

71 Years of KNOWING HOW

How to manufacture quality products

How to give dependable service to grocers

How to build business by good advertising

3 generations of consumers have been good Borden customers. That's why we say,

DISPLAY

Borden's Eagle Brand, Borden's Other Brands Sweetened Condensed Milk, Borden's Evaporated Milk, Borden's Malted Milk, Borden's Sweet Chocolate Flavor Malted Milk, None Such Mince Meat, Klim

Borden's

—That Sign on Main Street

in front of the best grocery store in most of the small towns throughout the country there is a sign reading:

Selling Agency for
Chase & Sanborn's
FAMOUS
Teas & Coffees

CHASE & SANBORN'S
SEAL BRAND COFFEE

—half a century on the
Nation's breakfast table.

No other coffee parallels
Seal Brand's
record

These stores have come to know the value of this sign. It has been profitable for them to handle Chase & Sanborn merchandise and to make that fact known. In the minds of consumers it links up these stores with quality merchandise. Probably it would do as much for yours.

The standard
for over
fifty years



Seal Brand Tea
is of the same high quality

Why not write us about it?

Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

Boston

Chicago

Grocers Supplied by Chase & Sanborn, 327 N. Wells St., Chicago

Then the state can set the individual at work, dictate his hours of labor, recreation and rest, his wages, and be a benevolent guardian in all his life activities.

It is surprising how rapidly this desire for state supervision of the other fellow's life is spreading pink bolshevism propaganda. Perish democracy. The state is IT. The individual is zero.
Ernest Hollenbeck.

I have been accused of nearly every crime in the calendar by those who do not happen to agree with me; so I am not at all disturbed by Mr. Hollenbeck's charge that I am bolshevik because I advocate the enactment of a law prohibiting manufacturers from discriminating between classes in the sale of their products. I have never advocated Government price fixing—the establishment of uniform prices by law—but I do earnestly advocate the enactment of a law which will effectually prevent the unjust discrimination in prices which is now practiced by a thousand manufacturers. This discrimination tends to build up and maintain a privileged class, which is contrary to the letter and spirit of the constitution and the genius of our institutions.

Under existing conditions the privileged class—by reason of its ability to buy goods cheaper than the independents—can undermine the merchant who does not happen to belong to the privileged class. This is not a healthy condition and should not be tolerated any longer in a country where government is based on the theory that every man had an equal right to the pursuit of life, liberty and happiness.

E. A. Stowe.

C. L. Glasgow Stands For Prohibition of Adulterated Paint.

Nashville, June 11—Replying to yours regarding adulterated paint, I am pleased to state that you are correct as to the present law, which was enacted through the influence of the Michigan Retail Hardware Association some years ago.

The bill presented at that time was much more drastic than the law enacted, which was a compromise by reason of the fact that several dealers about the State claimed they were then supplying the demand for a "second" in paints and, as that demand was a legitimate one, they did not care to sacrifice the profit arising from such sales.

According to their own statements, made at that time, they claimed that if the formula of the contents appeared in print on the label of the can it was all the notice and protection the buying public could consistently demand. You and I, and they, too, in fact, realize that that printed formula, by reason of the language used, is no protection to the paint buyer because he does not understand that certain words used mean, in common language, chalk or common ground clay. In fact, I believe that some unscrupulous (if there be any such animal) dealers point to the label and claim that the manufacturer prints in bold type just what the can contains and, that being in conformity with law, it must make it all right and the buyer accepts that statement as meaning protection to him and buys, confidently expecting good results from the use of the goods. In fact, a customer of mine has just purchased for his own use enough Sears, Roebuck & Co. paint for his home and believes he has saved money.

I believe a very drastic law should be enacted for the protection of the public and in fairness to the manufacturers of pure paint, but by reason of the above statement of fact I am not able to advise just what steps could be successful at this time. It is some time, however, before the Legislature meets and I would be very glad to assist you in getting an expression of the members on the subject and find out if we can receive their backing in the Legislature if a bill were presented. One thing we all do feel and that is that you are putting up a good fight against Sears, Roebuck & Co. or any other agency which distributes adulterated paint under the protection of a meaningless (to the general public) formula.

I thank you for your enquiry and interest in the retailer's behalf. That is, those who want to sell pure paint.
C. L. Glasgow.

Late News From Grand Traverse Bay.

Traverse City, June 6—Many persons were attracted to Traverse City by the widely-advertised closing out sale of the Hannah, Lay & Co. stock. All cities and villages in Northwestern Michigan were represented on the opening day. In several of the company's departments the cut prices advertised were not apparent. It is alleged that prices were advanced rather than cut. Milliken, Maple, Penny, the Globe and other stores reported an increase in sales on account of the presence of the visitors. Hannah, Lay & Co. have leased two of its six large store rooms to Montgomery Ward & Co. Other stores are offered for rent. Hannah, Lay & Co. will continue the sale of coal and building material and will operate its plumbing shop for the present.

Manager Farrell, of the Hotel Whiting, has discontinued the American plan under which the business has been conducted. A coffee room, wherein meals are served at prices ranging from 25 cents upward, has been opened. It is liberally patronized. Mr. Farrell is well pleased with the results following the change in his plan of operation. The hotel contains about 100 sleeping rooms, comfortably furnished.

Sears, Roebuck & Co. occupy the store vacated some time ago by the Dockery Furniture Co. Dockery is in possession of a desirable store room on South Union street.

Indian Trail Inn, a popular summer hotel on East Bay, four miles East of the city, will be opened for the accommodation of guests soon, under the management of the Green sisters, of Saginaw. Old Daddy Green will be present with smiles, warm hand clasps, stories, reminiscences and jokes to entertain patrons. Daddy Green is not officious, unduly attentive or tiresome. The average hotel and depot lobby is unrestful, often repulsive and unpleasant. Daddy Greens are needed to enliven such places.

Arthur Scott White.

Legislation and Court Decisions.

"It is settled beyond all controversy that a manufacturer has no right to the exclusive use of a descriptive word in connection with his goods, and if, nevertheless, he adopts such a trade-mark, he, himself is largely to blame for the confusion which ensues when other manufacturers with equal right adopt similar terms to describe their products," was the statement of Circuit Court of Appeals in refusing protection to the trade-mark "Ripplette" which had been registered in 1910, but it was held by the court to be "so descriptive" of the appearance of the goods as to be incapable of appropriation as a valid trade-mark.

A License to sell Nucoa is a Passport to Profits

YOUR Federal Oleomargarine License expires Y June 30th.

This License is a passport to profits for thousands of Nucoa retailers all over the country.

There is no substitute for Nucoa. Renew your license now and meet the growing demand. Don't interrupt sales of Nucoa to regular customers.

If you haven't a license, take one out (it costs only six dollars for the year) and discover what a profitable item Nucoa is. Your local distributor of Nucoa will handle the details for you. He will also furnish you with a handsome lithographed metal license holder.

The Best Foods Inc.

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SAN FRANCISCO

Home Offices: 297 Fourth Avenue, New York City

A TWO-IN-ONE SALE

With every sale of fruit suggest a package of Kellogg's Corn Flakes. The combination is a treat your customers will like. And it means more business for you! Two sales in place of one!

Kellogg's Corn Flakes are the largest selling ready-to-eat cereal in the world! Extensively advertised in newspapers and magazines. Intensively merchandised. Put them on display. Be sure you have a large supply. Warm weather brings peak demand.



Kellogg's
CORN
FLAKES

FINANCIAL

Review of Business Conditions in Michigan.

The general business situation in the United States continues uneven. Slackness in some directions, however, has been offset by extraordinary activity in others and the total volume of industry and commerce accordingly has been generally satisfactory. The usual seasonal decline in economic activity is now beginning to set in but there are no present indications that the curtailment will be out of the ordinary for this season of the year.

Steel and automobile production and building continue to be the chief elements of strength in the state of business, operations in all three industries having held up remarkably well throughout the month of May. New building and engineering work contracted for in the thirty-seven states East of the Rocky Mountains, in May, amounted to \$668,097,200, topping the previous high record of April, 1928, by twenty-five million dollars. Steel production is beginning to decrease but is expected to show a new six-month record for the first half of 1928. Car-loadings of revenue freight for the week ended May 26 exceeded the million-car mark for the third consecutive week and were only 5,873 cars below the same week a year ago. Freight loadings serve as one of the most accurate barometers of present day business activity. Firmness prevails in commodity prices. The farm price index, according to the Department of Agriculture, is the highest in almost three years. The outlook for crops and continued farm prosperity is very good. Signing of the \$325,000,000 flood control bill by President Coolidge, providing for relief in the Mississippi Valley, immediately releases \$10,000,000 for that purpose. Expenditure of this money for labor and materials will benefit a wide area which has been in an unfavorable position for over a year.

Speculation in securities remains the most unsatisfactory element in the business situation. The money market has tightened due to the efforts of the reserve banks to divert money from the securities market by raising rediscount rates, by selling Government securities and by shipping gold abroad. A new high record was established in May when the Nation's gold stock was reduced \$168,000,000. Brokers' loans increased \$93,774,000 for the week ended June 6. The reserve banks may be obliged to increase rediscount rates still further to get control of the situation. It has been fortunate for business that the speculative fever has not spread to commodities.

By and large the business situation in Michigan is quite good. While displaying some spottiness, the industries of the State in May made a very satisfactory showing in the aggregate. There are now few instances of sub-normal production. The best reports come from the automotive industry. Cereal and farm implement manufacturers are very busy. Business continues prosperous in the copper country and normal in the iron sections of

the State. Preparations are being made to double output and to employ 3,000 additional workmen at the Fisher Body Corporation plants at Flint. In a few weeks the summer furniture market will open at Grand Rapids which should tend to quicken activity in that industry. Rather excellent showings industrially are being made by some of the smaller cities in the State. Some modification of operating schedules is indicated for most lines during the next two months.

According to a recent report by the Bureau of Foreign and Domestic Commerce, Michigan for the first time in history, in 1927, ranked third among the forty-eight states in the value of exports to foreign countries.

Automobile output was well maintained during the month of May. A preliminary estimate places the number of cars and trucks produced in the United States and Canada for the month at approximately 439,000 units, a substantial increase compared with the same month in 1927 but a small decrease under the production for May, 1926. Excluding ford production, which is estimated at 50,000 vehicles for May, 1928, and 88,000 units for May, 1927, production for the remaining makes for last month was 14 per cent. larger than in the corresponding month a year ago. Expanding output of ford cars during the next two months will tend to offset, to some extent, seasonal declines of other manufacturers.

Employment in Michigan scored further gains during the past month. Farm work, navigation and construction have absorbed a large number of men and have practically wiped out the labor surplus. There is a shortage of skilled labor, especially in the metal trades. Employment in Detroit continues its upward trend and on June 6 stood at 260,332, a gain of 6,497 workmen compared with a month ago and an increase of 64,764 compared with the same week in 1927, according to the Employers' Association of Detroit, whose computations include two-thirds of the city's employment strength. Never before has the employment level in Detroit for the early part of June been as high. Ford Motor Company plants added 893 employes during the first week in June, bringing the total to 116,324. This is 6,324 more than the peak employment in 1926 and 47,278 greater than a year ago.

Building permits issued in sixteen principal cities in Michigan during May showed a total construction cost of \$17,316,764, a gain of \$227,520 compared with the preceding month but a decrease of \$1,930,332 under the same month of 1927.

Only six cities report a scarcity of money. The borrowing demand is good, especially in rural sections.

Crop conditions, in the main, are good and the general outlook is quite pleasing. Present indications are that fruit crops will be better than normal.

Trade, wholesale and retail, is beginning to reflect employment increases. Marked betterment has taken place, especially in the larger cities.

Kent State Bank

"The Home for Savings"

With Capital and Surplus of Two Million Dollars and resources exceeding Twenty-Three Million Dollars, invites your banking business in any of its departments, assuring you of Safety as well as courteous treatment.

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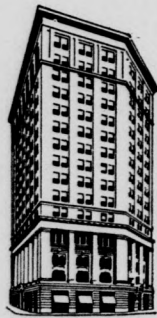
Only When Helpful

THE "GRAND RAPIDS SAVINGS BANK" feels it is "SERVING" only when the things it does for its customers are helpful to them in their financial affairs-- business or personal.

Rendering banking service along broad and constructive lines for 56 years has established this institution in the confidence and esteem of business houses and individuals throughout all Grand Rapids.

GRAND RAPIDS SAVINGS BANK

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"The Bank on the Square"

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The general distribution situation is not as spotty as it was early in the spring. More summerlike weather and tourist business should prove a further boon to trade. Department store sales in Detroit during May showed increases from 20 to 24 per cent. The improvement was general; even furniture and credit jewelry participated. Collections are much better.

Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

Visions of Riches Kill Savings.

Except for what is happening in the stock market an unusually sound condition prevails in credit and business but "speculation on the scale current during recent weeks can only be deplored as unsound and hurtful to the best interests of the country." This in a few words is the view of the National City Bank of New York on business, expressed in its June bulletin published to-day.

Visions of easily made riches are tending to destroy the usual habit of saving, in the opinion of the bank, and "millions of dollars are being put into the market by many who can ill afford the risks they are taking. Never before has stock speculation involved so many people of all classes, and one hears the frequent complaint that one trouble with business is that business men are paying too much attention to the stock market and not enough to the conduct of their own establishments."

What the authorities of this bank fear is that market excesses will only store up trouble for some future day, since if and when a decline eventually comes it could conceivably slow up the distribution of goods through its unfavorable effect on consumer purchasing power.

The fact remains that fundamental conditions continue favorable in business and "confidence is becoming stronger" with the advent of summer. Comparisons thus far in 1928 have been with the most active period of 1927. The movement in industry for the rest of 1928 presumably will be forward, whereas it was steadily downward after the first quarter last year. Low inventories, small commercial indebtedness, a large volume of business and firming commodity prices all are encouraging signs for the future in the view of the bank.

Favorable as is the outlook for business from now on, increasing activity in industry indicates a growing demand for funds with the approach of the season's heaviest commercial and agricultural requirements. These demands on money will strengthen the forces at work for dearer rates set in motion by the Federal Reserve system, making the prospect for dearer money this fall than a year ago fairly definite.

In the last analysis of course the trend of money will depend upon developments in the stock market since expansion there primarily is responsible for rising charges for funds rather than the improving business demands.

Paul Willard Garrett.

[Copyrighted, 1928.]

Many Sidedness of William H. Anderson.

Recently I had the pleasure of reading a most delightful biographical sketch of William H. Anderson in the columns of the Spectator and could not help but feel, as I finished the article, that one phase of Mr. Anderson's character might be dwelt upon with pleasure and profit—his personality in his human relationships.

He is a very cautious man. While he is perfectly willing to assume leadership in the things which he understands and delights to promote, he does not seek prominence in matters which have not come under his purview and experience. He is a man of unusual balance, never impetuous, usually persistent, but always willing to change his mind in adjustment to new conditions and circumstances.

Some people can forgive an imposition; but Mr. Anderson can forgive and forget. His manual training has always been a marvel to me, and in his relation to business affairs in industrial and commercial life, his early experiences in the use of his hands has been of great avail to him, because he can size up what is a day's work in almost any line of life in which he moves and can always illustrate his knowledge by actual performance of a function. If a man is not handling a plow to best advantage, he can take the plow and show him how, and this is true of any implement or machine employed upon the farm. I have watched him handle a road scraper to show a man just how to make every movement count properly. I have seen him handle a recalcitrant horse in the most perfect manner. Herein lies his strength in leadership.

One of his most prominent attributes of character is his ability to size up men, and it has been one of the delights of his life to adjust men to niches in which they could be most useful and successful. Hundreds of people can testify to this ability which he possesses and the successful way in which he has utilized it.

Perhaps, however, the most important feature of his character which has made a deep impression upon me, can be best described under the simple word "urbanity." Under all circumstances and conditions he keeps his balance and does not make antagonisms, but under untoward circumstances and adverse conditions he, above all men of my acquaintance, understands the best way to deal with the peculiarities of men and secure harmonious results.

Charles W. Garfield.

One Reason Sales Are Sometimes Lost

I wandered into a store the other day looking for something—I wasn't any too sure what. I only knew that I wanted something a little out of the ordinary for a birthday present, and picking up a rather colorful doodad on the counter that looked intriguing, but of the use of which I was totally ignorant, I enquired: "What's this?"

The reply from the highly blonded saleswoman behind the counter was: "A dollar ninety-eight."

She didn't make the sale.

Frank Stowell.

J. CLAUDE YOUDAN

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That's what the Old National offers you!

It will plan your trip, make your reservations, supply your tickets.

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Pesky details . . . but easy for us!

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MONROE at PEARL
A Bank for Everybody

MUTUAL FIRE INSURANCE

Detroit Arson Squad Produces Results

The total number of fires investigated in 1927 was 512, of which 108 were of incendiary origin and are classified according to the occupancy as follows:

Dwellings (occupied)	28
Dwellings (vacant)	15
Retail dry goods stores	9
Retail grocery stores	8
Office buildings	5
Barns	5
Garages	4
Apartment houses	4
Restaurants	3
Junk shops	3
Rooming houses	3
Automobiles	2
Slaughter houses	2
Retail grocery and meat markets ..	2
Retail poultry market	1
Hotel	1
Retail furniture store	1
Sign shop	1
Wholesale grocery	1
Automobile factory	1
Fur shop	1
Cigar factory	1
House of prostitution	1
Retail hardware	1
Candy factory	1
Wholesale paper products	1
Theater	1
Dance hall	1
Cap factory	1

The origin of these fires was reported by the fire department as being unknown, suspicious or incendiary. After investigation it was found that 404 of them were of accidental origin, and the remaining 108 were of an incendiary origin, which is an increase in incendiary fires of 38.46 per cent. over last year. This increase can be attributed to three conditions, viz., bad business conditions, increased population and over-insurance.

The 108 incendiary fires were set for the following reasons:

To defraud insurer	38
For revenge	33
By pyromaniacs	32
To conceal other crimes	5

The amount of loss caused by these fires was \$318,372.02, which is 5.57 per cent. of the total fire loss for the year. One very interesting feature of this is the fact that \$216,862.64 of this loss was caused by twenty-six of the fires set to defraud the insurer. There was no loss paid on the other twelve fires set to defraud the insurer, as waivers of no claim were signed by the assured and \$58,000 in fire insurance policies were surrendered.

In all of these fires it was found that the property covered by the policies was greatly over-insured, which, no doubt, in most cases furnished the motive for burning. As long as the "agency and premium" system of selling fire insurance is in effect, the only logical solution for the "over-insurance problem" is a clearing bureau for fire insurance policies. Practically all policies are written for terms of one and three years, and if a clearing bureau was established, at the end of three years there would be a complete record of all fire insurance carried in the city. It would then be an easy matter to determine whether or not any

person or firm, that suddenly applied for large amounts of additional insurance, was entitled to it. We believe that if such a clearing bureau could be established it would materially assist in decreasing the annual incendiary fire loss.

The loss of \$5,363.97 caused by the five fires set to conceal other crimes, set by burglars who broke into homes and business places and stole property, and set the place on fire to make it appear that the property had been consumed by accidental fire instead of being stolen.

In comparison with the increase in incendiary fires, and the loss due to them, there was also an increase in arrests of 38.46 per cent. and an increase in convictions of 80 per cent. Of the fourteen cases taken to court, six were found guilty, three plead guilty, one was acquitted by jury, two court directed verdict of not guilty, and the remaining two are awaiting examination. The six cases which were nolle prossed, were practically all old cases pending from last year, in which material witnesses had disappeared.

