

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 20, 1929

Number 2374

THE larger purpose of our economic thought should be to establish more firmly stability and security of business and employment and thereby remove poverty still further from our borders. Our people have in recent years developed a new-found capacity for co-operation among themselves to effect high purposes in public welfare. It is an advance toward the highest conception of self-government. Self-government does not and should not imply the use of political agencies alone. Progress is born of co-operation in the community — not from Governmental restraints. The Government should assist and encourage these movements of collective self-help by itself co-operating with them. Business has by co-operation made great progress in the advancement of service, in stability, in regularity of employment and in the correction of its own abuses. Such progress, however, can continue only so long as business manifests its respect for law.

HERBERT HOOVER

[FROM INAUGURAL ADDRESS MARCH 4]



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

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Tornado

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**20 to
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**SAVINGS MADE
Since Organization**

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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.

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

TEXTILES STAGE CONTEST.

Opening of the woolen pageant in New York this week will bring a third group into the contest which has developed to win fashion favor for particular textiles. Each of these promotional efforts is directed by a trade institute. The Rayon Institute undertook its style exhibitions to push the sale of the synthetic fibers some months ago. More recently the Cotton-Textile Institute launched style shows and a complete information service on behalf of cotton goods. For wool goods the style drive is sponsored by the Wool Institute. Silk is now the only major textile for which special promotion work is not under way and, strangely enough, this industry was the pioneer in such enterprise.

In the cotton and wool goods it is true that style promotion has been rather secondary to a determined effort to adjust output to demand and to reduce constantly recurring surpluses. Some success has been achieved along this line by both industries although there is still great question whether the control will prove to be more than temporary. At any rate the equally important work of widening markets has been started and rayon, cotton and wool are lined up one against the other in a fine illustration of what the "new competition" means.

What will come of this struggle? Perhaps there will be a little more apparel sold, although that is doubtful since the trend is not that way. Then again, perhaps one industry may succeed in besting competitors in the race. But as likely as not fickle fashion might turn to her silent suitor, silk.

DEBUNKING THE SNAKE.

Our debunking artists must have exhausted human characters in their search for subjects. With Washington, Byron, Adams and the rest of them carefully denuded of all evidences of respectability, there remain but few of the dead ones left to operate upon. Naturally the idea of traducing a living

subject is not inviting. It would not be safe. So the debunkers are turning to the lower animals.

Professor Schmidt, of the Field Museum of Natural History of Chicago, deliberately attacks the snake. He declares that you cannot tell the age of a rattler by the number of buttons at the end of his tail, that the rattler never strikes himself and commits suicide, that rattlers will cross hair ropes such as cowboys lay about their sleeping bags out on the plains for protection from this very invasion, and then he avers that this species of serpent will not always live in perfect accord with prairie dogs, owls and other things, despite all the evidence to the contrary that Westerners have to offer. Furthermore, we are told that there "ain't no 'sich animile" as the hoop snake, which is supposed to take its tail in its mouth and roll unconcernedly along the highway.

This is bad enough, but Professor Schmidt does not stop here. He declares that whisky is not only no antidote for snake bite but has probably been responsible for a majority of the deaths that have been attributed to venomous serpents, because of the old idea that one cannot drink too much alcoholic spirits when trying to offset a supposedly deadly nip. He explains the "cures" accredited to whisky as probably due to the fact that the victim has been bitten by a harmless species of reptile which had been mistakenly assumed to be a rattler or some other deadly snake.

It is time this debunking business was stopped.

AIRPLANE VS. DIRIGIBLE.

Dr. Hugo Eckener, who commanded the Graf Zeppelin during its transatlantic voyage last summer, has apparently lost the pessimism he felt and expressed after the airship returned to Germany from the United States.

I will be recalled that the ship encountered a severe storm on its return trip and that Dr. Eckener, when he reached Friedrichshafen, admitted that he was extremely thankful that the Zeppelin didn't go to pieces in the gale. His opinion was that no airship had yet been built that could negotiate long over-ocean flights with any great assurance. He said that some day a superairship two or three times the size and possessing many times the strength of the Graf Zeppelin would be built and would prove reasonably safe on such voyages. But he did not seem any too hopeful that such a ship would be constructed in the very near future.

However, a recent Berlin dispatch pictures the great German aeronautical expert in a very different mood. He is planning to fly the Graf Zeppelin clear around the world next summer.

He believes that the airship will have no trouble in making the voyage safely. And he believes that within another two or three years the world will see super-dirigibles powerful enough to defy almost any storm. Thus Dr. Eckener has recovered his rudely shaken confidence in dirigibles and once more he feels they are superior to the airplane for long flights across the ocean.

On the other hand, the recent successful refueling of airplanes in flight promises to increase the cruising range of the heavier-than-air machine almost indefinitely. Many experts predict that this development, together with the steadily increasing size and dependability of motors, will make planes superior to dirigibles in flights of every description.

QUARTER TO SHOW GAINS.

As the first quarter of the year enters its closing weeks there is every prospect that industrial profits in the aggregate will compare very favorably with those of the same period last year. It would be strange if they did not, considering that the rate of operations, particularly in the heavy industries, has been consistently high this year while twelve months ago it was necessary to pull up from the 1927 reaction.

On the other hand a comparison with 1927 is not quite so satisfactory. Despite the records scored in several leading lines of industry and the progress elsewhere, car loadings this year, while about 4 per cent. larger than for a year ago, have run over 2½ per cent. under those in 1927.

About the best phase of the general situation just now is the improvement which has taken place in the industries which for so long were backward. Thus, textiles, coal and the farm implement business have all gained in varying degrees, and copper is selling so high that another setback is feared.

The sag in building, the strained credit situation aggravated by a further burst of speculation, high money rates, over-production in some lines and the special session of Congress which lies ahead are all viewed as unfavorable factors. But employment is well sustained and on the usual season upgrade. Doubts are raised over the longer outlook, but for the time being they do not take definite shape.

RAT EXTERMINATION.

It Can Be Handled Without Aid of Professionals.

The average property owner knows very little about the problem of getting rid of rats and mice. He is well aware, however, of the terrific damage that his property suffers through their vicious activities. Efficient property management, of course, forbids the tolera-

tion of rodents and, through this necessity for drastic action, many costly mistakes are made.

Of the many exterminating methods exploited, there is but one that will stand the test of close scrutiny for efficiency and economy. That method consists simply in the purchase of enough good rodenticide adequately to cover all the infested floor space in the treated premises and bait it in accordance with the simple instructions furnished by the manufacturer.

There is a fallacious idea that alleged experts are required to properly handle bait. Some exterminating concerns do excellent work. Many do not. All of them must charge a good deal more than the job should cost. In their charge they must figure the cost of getting the job, the wasted time handling it and a great deal of idle time. The most costly mistake made by many of them is due to their tendency to stretch a one trip job over a year's time. This results in meager baiting which kills off a few rodents and educates the remainder.

Any properly baited property will be entirely freed of the pests in one night and, when this is done the premises will remain free for from six months to two years, according to condition of adjacent premises.

The next great error in warring against rodents is due to the ease with which fakers sell their wares. It absolutely is not safe to purchase rodenticides from itinerant peddlers. There are literally hundreds of such men soliciting business in this field. Their responsibility is nil, their promises utterly valueless and their product is anything handy to pack in a can.

Contrary to the common belief of numerous building managers, the labor involved in properly baiting for rats and mice is slight, requires no technical skill or knowledge and takes but little time. Simply estimate the amount of square feet of infested floor space, and set out enough properly prepared bait at one application to thoroughly cover the entire premises. The bait sets should be put out towards evening. They should be small and scattered thickly along walls and runways. To facilitate easy removal the following morning, they may be placed upon pieces of carboard.

Varying products required different preparation and quantity used per thousand square feet of infested space.

D. P. Bowen.

How to become an intellectual? Well, you call one of them a great thinker, and then he calls you a great thinker, and there you are.

Teamwork between Wishbone and Backbone is what wins.

CONSTANTLY CHANGING.

New Days Bring New Problems For Merchants.

Speaking before the annual meeting of the Better Merchandising Conference at Detroit on March 13, Dr. H. H. Maynard, Professor of Marketing at Ohio State University, discussed the topic, "What Research Reveals About the Retailer." The speaker emphasized the fact that there have been so many changes in retail organization in the last few years that a considerable amount of research has been done in this field. Students have studied the problem offered by the changes that are taking place almost daily and have attempted to discover whether or not the seemingly marked trend towards chain store organization is to continue. In other words, one big field of research has been the study of the position of the independent merchant and an attempt to evaluate his competitive position.

Many research organizations have carried on studies in relative costs. Careful accounting systems have been devised and accurate cost records have been established and studied for both independent and chain store types of organization.

Other investigations have been made in an attempt to discover what competitive advantages or disadvantages are possessed by each of the different types of retail organization. If it is shown that chain store organizations are buying more efficiently than are independents, and if they have other competitive advantages, it is of interest to discover what disadvantages offset the advantages of the chain.

Other lines of investigation have considered such problems as store layout, methods of efficient window display, training of retail salesmen, accounting systems, advertising methods, credit systems, and other problems of the ordinary retail merchant. The speaker then considered the different types of retail organization which are at present operating and discussed the position of the independent merchant and the methods which will allow him to compete successfully with the different types of competition which he faces.

The point was made that mail order houses developed because of a demand on the part of consumers for merchandise which they could not secure at country shopping points. Poor roads and lack of rapid transportation made it impractical to buy in any great extent in the shopping centers. Hence the mail order house catalogue, which brought a breath of city atmosphere and put the farmers and small town dwellers in touch with what was being worn and used in the cities, made a very high and definite appeal. Hence the mail order houses grew very rapidly, but with the coming of good roads, automobiles, moving picture shows and rotogravure supplements to the small towns there came a realization that mail order house styles were not exactly up-to-date. This fact combined with the ease of shopping for convenience merchandise in the larger centers has caused a somewhat rapid

decrease in mail order house sales. For this reason the mail order house companies have been compelled to go to chain store merchandising on a very large scale. Just how successful they will be remains to be seen, but there is no reason to doubt that they will be successful because they have the capital and can hire the merchandising brains to be successful if their present personnel is not adequate.

Careful studies which have been made in different sections of the country of the effect of mail order house chain stores seem to show that cities which have been selected for these stores are fortunate. Retailers in these towns benefit as well as consumers. The stores are bringing people from a very wide area, and if they cannot find the merchandise they want at the chain stores, they are buying from the local independents. The merchants who are suffering most are those in towns of 500 or 1,000 people. It seems to become increasingly clear that specialty merchants in these towns such as druggists, dealers in men's furnishings, and shoes will find it very difficult to continue successfully in the future. But there is no reason to believe that the independent dealer in the towns where mail order chains are located cannot profit by the fact of their competition if he is alert and is a sufficiently good merchant to take advantage of the opportunity presented to him by the power of these stores to attract people to their communities.

The most important question is whether or not the independent dealer of the future can meet chain competition. It is impossible to give a definite answer to this because of the large variation in ability of dealers. There seems to be no doubt that many men now retailing on their own account will be driven out by chain competition as hundreds have been in the past. There is no greater doubt that there will continue to be independent dealers in the future. A considerable portion of the buying public wishes service. They want to have a larger stock from which to select than is typical of the average chain. They want better advice and better service than can be gained from the average chain employee or even manager. The merchant who will buy intelligently to meet the needs of his community, who will train his sales force to give reliable advice and service, and who will make mark-downs carefully, taking them when they are necessary to keep stock moving and not taking too great mark-downs because of being too slow in recognizing the necessity, will be able to meet chain store competition.

Many merchants have already discovered that they can learn a good deal from chain store methods. The emphasis upon attractive store layout, cleanliness, and neatness, is one which many independents can well study. Some chains have been able to secure a higher standard of sales ability on the part of their clerks than is characteristic of sales people in the independent stores. This is not an inherent chain advantage. There is no reason why the independent merchant who is working with his clerks daily and who is able

to show them that their future depends upon their success in their work, cannot train his employees better than can the average chain store manager.

A great many stores need to learn lessons of window decoration from chains. They need to know that it pays to have a well-lighted store and that general attractiveness in layout brings trade to the store. The merchant who will watch these things and who is an active worker for community welfare can compete with the chains in the opinion of most careful students of the problem.

Some very foolish attempts have been made to do away with chain stores. Legislation has even been resorted to in certain states. In most cases laws aimed to penalize chains have been held to be unconstitutional. It is probable that legislation does not offer any solution to the problem. As a matter of fact it is perfectly foolish to attempt to head off any merchandising competition which is justified by economic laws by politically made legislation. If chain stores are efficient and if the independent merchant cannot compete with them on the same basis, they must survive. Legislation is not the answer to the question.

The Federal Trade Commission is now engaged in investigating chain store merchandising methods. If they have been using unfair methods and have been thereby gaining unjustified advantages, doubtless the Commission will discover these facts and may be able to take steps to stop such practices. It is believed, however, that the investigation referred to will react to the great advantage of the chain stores. We are already seeing examples of first-page newspaper stories released by the Commission which emphasize some of the economic advantages of chain stores. This is extremely valuable publicity and is the type of propaganda which the chains could never have secured for themselves had it not been for a group of independent merchants who believed that they were acting in their own best interest in initiating the investigation by the Commission.