During the year we responded to sixty-six fires on call from home while off duty, which were either of a suspicious origin or greater than a single alarm fire. Statements of 167 persons were taken in the office in connection with fires investigated, which does not include numerous other people who were interviewed at and around the scene of the fire.

Fire Marshal G. S. Goldwater is head of the arson squad activities.

Reduction in Postal Rates.

The new postal law restores rates substantially to the 1920 level and becomes effective July 1. On second-class matter rates on the advertising portion of publications are reduced to 1½c per pound in the first and second zone; 2c in the third zone; 3c in the fourth zone; 4c in the fifth zone; 5c in the sixth zone; 6c in the seventh zone, and 7c in the eighth zone. The rate on second-class matter when mailed by others than the publishers is reduced 1c for each 2 ounces regardless of weight or distance. Higher rates are provided for rates on third-class matter with 32 or more pieces to the pound, and special bulk rates for third-class matter, such as catalogues, books, etc. The 1c rate on private mailing cards is restored, while on business reply cards and envelopes provision is made for mailing them unstamped, postage to be collected on delivery, at not more than the regular rate plus 2c for each card or letter.

Electric Light Sells Translucent Products.

Here's an excellent way to display semi-transparent products. Place an electric light behind such products as preserves. The light calls attention to the purity of the products, and in such forms as pyramids, etc., the lighted effect gives you a beautiful display that will sell goods.

John H. Gearhart of Lansing, renews his subscription to the Tradesman and writes: "Your paper is a most welcome weekly visitor in our home."

Class Mutual Insurance Agency

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with any standard stock policies that
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**Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan**

WILLIAM N. SENF, SECRETARY-TREASURER

A Few Thoughts Pertinent To Flag Day.

Grandville, June 12—A benison to the flag!

Again as once each year we fling out Old Glory to the breeze and are filled with pride and joy over the fact that Betsy Ross wrought so well in the long ago and made a banner which Washington and his stalwarts could follow to the beat of patriot drums against a foreign foe.

That flag has come down through the years a thing of beauty and a joy forever. Nowhere lives an American who does not feel elated with a sense of justifiable pride that he is a citizen of that Nation which floats the Star Spangled Banner at the front of its armies and from the Government buildings all over this broad earth.

Flag Day!

How thrilling the thoughts evoked by that short sentence in honor of a banner which has swept the horizon of a great continent, keeping step to the tread of millions marching to defend their country.

The first patriot flag was said to be a plain field with a coiled rattlesnake, beneath which were the words of warning, "Don't tread on me."

The rattlesnake flag was soon superseded by the flag of stripes and stars, which has changed only in number of stars since the beginning of the Revolutionary war.

Remember the flag to keep it untarnished from stain. In earlier history the sin of slavery was a reproach to that flag, which, however, was wiped out in civil war. "Tear down that flaunting lie," hurled the Abolitionists, and much heat was engendered because it was claimed that the flag was desecrated. All that is of the past, however, and no American need blush with shame to-day at sight of his country's flag.

Hang out Old Glory this June day and recall those wonderful deeds done in its honor on the many fields of war throughout the century last passed. The flag and what it stands for may well be the subject of every speaker who comes to the rescue of Old Glory this summer day.

Every citizen who owns a flag (and what citizen does not?) will be eager to show his colors on the outer wall of his castle this 14th of June. Next to Memorial day comes so soon on its heels this honoring of the flag which guided our boys in the army over sanguinary fields to the very gates of the enemy.

Some there are who seem to think our world is on the down grade. In some respects it may appear that way, yet when we come to remember how bravely American citizens have bared their breasts to resist foreign encroachment within the last decade we may well declare that improvement and not decadence has been the watchword of the Nation up to the present hour.

The Flag and what it represents might well form the topic of debate at any public gathering. It surely is no longer a flaunting lie and the great outside world, which would be glad to come under the shadow of that flag, recognizes how wonderful is the country which owns the flag of stripes and stars. Let a free immigration law be enacted and within a few decades the whole American continent would be filled to overflowing with glad foreigners anxious to make America their home.

"I have seen the sunset on the Jungfrau and the moon rise over Mount Blanc. But the fairest vision on which these eyes ever rested was the flag of my country in a foreign port."

This from a well-known United States senator after a sojourn in Europe. Nothing can fill the heart and soul of an American with such pleasurable delight as the sight of Old

Glory, either in a foreign port or floating from a flagstaff at home.

Honor the flag. It is an emblem of faith in all that is good in the makeup of mankind. It represents peace and plenty. It has represented sea fights, land fights and battles the world round in defense of freedom and the equality of man.

Every schoolhouse has its flag, nearly every church and grange hall, while the private citizenship of this country is not quite complete without the flag under the common man's roof.

It is love for the flag that has made patriots of men, love for what that flag represents, and while this love exists there are not enough armies in all the world to wrest that flag from the sky and put in its place the emblem of any other nation.

We are proud of the flag which came originally from the hands of the fair patriot, Betsy Ross, of colonial days. Washington and his ragged continentals followed that flag to victory and defeat through eight years of strenuous warfare. Down along the years came other wars, but our flag was still there, flaunting its bright stars and stripes in the face of the foe.

From Washington to Lincoln was a considerable period of time. All the troubles incident to the holding of slaves marred in a measure the beauty and pureness of Old Glory, and yet the flag proved strong enough to uproot that evil and purge its stripes and stars from the least semblance of wrong.

To-day no other flag can compare with ours in the matter of teaching the glorious creed of free speech, free men and the purest democratic government in the world.

When America forgets Old Glory the dial of time will be turned back to the dark ages of the world and there will be the falling of night, even more impenetrable than that of old slavery days. We need never look for that turnabout since we as a people think too much of the flag and freedom of thought to countenance any retrograde movement in the future.

Old Timer.

To Bottle Pure Lemon Juice.

Los Angeles, June 8—The United Fruit Products Co., of Whittier, bids fair to make a name for itself in the lemon deal. The concern some time ago developed a successful process for bottling pure lemon juice without the addition of artificial preservatives, making a product that answers every purpose for which freshly extracted lemon juice is used.

Sales Manager R. V. Scott, of the Stephenson Distributing Co., left last week for the principal Eastern markets to introduce the new product, which is styled "Golden Fruit."

Present prospects are that within a short time the new product will open a home market for all surplus lemons, thus stabilizing that industry, particularly taking off the market those sizes and grades which fail to command profitable prices.

Chemists for years have made efforts to develop a satisfactory fresh lemon juice that could be bottled, but without success. Many thousands of dollars were spent in these experiments.

Nibbling Eats Up Grocer's Profits.

Sampling is an expensive habit whether it is indulged in by your customers or your clerks. For example, the sampling of such a small item as a bar of chocolate (5c bar) wipes out the net profit (at 2 per cent.) on a \$2.50 sale. Think it over. Of course, there are some items that it pays to show by sample, but there are many that you really can't afford to give away samples on. And speak to your employes. Show them the loss. They'll readily realize what it means.

Before Building

Consult Telephone Engineers

If you are planning to build, engineers of the telephone company will be glad to advise with you concerning wire entrances and interior conduit for telephone circuits.

It pays to plan ahead for the installation of telephone equipment.

CALL MANAGER'S OFFICE—9911



MICHIGAN BELL TELEPHONE CO.

Uncle Jake says-

"Worry will whittle off a man's efficiency faster than a boy with a sharp jackknife can sharpen a pine stick."



One of your worries can be eliminated by using.

K V P DELICATESSEN PAPER

as a general utility paper around your store for wrapping moist or greasy food products.

Let us send you samples.

KALAMAZOO VEGETABLE PARCHMENT CO., KALAMAZOO, MICH., U. S. A.

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

G R A N D R A P I D S M I C H I G A N

OUT AROUND.

Things Seen and Heard on a Week End Trip.

There probably are cities which have easy access to more magnificent scenery in the way of large bodies of water and lofty mountains than Grand Rapids, but I cannot help feeling that the Almighty has dealt very generously with Grand Rapids in this respect. No matter which way I drive I find new views and beautiful vistas which cause me to be very thankful for being so fortunate as to live in a city where Nature gives us so many remarkable surprises without resorting to mountains, canyons or caves.

Last week's Out Around was undertaken without any previous understanding. It was planned to include a call at Lamont to see if the finishing touches had been put on the summer home soon to be occupied and to make a brief call on a sick friend. This done, the re-opening of the broken bridge over Deer creek naturally led us to Eastmanville, where the genius (and plethoric pocket books) of Noyes L. Avery and William T. Hefferan are enabling them to develop their summer homes along wonderful lines, so far as beauty and utility are concerned. The eight mile angling road along Grand River to Nunica has probably never been covered by one auto driver in a hundred, but it is one of the most beautiful stretches of gravel road in the State, and next year or the year following it will be covered with cement the entire distance. When this is done the road will soon become a very popular thoroughfare, due to the scenic attractions along every mile of the distance. I can easily visualize the creation of many beautiful homes on that portion of the road which is favored with river frontage.

U. S. 16 from Nunica to Ferrysburg was never more attractive than this season, due to the lateness of the season, the frequent precipitation and the entire absence of dust and dirt. The grape orchards are beginning to show indications of life and the results of corn and potato planting are already in evidence.

The "short cut" through Ferrysburg, which enables the traveler to avoid four sharp turns which were decidedly uncomfortable as well as dangerous and avoid crossing the P. M. railway at grade, appears to be appreciated by the public, judging by the pleased expressions on their faces as they navigate the broad sweeping viaduct over the railway tracks.

Muskegon Heights and Muskegon are always interesting cities to the traveler, because of the evidence of progressiveness on every side. The regeneration of the older city and the creation of the younger city out of a region of shifting sand and oak shrubs furnish examples of municipal achievements which have never been surpassed.

The forty-seven oil wells, of which only eight turned out to be dry holes, are striking evidence of the faith Muskegon people have in the future of their city and vicinity as an oil producing district.

North Muskegon is taking on city airs in many respects. Much is being done in the way of street improvements and sewer and water extensions. The attractive residence district at Interlaken park is gradually expanding in wonderful homes with remarkable surroundings.

Few tourists or travelers who visit North Muskegon fail to avail themselves of the opportunity to cover the scenic highway from the mouth of Muskegon Lake to Michilinda, which is probably the most remarkable ten mile stretch of highway to be found anywhere in America. The only regretful feature is that the pavement actually touches Lake Michigan at only three points. There are frequent views of the lake en route, one of which is exceptionally sweeping in extent, from a high point which has to be accomplished by climbing an easy elevation. The trees along the line of the highway are exceptionally attractive. There are no barren spots anywhere on the route and the succession of hills and ravines afford a constant presentation of compelling beauty in the landscape. No one has seen Michigan at her best who has failed to traverse this wonderful stretch of highway.

White Lake is at her best this season. There appear to be fewer new summer residences under construction than is usual at this time of year, which is probably due to the business uncertainty which has temporarily taken possession of the people. Comparatively few cottages bear rental signs, however, which tends to show the stable character of the people who spend their summers on this remarkable body of water.

We had with us on this little trip a life-long friend, Uncle Louis Winternitz, who has never missed reading a single issue of the Tradesman since he came to America from Prague, Bohemia, in 1884. Since retiring from the official staff of the Fleischmann Co., he has made two trips around the world, but he found a late issue of the Tradesman awaiting him at every port. Mr. Winternitz was completely captivated over the ravishing beauties of the scenic highway and the placid charm of White Lake and, on his return home, expressed a desire to repeat the trip at the earliest opportunity. I think this is the impression everyone with a particle of appreciation for the beautiful in Nature receives in going over this remarkable highway.

E. A. Stowe.

Making Fabrics Only on Order.

Most if not all of the women's wear mills are adhering to the production of goods only on order. With the raw wool market up 15 to 20 per cent. since last November and noils, which enter into the popular suedes and broadcloths, up nearly 50 per cent., it would be "suicidal" for the mills to adopt any other policy, it was said yesterday. Despite this situation, the cutters-up continue to delay placing their commitments, and the sales representatives of the mills claim considerable difficulty will be encountered in obtaining fabric deliveries later on when volume production of Fall garments begins.

WORDEN GROCER COMPANY

The Prompt Shippers

You Can Recommend

QUAKER Canned Peas

To Your Best Trade

WORDEN GROCER COMPANY
Wholesalers for Fifty-nine Years
OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

READY FOR THE SUMMER DEMAND?

And now comes "the good old Summer-time" with its increasing demand for light, nourishing foods that are easily digested, that require no kitchen work, that are easily prepared, easy-to-serve....and that means

Shredded Wheat

Your customers will be asking you for a light, easy-to-serve food. You know Shredded Wheat, what a boon it is to the housekeeper, how easy to prepare a delicious meal with it in combination with fruits or whole milk and cream. Are you ready for the demand? We are ready to help you supply it.

The Shredded Wheat Company
Niagara Falls, N. Y.

Practical Co-operation of Jobber and Independent Grocer.

The continuance of the wholesaler and independent retailer in the greatest of all businesses, the food business, depends solely on the success of wholesaler-retailer co-operative movements.

Every problem confronting the wholesaler and retailer is undeniably solved by the creation of a merchandising organization. There is not one single phase of chain store selling which cannot be just as effectively promoted through federated independent stores working under the direction of a wholesale grocer.

The salesman of to-morrow will spend his time selling the plan of his house against that of his competitors. An outline of advanced study along this line may serve to direct wholesale grocers' attention to the possibilities of wholesaler-retailer co-operation.

1. The independence of the retailer must be absolutely maintained if the movement is to receive the support of the better grocers. No contracts or agreements are necessary. The successful plan will place the wholesaler in a position beyond the point where it is used by the retailer to gain buying advantage at the expense of the wholesaler. This feature is actually in successful operation.

2. A merchandising organization is created in which independent stores participating, display the identifying mark, a sign over the store, in the same manner as an individually-owned chain store system. The retailer is privileged to retain or lose his individuality, as he sees fit. The symbol of the alliance permits direction of advertising to each member store.

3. The uniform color scheme that is adopted for the exterior of the stores conveys the impression to the passing public that foods may be purchased economically and also serves as an attractive border to the window displays. The uniform color scheme does not lessen individuality, but rather merely indicates the nature of the business, much the same as a striped barber pole in front of a barber shop.

4. "Mass type" of window displays, featuring "loss leaders" (nationally advertised package foods, soaps and powders) embrace the same principles of psychology being used as a "hooked stick" by the chain systems to drag customers away from independent stores. Special price tickets and weekly window display layout diagrams give the "independent" equal opportunity to bid against the chain stores for transient business.

5. A weekly change of window posters, the same as used by the "chains" and featuring the same price propaganda and sales specials, is a part of the program.

6. Interior adjustments make visible the entire shelf stock. Bread cases, cookie racks, surplus counters and fixtures, are changed around or removed. Semi-self service is developed in the same manner as by the chain stores. Price tickets of two sizes and colors affect price propaganda built around certain psychological practices. Points of selling strategy are developed and

weekly bulletins explain fundamentals of salesology pertaining to the most modern tactics advanced in making additional profitable sales from counter displays.

7. The sale of permanent "loss leaders" is figured out to a precision that enables the retailer to know his exact cost of conducting a price propaganda campaign. This has been accomplished by careful surveys of the relation of sales and consumption, of known values and unknown values, occupying the past two years.

8. The sales efforts of the organization are presented to one or more manufacturers each week, with the same resulting advertising allowances enjoyed by the chain store systems. Low prices are thus made possible without any shrinkage in profits.

9. Distributors of foods other than those sold by the wholesale grocer, assist the retailer under the direction of the wholesaler. Bread, milk, butter, etc., complete the selling program.

10. The wholesaler's overhead cost of doing business is reduced, profits are maintained (the sale of "loss leaders" to the retailer at a small margin over cost is made possible by the economies of sales and distribution). The promotion of seasonable private label products has remarkable possibilities through the working of this plan, the same as it has in the chains.

11. The plan is elastic enough to permit the retailer continuing or discontinuing credit and service as the situation warrants. Outstanding accounts in stores rendering credits are reduced by overcoming the price incentive of the chain stores.

12. Manufacturers, realizing the importance of keeping an avenue of distribution open among independent retailers, endorse the movement. Metropolitan centers, in control of chain store systems, are causing the manufacturer to direct his attention to this new movement.

The above outline will serve to show the progress already made in checking chain store expansion and the distribution of food through established channels beneficial to the consumer and community.

The National Wholesale Grocers' Association will shortly distribute an article submitted by the writer, treating with the certain psychological practices used by the chain stores in selling foods which may give additional beneficial assistance among the lines of wholesaler-retailer co-operation.

Lewis Shane.

Group Organization of Retailers.

The Fall River Association of Retail Grocers has adopted the name of "Home Circle Stores;" they use that name on their own brands of high quality goods and advertise it. They have lined up with local bakeries, milk merchants, and a smaller biscuit company—marketing their products in quantities and meeting competitor's prices. To further their local tieup they have received the good will of the city administration, local newspaper, schools, and the labor unions. Showing lantern slides at public gatherings is one feature of their advertising.



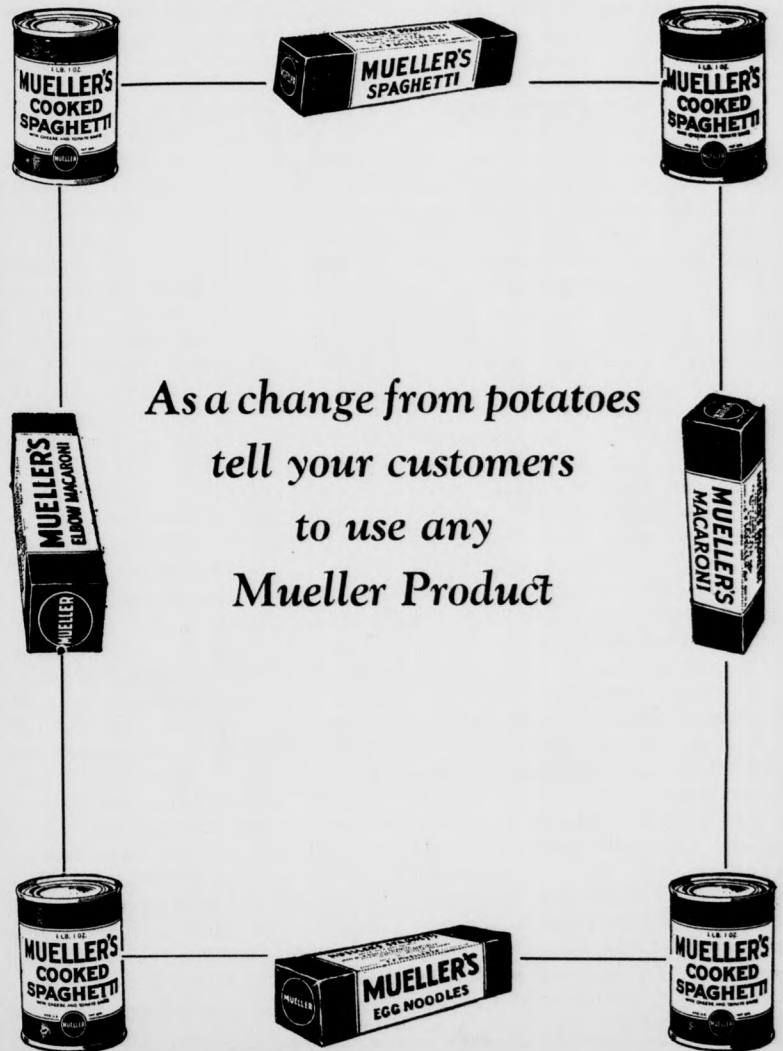
SKILLED BUYERS...