The speaker also predicted that there will be an increasing tendency towards decentralizing of retail merchandising. Crowded parking conditions in downtown streets and other traffic difficulties are making it increasingly inconvenient for shoppers to buy in the congested retail district. Many alert merchants have discovered that fact. They are putting up-to-date stores in the secondary shopping districts of our cities and such stores have been successful in all but the highly specialized shopping lines. The average local shopping district cannot expect to carry high-grade women's dresses, or other articles where people like to shop around from place to place before making a purchase. Many merchants have discovered that if they carry nationally advertised convenience lines, they can operate successful hardware, drug, shoe and other retail stores in the secondary districts. These stores are conveniently located to many buyers and as a rule have lower operating expenses than do the stores in the congested dis-

tricts. In addition, parking is easier for the more distant customers from other sections of the city and from the farms. As illustrative of this tendency, reference might be made to a recent article in an electrical journal which predicts that electrical merchandise of the future will be sold in stores which are in reality homes. The different units will be sold with reference to their actual appearance in the homes and the actual operation can be shown under home conditions. These stores will be located away from the downtown districts.

The speaker then discussed the problems which present themselves to the small town merchant who is not confronted with chain competition in many lines. He predicted that the merchandising in the crossroads type of town will soon be limited to grocery and other convenience lines. The coming of hard roads and the automobile have made it increasingly difficult for merchants in the smaller towns to compete in the sale of shopping lines. An interesting question was raised as to whether or not we may not be facing a recurrence of the old type general store. Is it not possible that the local grocery store will have to take on some of the items which have been handled by some of the specialty stores as, for example, work clothing, work shoes, patent medicines, and other drug specialties as well as many dry goods and hardware items. If the merchant in the smaller towns will take advantage of this opportunity and will merchandise scientifically, he can certainly continue in business to supply convenience articles. On the whole it would seem that he had better handle nationally advertised lines so far as it is possible for him to do so. These articles are known to the customers and they know there is no reason to go to the city store to buy if they can get the same articles at the home store.

In conclusion, the speaker emphasized the fact that merchandising is constantly changing. New days bring new problems. The alert merchant who is able to adjust himself to changes and to change his methods to meet changing demands is the one who will be successful. There is no reason why others should be continued in business.

How Not To Sell Cutlery.

1. Keep all items in a closed box.
2. Wait until blades rust before cleaning them.
3. Group all sizes, styles and makes in a single compartment.
4. Disregard manufacturers' suggestions as to care, returns, etc.
5. Carry only one size and style pocket knife of twenty different makes.
6. Display cutlery with wash tubs, nails, floor wax and coat hangers.
7. Allot no space in newspaper advertising to cutlery items.
8. Never suggest a paring knife when a bread knife has been sold.
9. Always insist "the house is right" when discussing refunds, etc.
10. Dust and wipe cutlery stock on June and January 1. No oftener.

Paul Findlay's Talk to Michigan Grocers.

Retailing of perishable fruits and vegetables has not received the specialized attention it deserves; for in present day conditions of consumer demand and preference success in the grocery business depends on correct management in this department more than any other. Proper sales policy can develop rapid stockturn and result in wider net earnings than possible in other departments. Lack of understanding of this fact limits many merchants' entire business. This limitation dams back surpluses on wholesaler and producer with waste along the entire line of distribution.

Conscious of this handicap on perishables distribution, the National League of Commission Merchants has engaged Paul Findlay, former Wisconsin grocer and business writer whose merchandising articles are known to merchants everywhere, to meet with grocers, perishables dealers and salesmen in all states east of the Mississippi to promote more efficient methods of handling, pricing, displaying and selling perishables.

"Despite the phenomenal development of the fresh fruit and vegetable industry in recent years, it is only in its infancy" declared Paul Findlay, speaking at a large gathering of Michigan grocers in attendance at the Michigan State convention, in the Pantlind Hotel, Grand Rapids, on Thursday, March 14.

"Improved transportation, refrigeration and marketing have put a perishable department on a year-round basis into every crossroads store," continued the speaker, "and increased use of such products follows on prosperity. Americans have more money than anybody ever had before, it is more evenly distributed and they are spending it more freely for better things—material and cultural—than any people ever had or did."

But that distribution may be efficient and economical, sound merchandising is necessary, Findlay went on to show. This means the injection into business of the true science of retailing. Dealers must know how to obtain a margin wide enough to insure adequate profit; but they must be equally certain not to charge more than enough because when prices reach an inequitable level sales are retarded and lost, distribution is halted—nobody benefits.

Here the speaker was interrogated from the floor: "What can you do, Mr. Findlay, in the case of spinach which you have left Saturday night, all of which you have to dump on Monday morning? Where is your fine margin on that?"

"There can be no margin on that," answered the speaker. "You must exercise better judgment in purchasing—if that happens to you frequently. I can tell you that in Findlay's business no such goods were carried over. It was our consistent practice to clean up any delicate perishable on Saturday night, regardless of price or cost. That was so consistently our practice as to result in an interesting condition. For

we had the finest, most exclusive, best living trade in Madison; yet it was so well known that we offered bargains Saturday nights that we had a fine transient cash trade that habitually came to us that night. Result was that we sold out quite close at fair prices in the early evening and cleaned out what was left late at any price. I have sold fine string beans for five cents a pound on a warm Saturday night.

"No," continued Findlay, "that spinach, my friend, that you dump is not your greatest weakness. The typical weakness among individual grocers is that they do not sense and take declines promptly enough. Chain managers who have the faculty to 'sense' declines promptly are the ones who show best earnings records in perishables. This line is one wherein changes occur in a day—sometimes in hours—and they must be responded to at once, or your opportunity is lost. Keep on your toes for immediate readjustment and you will find your business in perishables grow to such proportions that your losses will sink to insignificance."

Findlay discussed margin computation at length with running blackboard demonstration. He showed some interesting facts: for example, that, properly considered, it is impossible to make 100 per cent.; that margin is not profit; that rapid stock turn with moderate profit on perishables can result in annual earnings of incredible proportions without the least overcharge on the consumer. Such results are attained through science in retailing.

Optimism was the keynote of the talk. "The chains have taught us much," he said. "They continue to teach us. They will develop to the economic limit of the need for their character of service, contributing much to the general good. The individual grocer can have no quarrel with the chains provided he himself has the capacity to survive; and the grocer who knows his business—and attends to it—is in no danger of elimination by any form of competition. We shall always have the individual retailer."

The National League of Commission Merchants is the oldest association in the perishable industry. It is in its thirty-seventh year. Its membership—all East of the Mississippi—consists of 760 growers, jobbers, brokers, cold storage men, co-operative marketing organizations, bankers, shippers—every line directly or indirectly allied with perishables production or distribution. The League stands high in the trade, with the Government and with Congress. Out of 2000 trade associations only seventeen have had a longer life than the League.

The League is now financing the work that is being done by Paul Findlay—a contribution made freely by the League on the broad principle that improved distribution must benefit all concerned. The meetings are open to all—"let everybody see the wheels go round," is the way the League expresses it, "for there are no secrets about the sale of perishables."

Dates are now being made for Findlay meetings. All interested in the ser-

vice should communicate with League headquarters, Munsey building, Washington, D. C.

Pioneer Passenger Boats on Reed's Lake.

Pleasure boats were put into commission on Reed's Lake soon after the street railway company completed the extension of its line from the city limits to that region in 1875. W. S. Gunn, J. H. Wonderly, L. H. Withey and others had purchased beautiful grounds on the Northeast side of the lake, organized the Pioneer Club, erected cottages and a pavilion and needed transportation service across the lake to the railway station. Luther V. Moulton, a photographer of Muskegon, owned a little steam pleasure boat. It could carry ten passengers comfortably. The boat was placed on the lake and Moulton, who was its captain, engineer, purser, chambermaid, cook and waiter, was fully employed during the summers of the following two years in serving regular patrons and pleasure seekers. Moulton studied law, gained admittance to the bar and specialized in patent cases. He was elected to fill a seat in the State House of Representatives. Captain John Daily and his son, James, purchased a little steamer and launched it on the lake. It carried twenty-five or thirty people easily. It bore the name of L. H. Randall. A later addition to the fleet was the Trixie. Captain J. H. Poisson, a tailor of Grand Rapids, before he undertook the perils of navigation on inland waters, purchased a pleasure

yacht for service on the lake. Its name was the Florence.

Another boat, the J. W. Belknap, was owned by a man named McCarty. He was disposed to quarrel with Capt. Poisson, who had built and was sailing a larger boat, the A. B. Watson. McCarty and Poisson contested use of the dock then, as now, owned by the railway company. Their quarrel became so bitter that the manager of the railway company was obliged to interfere and compel the captains to behave themselves. At present but one steamer, the Ramona, a handsome little craft, sailed by sons of Capt. Poisson, who departed this life a score of years ago, renders service to the public on the lake.

Arthur Scott White.

Notice To Candidates For Secretary.

Ann Arbor, March 18—Send me the names of all candidates for the full-time secretary we are looking for. Suggest you place in your paper, too, a request for same. Refer them to me as chairman of the committee. We had a mighty good convention.

William Schultz.

Thirty years from now our present-day leaders will be retiring. Their places will be taken by men who now are in their twenties. But those places of leadership will go, as they have gone in the past, to men who are worthy, to men who, in early life, have established their objectives, and then managed their affairs and ordered their lives and formed their habits so as to qualify themselves for leadership.—Arthur H. Little.

The LIFE of an Estate

MANY estates are dissipated within a short period of time because they have not been properly safeguarded.

Failure to make a will, failure to appoint a trust company as executor and trustee, failure to arrange for the distribution of life insurance money under a life insurance trust—these neglects mean short lived estates.

Safeguard your dependents by safeguarding your estate.

Let us discuss this matter with you.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

MOVEMENTS OF MERCHANTS.

Hart—F. L. Corbin & Son succeed Carl H. Seelhoff in the fuel business.

Hart—James Fletcher succeeds C. A. Van Amburg in the grocery business.

Standish—B. J. Senski has sold his grocery and meat market to Keller & Martin.

Rothbury—E. A. Nelson succeeds Mrs. Gordon Osborn in the grocery business.

Jackson—The Pontiac Food Market will be opened at Mechanic and Cortland streets.

Detroit—Ed. Stahl has sold his meat market at 6657 East Vernon Highway to L. Silverthorn.

Tecumseh — The Newcomb Meat Market and Grocery was damaged by fire with a loss of \$2,000.

Frankenmuth — The Frankenmuth State Bank has increased its capital stock from \$50,000 to \$100,000.

Detroit—Sam Mowid has purchased the grocery and meat market of Walter Henry at 520 Beniteau avenue.

Ironwood—The Riteway Stores Co., 508 North Lake street, has been incorporated with a capital of \$25,000.

Rogers—Hans Frank has opened the Frank Meat Market in the Bruning building at Fourth and Erie streets.

Detroit—Roman Andrezejewski has sold his grocery and meat market at 3845 Conner avenue to Anna Nocun.

Detroit—Louis George has purchased the grocery and meat market at 2978 Waterloo avenue from Charley Bros.

Detroit — Albert Adelman succeeds Freda Trotsky in the boot and shoe business at 2308 East Davison avenue.

Detroit—The Detroit Malt & Grain Co., 1908 Division street, has increased its capital stock from \$5,000 to \$25,000.

Hancock—The Riteway Stores Co., Incorporated, has opened a branch grocery and meat market in the Mason building.

Sault Ste. Marie — The Retailers Wholesale Bakery, 425 Portage avenue, has increased its capital stock from \$10,000 to \$25,000.

Kalamazoo—Miss Ethel Hotelling has engaged in business at 244 South Burdick street, under the style of the Ada Moore Hat Shop.

Detroit — Frank Uruski has taken over the grocery and meat market at 12345 Maine street which was formerly owned by Leo Ploszczanski.

Grand Rapids—The Regal Coal Co., with business offices at 509 Grand Rapids Trust building, has increased its capital stock from \$15,000 to \$50,000.

Kent City—D. Kiser, who conducted the S. R. Clark bakery two years ago, has purchased it and will open it for business in the Mathews building, March 30.

Allegan—L. M. Dukes, who recently purchased the First National Bank block is remodeling it, converting the first floor into stores and the second into offices.

Ewen—J. M. Zahradka, owner of the Ewen creamery, has sold it to Elmer Gorges, of Loyal, Wis., but will remain as manager of the creamery for Mr. Gorges.

Detroit—The Detroit Brick & Tile

Co., 5280 Fourteenth street, has been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Iron River—Marinello & Grindatti are the proprietors of the Model Meat Market, having purchased the same from Peter J. Nora and Richard White. The new proprietors will remodel the market.

Erie—The Mulholland Co. has been incorporated to conduct an undertaking business with an authorized capital stock of \$10,000, all of which has been subscribed, \$600 paid in in cash and \$5,400 in property.

Muskegon—Morgan's Clothes, Inc., conducting a chain of clothing stores, opened a men's store at 200 Western avenue, under the management of D. R. Richeson, formerly engaged in the clothing business here.

Grand Rapids—The Henry Smith Floral Co., 52 Monroe avenue, has increased its capitalization from 8,000 shares no par value to 10,000 shares no par value, 5,000 shares at \$20 a share and 5,000 shares at \$7.50 a share.

Detroit—The Hub Tailors, 1224 Randolph street, has been incorporated to deal in garments for men, women and children with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in in property.

Grand Rapids—R. A. Pringle, formerly connected with the sales staff of the F. C. Mathews Co., Frigidaire, has accepted the position of branch manager at Indianapolis, Ind., for the Sunbeam Heating Co., taking up his duties at once.

Detroit — The Chemical Importing Corporation, 716 Maccabee building, has been incorporated with an authorized capital stock of \$50,000 preferred and 10,000 shares bonus, \$28,000 of which has been subscribed and \$14,000 paid in in cash.

Detroit—A. J. Lauhoff, Inc., 6450 LeGrand avenue, milling of flour and of cereals in general, has been incorporated with an authorized capital stock of \$2,500 common and \$12,500 preferred, \$15,000 being subscribed and paid in in cash.

Detroit—The Antwerp Diamond Co., Inc., 127 Penobscot Bldg., has been incorporated to deal in diamonds and jewelry at wholesale and retail with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Big Rapids — The Commonwealth Service Co., Inc., heating, plumbing and supplies, has been incorporated with an authorized capital stock of 60,000 shares at \$1 a share, of which amount \$6,000 has been subscribed and \$2,000 paid in in cash.

Pontiac—Seidel-Bergida, Inc., 37 North Saginaw street, has been incorporated to conduct a general mercantile business with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in, \$7,000 in cash and \$3,000 in property.

Detroit—R. J. Monteith Sons, 5753 Stanton avenue, dealer in butter and eggs, has merged its business into a stock company under the same style with an authorized capital stock of

\$50,000, \$24,000 of which has been subscribed and paid in. \$400 in cash and \$23,600 in property.

Flint—The Capitol Stores Co., 1555 Detroit street, has been incorporated to manufacture ice cream, deal in drugs, confectionery and foods at wholesale and retail with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed, \$4,800 paid in in cash and \$25,000 in property.

Kalamazoo—J. R. Van Holde, carpet, rug and drapery dealer, has removed his stock from the Streng & Zinn department store to his new retail store at 208 West Main street. Mr. Van Holde came to Kalamazoo from Wayne county, New York in 1881 and has been associated with the carpet and drapery business ever since.

Detroit—Owen & Mowrey, manufacturer and wholesaler and retail dealers in jams and jellies, have merged the business into a stock company under the style of Owen & Mowrey, Inc., 6185 Livernois avenue, with an authorized capital stock of 100 shares at \$100 a share, all of which has been subscribed and \$10,000 paid in in property.

Springport—Bruce Hallick has leased the J. E. Zupp building and stocked it with a full line of fancy and staple groceries. It is being operated under the name of the Home Owned Store System. Bruce has been manager of the Comstock Elevator Co. for many years and is well known and well liked by all who know him. Bruce is still with the Bursley Elevator Co., successor to the Comstock Elevator Co.

Manufacturing Matters.

Detroit—The J. C. Goss Co., 36 East Woodbridge street, manufacturer of awnings, has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Reversible Window Holding Co., 1736 First National Bank building, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Lansing—The Lansing Cutstone Co., 604 East Shiawassee street, has been incorporated with an authorized capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in in property.

Dearborn—The Peter Smith Heater & Manufacturing Co., 10501 Haggert avenue, has changed its name to the Peter Smith Stamping Co. and decreased its capital stock from \$300,000 to 30,000 shares no par value.

Detroit — The Dexter Engineering Co., 12508 Dexter boulevard, heating, plumbing and ventilating, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Coulter & Mould Trim Co., 11440 Shoemaker avenue, has been incorporated to manufacture and deal in sash and door lumber with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Globe Level Co., 2822 Woodward avenue, manufacturer of builders and mechanics tools, has been incorporated with an authorized cap-

ital stock of \$5,000, all of which has been subscribed, \$400 paid in in cash and \$1,200 in property.

Detroit—The Detroit Pickle Manufacturing Co., 2496 Orleans street, has been incorporated to conduct a canning and wholesale and retail business, with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and \$500 paid in in cash.

Detroit—The Hercules Forging Co., 2962 Hart avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, \$89,030 of which has been subscribed and paid in, \$8,102.62 in cash and \$80,927.38 in property.

Detroit—The William H. Hoffman Pharmacal Co., 1925 Rivard street, has merged its business into a stock company under the style of the W. H. Hoffman Pharmacal Co. with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in property.

Lansing—Probability that the Lansing plant of the Michigan Sugar Company will operate this year is forecast by A. J. McConnel, manager. A 5 per cent. increase will be paid growers this year, he said, in anticipation of an increase in tariff aiding sugar manufacturers. The boost in price is expected to secure sufficient acreage of beets in the vicinity of Lansing to warrant operation of the plant.

Adrian—The Weaver Brothers Co., of Clinton, manufacturers of factory equipment used in the chemical treatment of metals, has leased the main building of the Raymond Garage Equipment Co. The new company will begin to move its machinery and stock at once and plans to be in operation in its new location April 1. R. A. Weaver is president of the company, and J. C. Weaver will be manager of the Adrian plant.

Lansing—The new Lansing factory of the Burton-Dixie Corporation, makers of cotton felts for automobile seats and top covers, will be in operation by May 1, according to information supplied the Lansing Chamber of Commerce. The company is already selling its products to the Reo Motor, Durant Motors and Fisher body, makers of Olds bodies. When in full operation the company will employ fifty in its Lansing branch.

Good Logic.

The farm hand took his girl out for a buggy ride. Nine miles out in the country the horse dropped dead. Louise said she knew she'd drop dead, too; it was a terrible predicament.

"Suppose I give you a nice, sweet kiss. That will put lots of life in you."

"Are you sure that a kiss will put lots of life in me?"

"Positive, darling."

"Then suppose you kiss the horse."

Five New Readers of the Tradesman.

C. W. Van Tassel, Kalamazoo.

A. F. Smith, Grand Rapids.

Louis F. Loetz, Sturgis.

Thoms Ryan, Saginaw.

Sumner Hoxie, Elwell.

A busy man has too much to do to waste time nursing a grudge.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.70 and beet granulated at 5.60.

Canned Fruits—There were no further developments in the canned fruits, peaches being the only commodity moving in worth-while volume. The cling peach market is still showing the effects of a heavy output, and continues easy. Strenuous efforts are being made to push the sales of the fruit and it is feebly hoped that by extensive advertising and sales ingenuity the market will be moderately bare before new pack arrives. From all indications, the coming pack is going to be as large if not larger than last year's. However, it is too early to be at all sure. All berries, cherries, apricots and pears are closely sold up and what supplies there are in packers' hands are held at strong prices. In pineapple, too, there is no trading due to lack of offerings.

Dried Fruits—There is no snap to trading in the local dried fruits market and purchasers are taking supplies in a desultory fashion, with little or no speculation. Factors here continue to show little interest in Coast offerings, as buying from the source is unprofitable with replacement costs as high as they are. It appears that there will be no marked improvement in the situation until the spot market is almost entirely sold up on fruit bought at lower Coast prices, and at present stocks seem large enough to last for some time if demand continues as slack as it has been during the past two weeks. Some jobbers talk brightly of their business and undoubtedly they are doing enough to keep them busy, but there is not much life to the market. Prices are held firmly at list levels. California prunes are selling better than the other fruit, although fair call is becoming apparent in apricots and peaches. Raisins are still featureless on the spot and there is no reported improvement in the Coast. The California market has been quiet and few price changes have gone into effect during the last ten days. Outside prunes seem a trifle easier at the source, but that is the result of shading in some sizes when sellers are long on those sizes. Apricots, peaches and pears are all firmly held at the source and first hand stocks are light. The minor dried fruits, such as currants, dates, figs and cherries, have showed no change over the week. Figs are strong, but demand is not exceptional. Stocks on hand are exceedingly light in all grades, particularly manufacturers' figs. Citron continued to show strong advancing trend and replacement values have been going up steadily.

Nuts—California shelled almonds advanced 1c per pound Monday. That constituted the week's feature in the nut market. The market for nuts in the shell was almost entirely devoid of excitement, though a good jobbing demand continued the drain on spot stocks and helped to put the market in a stronger position. Domestic walnuts in the shell were moving into consuming channels at a normal rate, but the general condition of the mar-

ket remained as in previous weeks in the recent past. California almonds in the shell have become closely cleaned up on the spot, and Ne Plus and Non-pareils are almost entirely distributed. Supplies at the source are altogether sold out. Nothing worth mentioning on filberts, which are more or less dull, though steady quotably. In the shelled nut market there were no price fluctuations outside of the advance in California almonds. Foreign nuts were quiet here, but stronger cables appeared from Mediterranean primary markets. Spanish almonds and filberts showed the effects of an improving money market in Spain. Offerings of almond meats have been sparing, and shellers and exporters state that the crop has been well distributed. The French walnut market cabled strongly as stocks there are growing smaller all the time.

Rice—No material change in the situation in the past few days. Distribution continues satisfactory, with domestic demand fair and enquiries from abroad coming in regularly. Distribution of clean rice from Southern mills for February was over 800,000 pockets. This was a very heavy movement for that month compared with past seasons. There remains in the stocks of mills' and farmers', altogether, rough and clean, about 2,500,000 pockets, which will be for distribution over a period of the next six months, until new crop is available.

Sauerkraut—A satisfactory demand continues, with no price change. Stocks of imported Dutch kraut are reduced and shipments from Holland have nearly ceased. Domestic cabbage acreage is expected to be large this year and this belief has killed interest in futures.

Vinegar—With warm weather appearing, sales of vinegar seem to be picking up. However, the market is still rather quiet, and the daily turnover is small. Prices are steady and unchanged over the week.

Late News From the Michigan Metropolis.

A. Manchel has opened an agency and stockroom for the distribution of women's silk dresses, representing two Eastern manufacturers, the Classy Jane Dress Co. and Weinreb & Horowitz, makers of the Martha Lane brand. Mr. Manchel announces the appointment of I. Friedman to be in charge of sales of the new organization. Mr. Friedman is well known to ready-to-wear buyers in Michigan and surrounding states having represented a local ready-to-wear firm for over 18 years in this territory. The company is located at 23 Jefferson avenue, West.

Detroit Council, No. 9, U. C. T., announces a change of meeting date from the third Saturday to the fourth Saturday in the month. The next meeting falling March 23. Ten candidates according to George L. Guimond, senior counselor, will be on hand for initiation into the order.

Thousands of visitors viewed the Evolution of Transportation exhibit showing in the sales rooms and under the auspices of the Richards-Oakland Co., distributor of Oakland and Pon-

tiac Six automobiles, in the General Motors building. The transportation exhibit dates back to dark ages and continues through to the present day. A highly interesting and educational affair.

John Pridgeon, mayor of Detroit for two years, 1888 and 1889, and prominent in the city's political and civic life for a decade previous to his being mayor, died last week in Cambridge, Massachusetts, where he made his winter home. The funeral took place in Detroit. Mr. Pridgeon is survived by his widow.

M. G. Friedman, for forty years in the mercantile business in Tawas City, and a resident of Detroit for six years since selling the business, died in Harper hospital March 16. Surviving are two sons, Hyman and I. D. Friedman, and two daughters, Mrs. Schlanger and Mrs. Casper C. Cutler, and his wife, Fanny Friedman.

Finsterwalds opened their ninth store in Detroit at 5536 Michigan avenue March 15. The firm specializes in one price clothing for men.

"Jimmie" Lyons, associated with Dodge Brothers "way back when," has been appointed special representative for Durant Motors, Inc. Mr. Lyons' automobile selling experience included representation for Dodge Brothers in foreign countries, as well as various territories in all parts of the United States.

The W. L. Douglas Shoe Co. has opened another Detroit store at 13211 East Jefferson. A. E. Harvey is in charge.

James Vernor, Jr., manufacturer of Vernor's Ginger Ale, at 239 Woodward avenue, returned home after spending more than two months in Europe, accompanied by his wife and young son.

According to a newspaper report, a rubber pavement after continued hard usage for over two years, shows no apparent wear. Recalling the growing necessity for rubber telephone poles as a measure of protection for a certain type of automobilist.

Joshua Spater, veteran Detroit business man and head of a chain of men's haberdashery stores, met instant death last week when he fell from his seventh floor apartment in the Palmetta Hotel. Mr. Spater was 60 years old and previous to engaging in the retail trade with L. Walser—a partnership that continued for a number of years and developed the present chain of stores—conducted a wholesale establishment on West Jefferson avenue.

Louis Ruthenberg on March 16 became president and general manager of the Copeland Products, Inc., 630 Lycaste street, manufacturer of refrigeration machines. For many years Mr. Ruthenberg has been successfully connected with engineering enterprises. According to William Robert Wilson, chairman of the board of the Copeland Products, Inc., the appointment of Mr. Ruthenberg is a step in the expansion policy planned by the company for 1929.