Women know values. Keep that fact clearly in mind. Price-mark Beech-Nut Peanut Butter, Prepared Spaghetti, Pork-and-Beans, Cat-sup and Chili Sauce. Your customers have all the respect in the world for Beech-Nut quality. A hint about the price—and they at once recognize the kind of money's worth that makes them buy.

Beech-Nut

"FOODS OF FINEST FLAVOR"

BEECH-NUT PACKING COMPANY, CANAJOHARIE, N. Y.



*As a change from potatoes
tell your customers
to use any
Mueller Product*

DRY GOODS

Michigan Retail Dry Goods Association.
 President—F. E. Mills, Lansing.
 First Vice-President — J. H. Lourim, Jackson.
 Second Vice-President—F. H. Nissly, Ypsilanti.
 Secretary-Treasurer — John Richey, Charlotte.
 Manager—Jason E. Hammond, Lansing.

Colored Lamps Used To Decorate Homes.

The custom of having trees and shrubbery surrounding residences illuminated at Christmas time has undoubtedly been the cause of home owners decorating the exteriors of their homes with these same small electric lamps on and around the Fourth of July. Depending on the red, white and blue lamps for the main decorative motif, the lights suggest the use of patriotic color designs for a safe and sane celebration of Independence Day. Patriotic societies and community groups are extending this idea of individual decoration to the illumination of city parks and public buildings. Merchants have been just as quick to adopt this method of illumination and in many cases unite to make their street a fantasy of color.

Another reason for the popularity of this method of decoration is its inexpensiveness. Frequently the strings of lamps are staple decorations in the household, having been purchased for Christmas illustrations and for various parties. These can be used and plugged into porch sockets. When hung up over doorways, along railings or concealed in bushes, etc., the lights add greatly to the attractiveness of a house, and when several houses adopt the idea, whole communities may vie with each other for first place in the field of decorative honors.

Retail Rug Orders Please Trade.

Prices have now been made on most of the leading lines of wilton rugs and carpets for Fall and, having had time to get their bearings, buyers are placing some nice orders. Retailers, in particular, are said to be buying well. This business is especially pleasing to the trade, because the poor Spring season experienced in other lines by many retailers had made manufacturers somewhat anxious about their reception of the new floor coverings. As yet there have been no outstanding design favorites, but the indications are that Persian effects are taking somewhat better than modernistic patterns. Among the latest prices made are those on the Anglo-Persian line of the M. J. Whittall Associates. The 9 by 12 size in this grade, which for Spring was quoted at \$150, is priced at \$142.50 for the new season.

Colored Towels Gaining Fast.

Although they have not yet passed sales of white Turkish towels with colored borders—and may not—towels of this weave in solid colors are coming into favor with great rapidity as the vogue for color in bathrooms grows. In the solid-color goods gold and green lead, with apricot and rose coming second, blue third and lavender fourth. In the bordered goods blue leads, with green, rose and gold following as named. The higher grade

stores are taking sizes in a range of 23 by 46 inches to 26 by 52, while the orders from the more popular-price stores call mostly for those running from 18 by 36 inches to 22 by 44. The most wanted sizes of all appear to be 24 by 45 and 24 by 50 inches.

Taking Artificial Silk Hose.

One of the present features of the hosiery demand is the trend reported toward women's full-fashioned goods of artificial silk (not rayon) to retail at \$1 per pair. Such progress has been made in producing these hose that the percentage returned as defective is very low. They are made of special fibers that are said to give somewhat better wear than rayon, although at a higher price. They are also said to be the first really serviceable full-fashioned stockings made from other than a real silk fiber. All of the popular colors are available in them at prices which show the retailer a fair profit at a dollar a pair over the counter.

Advance Orders For Leather Gloves.

Advance business in women's Fall leather gloves has been good and is substantially larger than orders placed for the chamousette variety. Anticipated difficulties in obtaining deliveries owing to the labor troubles in the German glove factories have prompted retailers to cover their leather glove needs. Prices of this merchandise for stock delivery later are apt to advance \$1.50 per dozen or more, it was said yesterday. In styles sought the band-ollette types have been gaining, with orders also placed for fancy cuff numbers and slip-ons. Black, mode, beige and beaver are leading colors, with more than usual interest in browns.

Corset Lines Ready Soon.

Although most of the Fall corset lines will not be ready until July 1, and very few advance orders have been placed so far, manufacturers appear to be very optimistic on Fall business. They claim the varied demand last Spring was proof of the importance that women are now attaching to corsets. No one type of garment will be featured exclusively or pushed for Fall. Most firms are including the one-piece garment, girdles in step-in and side hook styles and clasp front corsets with either front or side lacings. Brassieres and bandeaux will also be shown in styles for all occasions.

World Buying Boosts Wool.

World influences are exerting a greater effect on the raw wool market than is realized. For the first time in seven years the buying of wool by this country no longer dominates the market. German mills, for example, are absorbing large quantities of the cheaper wools and are running their looms day and night to make fabrics for export, mainly to Russia and the Far East. Japan is taking more wool as the wearing of European clothing spreads. The same is true of China, despite the civil war. China, in fact, this man said, is taking more wool in one month than in a whole year compared with 1923.

Toy Orders Show Gain.

An increasing volume of orders for toys is reported in the primary market. The outlook is favorable for the bulk of the holiday business being placed within the next two months. The call for dolls has improved markedly, as buyers' fears of radical innovations have been quieted by the absence of striking novelties. Wheel goods and practically all lines of mechanical toys have been doing well. Price competition throughout the industry continues keen, although the better grade toy maintains its leadership.

New Scarfs Featured Here.

Business in women's scarfs continues quite active and is largely confined to the triangle shapes, according to manufacturers. New ideas in hand-painted effects to retail at popular prices are being brought out steadily. One of the latest takes its cue from a popular song and motion picture and features a hand-painted clown design

on pastel shade grounds. Another new offering is the pirate scarf which features small dots on vivid backgrounds of red, green, blue or yellow.

The Barred Bard.

Little Willie—I don't want to go to that damn school any more!
 Father—Why, Willie, where did you ever learn such a bad word?
 "Well, William Shakespeare uses words like that."
 "You've got to stop runnin' around with him, then."

PANAMA HATS

Genuine Montecristi — Best Made. Imported direct from Ecuador by the undersigned. Prices, \$12, \$15, \$18 and \$20.
 ALLAN KELSEY,
 Lakeview, Mich.

SHIRTS TO MEASURE
 Lates Styles — New Prices
 Samples on application
KELLY SHIRT CO.

39-43 Michigan, N.W., Grand Rapids

EXCLUSIVE GRAND RAPIDS JOBBERS OF

ARMSTRONG'S LINOLEUMS

Rolls or Cut Quantities

"Armstrongs" stands for everything that's right about linoleum, there's no better quality at the price obtainable and for beauty and wearing qualities they have no equal. Whether in the more inexpensive grades or the finest quality inlaid goods Armstrongs are superior.

NOTE:—We wholesale only in Carpets, Rugs and Linoleums, from separate building at Corner Louis and Ottawa.

HERPOLSHEIMER CO.

GRAND RAPIDS, MICH.

ATM MARK OF DISTINCTIVE BEDDING



Marshall

BED SPRINGS
 MATTRESSES
 PILLOWS

Comfortable Durable

THE MARSHALL CO.

GRAND RAPIDS

SHOE MARKET

Going To Law About It.

Following closely upon efforts made in a number of states to control, restrict or penalize the operations of chain store organizations, the measures recently introduced in the Congress of the United States to compel an investigation of the activities of the chains by the Federal Trade Commission constitute news of front page importance to retail merchants.

The significance of these measures, however, probably lies more in the effect they are likely to have on public opinion and future legislative action affecting the chains than on any immediate direct results likely to accrue from them.

The Congress, as this is written, is entering upon the period of hectic and hurried activity that precedes final adjournment. At such times, legislation of more general interest and importance than these measures to investigate the chain stores, which have been introduced by various senators and representatives frequently goes by the board. The Senate has adopted the resolution introduced by Senator Brookhart, of Iowa, calling for an investigation by the Federal Trade Commission. Our Washington correspondent informs us that the Commission is to proceed with the investigation, pursuant to the Brookhart resolution. There the matter will probably rest, so far as this session of Congress is concerned, for it is regarded as unlikely that any other legislative action affecting chain stores will be taken in the rush to get through and get home.

The ultimate outcome, therefore, depends upon the results of the investigation by the Federal Trade Commission, which must necessarily consume considerable time. The fact that the move to investigate chain store practices has been launched at this time, however, is by no means devoid of significance. It appears to be the culmination of various sporadic and more or less localized attempts to hinder the progress of chain store development by legislative enactment that have been undertaken in various states. Thus far, it must be conceded, the attempts in various states to deal with the matter have not made very much headway. The legislature of Virginia recently rejected a chain store bill. In North Carolina last year such a bill was enacted into law, but the Superior Court, a few weeks ago, decided that the measure was unconstitutional. This decision is subject to review by the Supreme Court of the State and even if affirmed would not be binding in other states. It would merely raise a question which ultimately, no doubt, would be carried to the Supreme Court of the United States.

The Brookhart resolution and other measures that have been introduced in the Congress of the United States, calling for an investigation by the Federal Trade Commission, present a new angle of the question. They involve principally the question of whether the development of chain store distribution is being accomplished to any extent through practices that are in vio-

lation of the Federal anti-trust laws, or through unfair methods of competition or conspiracies in restraint of trade, and to what extent they are subject to Federal regulation. Back of the move, unquestionably, lies the efforts of one or more trade associations to combat chain store competition.

Simmering it all down, what does this legislative campaign against certain practices in connection with chain store distribution mean to the independent retail shoe merchant? Very little, possibly so far as immediate results are concerned. But it gives promise of being one of those moves that will not down simply because it may lose out in the first skirmish. We predict that Federal chain store legislation will be a live subject of discussion when Congress meets again and possibly during several ensuing sessions. What, then, should be the attitude of the independent retail shoe merchant toward it?

Clearly the independent has a right to expect and to demand that the chain store groups competing against him shall live up to the laws of the country with regard to fair competition, even as he himself is obligated to live up to them. He has an equal right to insist that they be held rigidly accountable for violations of any laws against monopoly, conspiracy in restraint of trade or unfair trade practices. There have been some chapters, we venture to say, in the story of chain store development that would not provide pleasant reading. Some chain store groups, possessed of wealth and power, have not refrained from using these weapons to crush their weaker rivals. Have they in so doing transgressed the laws the Nation has laid down to establish fair play in business? The independent merchant and the public have the right to know, and from this standpoint the proposed investigation seems clearly justified, to the end that if there has been wrong-doing those guilty may be made to pay the penalty and their punishment may serve as a warning.

The door of opportunity to engage in lawful business in this country must be kept open to all alike, and it is largely for this purpose that governmental agencies like the Federal Trade Commission exist. If the facts developed through the investigation show the need of legislation to protect the independent merchant, by all means let it be passed.

On the other hand, it is desirable to keep in mind the fact, so consistently stressed by President Roosevelt, that business should be penalized under the law not because it is big, but only when it is bad. Attempts to curb the chain store system of distribution merely because its competition hurts, are fore-doomed to failure. Many chain store organizations have won their way to success without resorting to practices that have been unlawful or unfair. The retailer who pins his hope on laws to protect him from a competitor who is merely more efficient than he is is charting about the straightest possible course for failure.—Shoe Retailer.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
not for Profit**

We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business

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LANSING, MICHIGAN

*We Protect the Proceeds of
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GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Hans Johnson, Muskegon.
First Vice-President — A. J. Faunce, Harbor Springs.
Second Vice-President — G. Vander Hooning, Grand Rapids.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

Story of a "Credit Rotten" Town.

An Eastern grocer's story was reviewed some weeks ago and I remarked that it seemed inconsistent for him to state that he was a "strictly cash" grocer when, in fact, his business ran more than half credit. He accepts the amendment but explains:

"I must admit we always use it in our advertisements. The reason for doing this is that our town is credit rotten, caused by the old system of company stores giving long credits protected by power of attorney to stop same on pay sheets," meaning, evidently, that those stores owned by employing companies can collect from the companies against wages due employees. He explains further:

"Our population is only about twelve thousand, surrounded by fifteen thousand more inside a circle about five miles through the center. Like many other industrial communities, we sometimes have long strikes. During the last one, which ended four years ago, we estimated that over two million dollars credit was carried by the retail trade; and even now a grocery bill of one hundred dollars is common. We use the cash phrase to keep away credits—and then it keeps us busy."

The last statement—"and then it keeps us busy"—furnishes all the comment necessary on this man's superstition that "signs" will serve him in his battle against unsound credits. For at the last, the task is up to himself, to his own predetermination as to just how far and on what terms he will extend credit. To depend on any sign or catch-phrase to "keep away credits" is the most futile act any merchant can perform. For no sign can mean a thing beyond the character of the man behind it.

But there are special advantages for a good credit manager in a town of the character described. Workers who are held to definite performance by company rules always instinctively rebel against such regulations. They may say nothing. They may not have power to express clearly what they feel. But the self-respecting ones are more than likely to chafe under such control and to prefer to trade where they have personal choice and only their own responsibility to pledge. Self-respecting men and women being the best kind of customers, those are the folks for any merchant to seek out for his own.

In one important respect, all towns are alike. That is, the merchant himself must select his credit, and personal credit is always and in every circumstance a matter of individual selection. So this storekeeper probably would be better off, on firmer ground and vastly safer if he should frankly advertise himself as a credit grocer, making it equally plain that he sought good, responsible, conscientious credit customers, and that to such customers he would extend credit on a strictly

limited, clearly defined plan which involved as punctual performance on the part of the customer in paying as is always performed by the merchant in providing the goods and delivering them.

There are plenty of "perfectly good" people in every community. Where there are twelve thousand folks within easy reach of a store you will find all the desirable credit customers a business of the size under review can possibly care for. The real test comes with the merchant himself. Does he know what credit is? He may think he does, but that is something else again. Does he know sound credit rules for the retail grocery business? Assuming that he both knows credit and its rules, has he formulated a detailed plan of credit extension for himself and his own business or is he just going blind, feeling his way, hoping for luck to guide him aright?

Credit is one of the best, most important and most powerful means the individual merchant can employ to get and hold the best, most desirable—therefore most profitable—trade of his community. But it must be run with such exactitude as manifests a wholesome respect on the part of the merchant himself for his business and the service he renders. Details are important and must be learned with careful exactness, but the basic principles are simple—mostly embraced in what I have written here. And deception, by way of signs, portents or otherwise, is not one of the ingredients of good credit.

This grocer further writes:

"I agree with you that price is only one item in getting business and that it is apt to be abused by the grocer under new chain competition. Personally, I think that the business man who runs his own business and does not worry over competition comes out best—if efficient enough.

"I admit that I am weak on price setting. I think I am inclined to price too high, but will work at it until I get it right."

Again to announce a principle, we may say that the efficient merchant is always safe. We find this true in older countries where chains and co-operatives have flourished for decades. But the heart of the statement lies in the word efficient.

The weakness of pricing by guess and be-gosh furnishes a wonderful advantage to the chain where prices are fixed logically, according to rules well formulated and strictly followed out. Individual grocers have never paid much attention to this feature, nor have they shown much patience with anyone who has stressed the importance of this factor. The grocer's attitude seems to be: "Well, I find I cannot get more than the narrowest margin on the great tonnage staples, so I'll get all I can where the getting is possible." Result is, he gets all the traffic will bear and is indignant, perplexed and prone to cry "unfair" when the traffic lies down under the load and deserts him for the chain man who really knows his groceries.

Bear in mind that the same limita-

(Continued on page 31)

ALL ABOARD FOR NEW ORLEANS

All aboard for the Annual Convention of the National Association of Retail Grocers, under the leadership of Mr. John Coode, President and Mr. C. H. Janssen, Secretary! New Orleans is the place, June 11th to 14th inclusive the time.

Get together and swap ideas with your fellow tradesmen—make it the biggest convention in history.

Remember New Orleans, its old-world charm and interest, and June 11th-14th. Get in touch with your Secretary now.

FLEISCHMANN'S YEAST

Service

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

MR. STOWE Says: We are on the square.

So will you after you have used our Collection Service.

Only one small service charge. No extra commissions, Attorneys fees, List-in: fees or any other extras.

References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper, or the Michigan Retail Dry Goods Association.

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

For your protection we are bonded by the Fidelity & Casualty Company of New York City.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

Don't Say Bread

— Say

HOLSUM

MEAT DEALER

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

Frozen Meat.

With lamb quite high in price in the wholesale markets at the present time and fresh pork cuts holding a much higher price position than they have in the comparatively recent past, more frozen meat of these classes is being sold than usual. The prices charged for the frozen products are considerably lower than those charged for unfrozen and so it is of considerable advantage to housewives to buy frozen meat.

There are some housewives who would not buy frozen meat on a bet and nothing that can be said would change their minds, but there are others who are on the fence, so to speak, and who would gladly save money on their meat bills if they were sure they would receive full satisfaction and nutritive value from the frozen meat used.

Chapters have been written on frozen meat, but we believe that a great deal remains to be written and spoken before the consuming public will thoroughly understand the actual food value of this kind of meat. Many tests have been made to determine whether consumers who did not know in advance could tell the difference between meat that had been frozen and meat of similar quality that had not been frozen when they were both served on the table.

The published reports of these tests would be very interesting reading, but, unfortunately, only a few of them have reached the printer and comparatively few consumers have read the ones available. But no matter what one reads, the real proof is in the eating and so we know of no better way to find out the truth than to buy frozen meat, thaw it out at home, cook it according to usual methods for unfrozen meat and then note its eating qualities.

We would be glad to have reports on such tests and we are willing to go on record at this time to the effect that many housewives would find the meat not only economical, but surprisingly appetizing as well.

With respect to most meats there are periods of plenty and periods of relative scarcity and if meat could be frozen when it is plentiful and cheap and removed from freezers and sold without unfair prejudice when meat is scarce a great deal more stability would exist in the markets and less price fluctuation would be experienced by consumers. If frozen meat is tried in response to this message we specially request that it be defrosted just before using. Cool running water may be employed.

How To Save Money in Buying Beef.

It is quite characteristic of the American people that when they go to market they want and demand the finest product available. This trait manifests itself not only with regard to beef, but also with regard to any

line of merchandise one might mention.

There are, of course, plenty of people abundantly supplied with money to whom the cost of a thing is negligible, but to the great majority of us who must consider carefully the value of our hard earned dollars, the item of cost assumes large proportions.

In buying beef it is unnecessary to purchase the choicest cuts in order to have a very palatable meal. It is all well enough to do this on special occasions and put on your table one of the delicate and expensive cuts, but at other times a good top-round steak or roast or a chuck roast or any other of the cheaper cuts moderately priced may be found delectable provided a little extra care is used in their preparation.

A good many people are inclined to entirely eliminate the eating qualities of cow beef when buying a steak or roast, but the better grades of cow beef have eating qualities quite comparable to a great deal of the steer beef found on the market. In the opinion of many authorities on dietetical matters after having made careful tests it is difficult, if not impossible, to distinguish high quality cow beef from relatively high grades of steer beef on the table.