The Highland Chevrolet Co. celebrated the opening of its new sales and service rooms at 12897 Woodward avenue, Highland Park, last week. This move makes the company one of

the largest Chevrolet agencies in the Middle West. J. S. Hunt is president of the Highland Chevrolet Co.

W. P. Hamilton, president of the Clinton Woolen Manufacturing Co., vice-president of the National Bank of Commerce and a director of the Union Trust Company, died at his home in Grosse Pointe Farms March 15. Mr. Hamilton was well known as a club man, belonging to many prominent clubs and organizations, to which he gave a great deal of his time, serving as director or officer on many of them. Besides his widow, Mrs. Mary McLellen Farrand Hamilton, these children survive: Mary McLellan Hamilton, Mrs. William Hamilton Herbert and David Osborne Hamilton.

The "R", or Rite-Way system of grocery stores are kept informed on up-to-the-minute forms of merchandising by the National Grocer Co. through experts hired by them and who do nothing but advise these grocers how to arrange their stores and how to merchandise their goods to better advantage, according to Harry Gamble, of the National organization. Mr. Gamble states that the merchandising plan devised by his company has resulted in increased sales by the retailers who have become members of the "R" family.

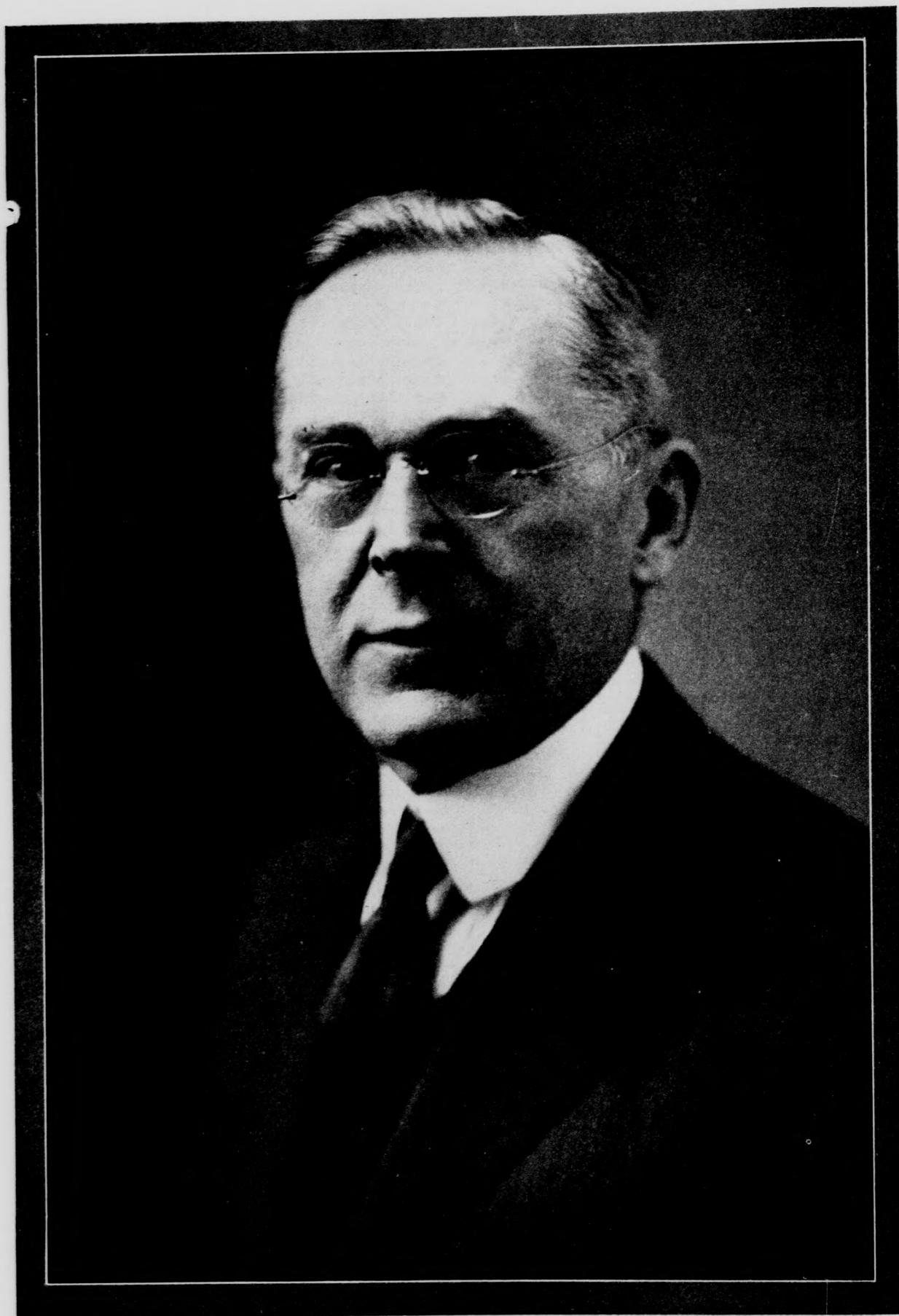
R. L. Whaley, specialist on domestic commerce problems, has been appointed to the Detroit office of the Bureau of Foreign and Domestic Commerce. Mr. Whaley's assignment will assist in broadening the scope of the activities of the local office and enable it to give more specialized attention to the marketing and distributing problems of the merchants and business men in this territory. Mr. Whaley, who has been in the main office at Washington, has assumed his new duties in the Detroit office.

Work has been going forward so rapidly on the mammoth Union Wholesale Produce Terminal, at Fort and Green streets, that it is expected the structure will be completed one month earlier than previously planned. This will make it possible to open the terminal to the public by July 1 instead of August 1, as originally planned. This great project, which covers twenty-four acres, will house, when completed, a whole industry doing a business of approximately \$50,000,000 per year.

L. Levinsohn, well known throughout the State as a buyer of mercantile stocks, has leased the old Water Board building, at Randolph and Jefferson, owned and formerly occupied by the city of Detroit, and will occupy the entire three floors and basement. The main floor will be utilized for the firm's executive offices and wholesale selling room, the second floor for store fixtures, and the third floor will be used as a stock auction room. H. J. Gilles is associated with Mr. Levinsohn as official auctioneer.

James M. Golding.

True success, namely happiness, can be found in any occupation if we will adjust ourselves to the job. Then we will know that most precious of all things, the joy of the job.



The Late Richard R. Bean.

SUDDEN SUMMONS.

Death of Richard Bean, Manager National Candy Co.

Richard Bean died at Blodgett hospital Tuesday morning as the result of hardening of the arteries and high blood pressure. The funeral will be held at the family residence, 147 Benjamin avenue, at 2 o'clock Thursday afternoon.

Biographical.

Richard Robert Bean was born on a farm in the Yorkshire Woles, England, Aug. 26, 1862, being the third of a family of four children. His antecedents on both sides were Scotch, the family name being originally MacBean. When he was 7 years of age, the family moved to Pocklington, where he attended public and private school until he was 17 years of age. He then entered the law office of J. T. Sargent who, in addition to being a solicitor, was registrar of the county court. Mr. Sargent was a very capable man and taught his clerk habits of thrift, punctuality and exactness, which had a marked influence on his life and for which he felt under great obligations to his old employer. During the time he was with Mr. Sargent, he studied law, with a view to taking up the work of court practice, but abandoned this idea when he was 21 years of age, and moved to London, where he remained a year. In September, 1884, he came to this country with an older brother, locating immediately in Grand Rapids, which had been brought to his attention by friends of his boyhood. He soon afterward entered the employ of the Old National Bank, where he remained four years, starting in as collector and ending as book-keeper, occupying several intermediate positions in the meantime. Six months later, on the inauguration of the house of Olney, Shields & Co., he entered the establishment as book-keeper, remaining with that house and its successor eight years. Failing health impelled him to remove to California, where he located on a lemon ranch near San Diego. The change was so beneficial to his health and so detrimental to his pocketbook that he returned to Grand Rapids at the end of a year, and entered the employ of the Putnam Candy Co. in January, 1897, taking charge of the office. He gradually acquired a knowledge of the business until he understood thoroughly every branch of it and, on the purchase of the plant by the National Candy Co., he was not only made manager of the local factory but was also elected a director of the parent organization. As the local factory is employing nearly 175 people, including ten traveling men, the position was one of large responsibility, but those who knew Mr. Bean well fully realized that he was not only equal to the emergency, but that he was able to make a showing which was exceedingly gratifying to his associates and which gave him a high place in the counsels of the National Candy Co.

Mr. Bean was always a strong advocate and supporter of organized effort among business men. He was one of the earliest members of the National Confectioners Association, which he

served on the Executive Committee six years. He was Vice-President two years and President during 1921 and 1922. The record he made as presiding officer and director general is one of the most prized possessions of the organization.

Mr. Bean was a large stockholder of the Clinton Corn Syrup Co., of Clinton, Iowa, and is a director of the corporation.

Mr. Bean was a member of the Rotary Club, the Peninsular Club and the Cascade Country Club. He served the latter organization three years as director.

Mr. Bean owned up to but two hobbies—golf and books. He never missed an opportunity to play golf when he could do it without interfering with his business. His private library is regarded as one of the finest of its kind in the city. It is rich in biography and history, both ancient and modern.

Mr. Bean was married May 4, 1892, to Miss Alice L. McCoy of Grand Rapids. They resided in their own home, at 147 Benjamin avenue.

Mr. Bean was not a "jiner" in any sense of the word, never having been a member of any secret organization. His home was his club and his greatest ambition, aside from aiming to be a good citizen and a trustworthy business man, was, apparently, to be the first man at his desk in the morning and the last man to leave it at night. He had an iron constitution, which enabled him to give his business close application without apparent fatigue. He was a remarkably systematic worker and had a faculty of inspiring his associates to work along common lines with him. He accomplished this result without friction, in consequence of which every person in the establishment stood ready to hold up his hands and sustain his policies under all circumstances. His relations with his traveling force were so close and cordial that every man on the road for the house was ready and willing to fight for the house and defend its goods and reputation on the slightest provocation.

As a credit man. Mr. Bean occupied an enviable position. He probably comprehended a credit proposition as quickly as any man at this market and appeared to decide by intuition whom to trust and whom not to trust. He made it a point to teach the merchant of small means the desirability of keeping out of debt and keeping his credit good, and many men who have taken his advice and acted on his suggestions frankly admit that much of their success was due to his kindly interest.

Genuinely successful in many ways as Mr. Bean had been himself, he was much greater and more admirable than anything he accomplished. He was a man of singularly pure character. With all his energy and firmness he was in many ways as gentle as a woman and as pure in life and speech. Perhaps no better tribute can be rendered to him than that of an intimate business acquaintance, who recently said, in reply to an enquiry as to the characteristics of Mr. Bean: "My acquaintance with him goes back for more than twenty-five years and I knew him to

be as true as steel. He was a man who 'swearth to his own hurt and changeth not,' to know whom strengthens one's faith in human kind. He was clear-headed, cautious and conservative, but when he once assumed a responsibility he never threw it off."

Richard Bean was a rare soul. Not many such are born into this world. His powerful and logical mind, compelling personality and dynamic energy were obvious to the most casual acquaintance. They fully explain his unusual career. To those who enjoyed the priceless privilege of intimate association with him, these great qualities seem secondary to those finer attributes of heart and character which day by day acquaintance disclosed. A disposition which was all sunshine, a capacity for friendship which was God-given and a steadfast loyalty beyond praise. These are the qualities for which his intimates will ever remember him. It was a pleasure to work with him, for while he was considerate of the opinions of others, he always had something worth while to contribute himself. He took a keen interest in public affairs, and his death is a great loss to his large circle of friends and to the whole community.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The following query comes from a reader in Michigan, and answering it here may be of interest:

In order to get our outstanding accounts in and to increase our sales, our plan is during April to give away with every purchase of \$1 and with every \$1 paid on account a ticket. At the end of April will hold a drawing contest and give prizes away, first prize, \$40; second prize, \$25; third prize, \$10; five, each \$5.

We are going to send out bills or pamphlets through the mail. The question is this: Is it against the law to do this? If so, how can we do this to avoid it to thus give prizes away? Your answer will be appreciated.

J. H.

My friend, unless you wish to run a strong chance of being arrested and fined—perhaps, though not likely, imprisoned—you had better abandon this scheme. It is a lottery pure and simple and illegal not only under the Federal law—if you advertise it through the mails—but under the State laws as well. Including the State of Michigan, where you live.

The chance is, of course, that if you worked this scheme nothing would happen. People are busy with other things and it might not occur to anybody that what you were doing was against the law. The Federal Government might never find it out and in the end you might get away with it in fine style and make a lot of money.

But all the time there would be the chance that some zealous official would get hold of it in some way and come down on you.

There is no doubt whatever that this scheme is a lottery. I know the thought that is in your mind—that the people aren't paying anything for the chance, and therefore it cannot be a lottery. A lottery means paying for a chance at a prize.

In other words, a customer pays a dollar for a dollar's worth of merchandise and the chance is thrown in. It is well settled that a man who doesn't charge anything can distribute anything he has by luck or chance.

This argument sounds plausible and I have made it myself in lottery cases, but it never gets anywhere, for too many courts have decided the other way. Even if you give two dollars' worth of merchandise for one dollar, and still throw the chance in, it is still a lottery under many decided cases, just as much against the law as a scheme to sell \$2 tickets for a chance—and nothing else—to win a thousand dollar prize. The law's theory is that the chance at the prize induces the making of the purchase. And of course that is what it is intended to do. Therefore something is paid for the chance after all.

Some of these schemes are saved by making them games of skill. A game of skill, with prizes for the winners, is not a lottery, because the element of chance is subordinated. For instance, a cross-word puzzle is not a lottery.

All this is true under the laws of practically every state in the Union, including the State of Michigan. It is also true under the Federal law, which forbids the use of the mails to advertise lotteries. If the Post Office Department found it out it would throw out your entire issue of pamphlets, and also the issues of the newspaper which you had picked on to advertise in. I doubt, in fact, whether you would get a newspaper to print this advertisement, certainly not one that had its eyes open.

One of the strongest elements in the human make-up is cupidity—the desire to get something for nothing—and in a way it is a shame that the laws so completely block a business man from using that element as a business-getter. However, on the whole it is better, because if you feed some people's hunger for this sort of thing they will ruin themselves in time.

Elton J. Buckley.

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Not Confined To Any One Locality.

Most grocers are familiar with the A. & P. Gypsies, the name given to the band which plays every Monday night over the National Broadcasting system to exploit the Great Atlantic & Pacific Tea Co. They render pretty good music, between which is sandwiched some "institutional advertising" about the company. One man, however, after reading so many stories in the Square Deal about short weights has referred to this as the "A & P Gyps."

He was, of course, referring to the store managers rather than to the band and to those managers who had been caught gypping the public as per the numerous instances pointed out in this paper for many months past. They certainly have been "gyppers" on the evidence which the Square Deal has disclosed in different states. That also shows that such "gypps" are not confined to any one locality.—Kalamazoo Square Deal.

MR. HOOVER STARTS WORK.

Mr. Hoover is beginning to function as the country expected him to function.

To us his pragmatic acceptance of the vote as a Dry mandate has seemed a shift from an expected course. But he is certainly living up to his reputation as an efficiency engineer in his reservation of the Government oil lands and in his indicated resumption of the Roosevelt policies of conservation. And now he lays the groundwork for reorganizing governmental methods by requesting the resignations of all bureau chiefs.

These lesser chieftains have been the Government. They have been the permanent underfunctionaries who actually ran the machinery year after year while Cabinet ministers came and went.

It is not probable that the President has any desire to strike at them in this capacity. What he seeks is reorganization of an old instrument so cumbered up with additions here and duplications there as to get in its own way when it comes to a question of obtaining quick action or avoiding waste. This is what President Harding attacked through the Brown commission, but failed to remedy because of the passive resistance of a political bureaucracy.

There are some fifty independent bureaus or commissions in existence in Washington. Congressman Newton of Minnesota is made the third private secretary to the President to start work on tying these more or less floating bodies into the political structure.

Washington has taken it for granted for many administrations that nothing can be done along these lines. But, calling for the resignation of this bureaucracy makes the situation liquid. A bureaucrat ceases to be a bureaucrat when his resignation is in his chief's hands.

Mr. Hoover is by nature and experience a great organizer. Few men know our governmental organization better than he. It is rather obvious, too, that he received an implicit "mandate" to reorganize. The country should back him to the limit in his undertaking of this Herculean task.

LIVING EX-PRESIDENTS.

For the first time in six years the country has two living ex-Presidents. One of them, Taft, has already been such for sixteen years, a period exceeded by several of his predecessors, notably John Adams, who survived his retirement from the White House a quarter of a century.

Not since 1885 have more than two ex-Presidents been living at once. Yet in the country's history there have been as many as five. This was during the year following Lincoln's first inauguration, when Van Buren, Tyler, Fillmore, Pierce and Buchanan were all living. Tyler and Van Buren died in 1862, reducing the number to three, which has not since been exceeded and has been equaled only twice—during a few months in 1869 when Fillmore, Pierce and Johnson were living and again during a similar period in 1885 when Grant, Hayes and Arthur were all alive.

Between Cleveland's death in 1908 and the retirement of Roosevelt in 1909 there was no living ex-President. This condition had existed twice before—during the fourteen months between the death of Washington and the retirement of John Adams and during a somewhat longer period between the death of Johnson in 1875 and the retirement of Grant in 1877.

In view of the fact that the average Presidential tenure is less than five years—we have had thirty Presidents in 140 years—it may be surprising that the living group of ex-Presidents is usually so small. But other groups of a similar kind are similarly small—ex-Vice-Presidents and former Speakers, for instance. And so is the group of former Prime Ministers in Great Britain.

The explanation is doubtless to be found in part in the age at which these offices are ordinarily reached. For our first thirty Presidents that age is exactly fifty-five years. Certainly most ex-Presidents are blessed with long life. Only two died under sixty, seven were between sixty and seventy, eight were between seventy and eighty and four between eighty and ninety.

A COTTON SUBSTITUTE?

A tariff battle is being waged in Washington between cotton and jute. Meanwhile an Englishman, Dr. C. J. Hedley-Thornton, puts forward a cotton substitute with the assertion that the new fiber is being produced and sold at a satisfactory profit for sixpence a pound. The current English quotation for American cotton is elevenpence.

This new fiber is chemically treated at low cost before being delivered to the cotton mills and, what is most important, can be worked through existing equipment without changes or at most with minor adjustments. We are told further that although the fiber was first encountered in British Guiana, it is being grown on 6,000 acres of waste clay lands in Sussex and Essex, where a yield of between 800 and 900 pounds of fiber per acre is harvested. And it is announced that Lancashire mills are using the material on a commercial scale after experiments extending over a period of eight years.

The American spinning industry has received the news with the same mixture of skepticism and ridicule that attended the early announcements of rayon. Nevertheless the United States cannot view with indifference anything that may even remotely menace the position of cotton in the field of textiles, since the cultivation of that fiber employs millions of people and adds annually a sum approaching a billion and a half dollars to the National income.

It is also worth noting that in Asiatic Russia the Soviet has for two years been experimenting with a cotton substitute called kender and that an exhibition showing the results was recently opened in Moscow. An acre of cultivated kender, it is said, can yield from 400 to 450 pounds of "cottonized" fiber and those in charge of this development plan to have 100,000 acres under cultivation by 1933. Like the

new English cotton substitute, kender is a bast fiber. Both have the inherent limitations of their type.

EDUCATION AND EARNINGS.

Professor Harold F. Clark has discovered, after a year's investigation of the relation between higher education and the average American's earning power, that a college education is a distinct detriment to his earning power. From an economic point of view he has little respect for the "commodity" which he and his fellow professors dispense to the country's hungering youth.

But even disregarding the rather pertinent consideration that an increase in earning power is not necessarily the chief goal of a college education, Professor Clark's findings are hardly satisfying. The one fact we have to go on in regard to the comparative earning power of the educated and the non-educated is that the former earn more money. Professor Clark himself admits this. But he brushes it aside by stating that education is not responsible for this result. It is because "that type of person," by which we take him to mean those in the higher salaried group, is going to college.

This is ingenious if not convincing. How, then, are we going to determine cause and effect? By taking a number of equally capable persons, we are told, and putting one group to work and giving another education. The result will be the discovery that education does not help but may even have an opposite effect. How these equally capable persons are to be found and how such contributing factors to financial success as equally congenial work, equal ambition, equal health and equal opportunity are to be provided we are left to discover in future studies.

The practical value of a college education may always be in dispute, but the testimony of business leaders and successful men will continue to carry more weight than the conclusions of an investigator who predicates his theory upon conditions of equality which are clearly impossible, the Declaration of Independence to the contrary notwithstanding.

RETAIL ADVERTISING.

In adult education is presented the only sure method by which demand may be increased to take up our expanded production. That was the thesis placed before the last convention of the National Retail Dry Goods Association by Dr. Godfrey. Apropos to that plan was the series of advertisements printed during the week by Harrod's, the London department store. Three noted authors were asked if they would accept commissions to write about the establishment in its many phases for purposes of publicity. All three declined on the common ground of their single allegiance to their public. In declining, however, two of the authors paid high tribute to the business.

It is not likely that the fine notion which comes from London will die aborning. It has been done here but not on an extensive scale and it has not, so far as known, been applied in the department store field. That it

could be is unquestioned although possibly the first attempts might parallel the experiences of authors at Hollywood.

But if a wider appreciation of fine merchandise is to be instilled in the store patron then the work of education must be in the ablest hands. As store advertising reaches the level toward which it now aims, it seems more than likely that public taste will grow and desires be multiplied.

NATURE ON THE WARPAT.

Radical demonstrations scheduled for the fourth anniversary of the death of Dr. Sun Yat-sen were checked, according to reports from Peking, by a dust storm. We can imagine nothing which would more effectively curb the enthusiasm of riotous youth or more quickly send disturbers of peace scurrying for shelter.

Peking has two kinds of dust storms. One of them is simply a local disturbance, a strong wind which sends the deep drifts of dust in which every street is buried swirling about the city. It may blind one, get in one's ears and nose and throat, seep through the doors and windows of every house, but still it would not necessarily break up a riot.

The second kind, which apparently was that which Peking enjoyed on this particular occasion, is a different matter. Great clouds of fine sand and dust sweep over the city from the far-off plains of the Gobi Desert. The sun is blotted out at noonday and the wind drives through the city like a hurricane. No headway can be made against these storms and strong men rush for what protection they can find from the bitter, blinding, choking attack.

It is perhaps unfortunate for China that these storms do not occur more frequently. If they could only be summoned up for emergencies, civil war might meet its master.

DRY GOODS CONDITIONS.

The several warm days last week impressed on customers their needs for the new season and Easter shopping was greatly stimulated. This was the local development. In other parts of the country, reports received here indicated, trade is running very much in accordance with the weather. As a result the showing is a little spotty but sales in the aggregate probably rate somewhat better than a year ago.

Of course, the early holiday this year brings all Easter business into the present month and that ought to help March results. As retailers view it, however, the volume done now is very likely at the expense of trade next month. The question in many minds is what to do in April. There is apt to be special pressure used to hold up volume. The other alternative is to concentrate on new offerings; playing up the new designs and novelties and holding down on price appeal.

In the wholesale merchandise markets during the week activity on rush orders ran high. Producers have been cautious and it is plain that there will be little quality apparel to close out when holiday demands of the stores have been satisfied.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The thirty-first annual convention of the Michigan Retail Grocers and Meat Dealers Association has passed into history as one of the most harmonious gatherings of the kind ever held in the State. No topic which was presented at the convention was treated with any degree of acrimony and most of the matters which came up for consideration and action were found to be in accord with the ideas of those who graced the gatherings with their presence.

I would like to have seen more paper presented which dealt with the technique of the grocery business, but perhaps grocers as a class get enough of that sort of thing from the many exploiters of new ideas, new fixtures and new devices who are constantly calling on the trade these days.

I regret that it was not possible for the officers to obtain two addresses from Paul Findlay, instead of only one—and that one on the last half day of the convention, when more than three-quarters of the members from out of town had gone home. A grocer who sat next to me while Mr. Findlay spoke remarked to me, "I would not have missed that talk for \$100." I told him I thought that was a fair estimate of the value of the talk and suggested that he move a rising vote of thanks to the speaker. He said he would do it, but evidently forgot his promise, because Mr. Findlay was permitted to see the convention close without knowing, officially, how his talk was received.

To my mind there are only two supermen who can put over their messages to retail dealers in a really masterly manner—Paul Findlay and Paul Nystrom. Both are psychologists, but their psychology is based on plain hard facts and presented in such a manner as to be thoroughly understood by any man of ordinary intellect and to carry conviction in every statement and conclusion. If my Saginaw friends want to hold the greatest grocery convention ever assembled in this country, all they need to do is to secure these two men for three days—three speeches each—and forget all about all other lecturers and entertainers. If they were to act on this suggestion, every grocer who attended would go home with so many new ideas that it would keep him busy a full year to put them into execution.

The recommendation of Ex-President Johnson that the Association employ a secretary who can devote his entire time to the work of the organization was concurred in by the members present at the Wednesday afternoon session. A special committee made up from members of the Board of Directors was instructed to recommend the name of an appropriate person to the Board within the next sixty days. Much will depend on the nature of this report and the character of the man who will be selected by the committee. In fact, the future of the organization is at stake in this important

movement. A capable man who is energetic, resourceful and diplomatic can put the Association on a high plane. A man who does not happen to possess these qualities in the correct proportions can hopelessly wreck the organization before he can be superseded. Let us hope that the committee undertakes the task assigned it with great care and thoroughness.

Although the Association includes the term "meat dealers" in the title, I failed to note any specific paper or discussion germane to the meat trade during the convention. No branch of retail trade has recently made greater strides in advance than the meat business has, due largely to the improvement in refrigerator systems and the special machinery originated and placed on the market to put the meat business on a better and more sanitary basis. The National organizations devoted to the improvement of the industry have developed leaders and instructors who are putting out wonderful propaganda. These men could be secured at small expense to attend one or two sessions of the convention and deliver didactic addresses to the meat dealers present. I commend this suggestion to the programme committee of the Saginaw convention next year.