The shins and flanks of cow carcasses often find high utility in the home. The shin is used principally in preparing soups and, besides having a really delicious flavor, has high nutritive value. The flank may be used for hamburger or boned and rolled after some of the fat has been trimmed away, and when properly cured will make a splendid piece of corned beef with a very distinctive flavor, some people preferring this cut to the brisket which is a great deal more costly. For reasonably priced corned beef, the thick section of the plate, often called the middle rib or corner piece, will be found very satisfactory, although a trifle more wasteful than the flank. Those who wish to economize on meat and receive full nutritive advantage may find these suggestions worthy of a trial.

Picking Chickens by Machine Latest Way.

Machine picked chickens may be the next innovation. The idea has been introduced by an inventor who saw the machine at work in a poultry colony in England, according to a press report from California. It is claimed that when the machine is set up, with the idea of sending dressed chickens to the large city markets in wholesale quantities, a bird a minute will be the record. The feathers are picked by suction on the order of the vacuum cleaner system—pin feathers and all.

The best way for an independent to take customers away from chain stores is to have a more attractive store, because the more appealing the displays are, the more will be sold. Besides keeping the interior of the store clean and tasty, the retailer must keep his prices near those of the chain by working closely with a good wholesaler and by proving to customers that he sells service and quality as well as groceries.

VINKEMULDER COMPANY Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Strawberries, Pineapples, New Potatoes, Oranges, Lemons, Bananas, Vegetables, etc.

SCHUST'S LINE MEANS —

More Sales

Bigger Turnover

Larger Profits, and

Satisfied Customers



This Display Increases Sales

THE SCHUST COMPANY

"ALL OVER MICHIGAN"

DISTRIBUTING POINTS

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Detroit

Lansing
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Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour
 Rowena Golden G. Meal Rowena Buckwheat Compound
 Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

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Awarded first prize and gold medal at the great tea exhibitions in Ceylon and India as the finest tea grown

Thomas Lipton Tea Planter Ceylon

Good Restaurants serve Lipton's Tea—Ask for it!

HARDWARE

Michigan Retail Hardware Association.
President—Herman Dignan, Owosso.
Vice-Pres.—Warren A. Slack, Bad Axe.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Big Hardware Profits Escape Through Petty Leaks.

The old adage about the little leak that sinks the big ship holds good today in reference to business enterprises, even more than it did in ancient times.

Were it possible to summarize the causes of failure in retailing and to enumerate the real causes that have led to the collapse of many enterprises, most of such failures would be found due to little leaks—those apparently insignificant details that the average business man is prone to overlook or consider too petty for his attention.

Leakages that take away the profit and ultimately produce bankruptcy may result from a score of causes. It is usually not hard to trace the big leaks; they are soon obvious to the dealer. It is small drains, those apparently insignificant and usually imperceptible losses, that sap the vitality of the business.

Poor book-keeping is one of the foremost causes of business failure; yet many a hardware dealer would never dream that his book-keeping department is a source of loss. Many a business house which pays excellent salaries to its salespeople is content to leave the management of its accounts in the hands of a girl clerk who is hired for mere cheapness and who works with one eye on the ledger and the other on the clock. A good accounting system has perhaps been installed, and apparently all the girl has to do is to enter, post and balance—mechanical work, you say.

But is it?

Do you realize that in one overcharge you may lose the full amount of that clerk's salary? And are you aware that when your book-keeping is in the hands of cheap help, a good many overcharges may escape discovery? Bill clerks have a way of learning when no objection is made to "any old price" they choose to bill you for, and if your firm does not complain, why should they change their tactics. You can lose from \$10 to \$100 a week alone on excessive charges on goods and be none the wiser unless your accountant discovers the loss.

Discounts are important. Many bills can be paid just as well within ten days after their receipt as within three months, and the saving you accomplish on such bills within a year should pay your telephone bills or the salary of a minor clerk. But are your discounts properly watched? The little printed line about such-and-such a per cent. off within such-and-such a time is too often neglected by the indifferent accountant, whose duty, in her estimation, consists in simply entering, posting and balancing—and letting it go at that.

Losses sustained by retailers through neglect to charge up goods probably total a considerable amount. But the end is not there. In transferring the charges to the ledgers or the account file, everything should be carefully

checked to make sure that extensions are correct. Then there should be systematic rendering of monthly accounts, and systematic methods of looking after collections.

It is worth while to keep a careful check on new goods coming in, and on freight charges on such goods. A hardware dealer some time ago received a large shipment of bolts, screws, etc. He checked them up and found the quantity and the discount on the various sizes correct, and put them into stock. A short time later he had a call from a hardware merchant in a neighboring town; and in the course of their shop talk, the visitor asked if he had made it a point to check up all list prices on bolts, screws, etc. The first merchant stated that he did not make a practice of doing this, and that he took it for granted the lists were correct. After his friend left, he started to look through some back invoices, and discovered three instances where the list prices were too high. Such mistakes readily occur through occasional inadvertence at the other end of the line. The dealer immediately made a claim and received credit notes from the firms which had made the errors.

It is a wise rule to always check up list prices. There is always the risk of unintentional errors on the part of price clerks. It sometimes occurs that a list price lower than the correct list is entered. In a case of this kind the one honest practice is to notify the firm making the shipment.

Another hardware dealer received a shipment of approximately fifty kegs of nails. The nails arrived on a day when all the clerks were very busy, and as the firm had no regular receiving clerk, it was up to each clerk to lend what assistance he could between spells of waiting on customers. The nails were hustled down to the basement and placed in stock. Two days later the invoice arrived. The total received and the total charged tallied correctly, but there was a difference as to the sizes and the number of kegs of each size. It was impossible to check them up correctly because the new shipment had been mixed with the stock in hand.

Owing to the fact that so many clerks had a hand in placing the goods in stock, no one took the responsibility of taking a list of the various sizes. The result was that the merchant believed he had received three kegs of 5 inch nails instead of 1½, but he could not be certain. There were several other points where differences arose, yet there was no means of checking up.

Uncertainties of this kind are quite common where no regular receiving system is used. This leak can quite easily be overcome. For the dealer who does not care to have prepared and printed special receiving forms to keep track of incoming goods, a good plan is to keep a receiving book, appoint a careful clerk as receiver, and have him enter all receipts of merchandise with dates, quantities, etc. It is only a matter of a few minutes to enter a shipment, and the merchant then has a record of goods received that can be

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AMSTERDAM BROOMS
PRIZE *White Swan* Gold Bond
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41-55 Brookside Avenue, Amsterdam, N. Y.

NEW AND USED STORE FIXTURES
Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Grand Rapids Store Fixture Co.
7 N. IONIA AVE. Call 67143 or write N. FREEMAN, Mgr.

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Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
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Radio Sets	Sheep lined and
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Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting Goods and

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COMPLETE
STOCK OF

HEATH & MILLIGAN DEPENDABLE PAINTS AND VARNISHES

Foster, Stevens & Co.
Founded 1837

GRAND RAPIDS 61-63 Commerce Ave., S.W. MICHIGAN
WHOLESALE HARDWARE

referred to if necessary long after the goods are disposed of.

Checking of goods received should never be allowed to become perfunctory. Train your clerk or clerks in charge of this work to be careful and thorough, and to see that the checking of every item is complete and that nothing is "taken on trust."

A hardware dealer some time ago received a shipment of hardware in which the freight rate was 21 cents per 100 pounds. The merchant had never made a practice of watching closely the weights charged on his freight bills, but, on this occasion, he noticed that there was a difference of 100 pounds between the weight entered by the railway company and the weight given as shipping weight on the invoice. On weighing the shipment to make sure, the dealer found he had been overcharged by the railroad company to the extent of 100 pounds. The amount of overcharge in this one shipment was of course small in itself; but even a few errors of this kind make a difference. In another case a shipment of two large boxes of goods was charged on the freight bill at 900 pounds and the actual weight was 700 pounds. Here, obviously, a careless figure was responsible for the error in the ultimate bill, as a "7" can very easily look like a "9". A claim to the transportation company resulted in a refund. Errors in extension are not uncommon; so that all weights, rates and extensions should be carefully checked.

A quite common leak in the hardware store is the result of customers purchasing goods, finding them unsatisfactory, and, instead of returning them immediately, waiting any length of time up to six months before bringing them back. Most hardware dealers, if not all, will promptly and cheerfully accept returns; but the practice can be allowed to grow to unreasonable proportions.

To avoid abuses of the practice, one dealer has placed in a prominent place near the door of his store a large card reading, "No goods returned after five days." The inscription is in such large letters that even a short-sighted man couldn't miss it, and so clear that nobody could fail to notice it. The dealer has given this card a long trial, and finds it a very satisfactory method of eliminating the evils complained of. "Of course," he states, "some people still make a fuss if their goods are not taken back, but the system has worked so well that we don't mind the few exceptions we now meet. Before we used this card, however, customers used to keep goods until we didn't know whether they had been purchased or not, and in many cases the same customers were not at all scrupulous about using the goods right along and afterward claiming their refund. Not merely has the card system eliminated this and similar abuses, but it has materially reduced the number of requests for refunds."

Much money is lost in hardware stores because goods are not sold at the correct price. The following may seem an exaggerated case. Nevertheless, it is true, and quite possible in

any business. A customer went into a certain store for rubber cement on a number of occasions in a period of six months or more. The first time he asked for a 25 cent can and was handed a certain size. Next time he asked for the 25 cent size and got a considerably larger can. He thought at the time that the first clerk had made a mistake and given him too small a can. Next time he went in he was given the same size as he got the first time, and decided that the second clerk had made a mistake and given him too large a can. The fourth time he got a much larger can—twice as big as the first one. "Is this the 25 cent size?" he asked the clerk. "Yes," replied the clerk so emphatically that the customer refused to argue.

I know another store where similar occurrences happen right along. Especially with paint. You can buy a can to-day at 75 cents, and when you want another can to finish the job you may be asked 85 cents—or may get the identical sized can for 60 cents, depending on which clerk waits on you. The clerks simply don't know. That is why careful price-training of salespeople is important.

Victor Lauriston.

Selling, Not Buying, Makes Modern Grocer.

Years ago the average retailer gave the bulk of his attention and the most of his worries to the buying of merchandise. His skill in selecting commodities, his knowledge of where to buy, his ability to gauge his wants, his faculty for securing lowest prices—all these made him stand out above his less skillful competitors. But buying is not the real problem to-day. Today the real problem is selling. Branded and packaged merchandise explains the change. The trademark does the selecting. Rapid transportation and easy communication make frequent ordering and quick turnover possible. No longer is it necessary to scout around to get most advantageous prices; standardized price lists afford each retailer the same discounts as his competitor. No longer is it necessary to stock new brands at each order.

Linoleums Not Yet Threatened.

The possibility that sales of linoleums and felt-base floor coverings will be seriously cut into by a new material in which cellulose acetate plays an important part appears extremely remote. Reports of this material has aroused quite a little interest in the trade. It was supposed to be the product of the Celluloid Corporation, but executives of the corporation did not desire to comment on the reports for publication. It was learned from an authoritative source, however, that while laboratory experiments are continually being carried on to develop new markets for the corporation's products, the floor coverings development is one which has not yet materialized.

New Type of Superfine Sugar.

A new type of "superfine" sugar, similar to powdered, is soon to be brought out by the American Sugar Refining Co. in packages.

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OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER, Distributor
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Sidewall Protection
Stands for:
LONG MILEAGE RIDING COMFORT GOOD LOOKS
CORDUROY TIRE COMPANY
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Putnam's
SANITARY HANDY PACKAGE
QUALIFIED
XAX
CANDIES
2 1/2 OZ. OR OVER

A Wonderful 10c Seller
Twelve different kinds of popular candies are put up in this attractive package.
A Beautiful Display
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DECIDEDLY BETTER
Grand Rapids Cream Fried Cake Co.
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TER MOLEN & HART
Steam Tables and Coffee Urns
Built and Repaired
Successors to
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Expert Chemical Service
Products Analyzed and Duplicated
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KRAFT CHEESE
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DETROIT.
Every Load Insured. Phone 55505

HOTEL DEPARTMENT

Verbeck Started Hammerstein in the Hotel Game.

Los Angeles, June 8—Thos. C. Riley, who conducts the Hotel Dresden, at Flint, is arranging for additional rooms in his hotel and improving those he already has. This gentleman's activities always excite my admiration. Like Dave Reid, at South Haven, when Mr. Riley finds time hanging heavily on his hands, which is usually during his vacation period he figures out some way to induce his guests to feel a little more at home, if such a thing were possible. While not the newest hotel in Flint, the Dresden shows no evidences of deterioration. It is always spick and span whenever you pay it a visit. Also, the statement that "Tom. Riley sets up the best dollar dinner in Michigan," has never been successfully refuted.

And speaking of Dave Reid—he who operates Reid's Hotel, at South Haven—the announcement is made to the effect that he is again spending a lot of money in "fixing up," as he calls it. Even traveling men who make that territory every two weeks, inform me that it takes all their spare time in South Haven getting used to the improvements being made around this popular establishment.

According to the information I have Tupper Townsend, to whose energy St. Joseph people can attribute the success of the new Whitcomb promotional efforts, and who was taken ill about the time of its completion, is on the way to complete recovery and will be in direct charge of that institution shortly. Whereat I rejoice with the rest of his legion of admirers.

Something like two years ago, C. G. Hammerstein, Albert Pick & Co.'s Michigan representative, advised me that he wanted to get into the hotel game in the Wolverine State. I suggested the Hotel Crystal, at Flint, as a likely proposition, whereupon he went over there and made a deal with Earl Greene, whereby he became its possessor. He continued his road work to a certain extent, but had an able lieutenant in his charming wife, and the Crystal immediately, after it had been completely renovated and rehabilitated, began to make a wonderful showing. Charley quit his road job to give more attention to his hotel, and now he has done gone and bought the riparian rights of Hotel Clifton, Battle Creek, thereby launching upon the "hotel chain" ocean. The Clifton, under the management of Milton Magel, was a good thing, with an ever increasing business, and "Ham."—as we all call him—will add to it. Charley Renner has one more hotel than Hammerstein but he will have to watch out. When "Ham." sees a good thing, he recognizes it forthwith, and there are other bargains in Michigan.

Milton Magel, who up to very recently and for several years managed the Hotel Clifton, Battle Creek, still conducts the Hotel LaSalle, in that city; and will continue to do so. Milton is an example of a young man who, through accident, discovered his calling, and made the most of it. The Clifton Hotel, in the food city, was owned and operated by John Callahan, an uncle of Mrs. Magel. Through sickness he became incapacitated and in looking around for someone to assume its responsibilities, decided that young Magel, a coming young business man of Concord, had the right sort of stuff in him, drafted him into the service, gave him full authority to go ahead and left him to work out his own salvation. Milton proved a world-beater, made a good showing, gave his hotel a prosperous atmosphere, and,

upon the death of Mr. Callahan, took it over by lease, running it until the recent sale to C. G. Hammerstein. Mr. Magel, in the meantime, had taken over a newly constructed Battle Creek caravansary, the LaSalle, immediately opposite the interurban station at Battle Creek, and this, also, is a wonderful success. Mr. Magel is well-known among the members of the Michigan Hotel Association, having been its treasurer for the past five years, is a most likeable young man and I am glad to see him prospering.

George Southerton has again sold his LaVerne Hotel, at Battle Creek, this time to Dell Locke, unknown to me. For all that he may be a likely individual, and I can at least hazard a guess that with the prestige the LaVerne always enjoyed under Mr. Southerton's management, he will make a go of it. Mr. Southerton, you probably remember, recently opened Hotel Kellogg, at Battle Creek, and now will be able to give it his undivided attention.

Scott McBride, now at the head of the Anti-Saloon League, predicts that if "Al." Smith is nominated for president on the Democratic ticket, there will be a scampering of Southern democrats to vote the Republican ticket. Reminding me of the story of the old lady who accosted the train caller in the Pennsylvania station at Philadelphia with the query as to when the "last" train would leave for Pittsburg? "Bless you, madam," he replied "I hope you live so long." There will be white blackbirds and the sands of the desert will grow cold long before any Southern democrat will do penance to such an extent. Prohibition in the South is not an institution. It is the result of racial prejudice and the desire of the whites to prevent the negroes from getting hold of any booze. For forty years they have voted for and had prohibition down there; that is, the whites have done the voting and the colored folks have enjoyed exclusively all the prohibition there was offered.

Here's one I heard at a Rotary luncheon the other day: Two college students were arraigned before a magistrate, charged with hurdling the low spots in the road with their motor car. "Have you a lawyer?" asked the magistrate. "We are not going to have any lawyer," answered one of the accused. "We've decided to tell the truth."

California has her annual orange shows, the usual complement of county fairs and carnivals, but not since 1915, when San Francisco and San Diego held their epochal expositions to celebrate the opening of the Panama Canal, has an exposition been planned on so large a scale as that which will be opened at Long Beach on July 27. The exposition will occupy a sixty acre tract on a peninsula in Long Beach Harbor, and the promoters are erecting there buildings sufficient to house the exhibits, a replica of a Tunisian village, at an estimated cost of \$1,000,000. Long Beach stages the show, but the enterprise really belongs to the whole State of California, being backed by the representative business men of nearly every community in the State. Other states of the Union will take advantage of the occasion to display their products, while three-fourths of the nations of the world have engaged space for the exhibition of their culture and art. The Pacific Southwest Exposition will be international in its appeal.

Along with the rest of us Americans, there are more than 6,000 Filipinos in Los Angeles. These little men, smaller and darker than the Japanese, make admirable houseboys, and a Filipino employment agency usually is



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Columbia at John R. Sts. Detroit
200 Rooms with Lavatory \$1.50, \$1.75, \$2.00
100 Rooms with Lavatory and Toilet \$2.25
100 Rooms with Private Bath \$2.50, \$3.00

Rates by the Week or Month
"A HOME AWAY FROM HOME"

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FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
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Good Place To Tie To

CODY HOTEL

GRAND RAPIDS
RATES—\$1.50 up without bath.
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LARGEST HOTEL IN LANSING
300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.
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WESTERN HOTEL

BIG RAPIDS, MICH.
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.
WILL F. JENKINS, Manager

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KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.
Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
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300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

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HOTEL GARY

GARY, IND. Holden operated
400 Rooms from \$2. Everything modern. One of the best hotels in Indiana. Stop over night with us en route to Chicago. You will like it.

Wolverine Hotel

BOYNE CITY, MICHIGAN
Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up
Open the year around.

Warm Friend Tavern

Holland, Mich.

140 comfortable and clean rooms. Popular Dutch Grill with reasonable prices. Always a room for the Commercial traveler.

E. L. LELAND, Mgr.

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

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

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Michigan, in the picturesque St. Joseph Valley.

Mishawaka Hotel, Mishawaka, Indiana

Edgewater Club Hotel, St. Joseph, Michigan, open from May to October.

All of these hotels are maintained on the high standard established by Mr. Renner.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

Stonehouse Carting Co.

All branches of cartage and transfer
338 Wealthy St., S. W.
Phone 65664

able to find jobs for them without much delay. One day during the recent primary campaign an earnest and perspiring Democrat stumbled on a barber shop full of Filipinos, learned how many there are here and immediately became excited. He began spending money and talking of the virtues of Al. Smith. They agreed that Mr. Smith was a ver' nice man—but was he as strongly for Filipino independence as Mr. Bryan? Sure he was the earnest worker assured them—Smith was just like Bryan. After that they accepted and puffed high-priced cigars galore; in fact, absorbed the entire stock of an adjacent cigar store. Then along came another earnest Democrat. "Whatcha wastin' good money on those bozos for?" he demanded. "They don't have any vote. There's a Supreme Court decision on that. Only those who have been in the American army or navy have a vote."

Now they are talking about a new hotel in Honolulu at a cost of \$750,000. Evidently somewhere in the jungle over there they have found a few aborigines who haven't been stung on hotel promotion. Maybe they can put it across, notwithstanding the fact that they already have over there a recently constructed proposition which a financial acquaintance of mine, a resident of Hawaii, on a visit here, told me the other day, was losing just about one dollar a minute as near as they had figured it out.

A recent census of the hotel situation in Michigan by statistical experts, allows for 952 hotels in the entire State, which has all the merit of a 50 per cent. guess. Detroit alone has nearly that number, and at one time the State Association registered 547, but they only recognized the leading institutions.

Governor Green is on record as favoring a \$200,000 appropriation by the next Legislature, to be used in advertising the varied resources of Michigan, an idea advanced many years ago by Fred Pantlind, and which has been carried out satisfactorily by many other states, including California, which has reaped ten-fold benefits from such an expenditure.

The Governor also goes a little farther and suggests that the railroads do something in the matter of diverting summer travel toward our resort sections. If he will influence the railroads along the line of offering attractive summer rates, instead of forcing prospective visitors to depend altogether upon their own means of transportation, he will accomplish much more than he will by his advertising program, although, of course, an advertising program, efficiently carried out, is a good thing. One need only to look back a few years and visualize the hordes of resorters who came to Michigan by rail and water and compare data with what they are doing along those lines at present. Cheaper rates with traffic, or high rates with none, seem to be the issue.

Seemingly all the propaganda for the cancellation of war debts has failed to convince the American people that they should adopt such a policy toward their European debtors. Yet private cliques, which include prominent men in the financial centers of the East, continue the futile effort to create public sentiment for the wiping out of these enormous obligations. They have circularized nearly everybody in the country, from time to time, and I notice recently another attempt is being made in that direction, which, it is to be hoped will go unheeded. America certainly accomplished her share during the war, and after it was all over, continued to finance everybody across the water, including a lot of countries which show evidence of

consistent and perpetual bankruptcy, and have for decades. They just don't want to and are rapidly getting into the notion that they don't have to pay. Winston Churchill's recent budget speech sheds a strong light upon Britain's financial condition. We need no longer sympathize with the "heavily burdened British taxpayer." This year Britain is scheduled to pay the United States approximately \$150,000,000, but she will receive from her allies on the continent and from Germany almost an equal amount, which doesn't create so much sympathy for those taxpayers.

As to France, Jean Monet, one of her biggest financiers, said recently that she is looking for an outlet for her surplus funds, presumably now having plenty of money to loan. Italy, on the other hand, has been rehabilitated and displays a perfect willingness to pay.

Recently at a convention of the National Foreign Trade Association, at Houston, George P. Auld, former accountant general of the reparations committee, stated the case very logically when he said:

"It is inconceivable that the American people should be willing to place themselves in history as the butts of such a colossal hoax. If we reduce these debts further we ought to do it on grounds more creditable to our intelligence."

It will be remembered that after John Alexander Dowie had established a cult and organized a very formidable band of followers, an insurrection arose during his long and final illness and he was dethroned, Wilbur Glen Voliva, a leader of the opposition, assuming the kingly robes and continuing his reign up to the present time. In an absence to foreign climes where he seeks evidence to sustain his theory that the world is flatter than a griddle cake instead of spherical, some of his followers are trying to prepare for him some of the quieting tonic which was applied to Dowie, and this by using the kindly and unselfish offices of Aimee Semple MacPherson, of Angelus Temple fame, Los Angeles. The good people of Zion City, by so doing, are encouraging the creation of another William Hale Thompson regime in Chicago and Illinois. "Aimee," as we all call her out here, claims that her former persecutions were due to her influence in political affairs in California, and I guess she had the right dope. Political influence, wielded by her in the city of Chicago, of the same potency as her California brand, might make a housecleaning possible and, at least, could accomplish little harm. It might set her citizenry to thinking hard.

Napoleon Bonaparte's hat was sold at auction the other day for the tidy sum of \$15,000, a French army officer carrying off the prize. But if the purchaser attempts to wear the hat in the hope he will achieve greatness by so doing, he is quite likely to fall short of the mark. It is not the hat, but what goes in it that figures in the results.

Frank S. Verbeck.

Differ on Millinery Trend.

Discussing millinery trends in popular price lines, a manufacturer claims that velvet, soleil felt and felt will be good for fall. Another said that velvet is a late summer item. He is now preparing a line of velvet hats in sport and afternoon styles, promising deliveries from June 15 on. Pastel shades and black, the latter with satin crowns, will comprise the color range. Ribbon trimming is used on both types. The same manufacturer is very doubtful of velvet as a fall millinery fabric, and stresses felt, ribbon, satin and light-

weight velours, made up in small, snuffing styles.

Modernistic Goods Reordered.

The interest of retailers in merchandise of modernistic design continues to grow. Early sampling has given way to fair re-ordering as buyers have become impressed with the practical merchandising possibilities of the new trend. While consumer reaction was timid at first this has been largely overcome by the featuring of the merchandise by many stores. As a future development it is believed that linking up the modernistic idea with "ensemble decoration" will result in enlarged sales of a number of lines, which is not usually the case with novelty trends.

Stores Not Much Ahead.

Department store sales generally for the six-month period to end this month are not likely to show any marked gain in comparison with the figures for the same period last year. Sales during the first quarter of this year showed up fairly well, but April and May were disappointing. The June turnover remains an open question. If gains are made they are not likely to affect radically the comparison between this half-year and that of 1927. Poor selling weather during the critical Spring period is cited as the main cause. Some individual stores and departments, however, have been showing substantial gains.

Plain Colors in Cheaper Dresses.

In the popular price dress lines the demand so far appears to be centered on plain georgettes and chiffons made up in fancy styles. The colors wanted are navy blue, English red, beige, some billiard green and a few numbers in pastel shades. The one-piece silhouette predominates in this grade of merchandise. Pleated skirts, extra capes, scarfs and, occasionally, lace trimming are noted in addition to the wide swathed girdles finished with bows and sashes.

Employment of Wholesale Grocers as Agents For Distribution.

The National Candy Company with the introduction of a new bar is inaugurating a new selling plan. Six selling crews are sent to as many fixed territories to help the jobber get the goods into the retailer's hands, and

after that to teach the retailer how to plan effective selling campaigns, attractive window dressing and neighborhood publicity.

Had Nothing on Her.

"Is this your name?" politely enquired the paying teller to the elderly woman at the window.

"Certainly," was the haughty answer. "I am sorry, Madam, but you will have to be identified. I don't know you."

"Now, don't be silly," was the indignant reply. "I don't know you either."

How Do You Want Ice Cream Boxed?

Drake University recently made a market analysis of ice cream consumption in the city of Des Moines, Ia. Three hundred and fifteen families were interviewed, of which 165 showed their preference for factory-filled packages because they were more sanitary, more convenient and fifty preferred store-packed ice cream primarily because they felt they received more for their money by this method.

Old Hotel Razed.

Port Huron, June 12—The old Central Hotel, which a half century ago was known throughout Eastern Michigan by lumbermen, farmers and politicians, is being razed to make way for a business block. D. D. Brown, cashier of the First National Bank and Trust Co., which owns the property, states that work of tearing down the old structure, which stands just off the main street behind the bank building, will begin soon. The building stood on the main avenue but in 1873 it was moved back to make way for the bank building.

Developing Personnel.

A branch manager who was whirling about in circles realized he must do better work or resign. He put down time he spent each day on each item of his work and discovered himself doing innumerable trivial things. Then he scheduled his duties and the time each justified, and as a result transferred many tasks to others. From that day he began to be a real manager.

Grand Rapids—The Minolager Co., 202 Marquette street, has been incorporated to manufacture and sell medicines, with an authorized capital stock of \$20,000, of which amount \$2,160 has been subscribed and paid in, \$345 in cash and \$1,815 in property.

Ordinary Life...

Life policies paid up in 10 to 20 years.

Endowments maturing in two to 40 years.

Pensions and annuities paid monthly for Life.

Sun Life Assurance Co. assets over \$400,000,000.

JOHN E. GODFREY

805 Grand Rapids Savings Building

18 years with the Sun Life

SEND FOR BOOKLET

DRUGS

Michigan Board of Pharmacy.
 President—J. C. Dykema, Grand Rapids.
 Vice-Pres.—J. Edward Richardson, Detroit.
 Director—Garfield M. Benedict, Sandusky.
 Examination Sessions—Detroit, third Tuesday in June; Marquette, third Tuesday in August; Grand Rapids, third Tuesday in November.

Michigan State Pharmaceutical Association.
 President—J. M. Ciechanowski, Detroit.
 Vice-President—Sumner J. Koon, Muskegon.
 Secretary—R. A. Turrell, Crosswell.
 Treasurer—L. V. Middleton, Grand Rapids.

The Pharmacist and the Public Health

The usually strategic position and the familiar association of the drug store with medical matters in the popular mind places pharmacists in a position to render a material service to the community in connection with public health activities. It is the privilege as well as the duty, of a pharmacist to co-operate with public health agencies in the dissemination of reliable information concerning the public health, and to assist the constituted public health authorities especially as relates to communicable diseases and the protection of biologic products. It is, therefore, evident that a pharmacist should possess information of wider scope on matters pertaining to the public health than is possessed by the average layman.

Health officers generally have recognized that health education is an important means for promoting public and personal health. Broadly speaking, public health in a given community depends upon the personal health of each individual. To give information on any subject to everyone in a community is a tremendous task, and one that can never be finished. It has no end because new facts are being constantly developed through research and new people are being added to each community through new arrivals and the growth of children to the teachable age. Those who are trying to promote health education for the public have, therefore, the task of imparting an ever-increasing mass of information to an ever-changing population.

The magnitude of such a task, instead of being a cause for pessimism should be a challenge to persons interested in the public health to develop a plan whereby each community may feel a sense of responsibility for the important task of health education. Members of the profession of pharmacy can play an important part in the matter of health education.

The facts for health education are developed by the laboratory workers, those engaged in scientific research of all kinds, the field workers in epidemiology, the vital statisticians, who keep the record of progress, and those clinicians who are close observers of their patients.

Every person should have a working knowledge of what he should expect in the way of health education from his physician, dentist, pharmacist and nurse, and from what an intelligent and well-organized state department of health may do for the promotion of the health of the citizens of the state, and what may be expected from

the Federal Government in the way of health conservation. In order that the pharmacist may measure up to his responsibilities in the matter of the demands for health information, he must, of course, be properly informed with regard to such matters.

When health information has become more general, we should be near to the dawn of a new era in health education, when the citizen develops a sense of responsibility for his own health he will be in a position to demand competent and adequate service from all health authorities. He will also be in a position to be critical of the kind of service he receives and demand that such service should approximate in efficiency the result which it is possible to achieve with weapons against disease which science has placed in our hands. Then the value of right living and personal hygiene will be understood and appreciated as well as the true benefits conferred by safe water supplies, safe milk, proper disposal of sewage and excreta, the value of birth registration and disease reporting, the control of communicable diseases, and the health promotion value of school hygiene, industrial hygiene and scientific research.

The public, generally, is rapidly awakening to the possibilities of preventive medicine due to the tremendous volume of publicity on health matters that has developed within the past few years. It will be well, however, to remember that the circulation of misinformation by individuals and unrecognized organizations must be avoided. With the development of general interest in public health matters there has sprung up in certain quarters, an effort on the part of individuals and organizations, for selfish reasons, to disseminate quasi-scientific information that is incorrect, misleading and harmful.

It is, therefore, of great importance that health information and education come from recognized authoritative sources, as medical societies, county, state and Federal health agencies, life insurance companies and unofficial specialized health groups.

Through health education each individual will be made to realize the fundamental importance of national health to national happiness and prosperity. He must not only feel that keeping himself in a health condition enables him more than anything else to live a successful, useful and happy life, but that in doing so he is fulfilling one of the essentials of good citizenship.

Hugh S. Cumming, M. D.

Grocer Sells Wares With Health Talks

Attention was recently called to an enterprising grocer in an Eastern town, who gives a series of health talks on what to eat, when to eat, and the functions of various kinds of foods in keeping the body fit and in good condition. This grocer has made the grocery business his life work, and he has studied foods carefully. He knows his "game," and his sales show that the health talks have proved far more effective than any sort of advertising he could do. Correct eating is a hobby of his, and he has passed on his knowledge to his trade.

MAKERS OF THE FLAG.

Speech by Franklin K. Lane Flag Day, 1914.

This morning as I passed into the Land Office, the Flag dropped me a most cordial salutation and from its rippling folds I heard it say: "Good morning, Mr. Flag Maker."

"I beg your pardon, Old Glory," I said, "aren't you mistaken? I am not the President of the United States, nor a member of Congress, nor even a general in the army. I am only a Government clerk." "I greet you again, Mr. Flag Maker," replied the gay voice. "I know you well. You are the man who worked in the swelter of yesterday straightening out the tangle of that farmer's homestead in Idaho or perhaps you found the mistake in that Indian contract in Oklahoma or helped to clear that patent for the hopeful inventor in New York or pushed the opening of that new ditch in Colorado or made that mine in Illinois more safe or brought relief to that old soldier in Wyoming. No matter which one of these beneficent individuals you may happen to be, I give you greeting, Mr. Flag Maker."

I was about to pass on, when the Flag stopped me with these words:

"Yesterday the President spoke a word that made the future of ten million peons in Mexico! but that act looms no larger on the flag than the struggle which the boy in Georgia is making to win the corn club prize this summer.

"Yesterday the Congress spoke a word which will open the door of Alaska; but a mother in Michigan worked from sunrise until far into the night to give her boy an education. She, too, is making the flag.

"Yesterday we made a new law to prevent financial panics and yesterday, maybe, a school teacher in Ohio taught his first letters to a boy who will one day write a song that will give cheer to millions of our race. We are all making the flag."

"But," I said impatiently, "these people were only working!"

Then came a great shout from the Flag:

"The work that we do is the making of the flag.

"I am not the flag; not at all, I am but a shadow.

"I am what you make me, nothing more.

"I am your belief in yourself, your dream of what a people may become.

"I live a changing life, a life of moods and passions, of heart breaks and tired muscles.

"Sometimes I am strong with pride, when men do an honest work, fitting the rails together truly.

"Sometimes I droop, for then purpose has gone from me, and cynically I play the coward.

"Sometimes I am loud, garish, and full of that ego that blasts judgment.

"But always, I am all that you hope to be, and have the courage to try for.

"I am song and fear, struggle and panic, and ennobling hope.

"I am the day's work of the weakest man, the largest dream of the most daring.

"I am the Constitution and the courts, statutes and the statute-makers, soldier and dreadnaught, drayman and street sweep, cook, counselor and clerk.

"I am the battle of yesterday and the mistake of to-morrow.

"I am the mystery of the men who do without knowing why.

"I am the clutch of an idea and the reasoned purpose of resolution.

"I am no more than you believe me to be and I am all that you believe I can be.

"I am what you make me, nothing more.

"I swing before your eyes as a bright gleam of color, a symbol of yourself, the pictured suggestions of that big thing which makes this Nation. My stars and my stripes are your dreams and your labors. They are bright with cheer, brilliant with courage, firm with faith, because you have made them so out of your hearts. For you are the makers of the flag and it is well that you glory in the making."

Less Oranges This Summer.

California, the only section of the world that produces oranges the year around, has the big job of supplying American and foreign markets with this popular fruit for the next few months, since other producing sections are now practically out of the market until late in the Fall.

According to estimates of the California Fruit Growers' Exchange, the supply of Valencia oranges promises to be somewhat lighter than the record crop of last year. There is every indication of a healthy market situation throughout the season, and with less than normal supplies prices will undoubtedly remain relatively high. A profitable orange season for California growers and for the wholesale and retail trade is assured.

Only a few years ago a large crop of California Valencia oranges presented a marketing problem. To-day, however, the demand for orange juice and increased popularity of this fruit for Summer salads and desserts have helped remove the growers' worries. Last Summer the largest Valencia crop in California's history was satisfactorily distributed.

Recently a magazine conducted an investigation among its subscribers in Eastern and Middle Western cities and found that among 1906 women questioned 1901 served oranges in the home. In approximately half of these homes oranges were served daily.

The most significant fact developed was that 76 per cent. of the women preferred the Sunkist brand, while the next most popular brand registered a preference with only 11 per cent. of those questioned. No better tribute could be paid the twenty years of consistent advertising carried on by the California Fruit Growers' Exchange.

German chemists are working on a synthetic sugar, the component parts of which are taken from the air and combined chemically. This is exactly nature's process, says Dr. McNair, of the Field Museum, Chicago, but it is doubtful if it can be applied on a commercial basis in competition with nature under present conditions.

Smart New Ideas in Trimmings.

Two innovations in the manner of finishing are illustrated in all sorts of garments. One is the use of an edge of bright metal in small points or scallops or gowns, coats, hats, bags and shoes. Another is the use of a crocheted scallop done with beads, silk or yarn. This is a quaint fancy, which is to be seen on envelope purses of silk, cloth or suede and on small cases of different styles. Cases that are covered with black or dark colored silk or moire are finished daintily with a crocheted stitch in steel, silver or gilt beads, and some pretty cases shaped like small envelopes made of white moire are finished in this manner with fine crystal beads.

Spangles are being used in several original ways. Small evening bags are decorated with them in graceful designs or are covered entirely. These are in black, silver, bright gold or iridescent colors and are delicate and ornate for formal afternoon and evening dress. In some of the French bags very small and dainty spangles are applied to pick out the design. New evening slippers are covered solidly with small spangles that give the effect of a gilded or silvered surface, rather like the fish and the reptile skins that are now so fashionable. Small spangles are sewn on all-over lace gowns and coats.

Belts are an important item in this season's dress. They are made of suede, lacquered leather, reptile skin, metal, ribbon and dress goods. Most of them are narrow, some but an inch wide, and those for sports suits have buckles of leather or metal. The belts of stitched cloth or silk or ribbon are worn with fine jeweled buckles. Crystal, enamel and all of the odd buckles of antique and artistic value are very much in vogue. Serpentine belts of

silver and gilt are worn with soft gowns, and some flexible gilt chains, very fine and delicate, are shown with a jewel-studded ball on each end to be fastened with one loop.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Thornapple Gas & Electric Co., Jackson.
 New Home Building Corporation, Detroit.
 Ashley Motor Sales, Limited, Ashley.
 Detroit Research Laboratory, Inc., Detroit.
 Long Lake Improvement Association, Flint.
 William B. Mershon & Co., Saginaw.
 Marion Co-operative Creamery, Marion.
 Richlieu Grocery Co., Detroit.
 Chidester Clothing Co., Hastings.
 Keeler Bros Co., Grand Rapids.
 Smiling Waters Outing Club, Eaton Rapids.
 North American Power Co., Bay City.
 MacMillan & Hibbard, Inc., Grand Rapids.
 Lamb & Spencer Co., Charlotte.
 Globe Soap Co., Detroit.
 Wayne Battery Co., Detroit.
 Butterfield Realty Co., Detroit.
 Western Building Finance Co., Detroit.
 Broomfield Telephone Co., Broomfield.
 Lawrence Development Co., Detroit.
 Eastern Heights Land Co., Detroit.
 National Finance Corporation, Detroit.
 West Park Realty Co., Detroit.
 Dearborn Motor Sales, Dearborn.
 Edward J. Nebel, Inc., Detroit.
 Detroit Ginger Brew Works, Detroit.
 Cadillac Cotton Products Co., Detroit.