Paul Findlay remained in Grand Rapids four days, leaving Sunday evening for Columbus, where he spoke Monday evening. He has resided in San Francisco thirteen years. He owns a brick block and erected a bungalow on top of the block, which has been his home for several years. He will this year change his home to Washington, D. C., which he expects will be his headquarters hereafter. His present connection gives him July and August as a yearly vacation. He owns a motorboat with cabin accommodations for four people, which he recently shipped to Norfolk, Va., on a lumber vessel. As soon as he can spare the time he will move his boat up the Potomac to Washington (195 miles), where he will keep it in readiness for his family and friends at any time. His intimate knowledge of the grocery business was largely obtained while conducting a retail store, in conjunction with his father, at Madison, Wis. The Findlay store was known far and wide for the completeness and attractive arrangement of the stock and the remarkable service accorded customers. When larger opportunities came to him and he was called upon to assume responsible positions in the fruit distributing business, he had a license to cut loose from the retail trade with which he had been so long identified. Instead of doing so, he kept up his connection with the retailer and qualified himself as the prophet and adviser of the retail dealer. Because he has done this he has made himself doubly valuable to his employers. His regular contributions to the Tradesman and other trade journals of National circulation have given him a well-earned reputation which makes him a welcome visitor wherever he goes. His addresses are always so timely and didactic that his services are in constant demand in all parts of the country. Wherever he appears he

is always invited to come again at the earliest opportunity.

I am exceedingly sorry to see the promoter of the new National bank place the capital at only \$300,000, with \$150,000 surplus. Grand Rapids does not need banks of that class half as badly as she does million dollar banks, which can make large loans to large establishments deserving of such accommodations. Gen. Schouten, the promoter of the bank, is an outstanding example of a self made man. He came to the city thirty odd years ago from an humble home in Ottawa county and has accumulated \$750,000 by shrewd investments in bank stocks and public utilities. He could furnish half the capital for a million dollar bank himself and still have enough left to keep himself out of the shadow of the poor house.

Meeting George Morse at the club the other day, I asked him how much stock he had taken in the new bank. He replied, "I have not been invited to join Schouten in his new undertaking, but if he wants \$25,000 or \$50,000 of my money he can have it on request."

"You must know him pretty well to make such a statement," I replied.

"Know that bird? I should think I do know him. Twelve years ago he called me into the Michigan Trust Co. and told me he was putting \$5,000 in a new bank then organizing in Detroit; that if I wanted to do the same he would attend to the preliminaries. I whipped out my check book and handed him my check for \$5,000. To-day that stock is worth \$100,000. Perhaps he doesn't think he will have a twenty to one proposition in his own bank in twelve years, but I will take a flyer in anything he suggests any time he crooks his finger."

I am not a member of the Rotary Club, but a thoughtful friend invited me to be his guest last Thursday to witness the generous attitude of the Club toward Charles W. Garfield on the occasion of his 81st birthday. Among the tokens of affection given the youthful gentleman was an enormous cake with eighty-one lighted candles. The presentation speech was made by Clay H. Hollister. It was an epic in prose. Mr. Garfield was evidently laboring under deep appreciation of the situation when he said:

"I am the richest man in the world because I have so many friends. That is all I can say."

Few men have the blessed privilege of rounding out a long life of usefulness and service under the unique circumstances which surround Mr. Garfield, who has myriads of friends and no enemies. E. A. Stowe.

Chains Have Played Havoc With Wealthy Heights Grocers.

Within the past few years operators of chain groceries have practically eliminated independent grocers from the Wealthy Heights district of Grand Rapids. Only one remains as a contestant for the trade in foods of a large wealthy section of the city. Five or six years ago the district was well served by Drake & Erickson, Farrell, S. C. Vanderploeg and others. Piggly

Wiggly of the chains came into the field first, quickly followed by A. & P., K. & B., Kroger and others. W. D. Drake, who had succeeded Drake & Erickson, after a profitable co-partnership of twenty-five years, was forced out of business by the unfair practices of the chains, with but a small accumulation of profit as a reward for many years of toil spent in honestly serving the people of the Heights. Farrell, Whalen Brothers, Powers Brothers and other independent grocers were unable to withstand the unfair competition of the chains.

Seemingly only S. C. Vanderploeg has the means, the pluck and the personality needed to deserve and hold the trade of many patrons. Van carries a wonderful stock and employs competent and courteous salesmen. His large display window is ever filled with fruits, vegetables and foods of various kinds, temptingly displayed.

Drake is living on a small farm near Hudsonville.

The oldest store in the Wealthy Heights district is owned and operated by the Denison & Dykema Co. The business was founded in 1892 by William Denison and Jacob Dykema, both of whom are deceased. Heirs of the deceased and former partners of the original firm now own and carry on the business. The main structure of the buildings occupied by the company were erected by Judson M. Peaslee, a grocer, in 1872. The company deals in hardware and house furnishing goods and installs heating apparatus and plumbing.

Wealthy Heights contains twenty six stores, which provide about everything needed by residents of the district. Two meat markets and two bakeries have withstood the competition of the chain stores, although the markets have been compelled to add quite complete stocks of groceries, aside from fresh fruits and vegetables.

Two drug stores furnish confections, tobaccos, literature, soft drinks and a few drugs, when called for.

Wealthy street was given its name by Jefferson Morrison, the first Judge of Probate for Kent county in honor of his wife, whose name was Wealthy. During the later years of his life, Judge Morrison was engaged in the business of selling groceries on Monroe avenue.

Arthur Scott White.

Had Mountain Visitors From Michigan.

Banning, Calif., March 12—I recently had with me on the ranch for three days John Russell, of Iron Mountain; for one day, Fred Powers and George Caulfield, of Grand Rapids. The weather was fine while they were here, but it rained and snowed just after they left here. Everything is growing and we are looking for an early spring.

So little Johnny Jewett was the captain of the hill gang who ran street cars down Monroe street. Little Tommy Robins blamed the boys from the West side, but I was too young at that time. Was told about it by Thomas McLain and Tom Robins, who were part of the Grand Rapids early police, but I remember night watchman White and his dog. I lived opposite the Grand River house on Division street where Sproul & McGurrin later had their store. Abe Hendricks ran the hotel.

George McInnes.

THE LOUISVILLE SURVEY.

Facts Uncovered Very Valuable To Grocery Trade.

The Louisville Grocery Survey, although not yet complete, covers a wide range so far as it has gone, and the results so far obtained are so clearly typical, not only of the Louisville district, but of conditions in the country at large, as to give them a very high and general value.

This survey, it should be borne in mind, is official in character, having been conducted under the direction of the United States Department of Commerce, in co-operation with a board of directors composed of Louisville business men, assisted by representatives of many National interests.

It began with an inventory. In two stores inventoried this surprising comparison was presented:

Store 1: \$115,000 volume, inventory investment \$3,000; ratio 37 to 1.

Store 2: \$25,000 volume, inventory investment \$3,500; ratio 7 to 1.

Here was curtailment of investment in stocks in actual operation with a vengeance and obvious increase in the total volume resulting. Here was unselected stocks, uncovered—a transparent influence in restricting volume.

But both stocks were laid bare publicly and a score of retailers saw their own shelves in their minds' eye stark naked.

One store inventoried was nothing less than a grocery museum. This grocery carried about 2,100 items of stock, including notions, dry goods, drugs and some hardware items. Within the field of grocery commodities, his situation was bad enough, since he had a variety of specialty items which he could scarcely expect to sell in the section of lower incomes in which he was working. For instance, he had a heavy stock of canned grape fruit juice, an item which is just coming into general use. He had several cases of white tuna fish, a type which has not been caught for three years, and several obsolete brands of canned goods, ranging from two to four years since the time the brand was discontinued.

One of the older stores which has been studied indicated the fondness of the retailer for old cases of commodities which have apparently been with him since he was a boy. When he sent back his priced inventory, many items were marked "of no value," "probably not salable," "in bad condition," etc., but no indication was made as to throwing away these items. The same identical cans would probably be found somewhere in the store if it were to be inventoried again in five or ten years. Many unbroken cases were found in his large stockroom, weathered with age, and apparently undisturbed for years. One of the dusty cases, on examination, was found to contain canned pineapple, pancake flour and fly killer.

There is a very great tendency for some of the retailers to stray into foreign fields outside of the grocery line. One man, when inventoried, had recently put in a complete stock of paint.

It was not necessary to inventory this paint, since the invoice received with it two weeks before still represented the stock on hand, except for two cans which he definitely remembered as constituting his sales for the period. The same man had dozens of items in his notions department; he defended himself with regard to this stock, however, saying he was sure that these items netted him more than \$50 a month sales. The several hundred items required to make \$600 sales for the year was clearly out of line with the annual sales volume of \$60,000.

The surveyors were overwhelmed with requests that stores be inventoried; but a limited staff and limited time compelled the restriction of the survey to twenty-eight retail establishments.

But there was no intent to diagnose a disease without supplying a remedy. Perpetual inventories were set up in each store, so that every in-and-out stock movement was translated into gross margin terms that none could mistake.

In the cleanest stock that was found there have since been many eliminations of items; and gradually the slow movers will make a final exit.

It is easy to mark articles which yield too little to warrant the effort imposed by carrying them. They will yield more, if their price is raised; but will they sell at the higher price? They will yield more if their cost is lowered; can they be bought for a lower price? They can be dropped out, unless some important customers insist on having them. But will they insist? If they will, they will pay a higher price.

In the final test, it is the consumer who decides which merchant shall succeed. So the merchant must defer to the customer. He can exercise his own judgment as to what to offer; the customer has to say what will be bought.

There is a prevalent idea that the retailer must have what the consumer wants. That is interpreted to mean a consumer; supplying a consumer means a dead item and a higher cost. It means inadequate service to the rest of the consumers who patronize the store; it means higher prices—or failure.

All of these services cost money; the consumers pay the total cost in the end. Too expensive service lowers the values that can be offered; it raises the price without raising the value, or it puts merchant and supplier out of business.

This survey will develop the costs of services, although this preliminary exposition can do no more than suggest them in the limited time it has been operating. There is a natural emphasis on price because differences of price are obvious for everyone to see. But value is not apparent; differences in value must be demonstrated, particularly where it is concealed in a can.

This suggests another, most important phase of this survey; the matter of display. There is a physical demonstration of display in the model store presented at Louisville. It cannot do more than suggest the importance of store arrangement so that all of the stock can be made visible, exposing



AROMA

That Whets the Appetite

DOUBLE FLAVOR

That Delights the Taste



LIGHT HOUSE COFFEE



This is the coffee with
sufficient creamy substance
to be the high spot of every meal—

NATIONAL GROCER CO.

GRAND RAPIDS PAPER BOX CO.
Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING
GRAND RAPIDS MICHIGAN



Without a Will your wife
may receive only part of
your property — Make a
Will now!

The MICHIGAN TRUST Co.
GRAND RAPIDS

consumers to the temptation to buy those things that appeal to the eye, when they are within easy reach of the hand. A shopper's pocketbook expands amazingly when its owner can see and reach a desirable purchase. Clearly marked prices attached directly to the merchandise nudges that buying impulse surprisingly.

Some items deserve display more than others because they earn bigger wages, in the aggregate they are working at a piece rate. Some need display more, even though they do not deserve it. They must have display, or it is practically useless to carry them. Some require preferred position in the store to get attention; others would be sought if they were concealed in the uttermost out-of-the-way corner. These are the necessities which bring the woman into the store repeatedly. The need is used to tempt the purchaser past alluring shelves. All this sounds like "scientific storekeeper patter"; but the survey will show that it pays dividends, when the work is completed.

Then there is the most important matter of credits; there is a real contribution in the cash-and-credit analysis. Cash-and-carry stores have put a heavy burden on the credit-and-delivery stores by forcing those who have not the cash to pay-by-day to use the credit stores when they have not ready money. There is means of controlling credit coming out of this credit study, provided it is used without fear or favor. None of these things are automatic, any more than one can get strong by installing a Whitley exerciser and never using it.

The wholesaler is learning from these analyses that he is concerned intimately with the methods of his retailer-customers. From the records of their purchase, he has the means to direct his buying to items that produce real profits. From these records he has the means to discover what customers and what items impose insupportable expense. He has the same opportunity for judgment as to what burdens he can afford to carry and what burdens he must drop. Finally, perhaps most important, he has the means of correcting credit abuses which sap his financial resources. He can see how failure to appreciate his requirements for display keeps one of his specialties out of the homes which certain retailers serve—no matter how much he may spend on promotion and advertising. All this is in these records—or they will be when they are complete.

Louisville retailers are self-indicted; they are proven guilty. But nothing revealed here is peculiar to Louisville. All over the country grocers are following the same methods for want of precise knowledge of what they are doing and what it is doing to them.

The Louisville wholesalers are convicted as accessories, if not abettors. And manufacturers who sell direct are convicted of inciting and aggravating the prevailing practice.

And the consumer pays the bill—a heavier bill than is yet apparent.

All of the money which is tied up in dead and inactive stocks is withdrawn from profitable employment; but it

takes its wages, just the same. It raises operating costs that are figured in percentages and included in the mark-ups to raise price levels. Too high a price—too much added to the intrinsic cost of the merchandise to pay for needless, ineffective services—slows up the sale of even the acceptable items. So the manufacturer is required to put extra, unprofitable selling effort behind the goods to prevent overproduction, in order that he may hold on to the low production costs which quantity manufacture permits.