Been Hunting Long Enough.

A young Swede appeared at the county judge's office and asked for a license.

"What kind of a license?" asked the judge, "a hunting license?"

"No," was the answer, "Ay tank ay bane hunting long enough. Ay want marriage license."

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) 12 1/2 @ 20	Boric (Xtal) 15 @ 25	Carbolic 38 @ 44	Citric 53 @ 70	Muriatic 3 1/2 @ 8	Nitric 9 @ 15	Oxalic 16 1/2 @ 25	Sulphuric 3 1/2 @ 8	Tartaric 52 @ 60	Cotton Seed 1 35 @ 1 50	Cubebs 6 50 @ 6 75	Eigeron 6 00 @ 6 25	Eucalyptus 1 25 @ 1 50	Hemlock, pure 2 00 @ 2 25	Juniper Berries 4 50 @ 4 75	Juniper Wood 1 50 @ 1 75	Lard, extra 1 55 @ 1 65	Lard, No. 1 1 25 @ 1 40	Lavender Flow 6 00 @ 6 25	Lavender Gar'n 85 @ 1 20	Lemon 5 00 @ 5 25	Linseed, raw, bbl. @ 78	Linseed, boiled, bbl. @ 81	Linseed, bid less 88 @ 1 01	Linseed, raw, less 85 @ 98	Mustard, arifil. oz. @ 35	Neatsfoot 1 25 @ 1 35	Olive, pure 4 00 @ 5 00	Olive, Malaga, yellow 2 85 @ 3 25	Olive, Malaga, green 2 85 @ 3 25	Orange, Sweet 12 00 @ 12 25	Organum, pure @ 2 50	Organum, com'l 1 00 @ 1 20	Pennyroyal 3 25 @ 3 50	Peppermint 5 50 @ 5 70	Rose, pure 13 50 @ 14 00	Rosemary Flows 1 25 @ 1 50	Sandelwood, E. l. 10 50 @ 10 75	Sassafras, true 1 75 @ 2 00	Sassafras, arti'l 75 @ 1 00	Spearmint 8 00 @ 8 25	Sperm 1 00 @ 1 15	Tany 7 00 @ 7 25	Tar USP 65 @ 75	Turpentine, bbl. @ 56	Turpentine, less 63 @ 76	Wintergreen, leaf 6 00 @ 6 25	Wintergreen, sweet birch 3 00 @ 3 25	Wintergreen, art 75 @ 1 00	Worm Seed 5 50 @ 5 75	Wormwood 16 50 @ 16 75	Potassium	Bicarbonate 35 @ 40	Bichromate 15 @ 25	Bromide 69 @ 85	Bromide 54 @ 71	Chlorate, gran d. 23 @ 30	Chlorate, rowd. @ 25	Or Xtal 16 @ 25	Cyanide 30 @ 40	Iodide 4 47 @ 4 70	Permanganate 20 @ 30	Prussiate, yellow 35 @ 45	Prussiate, red @ 70	Sulphate 35 @ 40	Roots	Alkanet 30 @ 35	Blood, powdered 40 @ 45	Calamus 35 @ 75	Elecampane, pwd. 25 @ 30	Gentian, powd. 20 @ 30	Ginger, African, powdered 30 @ 35	Ginger, Jamaica 60 @ 65	Ginger, Jamaica, powdered 45 @ 60	Goldenseal, pow. 7 50 @ 8 00	Ipecac, powd. @ 6 00	Licorice 35 @ 40	Licorice, powd. 20 @ 30	Orris, powdered 30 @ 40	Poke, powdered 35 @ 40	Rhubarb, powd @ 1 00	Rosinwood, powd. @ 50	Sarsaparilla, Hond. ground @ 1 10	Sarsaparilla, Mexic. @ 60	Squills 35 @ 40	Squills, powdered 70 @ 80	Tumeric, powd. 20 @ 25	Valerian, powd. @ 1 00	Seeds	Anise @ 35	Anise, powdered 35 @ 40	Bird, Is 13 @ 17	Canary 10 @ 16	Caraway, Po. 30 25 @ 30	Cardamon @ 3 00	Cardianer pow. 40 30 @ 25	Dill 15 @ 20	Fennel 35 @ 50	Flax 7 @ 15	Flax, ground 7 @ 15	Foenugreek, pwd. 15 @ 25	Hemp 8 @ 15	Lobelia, powd. @ 1 60	Mustard, yellow 17 @ 25	Mustard, black 20 @ 25	Poppy 15 @ 30	Quince 1 25 @ 1 50	Sabadilla 45 @ 50	Sunflower 11 1/4 @ 13	Worm, American 30 @ 40	Worm, Levant 6 50 @ 7 00	Tinctures	Aconite @ 1 80	Aloes @ 1 56	Arnica @ 1 50	Acafoetida @ 2 28	Belladonna @ 1 44	Benzoin @ 2 25	Benzoin Comp'd @ 2 40	Buchu @ 2 16	Cantharides @ 2 52	Capsicum @ 2 23	Catechu @ 1 44	Cinchona @ 2 16	Colchicum @ 1 80	Cubebs @ 2 76	Digitalis @ 2 04	Gentian @ 1 35	Guaiaac @ 2 28	Guaiaac, Ammon. @ 2 04	Iodine @ 1 25	Iodine, Colorless @ 1 56	Iron, Clo @ 1 55	Kino @ 1 44	Myrrh @ 2 52	Nux Vomica @ 1 80	Opium @ 5 40	Opium, Camp. @ 1 44	Opium, Deodorz'd @ 5 40	Rhubarb @ 1 92	Paints	Lead, red dry 13 1/4 @ 13 3/4	Lead, white dry 13 1/4 @ 13 3/4	Lead, white oil 13 1/4 @ 13 3/4	Ochre, yellow bbl. @ 2 1/2	Ochre, yellow less 3 @ 6	Red Venet'n Am. 3 1/2 @ 7	Red Venet'n Eng. 4 @ 8	Putty 5 @ 8	Whiting, bbl @ 4 1/2	Whiting 5 1/2 @ 10	L. H. P. Prep. 2 90 @ 3 05	Rogers Prep. 2 90 @ 3 05	Miscellaneous	Acetanalid 57 @ 75	Alum 08 @ 12	Alum, powd and ground 09 @ 15	Bismuth, Subnitrate 3 15 @ 3 40	Borax xtal or powdered 6 1/2 @ 15	Cantharides, po. 1 50 @ 2 00	Calomel 2 72 @ 2 82	Capsicum, pow'd 50 @ 60	Carminc 7 00 @ 7 50	Cassia Buds 30 @ 35	Cloves 50 @ 55	Chalk Prepared 14 @ 16	Chloroform 53 @ 60	Chloral Hydrate 1 20 @ 1 50	Cocaine 12 85 @ 13 50	Cocoa Butter 65 @ 90	Corks, list, less 40% 50%	Copperas 2 1/2 @ 10	Copperas, Powd. 4 @ 10	Corrosive Sublm 2 25 @ 2 30	Cream Tartar 35 @ 45	Cuttle bone 40 @ 50	Dextrine 6 @ 15	Dover's Powder 4 00 @ 4 50	Emery, All Nos. 10 @ 15	Emery, Powdered @ 15	Epsom Salts, bbls. @ 00	Epsom Salts, less 3 1/2 @ 10	Ergot, powdered @ 4 00	Flake, White 15 @ 20	Formaldehyde, lb. 11 1/2 @ 30	Gelatin 80 @ 90	Glassware, less 55%	Glassware, full case 60%	Glauber Salts, bbl. @ 02 1/2	Glauber Salts less 04 @ 10	Glue, Brown 20 @ 30	Glue, Brown Grd 16 @ 22	Glue, White 27 1/2 @ 35	Glue, white grd. 25 @ 35	Glycerine 20 @ 45	Hops 75 @ 95	Iodine 6 45 @ 7 00	Iodoform 8 00 @ 8 30	Lead Acetate 20 @ 30	Mace @ 1 50	Mace, powdered @ 1 60	Menthol 7 50 @ 8 00	Morphine 12 83 @ 13 98	Nux Vomica @ 30	Nux Vomica, pow. 15 @ 25	Pepper, black, pow 57 @ 71	Pepper, White, pw. 65 @ 75	Pitch, Burgudry 20 @ 25	Quassia 12 @ 15	Quinine, 5 oz. cans @ 59	Rochelle Salts 31 @ 40	Sacharine 2 60 @ 2 75	Salt Peter 11 @ 22	Seidlitz Mixture 30 @ 40	Soap, green 15 @ 30	Soap mott cast @ 25	Soap, white Castile, case @ 15 00	Soap, white Castile less, per bar @ 1 60	Soda Ash 3 @ 10	Soda Bicarbonate 3 1/2 @ 10	Soda, Sal 02 1/2 @ 08	Spirits Camphor @ 1 20	Sulphur, roll 3 1/2 @ 10	Sulphur, Subl. 4 1/2 @ 10	Tamarinds 20 @ 25	Tartar Emetic 70 @ 75	Turpentine, Ven. 50 @ 75	Vanilla Ex. pure 1 50 @ 2 00	Vanilla Ex. pure 2 25 @ 2 50	Zinc Sulphate 06 @ 11
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INSECTICIDES FOR 1928



**PARIS GREEN
 ARSENATE OF
 LEAD
 ARSENATE OF
 CALCIUM
 FUNGI BORDO
 DRY LIME AND
 SULPHUR
 PESTROY TUBER
 TONIC
 BLUE VITRIOL, FORMALDEHYDE, ETC.**

**WE CARRY STOCK OF ALL THE ABOVE
 —PERHAPS THE LARGEST LINE IN THE
 STATE. WRITE FOR PRICES.**

Hazeltine & Perkins Drug Company
 MANISTEE Michigan GRAND RAPIDS

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 country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Salmon—Pink, Alaska
California Prunes
Paris Green
Rice

DECLINED

Pork

AMMONIA
Quaker, 24-12 oz. case 2 50
Quaker, 12-32 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep, 12, lge. case 2 25



APPLE BUTTER

Quaker, 24-12 oz., doz. 2 25
Quaker, 12-32 oz., doz. 3 35
AXLE GREASE
48, 1 lb. 4 35
24, 3 lb. 6 00
15 lb. pails, per doz. 8 50
25 lb. pails, per doz. 11 95

BAKING POWDERS
Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
Rumford, 10c, per doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50

K. C. Brand
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 6 85
10 lb. size, 1/2 doz. 6 75

BLUING
JENNINGS
The Original
Condensed
2 oz., 4 dz. cs. 3 00
1 oz., 3 dz. cs. 3 75
Am. Ball, 36-1 oz., cart. 1 00
Quaker, 1 1/2 oz., Non-freeze, dozen 85
Boy Blue, 36s, per cs. 2 70

BEANS and PEAS
100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 11 00
White Hand P. Beans 11 50
Cal. Lima Beans 11 00
Black Eye Beans 8 50
Split Peas, Yellow 8 00
Split Peas, Green 8 00
Scotch Peas 5 75

BREAKFAST FOODS
Quaker Oats Co. Brands
Puffed Wheat, 36s 4 30
Puffed Wheat, 48, Ind. 1 45
Puffed Rice, 36s 5 60
Puffed Rice, 48, Ind. 1 55
Muffets, 24 2 70
Muffet, 48, Individual 1 10
Hominy Grits, 24s 2 40
Farina, 24 2 40
Scotch Barley, 24 2 50
Corn Meal, White, 24 2 40
Corn Meal, Yellow, 24 2 40
Pettijohn Food, 18 3 40
Quaker Oats, 18 1 80
Quaker Oats, 12s 2 70
Mother Oats, 12, Allm. 3 25
Mother Oats, 12, China 3 80
Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85

Corn Flakes, No. 102 2 00
Pep, No. 224 2 70
Pep, No. 202 2 00
Krumbles, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50
Grape-Nuts, 21s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 60
Post Toasties, 24s 2 60
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Fla. 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 4 00
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Triscuit, 24s 1 90
Wheatena, 18s 3 70

BROOMS
Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

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. 20 3 00

BUTTER COLOR
Dandelion 2 85
CANDLES
Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14.4
Paraffine, 12s 14.4
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT
Apples, No. 10 5 15 @ 5 75
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 46 @ 3 90
Apricots, No. 10 8 50 @ 11 90
Blackberries, No. 10 7 50
Blueberries, No. 10 13 00
Cherries, No. 2 3 25
Cherries, No. 2 1/2 4 00
Cherries, No. 10 15 00
Loganberries, No. 10 8 50
Peaches, No. 2 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 2 25 @ 2 60
Peaches, 10 3 50
Pineapple, 1 sli. 1 35
Pineapple, 2 sli. 2 45
P'apple, 2 br. sl. 2 25
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, sli. 3 00
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 8 50
Pears, No. 2 3 00
Pears, No. 2 1/2 3 50
Raspberries, No. 3 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's Black,
No. 10 15 00
Rhubarb, No. 10 6 00
Strawb's. No. 2 3 25 @ 7 75

CANNED FISH
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 1 50
Clams, Steamed, No. 1 2 00
Clams, Minc'd, No. 1/2 2 25
Finnan Huddle, 10 oz. 3 30
Corn Meal, Yellow, 24 2 40
Chicken Huddle, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 90
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, K'less 5 50

Sardines, 1/4 Smoked 6 75
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink, Alaska 2 35
Sardines, Im. 1/4, ea. 10 @ 23
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 35 @ 2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT
Bacon, Med. Beechnut 2 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sli. 1 60
Beef, 3 1/2 oz. Qua. sli. 2 25
Beef, No. 1, B Nut, sli. 4 60
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4 s 2 20
Deviled Ham, 1/2 s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 5 2 1/2
Potted Meat, 1/2 Libby 9 2 1/2
Potted Meat, 1/4 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25
Baked Beans
Campbells 1 15
Quaker, 18 oz. 1 05
Fremont, No. 2 1.25
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 90
Van Camp, med. 1 15

CANNED VEGETABLES.
Asparagus.
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65 @ 1 75
W. Beans, 10 7 50
Green Beans, 2s 1 65 @ 2 25
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35 @ 2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75 @ 2 40
Beets, No. 2, cut 1 10 @ 1 25
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 3 1 25
Corn, No. 2, Fan. 1 80 @ 2 35
Corn, No. 10 8 00 @ 10 75
Hominy, No. 3 1 00 @ 1 15
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 33
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
June
Peas, No. 2, Ex. Sift. 2 25
E. J.
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 25 @ 1 60
Pumpkin, No. 10 4 00 @ 4 75
Pimentos, 1/4, each 12 @ 14
Pimentos, 1/2, each 27
Swt Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35 @ 1 50
Succotash, No. 2 1 65 @ 2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60 @ 1 90
Spinach, No. 3 2 35 @ 2 50
Spinach, No. 10 6 50 @ 7 00
Tomatoes, No. 2 1 20 @ 1 30
Tomatoes, No. 3 1 90 @ 2 25
Tomatoes, No. 10 6 00 @ 7 50

CATSUP.
Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, 8s 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 8 oz. 1 25
Quaker, 10 oz. 1 40
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 12 00
Quaker, Gallon Tin 8 00

MILK SAUCE
Snider, 16 oz. 3 30
Snider, 8 oz. 2 30

Lilly Valley, 8 oz. 2 25
Lilly Valley, 14 oz. 8 25
OYSTER COCKTAIL.
Sniders, 16 oz. 3 30
Sniders, 8 oz. 2 20
CHEESE.
Roquefort 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Longhorn 28
Wisconsin Daisy 27
Sap Sago 40
Brick 34

CHEWING GUM.
Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
Beeman's Pepsin 65
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

CLEANER
Holland Cleaner
Mfd. by Dutch Boy Co.
30 in case 5 50

COCOA.
Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 30
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon
Bons 10 00
7 oz. Rose Tin Bon
Bons 9 00
13 oz. Creme De Caraque 13 20
1/2 lb. Rosaces 10 80
12 lb. Rosaces 7 80
1/4 lb. Pastelles 3 40
Langues De Clats 4 80

CHOCOLATE.
Baker, Caracas, 1/4 s 37
Baker, Caracas, 1/2 s 35

COCOANUT
Dunham's
15 lb. case, 1/4 s and 1/2 s 48
15 lb. case, 1/4 s 47
15 lb. case, 1/2 s 46

CLOTHES LINE.
Hemp, 50 ft. 2 00 @ 2 25
50 ft. 3 50 @ 4 00
Braided, 50 ft. 2 25
Sash Cord 3 50 @ 4 00

HUME GROCER CO.
ROASTERS
MUSKEGON, MICH

COFFEE ROASTED
1 lb. Package
Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 47
Reno 37
Royal Club 41
McLaughlin's Kept-Fresh
Kept-Fresh
COFFEE SERVICE
Coffee Extracts
M. Y., per 100 12
Frank's 50 pkgs. 4 25
Hummel's 50 1 lb. 10 1/2
CONDENSED MILK
Leader, 4 doz. 7 00
Eagle, 4 doz. 9 00
MILK COMPOUND
Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 do. 4 40

Carolene, Tall, 4 doz. 3 80
Carolene, Baby 3 50
EVAPORATED MILK
Quaker, Tall, 4 doz. 4 50
Quaker, Baby, 8 doz. 4 40
Quaker, Gallon, 1/2 doz. 4 40
Carnation, Tall, 4 doz. 4 80
Carnation, Baby, 8 dz. 4 70
Oatman's Dundee, Tall 4 80
Oatman's D'dee, Baby 4 70
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 4 80
Pet, Baby, 8 oz. 4 70
Borden's Tall 4 80
Borden's Baby 4 70
Van Camp, Tall 4 50
Van Camp, Baby 4 40

CIGARS
G. J. Johnson's Brand
10c 75 00
Worden Grocer Co. Brands
Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Astor Foil 75 00
Webster Knickbocker 95 00
Webster Albany Foil 95 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Dellosas 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY
Stick Candy Pails
Standard 16
Pure Sugar Sticks 600s 4 00
Big Stick, 20 lb. case 18
Mixed Candy
Kindergarten 17
Leader 14
X. L. O. 12
French Creams 16
Paris Creams 17
Grocers 11
Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 75
Nibble Sticks 1 85
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25
Bon Ton Choc. 1 50

Gum Drops Pails
Anise 16
Champion Gums 16
Challenge Gums 14
Favorite 19
Superior, Boxes 23
Lozenges Pails
A. A. Pep. Lozenges 16
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 16
Motto Hearts 19
Maltd Milk Lozenges 21
Hard Goods Pails
Lemon Drops 18
O. F. Horehound dps. 18
Anise Squares 18
Peanut Squares 17
Horehound Tablets 18
Cough Drops Bxs
Putnam's 1 35
Smith Bros. 1 50
Package Goods
Creamery Marshmallows
4 oz. pkg., 12s, cart. 85
4 oz. pkg., 48s, case 3 40

Specialties
Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 27
Silver King M.Mallows 1 25
Handy Packages, 12-10c 80
Bar Goods
Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c 75
Malty Milkies, 24, 5c 75
Lemon Rolls 75
Tru Luv, 24, 5c 75
No-Nut, 24, 5c 75