All of these avoidable excesses arise from lack of knowledge of what the consumer requires, in quantities, when and where. If that were known, retailer, wholesaler and manufacturer could each figure out what effort and expense was justified to supply the market. Goods would flow faster, in steady, dependable movement and all those concerned could be better paid for their services while selling at a lower level. All these stoppages entail waste that benefits no one while the goods stand on the shelf.

When this survey began there were thirty retailers a month on the average going out of business in Louisville, for no other reason than disorderly methods and ill-advised investments.

These failures took a toll from the real estate interests of Louisville. They all contributed distressed merchandise liquidated at sacrifice prices. Distress merchandise always breaks legitimate price bases. Bankers can say how far these losses extended, if they would trace them on individual balance sheets.

This dissipation of the resources of Louisville merely contributed its part to the total of resources similarly dissipated elsewhere.

The reclamation of these needless dissipations will do a lot for Louisville. They can do much for the country; not only in the grocery business but in all other retail businesses where precisely the same things are going on in terms of different commodities.

The object of the survey is to show the retailer how to be a merchant rather than a shopkeeper. The former, remark the authors of the survey, controls his operations by attracting customers who respond to his intelligent services; the latter sits in his store and fills requisitions as they come in.

"If he is a merchant he must serve a definite market. How large a market?"

"He should know how many others are striving to serve these same people, what they offer, at which prices and in what quantities of each quality."

"He should know how successfully they appeal to those consumers whom he is trying to attract."

"In simple words, he must know what he is shooting at, and whether his gun is the right calibre and his shot the right size to carry the distance."

E. J. Comstock, dealer in general merchandise at Shiloh, renews his subscription to the Tradesman and says: "I can't get along without the paper as long as I am in business."

A hobby and a horse both are good, but don't ride either to death.

HEKMAN'S

At Every Meal
Eat
HEKMAN'S
Cookie-Cakes
and Crackers

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

Special Reservation Service — "Wire Collect"



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Much larger rooms . . . an inward spirit of hospitality . . . unsurpassed standards of service . . . a cuisine that transcends perfection, have within a year of its establishment, gained for the new Detroit-Leland Hotel an enviable national and international reputation.

700 Large Rooms with bath—
85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

Bagley at Cass (a few steps from the Michigan Theatre)

WM. J. CHITTENDEN, Jr., Manager
Direction Continental-Leland Corporation

FINANCIAL

Review of Business Conditions in Michigan.

The business upswing continues. Trade and industry, as a whole, are on a higher level than at this time a year ago. Much of this improvement is seasonal, but the high rate of activity in some lines, notably automobiles and steel, cannot be entirely attributed to influences surrounding the approach of Spring.

Elements of strength and wholesomeness dominate the present situation and warrant the expectation that business will continue good during the next few months. Whether it will remain good throughout the latter half of the year depends largely on two things: the credit situation and the outlook for crops. The Federal Reserve Board is adhering closely to its policy to divert reserve credit from the channels of security speculation in order that commerce and industry may be supplied with funds at rates favorable to orderly and natural business expansion. In view of the increases in brokers' loans and the fresh outbursts in stock speculation during recent weeks, the question arises whether the Reserve authorities, in order to curb the flow of reserve money into the stock market may raise the rediscount rate thereby making credit still more expensive for industrial and commercial borrowers at least for the time being.

Daily production of steel in February established a new high record. Mills are now operating at 94 per cent. of theoretical capacity as against 84½ per cent. at this time last year. If the present rate of steel output is maintained during the second half of this month, March will set a new high record both for daily and monthly production.

Construction contracts awarded in thirty-seven states in the month of February, according to the F. W. Dodge Corporation, amounted to \$361,273,900 which was 22 per cent. below the total for the same month in 1928. The curtailment was principally in residential building contracts, which for the first two months of this year fell off 38 per cent. as compared with January and February last year. High money rates and the catching up of supply with demand were chiefly responsible for the decline.

Reflecting the improvement in the general business situation, loadings of revenue freight for the four weeks ended March 2, 1929, exceeded those for the same weeks last year by 173,879 cars. The agricultural situation has been further improved by better prices for some products. Commercial failures in the United States in February aggregated 1,965 with liabilities of \$34,035,772 as compared with 2,176 failures with liabilities of \$45,070,646 in February 1928. Prospects for the tire industry have been brightened by the high rate of activity in the automobile factories. General conditions in the textile, coal and petroleum industries are unsatisfactory.

Business in Michigan still finds its chief source of betterment in the mount-

ing production schedules of the automobile industry and the manufacturing lines closely related to it. Considerable overtime is reported. Output of cars and trucks in February totaled 501,445 units, establishing a new high record for any one month. Production in the same month last year amounted to only 336,300 vehicles. March output promises to establish a new monthly record if present schedules are maintained until the end of the month. Ford production is now averaging 7,400 cars and trucks daily.

Paper mills are running from 10 to 15 per cent. below normal. Considerable spottiness exists in the furniture industry, some plants being quite active while others are operating on reduced schedules. Store fixture and showcase factories are operating at 90 per cent. of normal. Radio output is holding up well. Schedules of electrical refrigeration plants are being increased. Farm implement and cereal manufacturers are exceptionally busy. Additional increases in the price of copper have added further strength to the mining situation in the Upper Peninsula. Ice conditions on the Great Lakes are such as to indicate that navigation will open up earlier this year than it did in the Spring of 1928.

Electrical energy consumed by Michigan industries in the month of February totaled 207,842,684 kilowatt hours as compared with 165,670,463 kilowatt hours in the same month in 1928. Authorities consulted state that this increase is only slightly attributable to the transfer from steam to electrical power.

Employment throughout the State is on the upgrade. The demand for skilled workmen in the machine trades is heavy. Increasing activity in manufacturing establishments and the opening up of farm work promise to absorb most of the unskilled workers who are now unemployed. Ford employment is close to the new high level recently established.

Debits to individual accounts in Battle Creek, Bay City, Kalamazoo, Lansing, Muskegon, St. Joseph and Detroit in February aggregated \$1,656,408,000 as compared with \$1,242,258,000 in the same month last year, a gain of 33 per cent.

Building permits issued in twenty of the principal cities in the State in the month of February showed a decline of 29 per cent. from the corresponding month last year. The total for February, 1929, amounted to \$8,584,800 as against \$12,102,850 a year ago.

Retail trade during the latter half of February was fair to good but was not up to expectations, especially in view of the improvement that had been taking place in the employment situation since the turn of the year. Weather conditions have continued to contribute to the slowing up of retail business in rural communities. Collections have been fair. Retail trade during the first part of March showed some improvement over the preceding month, also over the corresponding period last year. Wholesalers also report an improvement in recent weeks, the present volume of business showing a gain of

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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.

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"The Bank Where You Feel At Home"

Investment Securities

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Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

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.

Banking by Mail Made Easy.

The Toledo Plate & Window Glass Company
Glass and Metal Store Fronts
GRAND RAPIDS -- -- MICHIGAN

15 per cent. as compared with this time in 1928. There has been some slowing up in men's furnishings. Dry goods, drugs and hardware are making the best showing. Wholesale collections are better than they were a year ago.

Wayne W. Putnam,
Director Public Relations, Union Trust Co., Detroit.

Gold Imports Loom This Year.

Depression in leading world exchanges has reduced the rates of seven countries to the gold import point and suggests the probability that high money here will draw a substantial amount of gold this year.

Without naming the specific points in each case at which it becomes profitable on a decline in the foreign exchange to ship metal it will be found that the present market rates on the exchanges for Great Britain, France, Italy, Germany, Holland, Argentina and Canada either are virtually down to or actually below their respective gold import levels. These foreign countries do not want to lose metal and through their central bank control presumably will support their exchanges to prevent shipments as long as possible.

Yet it will be recognized that gold must come this way in the end if this country's heavy export trade balance continues and if no offset is provided through a heavy resumption of foreign lending. No developments in the first quarter of 1929 to date suggest the immediate probability either of a shift in our favorable trade balance or a resumption on any substantial scale of the flotation here of foreign issues. It leads to the conclusion that eventually more gold will come in.

This evidence is strengthened by a consideration of still another alternative. European countries could check the gold movement that is indicated now through a series of increases in money rates abroad. They might offset the pull on gold from high money rates. It is an alternative they will consider. Whether Europe will be willing to handicap her own industrial position by the adoption of stiffer money at this time in order to keep her gold is not an easy question to answer. She may find it necessary to choose between the pains of gold shipments or those of dearer money at home.

So many factors enter into the international movements of metal that the best prophets can do no more now than say that the way has been pretty clearly prepared for gold imports and that, unless powerful steps are taken overseas, this year conceivably may leave the United States the possessor of more metal than when 1929 began.

If history bears out the conclusion suggested in present statistics it may be that the relief to the money position so much sought by the market here will be provided partially through the receipt of metal from abroad in the months immediately ahead.

Paul Willard Garrett.

[Copyrighted, 1929.]

Getting on is largely a matter of keeping on.

Supply of Bonds Diminishing.

With the reduction in new bond flotations conservative bankers now see a time coming when the demand for good bonds will exceed the supply and reverse sharply the present trend in prices.

Last week's drop in Government securities to new low levels emphasizes what has been apparent in the market for corporate issues that the available yield on bonds is becoming increasingly attractive. Even municipals now may be obtained at prices to yield 4.33 per cent. on the average whereas railroad bonds yield 4.56 per cent., utility 4.80 and industrial descriptions 5.00. No such yields were available in 1928.

If we accept Standard's yield of 4.67 per cent. on sixty representative bonds in different classes as a fair index of the market we must come to the conclusion that at no time since 1925 has so substantial a return been offered to bond investors as now. It is an appropriate time to review the history of bond yields since 1900. From the beginning of the present century until 1917 when this country entered the war the available yield on corporate bonds varied generally between 4 and 4½ per cent. It then rose steadily with the decline in bond prices until a new high yield of 6.11 per cent. was established in July, 1920, when bond prices touched low. Then it declined until a low of 4.37 was reached in early 1928.

With the downward tendency in bond prices since then the yield has crept forward until it is now back on a level with that offered in 1925.

Whatever may be the disposition of individual investors toward bonds in the future certain institutional investors such as insurance and trust companies will always want a large portion of fixed interest-bearing obligations in their portfolios. And it is a striking fact that the new offerings of bonds are becoming scarcer. To date in 1929 only \$728,000,000 in new bonds have been offered for public subscription as against \$1,373,000,000 a year ago. That this shrinkage represents a general reduction in corporate financing does not follow. As much new money has been raised through public financing so far this year as last. The difference comes in offerings of new stocks that total \$809,000,000 for 1929 to date as against \$163,000,000 in the same period last year.

Whether the fashion changes or not this trend in financing is certain to create a condition increasingly favorable to the market in bonds already outstanding. Paul Willard Garrett.

[Copyrighted, 1929.]

A. & P. Company May Give Credit.

The Atlantic & Pacific chain is said to be experimenting with a so-called "finance corporation," through which it is planned to go into the credit business on a large scale. This finance corporation will offer to loan a customer the amount of a full month's grocery bill, charging therefor a low rate of interest, and guaranteeing the customer that the saving in the month's bill will exceed the amount of interest paid. At the end of the month

the customer pays his grocery bill and renews the loan for another month.

But there are no telephone orders or free delivery.



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MUTUAL FIRE INSURANCE

**Quality Now Prime Requirement,
Instead of Price.**

One of the greatest lessons learned by retail merchants might well apply to any business, and has long been a principle upon which stock fire insurance has served the public. In this country there is no form of distribution, merchandising, manufacturing, or business of any kind, that is exclusive. Not many years ago a manufacturer could make goods as he pleased and depend upon intensive, high-powered salesmanship for distribution and profit. Goods could be forced upon the public. Ruskin had this thought in mind when he wrote: "There is hardly anything in this world that someone cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey." Since the war a tremendous change has come over the American people. Price alone is no longer the exclusive measurement by which people buy. Many patrons, and by no means were they all in the poorer classes, never had opportunity to investigate values beyond a very limited price range, but as their buying power increased, new opportunities of purchasing were opened up. With investigation of the value of purchases new standards arose and quality was demanded in addition to price appeal.

Manufacturers found an increased market for goods of the best materials, their reputation for fair dealing establishing the value of the articles in the minds of the public. Merchants found that many people were willing to pay a fair price for goods which bore a label, or symbol, denoting the reliability and character of the merchandise. Fire insurance, too, noted a new interest on the part of policyholders in the principle that financial protection, in order to be protection at all, must be unquestioned. That form of fire insurance which is based upon two hundred years of experience in furnishing indemnity at a predetermined price has a proven record of stability. That fire insurance is one of the few necessities which must be created and sold before the cost of the service is known must be a novel idea to those engaged in manufacturing and merchandising fields of activity. Years of experience have demonstrated, however, that fire insurance has been sold at a very reasonable price. Experience, based on adequate statistics and aided by a reasonably accurate schedule of charges, can predetermine the rate that should be charged. Eventualities such as conflagrations, or the failure of the human element, may disarrange any schedule, but statistics of the last ten years clearly indicate that the average cost of stock fire insurance has been reduced.