COUPON BOOKS
50 Economic grade 3 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.
CREAM OF TARTAR
6 lb. boxes 43
FLOUR
V. C. Milling Co. Brands
Lily White 9 90
Harvest Queen 9 50
Yes Ma'am Graham, 50s 3 40
FRUIT CANS
F. O. B. Grand Rapids
Mason
Half pint 7 50
One pint 7 75
One quart 9 10
Half gallon 13 15
Ideal Glass Top.
Half pint 9 00
One pint 9 30
One quart 11 15
Half gallon 15 40

DRIED FRUITS
Apples
N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16
Apricots
Evaporated, Choice 22
Evaporated, Fancy 23
Evaporated, Slabs 18
Citron
10 lb. box 40
Currants
Packages, 14 oz. 19
Greek, Bulk, lb. 19

Dates
Dromedary, 36s 6 75
Peaches
Evap. Choice 17
Evap. Ex. Fancy, P.P. 18
Peel
Lemon, American 30
Orange, American 30
Raisins
Seeded, bulk 8
Thompson's s'itles blk 9
Thompson's seedless, 15 oz. 10
Seeded, 15 oz. 16

California Prunes
60 @ 70, 25 lb. boxes @ 09 1/2
50 @ 60, 25 lb. boxes @ 10
40 @ 50, 25 lb. boxes @ 11
30 @ 40, 25 lb. boxes @ 12
20 @ 30, 25 lb. boxes @ 16
Farina
24 packages 2 50
Bulk, per 100 lbs. 06 1/2
Hominy
Pearl, 100 lb. sacks 3 50
Macaroni
Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods
Elbow, 20 lb. 07 1/2
Egg Noodle, 10 lbs. 14
Pearl Barley
Chester 4 50
Mott 7 00
Barley Grits 5 00
Sage
East India 10
Tapioca
Pearl, 100 lb. sacks 09 1/4
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FLAVORING EXTRACTS
55 Years Standard Quality.
JENNINGS PURE FLAVORING EXTRACT
Vanilla and Lemon
Same Price
7/8 oz. 1 25
1 1/2 oz. 1 80
2 1/4 oz. 3 20
3 1/2 oz. 4 50
4 oz. 2 60
4 oz. 5 00
8 oz. 9 00
16 oz. 15 00
2 1/2 Ounce Taper Bottle



Jiffy Punch
3 doz. Carton 2 35
Assorted flavors.
FLOUR
V. C. Milling Co. Brands
Lily White 9 90
Harvest Queen 9 50
Yes Ma'am Graham, 50s 3 40
FRUIT CANS
F. O. B. Grand Rapids
Mason
Half pint 7 50
One pint 7 75
One quart 9 10
Half gallon 13 15
Ideal Glass Top.
Half pint 9 00
One pint 9 30
One quart 11 15
Half gallon 15 40

GELATINE



26 oz., 1 doz. case	6 50
3 3/4 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

JELLY AND PRESERVES

Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 75
Pure, 6 oz., Asst., doz.	95
Buckeye, 18 oz., doz.	2 90

JELLY GLASSES

8 oz., per doz.	34
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 90
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 00
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb Wh. L.	6 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 75

NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	12
Peanuts, Jumbo, std. 17	
Pecans, 3 star	20
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, California	25

Salted Peanuts

Fancy, No. 1	15
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Shelled

Almonds	60	
Peanuts, Spanish,	125 lb. bags	12
Filberts	32	
Pecans Salted	89	
Walnuts	57	

MINCE MEAT

None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

OLIVES

5 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 25
26 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 90
Quart Jars, Plain, doz.	5 25
1 Gal. Glass Jugs, Pla.	1 90
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 40

PARIS GREEN

1/4 S	34
1s	32
2s and 5s	30

PEANUT BUTTER



24 1 lb. Tins	
8 oz., 2 do. in case	
15 lb. pails	
25 lb. pails	

PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14
In Iron Barrels	
Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels	
Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9.3
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



Sempdac, 12 pt. cans	2.75
Sempdac, 12 qt. cans	4.65

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

16 Gallon, 3300	28 75
5 Gallon, 750	9 00

Dill Pickles

Gal. 40 to Tin, doz.	9 25
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PIPES

Cob, 3 doz. in bx. 1 00@1 20	
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PLAYING CARDS

Battle Axe, per doz.	2 75
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	22
Good Steers & H.f. 15 1/2 @ 19	
Med. Steers & Heif.	18
Com. Steers & Heif. 15 @ 16	
Veal	
Top	21
Good	20
Medium	19
Lamb	
Spring Lamb	36
Good	32
Medium	30
Poor	21
Mutton	
Good	18
Medium	16
Poor	13

Pork

Light hogs	11 1/2
Medium hogs	10 1/2
Heavy hogs	10 1/2
Loin, med.	21
Butts	19
Shoulders	15
Spareribs	13
Neck bones	06
Trimnings	12

PROVISIONS

Barreled Pork	
Clear Back	25 00@23 00
Short Cut Clear	26 00@29 00
Dry Salt Meats	
D S Bellies	18-20@18-19

Lard

Pure in tierces	13 1/2
60 lb. tubs	advance 3/4
50 lb. tubs	advance 3/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	13
Compound, tubs	13 1/4

Sausages

Bologna	14
Liver	13
Frankfort	19
Pork	18@20
Veal	19
Tongue, Jellied	35
Headcheese	16

Smoked Meats

Hams, Cer. 14-16 lb.	@23
Hams, Cert., Skinned	
16-18 lb.	@23
Ham, dried beef	
Knuckles	@40
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@35
Minced Hams	@20
Bacon 4/6 Cert.	24 @32

Beef

Boneless, rump	28 00@33 00
Rump, new	29 00@32 00

Liver

Beef	20
Calf	65
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

Silver Flake, 12 New	
Process	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, M'num	3 25
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	4 00

RUSKS

Dutch Tea Rusk Co. Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
18 cartons, per case	2 25
36 cartons, per case	4 50

SALEBRATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, bbls.	1 80
Granulated, 60 lbs. cs.	1 60
Granulated, 36 2 1/2 lb. packages	2 40

COD FISH

Middles	16 1/2
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	29 1/2
Whole Cod	11 1/2

HERRING

Holland Herring	
Mixed, Keys	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	18 00
K K K K, Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 45
Boned, 10 lb. boxes	15

Lake Herring

1/2 bbl., 100 lbs.	6 50
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Mackerel

Tubs, 100 lb. fncy fat	24 50
Tubs, 50 count	8 00
Pails, 10 lb. Fancy fat	1 75
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixby's, Doz.	1 35
Shinola, doz.	90

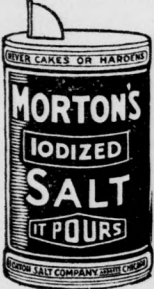
STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85

Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb., each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked, 6-10 lb.	4 20



Per case, 24, 2 lbs.	3 40
Five case lots	2 30
Iodized, 24, 2 lbs.	3 40



BORAX

Twenty Mule Team	
24, 1 lb. packages	3 25
48, 10 oz. packages	4 35
96, 1/2 lb. packages	4 00

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 85
Export, 100 box	3 85
Big Jack, 60s	4 50
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 90
Grdma White Na. 10s	3 75
Swift Classic, 100 box	4 40
Wool, 100 box	6 50
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 bo	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 55
Grandma, 24 Large	3 55
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75
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. 40 oz.	3 85
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
Snowboy, 24 Large	4 80
Speedee, 3 doz.	3 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@

REACTIONS OF OUR READERS.

Pertinent Thoughts on Several Very Vital Topics.

Grand Rapids, June 7—I have read the article in your issue of June 6, on page 32, written by Gerritt VanderHoning, President of the Grand Rapids Retail Grocers and Meat Dealers Association.

In this article Mr. VanderHoning states that the local commission merchants and jobbers are selling strawberries to the chain stores in part cases on 5 and 10 cent margins. This statement is entirely untrue. The independent stores are buying merchandise just as cheaply as the chain stores buy them, quality considered. Naturally, some cars are sold to chain stores cheaper than they would be sold in single case lots. But I am not afraid to say that Mr. VanderHoning is greatly mistaken in saying that on Friday, June 1, chain stores bought berries for less than \$2.75 per crate. I know that our firm, Ellis Brothers Co., did not sell berries even as low as \$2.75 per crate in carlots, and I can vouch for the other jobbers here also. I am absolutely positive that no berries were sold that low.

If Mr. VanderHoning knows the inside of this, as he says he does, and is so positive that his statement is true, why not furnish the names of both the jobber and chain store in this case, in order that it may be traced?

I want Mr. VanderHoning to know that there were lots of berries sold as low as \$3 per crate on Friday, but on Saturday berries sold for \$3.50 per crate, and he, as President of the Association, has been in business long enough to know that the market fluctuates and is regulated by supply and demand. Edward Ellis.

Kalamazoo, June 2—Enclosed find \$3 for the Tradesman. I enjoy reading it very much, especially the Realm of Rascality and also your exposure of such firms as Cheek-Neal, etc. I had some experience with Maxwell House coffee over a year ago. My jobber urged me to take it on and I did. Shortly afterward I was out and, having a call for some, I mentioned to another salesman that I would have to go out and get some. He said he had seen it in an A. & P. window for less than I could buy it, so I went there and asked for ten pounds of it, but they only had seven. I took that, thinking they had not made much on that deal. Shortly afterward I heard it was sold at two prices. When my jobbing salesman called again I told him what I had done and said, "That ends Maxwell House coffee in my store." He laughed at me and said, "Does Mr. Schreur think he can buck Cheek-Neal & Co. or Pet milk or Campbell's?" I said, "No, I am not so conceited that I think I am even a drop in the bucket, but if there were only a few more like me they would begin to take notice." And so I am glad you show up those unfair methods and I hope you will keep it up. Steven Schreur.

Muskegon, June 11—I have been a subscriber to the Tradesman for many years and I think I enjoy and appreciate it more than ever. I don't know what I would do without it in these strenuous times with such fierce competition. Keep up the noble fight. All my best wishes for a continuous success. F. X. Groleau.

Charlevoix, June 11—Just a line to let you know my store was closed last winter and now we are restocking and getting ready for the big resort trade. I read in your last Tradesman that the average life of grocers at the present time is 7.1 years. I think I must be a sticker. I have been at the game for thirty-five years. I certainly enjoy

the Michigan Tradesman. It is emphatically the best trade paper printed and many thanks to Mr. Stowe for all the good he has done for the merchants. Louis S. Orłowski.

Saginaw, June 11—Do not think that I am not interested or have lost interest in the battle you are waging in behalf of all individual merchants simply because "Cheek" sold out.

Far into the future will reach the effect of this latest of your moves. The consternation it caused all double crossing manufacturers will never be fully known. I am here to tell you that it caused some commotion. Charles Christensen.

Morrice, April 28—Enclosed please find check for Michigan Tradesman for another year. We enjoy reading it every year and my son, who has been with me in the store for the past year, thinks that it pays every month for the whole year's subscription. He reads it from cover to cover every week as soon as it makes its welcome appearance at the store. W. E. Davis.

Late News From Grand Traverse Bay

Traverse City, June 11—George Managhe & Sons, of Omaha, are conducting the Hannah, Lay & Co. closing out sale. Salesmen are paid \$1 per day and a commission on sales made. There seemed to be two inexperienced and officious salesmen on the floors to one prospective customer. First week's sales were not heavy. Cuts in prices were not deep.

The A. & P. Co. has acquired a site on West Front street for a large store, warehouse and meat market, to be erected soon. The company has three stores in this city.

The Greilick Manufacturing Co. is fully employed on orders for period and modern furniture. The company employs 100 men and is adding cabinetmakers and machine operators.

The Manistee & Northeastern Railroad Co. is adding a moderate sized addition to its passenger station.

Committees representing several civic clubs are soliciting subscriptions to a fund of \$6,000 to be used for the entertainment of resorters and tourists.

Resorters are arriving by train every day, preparatory to opening their summer homes. An occasional license plate issued by states outside of Michigan indicates the arrival of the advance guard of tourists. Public schools have been closed and a large increase in the number of such tourists is anticipated.

House owners throughout the city are offering rooms for rent to tourists. They are not obliged to obtain licenses permitting them to do so. Their prices are considerably lower than those of the hotel keepers and the accommodations afforded are, as a rule, inferior. Naturally, the business of the hotels is affected by such competition. Why should they not be obliged to obtain licenses and subject their rooms to inspection by the health officials?

Weather continues cool and vegetable growth is backward. A drive through the Southern section of Grand Traverse county, however, permitted one to notice that wheat and oats are growing heavily on the ground and look encouraging to the farmer.

Highway commissioners of Grand Traverse and adjoining counties have large gangs of men at work improving the roadways, preparatory to the coming of thousands of tourists who travel through this region annually. Arthur S. White.

Evening Jackets Come Into Favor.

The "occasional" coat is sweeping the fashion world. It is made of every type of dress goods from velvet to cotton, and is designed for any of many occasions. The novelty of the year is the evening jacket, worn not as a

wrap but as part of an ensemble, in chiffon, lace, embroidered or spangled net. A decollette evening gown has this short, unlined coat which affords a slight protection and gives more formal appearance to a costume worn to the play or for dinner at a restaurant.

Among the late winter models from Paris the evening jacket was made of metallic tissue pailletted net and chiffon, or transparent velvet. In the latest collections printed chiffon and lace are most fashionable, and many beautiful ensembles are shown in the flower patterns in charming colors.

Very smart coats of flannel, kasha and crepe are made on a simple model of straight silhouette and embroidered in wool or silk. Some of these are embroidered all over, others have deep borders of needlework about the bottom only. A coat of white wool, embroidered in a geometric pattern with silk floss in several shades of yellow is designed to be worn with a white sports frock that is piped with yellow and has a motif of yellow embroidery on the front of blouse-bodice.

Another coat of fine white wool is embroidered all over in bright blues, reds and a touch of black, a small conventional figure covering the field and the edge being finished all around with the embroidery. A coat of this sort is practical as an occasional wrap with many of the simple summer frocks in white and light colors. Some chic little coats made fingertip length, or three-quarters, are made of vivid colored crepe, scarlet, jade, purple or marine blue, some embroidered, others appliqued or inset with another color in a dashing geometric pattern.

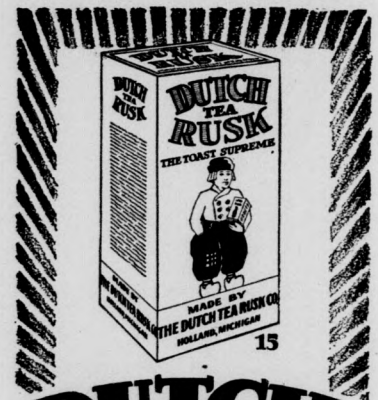
Fall Jewelry To Cost More.

Novelty jewelry for Fall is going to cost more, according to importers and manufacturers of this merchandise. They assert that a scarcity exists of semi-precious stones such as crystal, carnelian, New Zealand jade, chrysochryse, quartz and lapis and that the German lapidaries, the chief source of supply, have advanced prices from 40 to 60 per cent. Deliveries even at the advanced prices are hard to obtain.

Crystal chokers, which have been very popular, are particularly affected. One importer who recently sold genuine crystal chokers at \$36 per dozen had to advance his price to \$66 per dozen. The demand for jewelry having these genuine stones is so great that manufacturers are puzzled as to how they are going to fill their orders for Fall.

Good Sales on Straw Handbags.

Local department stores report good business on toya straw handbags. Price is given as the main reason, although the wide variety of styles and color combination is said to have promoted sales interest. Buyers claim that it is seldom they are able to feature variety in novelty items selling at low prices. All sizes and shapes are featured and the bags are fitted and have silk linings. Composition frames with modernistic clasps are used as well as leather covered and metal frames. Backstrap, top handles and thumb loop are also noted. These bags are priced from \$24 a dozen up.



DUTCH TEA RUSK

THE TOAST SUPREME

Simply delicious with jam or marmalade. Makes a wonderful breakfast cereal served with milk or cream. Fine with poached eggs. Booklet in every package gives dozens of other tempting ways to serve. Ask your grocer today.

DUTCH TEA RUSK CO.
HOLLAND, MICHIGAN

Seely Manufacturing Co.

1862 - 1928
Flavoring Extracts — Toilet Goods
A standard of quality for over 60 years
SEELY MANUFACTURING CO.
1900 East Jefferson. Detroit

Consult someone that knows
Merchandise Value.

GET YOUR BEST OFFER FIRST.
Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.

ABE DEMBINSKY
Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.
Buyers inquiring everyday—

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.

SAGINAW BRICK CO.
Saginaw.

Story of a "Credit Rotten" Town.
(Continued from page 20)

tions on staple prices apply to chains that apply to individuals; that despite this, chains price high grade merchandise logically, on exact knowledge as to logical and economic margins. It will appear, then, that the individual must follow suit or drop out of the running. There is no other way.

Head-work, not back-work, must be the merchant's dependence in the future. Exact knowledge must be the basis of such correct pricing as will cover cost, expenses and yield a profit—and no more. And to accomplish such pricing is a real job, believe me.

But there is opportunity galore to sell worthy groceries to people who want good goods and who will trade in preference with one fine grocer who extends credit on sound lines, and that kind of business will continue to be what it always has been—the real profitable business. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 4—On this day was held the final meeting, as adjourned, in the matter of Louis Czarny, Bankrupt No. 2752. The attorney for the bankrupt and attorney for the trustee were each present in person. One claim was proved and allowed. The matter of the amount of fees and expenses of the attorney for the trustee was submitted for decision and order. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend of 100 per cent. and interest on the claim allowed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Clarence L. Conrad, Bankrupt No. 3194, the trustee has filed his final report and account, and a final meeting of creditors has been called for June 18. The report and account of the trustee will be considered and passed upon. Expenses will be ordered paid and final dividend to creditors ordered paid.

In the matter of Ward R. Brown, Bankrupt No. 3111, the trustee has filed his final report and account, and a final meeting of creditors will be held June 18. The report and account of the trustee will be passed upon. Expenses and a first and final dividend to creditors will be ordered paid.

In the matter of August Gumpert, Bankrupt No. 3111, the trustee has filed his final report and account, and a final meeting of creditors will be held June 18. The report and account of the trustee will be passed upon. Expenses will be ordered paid, and, if possible, a first and final dividend to creditors ordered paid.

In the matter of Regal Sandwich Shop, Bankrupt No. 3123, the trustee has filed his final report and account, and a final meeting of creditors has been called for June 18. The final report and account of the trustee will be passed upon. The expenses of administration will be paid, as far as the funds on hand will permit. There will be no dividend.

In the matter of Marlow Perks, Bankrupt No. 3186, the trustee has filed his final report and account, and a final meeting of creditors has been called for June 18. The report and account of the trustee will be passed upon. A first and final dividend to creditors will be declared and ordered paid.

In the matter of Jacob D. Kirkhuff, Bankrupt No. 3152, the trustee has filed his final report and account, and a final meeting of creditors has been called for June 18. The final report and account of the trustee will be considered and passed upon. Expenses will be ordered paid and, if possible, a first and final dividend to creditors ordered paid.

In the matter of Cezimir Orlikowski and Leon F. Orlikowski and Orlikowski & Son, Bankrupt No. 3051, the trustee's final report and account has been filed and a final meeting of creditors has been called for June 18. The final report and account of the trustee will be passed upon. Expenses will be ordered paid, as well as a first and final dividend to creditors.

In the matter of Le Roy C. Andrews, Bankrupt No. 3220, the final meeting of creditors was held on April 19. There were no appearances. Claims were proved and allowed. The trustee's final report and account was approved and allowed. Expenses of administration were approved and ordered paid, and a first and final dividend of 2 per cent. to cred-

itors ordered paid. No objections were made to the discharge of the bankrupt. The case will be closed in due course, and the final meeting adjourned without date.

In the matter of John C. Van Antwerp, Bankrupt No. 2985, the final meeting of creditors was held on April 19. There were no appearances. Claims were allowed. The trustee's final report and account was approved and allowed. Expenses of administration and a first and final dividend of 11 per cent. to creditors were ordered paid. There were no objections to discharge. The meeting adjourned without date, and the case will be closed and returned in due course.

In the matter of Stuart F. Lyon, individually and doing business as Lyon Music House, Bankrupt No. 3043, the trustee's final report has been filed and a final meeting was held April 26. There were no appearances. The trustee's final report and account was approved and allowed. Expenses of administration and a preferred tax claim were ordered paid, as far as the funds on hand would permit. There were no dividends to general creditors. Claims were allowed. No objections were made to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

June 2. We have to-day received the schedules, reference and adjudication in the matter of Fred Meinke, Bankrupt No. 3463. The matter has been referred to Charles E. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$1,660 of which \$260 is claimed as exempt, with liabilities of \$893.83. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

- Commonwealth Loan Co., Grd. R. \$225.00
- W. L. Sund Electric Co., Grand R. 79.99
- C. W. Mills Paper Co., Grand R. 57.74
- Fleischmann Co., Grand Rapids... 39.75
- Lee & Cady, Grand Rapids... 15.00
- W. H. Edgar & Son, Grand Rapids... 24.56
- John VanderVeen Co., Grand Rap. 105.75
- Swift & Co., Chicago... 61.40
- Ferris Coffee House, Grand Rap. 29.85
- F. B. Galagher & Co., Grand Rap. 114.32
- Donker Coal Co., Grand Rapids... 34.56
- John B. Ghysels, Grand Rapids... 65.00
- Dr. A. Noordewier, Grand Rapids 41.00

June 4. We have to-day received the schedules, reference and adjudication in the matter of Mathewson A. C. Fox, Bankrupt No. 3464. The matter has been referred to Charles E. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$1,468.97. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

- Personal Finance Co., Kalamazoo \$145.00
- Household Finance Co., Kalamazoo 180.00
- Union Clothing Co., Kalamazoo... 34.00
- Costlow's Clothing Co., Kalamazoo 83.00
- Richards Clothing Co., Kalamazoo 72.00
- First National Bank & Trust Co., Kalamazoo... 165.00
- Kal. Trust & Savings Bank, Kala. 144.00
- VandenBerg Coal Co., Kalamazoo 10.00
- Bronson Methodist Hos., Kalamazoo 65.00
- Old Borgess Hospital, Kalamazoo 37.57
- Dr. Benj. Nibelink, Kalamazoo... 50.00
- Dr. Andrews, Kalamazoo... 39.00
- Rex Spencer, Kalamazoo... 25.00
- Cappert Garage, Kalamazoo... 25.00
- Bob Blackburn, Kalamazoo... 50.00
- Geo. Tedeshaw, Kalamazoo... 5.00
- Frank Lorenzen, Kalamazoo... 37.00
- Bestervelt's Grocery, Kalamazoo... 12.40
- Cecola Grocery, Kalamazoo... 9.00
- Dearborn Grocery, Kalamazoo... 9.00
- Art Maxam, Kalamazoo... 110.00
- Gerald Huggins, Kalamazoo... 47.00
- C. H. Klinger, Kalamazoo... 115.00

June 7. In the matter of Fred Phillips and Glen Phillips, individually and as copartners as Phillips, Bankrupt No. 3108, the final meeting of creditors was held on April 26. There were no appearances. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend of 6 per cent. to creditors generally. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Ray H. Waldo, Bankrupt No. 3261, the final meeting of creditors was held on April 27. The trustee was present. No others were present or represented. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of J. Ross Thompson, Bankrupt No. 3053, the trustee's final report and account has been filed and a final meeting of creditors was held on April 19. There were no appearances. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. There were no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Harry H. Davison, Bankrupt No. 3080, the trustee's final report and account has been filed and a final meeting of creditors was held on May 21. The trustee's final report and account was approved and allowed. No creditors were present or represented. The trustee was not present. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds would permit. There were no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Bond Prices Drifting Lower.

Money's forward-crawling movement usually is studied nowadays for its effect on stocks but its most striking recent counterpart perhaps appears in a downward drift in bond prices to which Wall Street itself has paid little attention.

New lows in Government securities daily emphasize the turn in the money market, and this decline represents more than the liquidation of the Federal Reserve banks themselves in promotion of their firm money policy. Since a month ago when call money first touched 6 per cent., and since the 4½ per cent. discount rate was inaugurated, corporation bonds have been falling persistently. Many are setting fresh lows for the year.

On the first signs of approaching dearth in money the banks simply refrained from purchases, but more recently they have begun to sell bonds. No very pronounced decline in bond prices has resulted, of course, but the tone of the market has been changed in the last few weeks.

Various houses of issue in Wall Street have more bonds on their shelves awaiting distribution than they had some weeks ago, and in consequence now are less inclined to initiate new business than they were earlier in the year. While a majority of the houses doubtless will want to market issues on which they have already made commitments they will hesitate to take on new business until the present supply is fairly well cleaned up. Certainly there is no present indication of a glut in bonds such as the market has experienced on previous occasions.

While the drift in bond prices for the last month has been steadily downward Wall Street itself is not convinced that any major downturn is at hand. Most authorities look upon the current upturn in money rates as an artificial if nevertheless potent result of the Federal Reserve system's effort to check speculation and certainly the striking advances in money are to be found in the call rate which is the speculative rate. Increases in the price for business funds have been nowhere nearly so large as those in the price for market funds.

Doubtless reluctance by the member banks to multiply their borrowings at the Reserve institutions will promote

more liquidation of bonds at the banks but it remains to be seen how far this movement will proceed.

Paul Willard Garrett.
[Copyrighted, 1928.]

Hides and Pelts.

Green, No. 1	18
Green, No. 2	17
Cured, No. 1	19
Cured, No. 2	18
Calfskin Green, No. 1	25
Calfskin, Green, No. 2	22
Calfskin, Cured, No. 1	26
Calfskin, Cured, No. 2	23
Horse, No. 1	6.00
Horse, No. 2	5.00
Pelts.	
Lambs	50@1.25
Shearlings	25@1.00
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

Reindeer Respond to Modern Methods

Airplanes are now used to herd vast numbers of reindeer on the big Arctic Stock Farms. A plane recently accomplished in two hours what would have required the services of seven herdsmen for a week.

Business Wants Department

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

FOR SALE — VARIETY STORE. CLEAN STOCK, FINE LOCATION. Going business. Owner must SACRIFICE. Stock and fixtures will invoice about \$4,000. Address No. 864, c/o Michigan Tradesman. 864

FOR SALE—Computing scale and other store equipment. Inquire Farmers and Merchants State Bank, Mesick, Mich. 865

FOR SALE—Set of drug store fixtures, complete except fountain. These fixtures have been used less than two years and a little polish will make them look as good as new. Here's a chance to make your store up-to-date without the excessive cost of new fixtures. R. H. Johns, 307 Commerce Building, Kalamazoo, Michigan. 867

FOR SALE—Clothing and shoe store. Fine location. Good reason for selling. W. H. Parry, Vassar, Mich. 868

FOR SALE—RESTAURANT and light GROCERY on M 37, near lake resort. Living room in connection. Reason for selling, ill health. Address No. 866, c/o Michigan Tradesman. 866

Want a Profitable Business?—Must sacrifice for quick sale, due to ill health, well-established growing wholesale fried cake business in Grand Rapids. Completely equipped. Runs on small capital. Cash business. No experience necessary. Six busy months ahead. Address No. 861, c/o Michigan Tradesman. 861

FOR SALE—Good property and land. Would exchange for general merchandise. Address Box 117, Elk City, Kansas. 862

FOR SALE—My dry goods, furnishings and shoe store in Coloma, a town of 1,000 in the heart of South West Michigan's best fruit and resort belt, on U.S. 12 and 31. This stock is clean, new merchandise and consists of the best lines obtainable. This store is 30x80. Full basement. Modern equipment and has wonderful show windows. This a well-established business, going good. Reason for selling, other interests. Write Box 45, Coloma, Mich. 856

FOR SALE—Best grocery business in Flint. Three blocks from Chevrolet. Low rent; fixtures included; no chain store competition; no delivering. Business could be doubled with fresh meat, and delivery. Great chance for man and wife. Inventory about \$2,000. O. H. Burlew, 1508 W. 2nd St., Flint, Mich. 857

CASH FOR MERCHANDISE

Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc. N. D. GOVER, Mt. Pleasant, Mich.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

Plain Duty of the American Voter.

Grandville, June 12—Keene Sumner, in the American Magazine, takes a new and optimistic view of the presidential campaign this year. His interview with a member of the Cleveland Trust Company goes to show that there need be no anxiety about lack of business because of the campaign.

Heretofore presidential years have been years of leanness in the business world because of the fear that a change of party would bring crazy legislation detrimental to the business of the Nation.

If we are to believe this Cleveland statistical expert it will not make a particle of difference with business, whoever wins the election. The same policies will be pursued under Democratic rule as under Republican. This being true, there is no inducement for the voter to go to the polls.

If it be true that neither party has any ideas of government other than the other, why two parties? Surely the reign of partisan rule is of the past and a happy day has dawned upon the United States.

If, as all signs indicate, Hoover and Smith will be the candidates, the voter has his choice between a wet Catholic and a dry Quaker. And for this the country has sweat blood to get their delegates to the front at Kansas City and Houston.

It is simply a matter of choice between two men and not between the principles supposed to be held by differing parties. This may be a fortunate condition, but it hardly seems possible. The wise man of Cleveland may have spoken without his host to back his opinions.

It is of the utmost importance to have an able and an honest man in the White House. Nobody doubts we have him now, but Coolidge will not be a factor in the case. Those who affect to believe that if he is drafted he will not refuse to serve are away off in their calculations.

Despite the declaration of the Cleveland business man, there is much room for doubt, and the American people will doubtless take the matter as to the difference between the two major parties under consideration and decide the matter for themselves next November.

What has divided the parties in the past? Not alone economic questions, but that old time dispute regarding tariff duties still holds the floor. Nobody doubts the action that will be taken by the Democrats should their party be successful this fall. Modern Democracy and protective tariffs are as wide apart as the poles.

That Cleveland wise man must have been deluded by the silence on the question of tariff reform. Leading Democrats privately state that the only relief for the farmer will come through a reduction of tariff on what he consumes.

If this is true then you will go to the polls and vote the straight Democratic ticket, providing, of course, that you are a low tariff man. The protective tariff has been the bulwark of Republicanism for many years and there is no likelihood that the principle of protection will be abandoned this year.

To be square-toed about it, the principle division between the parties will be on this question of tariff. Since the days of Henry Clay the idea of protecting American industries and farm products through a high tariff has held sway with old line Whigs and Republicans.

Then is it likely that this question of the tariff will be cast aside this year when on every other question the difference between parties seems negligible?

It may be admitted that very little stress has been put upon this long-time dividing point between the two parties, but nobody can imagine a

Democratic administration attempting to win public favor by adopting a high tariff. Then why not come out squarely and admit that the main division between Democrats and Republicans is on this question of tariff?

The campaign up to now has been almost silent on the main issue, but as soon as the nominations are made the orators on both sides will get into line and make the welkin ring for either tariff reform (downwards) or for perhaps a raise in even present tariff schedules.

The fact that certain public men have been caught in criminal acts with regard to financial affairs does not constitute chance for party division, since the rascals appear to be about equally divided between the two parties and the black sheep are the exception and not the rule.

It is well that the ideas advanced by the Cleveland business man do not hold good, since in such a condition there would be no inducement for polling the full electorate. The tariff question is one that will not down, no matter how certain politicians and even business men sneer at it. Nor is it likely that, no matter whether we have high or low tariff, the affairs of the country will continue undisturbed.

Is near free trade or a well developed tariff for curtailing a large influx of foreign goods the better for this country? Every voter has this to consider and to decide individually when he casts his ballot this fall.

Consequently, it is a false idea that has taken possession of many kindly disposed citizens that it will make no difference with business which party succeeds at the polls next November.

Being a free people we have this question to decide for ourselves. It is a matter of the gravest importance as to which candidate receives your vote. Be sure you are right, then go ahead.
Old Timer.

Will the Post Products Co. Grasp the Opportunity?

Washington, D. C., June 11—From reliable financial sources and through the press, we are told that the large coffee roasters, Cheek-Neal Coffee Co., has disposed of a business, made profitable to it by the wholesale grocers of the United States, to the Post Products Co., the consideration named being something like \$45,000,000. Assuming the accuracy of this information, we are led to observe that through this transaction is to be recorded the elimination from the field of food distribution of a manufacturing concern whose passing will be mourned by very few wholesale grocers.

The power of a Nationally advertised brand of food, through the creation of a boasted "consumer demand," has found its fullest expression in the policies adopted by the Cheek-Neal Coffee Co. in its distribution of Maxwell House coffee through the wholesale grocer and his customer, the service retailer.

True it is that, notwithstanding special advertising allowances, etc., to preferred retail distributors, the volume of distribution of Maxwell House coffee through the wholesale and service retail grocery trade continued very large. So strongly entrenched through their enormous advertising program did these manufacturers feel themselves that they unhesitatingly acknowledged the subsidy to the chain store. In a widely distributed pamphlet, recently issued by these manufacturers, we find this statement:

"We have no quantity discount, no free deals, no dealer or consumer premiums, nor any device by which preferential treatment may be extended."

Promptly we addressed them the following question:

"Will you please advise us if any chain grocery store receives from the Cheek-Neal Coffee Co. any rebate or

allowance of any kind in the form of advertising allowance or window display allowance or any allowance of any nature or in any form? We desire to know from you if it is a fact that every case of Maxwell House coffee possessed by a chain store costs that purchaser identically the same price paid by every wholesale grocer in the United States, and that no window display allowance nor advertising allowance or allowance in any form is received by a chain store which is not received by a wholesale grocer."

In response to the above we received the following:

"We do, in some instances, pay for advertising through an allowance of one cent per pound on our product, but under any arrangement of this kind, we have felt that we were getting value received in publicity."

Can it be a matter of surprise that during the past twelve months the wholesale grocer has turned his attention as never before to private labels or controlled stock labels for a coffee? Is it surprising that coffee roasters doing a National business as well as that great number of splendid coffee roasters, located in various states and catering to a somewhat restricted though not small territory, have found their business growing in leaps and bounds? It would require a book for us to record the correspondence constantly reaching this office from both wholesale grocers and coffee roasters, indicating the growth of coffee business under other than nationally advertised labels.

As we write we open a letter from a Nationally known coffee roaster, reading:

"We are pleased to say we are negotiating connections with some of the largest and best wholesale grocers and it looks as though we are going to be able to work with the wholesale grocer on a mutually pleasant and all round profitable basis."

The curtain falls. The shifting of scenery is heard. The curtain rises. And behold! the Post Products Co. occupy the stage. They make their bow and the play begins. Will "consumer demand" and chain store concessions continue to be the song hit of the new actors. We believe not. We are unwilling to believe that the policies of the former owners of this Nationally advertised brand of coffee, for which the great "consumer demand" has been created, will be continued by the Post Products Co.

If ever housecleaning were needed, it is needed in the distribution of this product, and we know of no manufacturers who are more capable of doing that job thoroughly than the Post Products Co. It has the opportunity. Will it grasp it? We believe it will.

J. H. McLaurin,
Pres. American Wholesale Grocers' Association.

Salesmen Ask G. O. P. To Tighten Sherman Act.

Bay City, June 10—Bay council, No. 51, United Commercial Travelers of America, to-day sent to the chairman of the resolutions committee, at Kansas City, a copy of resolutions adopted last night urging a plank in the Republican platform advocating drastic amendments to the Sherman anti-trust law to strengthen and enforce every stipulation of the act. A copy will also be sent the Democratic convention at Houston.

The purpose as set forth is to "safeguard independent manufacturers, merchants, agriculturists and wage earners from further ruthless exploitations."

It Used To Be.

Teacher—Mary, what is the function of the stomach?

Mary—The function of the stomach is to hold up the petticoat.

Six New Readers of the Tradesman.

The following new subscribers have been received during the past week:

Portland Hardware Co., Portland.
Holland-Federal Baking Co., Holland.
Benzie Co., Beulah.
Geo. M. Winslow, Jackson.
William Schultz, Ann Arbor.
Hotel Clifton, Battle Creek.

Suspends Business License.

The State Securities Commission has suspended the license of the Montanmower Sales Co., of Grand Rapids, on complaints that stock was sold before the issue was authorized and by unlicensed salesmen.

Detroit—The U. S. Universal Joints Co., General Motors building, has been incorporated to manufacture and deal in motor parts, machinery parts, etc., with an authorized capital stock of 10,000 shares at \$10 per share, all of which has been subscribed and paid in in property.

Detroit—The R. W. Crane Co., Inc., Great Lakes Warehouse, has been incorporated to manufacture and sell Jensen thermostatic control for heaters, with an authorized capital stock of \$25,000, of which amount \$15,400 has been subscribed, \$2,000 paid in in cash and \$3,200 in property.

Detroit—The Professional Garment Manufacturing Co., Inc., of Detroit, 13806 Woodrow Wilson, has been incorporated to manufacture and sell garments, with an authorized capital stock of \$15,000, \$5,000 of which has been subscribed and paid in, \$2,500 in cash and \$2,500 in property.

FIXTURES FOR SALE

All Light Oak Finish

- 1 Oak counter paneled front, 12 ft. long, 2-6 wide, 34 inches high, 5 drawers in back and one open shelf.
- 1 Oak counter, paneled front, 9 ft. x 2-6 wide, 34 inches high, 3 drawers and one shelf.
- 1 Oak counter, paneled front, 12-6 long, 2-4 wide, 34 inches high, 5 drawers and 1 one open shelf.
- 2 Oak counters, paneled front, 16-6 long, 2-6 wide, 34 inches high, 5 drawers and one open shelf.
- 1 Oak counter, paneled front, 12-6 long, 24 inches wide, 34 inches high, 5 drawers and 1 shelf.
- 2 show cases, L oak, 14 ft. 8 in. long, 28 in. wide, 44 in. high.
- 1 plate glass shelf, Bev. plate glass top, seven drawers in bottom.
- 1 show cas L oak, 12 ft. 7 inches long, 28 in. wide, 44 in. high, 2 adjustable shelves P. G., beveled plate glass top, 6 drawers in bottom.
- 1 3-section suit cabinet 7 ft. 10 in. high, 8 ft. 6 in. wide, 45 in. deep, ends paneled and glass doors. D oak.
- 1 umbrella cabinet 36 in. long, 48 in. high, 18 in. wide, 4 sides glass.
- 1 Thread cabinet, 35 in. wide, 30½ in. high, 18 in. deep, with drawers.
- 1 Lace cabinet, revolving, 44 in. high, 27½ in. in diameter, dark oak.

A. H. LEETE,

North Branch, Mich.