Politicians who have been urging Government control of certain industries have learned to their surprise that a promise of lower prices for a commodity is no longer met with the acclaim of a few years ago. The public wants to know why and how prices can be reduced. It is no longer satisfactory for the proponents of govern-

ment in business to explain that because a business is handled by the Government prices can be reduced. People want to know what costs of government operation eliminated from the business in question may be applied to general taxes and thereby be swallowed up in a tide of rising costs.

This growing demand on the part of the public for quality and service, rather than cheapness for the mere sake of cheapness, is more than a willingness to admit that every honest business is deserving of a fair profit. The story is told of a man who felt that he could not afford an automobile, but because he found one marked \$45 he bought it, and got it home. He paid \$16 each month for a garage and the repair bills mounted up until he finally tried to sell it. Finding no purchaser, at any price, he gave the car away and eventually started his automobiling career with a purchase which at least gave him a measure of return for his money.

There is unquestionably a public demand for articles of a standard price, with a gradual avoidance of commodities that carry with them the possibility of contingent and uncertain costs in the near future. A cardinal principle of fire insurance is financial protection at one reasonable price with no demand for future assessment. Knowing the ultimate cost of insurance in advance is of tremendous importance to dry goods merchandising. So long as "price" alone does the selling there can be no established values upon which progress and culture in America can be built.

The Mt. Pleasant Oil Field.

Mt. Pleasant, March 19—The discovery and development of a virgin oil field is a very interesting experience, especially if the field gives indications of being unusually rich or extensive and promises a long period of production.

Mt. Pleasant at this time is in the preliminary stages of a well-defined oil boom, with what gives every indication of being one of the richest oil areas discovered in the Northwest.

A remarkable fact is that there have been no dry holes bored, for the six wells already completed, covering an area of four square miles, are all good wells, holding up well, and two of which are in the thousand barrel per day class. A score more derricks are on the ground.

Naturally this activity has and is bringing a lot of capital and business into Mt. Pleasant and it is freely predicted that a very rapid growth is in store for this already very enterprising and attractive city.

Already business locations are at a great premium, because competitive business, dealing in all oil supplies and who have to find their outlet right on the ground near the oil field are very insistent for locations, and Mt. Pleasant to-day is in great need of more business blocks, as well as offering a field for various business activities, as well as many more moderate sized modern homes. What adds to the desirability of the situation is the fact that the oil field, eight miles distant, as far enough away from the city to prevent any of the disagreeable features of an oil field affecting the city.

Oil men are here from the four corners of the earth, from Irak, from Lima, Ohio; from Mesopotamia and from Los Angeles and Texas, Oklahoma and Baku. The curious thing is they all seem to be acquainted. They have met on other or various oc-

casions and places where oil activities showed brightest, they all talk the same language—of formations, drifts, levels, but mostly the big word is production.

In most cases these men have followed oil in its many phases all their lives. This compels the conviction that once an oil man, always an oil man.

Neither is this oil activity confined to Isabella and Midland counties, as wells are being drilled all over Northern and Central Michigan. One at Vestaburg, another near Remus in Mecosta county, and dry holes at Wolverine and near Grayling. There is also a test well being driven on the Clare-Roscommon county line, just off U. S. 27, about midway between Harrison and Houghton Heights, on Houghton Lake. There has been considerable opposition to drilling at Houghton Heights, as many do not want this very beautiful summer re-

sort disturbed by the hurly burly of an oil field.

Michigan is becoming great in multitudes of ways, with its diversified farming, its wonderful industrial growth, its minerals, its shipping, and now the promise of a great oil industry. It is not far to drive to Mt. Pleasant and see the lofty oil derricks in every direction. Equally impressive are the long trains of oil tanks, lined up or leaving Mt. Pleasant daily.

W. J. Cooper.

"When did the first Scotchman learn to swim?"

"When the first toll bridge was built."

John Olert, grocer at Holland, in renewing his subscription to the Tradesman said he is enjoying every issue.

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WILLIAM N. SENE, SECRETARY-TREASURER

Scenic Highway Nearly Two Miles High.

Los Angeles, March 15—High above a hole in the earth that men call Owen's Lake and less than a day's ride from here, the giant jaws of a steam shovel are breaking down America's last frontier, blazing a motor trail to the "Roof of the United States." The road has already reached an elevation of 8,000 feet. It will bisect the high Sierras, connecting Owen's Valley, from which Los Angeles' major water supply is secured, with the San Joaquin Valley. You reach it by way of Bakersfield, Porterville and Lone Pine. It will create a new highway through Cottonwood Pass and will very soon attain an elevation of more than 10,500 feet, or much the highest roadway in the United States. It will open up what in the future will be the greatest playground in the land. It will be one of the finest pieces of highway engineering ever accomplished anywhere.

This was revealed by a week end trip we took the other day to keep in practice for the delightful journeys we contemplate the coming summer. At Lone Pine there is a picturesque camp where many tourists entrain to go up the East slope of the Sierras on horseback to reach the highest elevation in the country—Mount Whitney. Six months ago it was the end of the trail for the motor car, but now it is the gateway to the most picturesque frontier district in America—a land of great divides and timbered ranges, jeweled with crystal lakes, purling streams—a monstrous block of the United States as primeval in its solitude as the day the first white man saw it, when it was only an Indian hunting ground.

High up in this country, set on the shoulder of granite which supports Mt. Whitney, 14,501 feet high, men and women in the future will find grandeur, recreation and historical romance which has been bared to but a chosen few, because the East slope of the Sierras rises very abruptly from the floor of Owen's Valley. Until now it has been left to a few strong-hearted men with vision, pioneers, so to speak, operating pack trains of highly trained horses and mules, to carry the sightseers into this country of romance.

By the first of July this new road will have reached the top of the first range which has stood as a fortress against the motor car. The surprising thing about this mountain road, burrowed out of the steep slope which has worn out many pack trains because of the sudden rise necessary to reach the top, is that the road is not less than twenty-five feet wide at any point, and at most places is wide enough for three large cars to travel abreast. The steepest grade on the entire road will not exceed 8 per cent., which is only for short distances, and the highest grades in the main are less than 6 per cent., which would not be considered excessive in many points in Michigan. What is called Owen's Lake is as dry as a bone, because the waters of the mountains have been diverted into the Los Angeles aqueduct. It is a spectacle world travelers have written much about. Beyond the lake bed and to the East of the Valley, the white mountains raise their browned backs, and still further Eastward are the multi-colored Panamints, which form the West wall of Death Valley.

In spite of winter weather, which is always severe in these mountains, the giant steam shovel keeps gnawing away, for the engineers are determined that the first shoulder of the range shall be crossed early this summer in any event, and it looks to me that they know what they are talking about.

Cottonwood, as the highest pass will be known, will be more than 10,500 feet high, but it will not be windswept like many other similar high ways for the reason that the timber line extends several hundred feet above the highest

point of construction, which will protect it from driving snow storms in winter, leaving it passable from the end of May to the first of December. It runs through twelve miles of giant Sequoias, in one forest, which was duly considered when the surveys were made.

Because of the contour of the country, about sixty miles of the road will be fairly level, although the elevation will vary from 5,500 to 10,500 in the main. Along the highway are great meadows and flats, rich beneath the highest peaks, with wild life and vegetation abounding everywhere. The Cottonwood basin, for example, reminds one of Yosemite Valley, in miniature form.

All these beauties will soon be readily available for more than two million local people, most of whom possess individual automobiles.

Frank S. Verbeck.

He Was Unlucky.

A Sunday school teacher, after telling the class the parable of the talents, gave each boy a dime, explaining that they were to use their capital during the week and report on the following Sunday how much they had made.

"Now, then," he said to the first boy, when they gathered a week later, "how much has your talent gained?"

The boy produced 20 cents, and the teacher was delighted.

"Splendid," he exclaimed, then turned to the second boy.

"And how much have you brought?"

"Nothing, sir."

The teacher's expression changed. "There, you see," he told the class. "George has used his talent and brought one talent more, while Jimmy has lost the talent he had."

He turned sternly to Jimmy. "And what has become of your talent?"

"I tossed up with George, sir, and he won."

Lenten Specialties Inactive.

The younger generation and changed methods of living are blamed by the grocery trade for an annual decline in the purchase of Lenten specialties, according to opinions expressed by a leading wholesale grocer. Records compiled so far in the present season show a further drop in Lenten sales as compared with the previous year, it was said. Although sales efforts are still made annually by means of advertising and other methods to center attention on Lent it was predicted that special action along these lines may be dropped within the next few years.

Meat Surplus Affects Hides.

Restricted consumption of meats, attributed by business men to dieting and economic developments, has left a surplus of beef in the hands of packers and is one of the reasons for the present oversupply of hides, according to E. M. Yeomans, acting manager of the industrial bureau of the Merchants' Association. The situation, he explained, was detailed by local dealers in hides and leathers. An upward trend is expected in the market, however, when Spring buying activities attain their full pace.

Frequently it is the man who makes you maddest who makes you think the most.

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LIVE LOT OF GROCERS.

They Hold Their Thirty-First Annual Convention.

Another convention, the 31st, of the Retail Grocers and Meat Dealers Association of Michigan has gone into history. In point of enthusiasm and worth-whileness, it is one of the best we ever had. While the registration was a little below last year (273), yet I feel that the members who attended were wonderfully well repaid for the time and money spent. The local association made splendid preparations for the reception of the delegates and everything moved without a hitch.

After the call to order by the local President, Garrett VanderHoning and the asking of God's blessing by Dr. John A. Dykstra, our old friend, Lee H. Bierce, Secretary of the Grand Rapids Chamber of Commerce, gave the address of welcome. Lee was there with his red necktie and sunny smile, chuck full of enthusiasm for Grand Rapids and its various industries and activities. He showed why Grand Rapids was the Furniture Capitol of

The first address of the afternoon was by Dick Miles, of Holland, which was published in last week's Tradesman. It was well received.

Ed. Hesse, of Muskegon, spoke on the subject "Price Tags and Price Cards." He told about a number of experiments he had recently made which proved that well-displayed and well-priced goods are three-quarters sold. He urged the uniform system of shelf price tags. It seems to be the universal complaint that it is hard to keep price tags in shape and the members of this Association are looking for a good system that can be easily kept in order.

At this point E. A. Stowe was called upon for a few remarks. He told about the first convention held, forty-five years ago, of which he was Secretary, five of whose members are still alive. He showed that only one out of one hundred grocers are allied with us assuring that there is an abundant field for work. He urged us to continue our work, even though our number is small, saying that if the time ever comes when we dissolve this organization, we become galley slaves.

M. C. Goossen of Lansing, gave an enthusiastic report of the New Orleans convention, as follows:

It is my pleasure to report that the South has a wonderful city in New Orleans, with its great water front. Hon. Arthur J. C. Kiefe welcomed the many delegates and turned the keys over to the National President. When John examined the various places, he found even the locks had been taken off the back doors.

All this happened in my absence, for the train we took did not reach New Orleans until 9 p. m., instead of 9 a. m. Monday morning, having been wrongly informed by the G. T. agent at Lansing. We were told the mayor gave a stirring address of welcome.

Chas. H. Hamilton, President of the Chamber of Commerce, in behalf of Civic New Orleans, also delivered a wonderful address of welcome, which Past President John C. Sheehan responded to in appreciation of the hospitality offered the convention. New Orleans is to be congratulated for their entertainments, both for the ladies and the gentlemen comprising our party. Automobiles were at the disposal of the ladies to sightseeing places and for both ladies and gentlemen for trips to the American Sugar Refining Co., whose offices originally were a plantation home with verandas, lawns, flower beds and tropical trees. After taking the delegation through the plant, we were entertained with a boat ride on the Mississippi River at night, where dancing took place and a bathing beauty contest took the eyes away from lunch tables for the time being.

We were also entertained by the Fruit Dispatch Co. at their docks, watching the unloading of bananas. The swift way of handling them from the lower part of the boat, from which they were placed on lifting belts with a scoop every three or four feet sufficient to carry a bunch of bananas and raised to top and rolled on a moving belt and carried to different box cars as they were assorted, and men shouldering them, for the different cars waiting, being counted by click as the men passed through a gate. We were taken on the big boat, of which there were several, where lunches were served, consisting of soft drinks, coffee, chocolate, cheese sandwiches, olives, meat and everything plenty, and as each person passed off the boat, he was presented with a bag of tree ripened

bananas, the flavor of which was wonderful.

A trip to the National convention has a great educational influence upon one's business, which is of lasting benefit in the life of a grocer.

We had a fine address from a New Orleans woman, Florence H. Stone, Treasurer of the National Professional Business Women's Club. She spoke very highly of the cooks of New Orleans.

We had talks on pushing coffees and how it held trade on other goods. We enjoyed the rotating of officers, handling the different subjects at various sessions. Each had a responsibility which was gratifying to those present.

We heard much on grasping the new ideas of business. The benefits have been numerous. Having been interested in association work as a grocer since 1882 and on trade interests since 1883, I feel with the experience and accomplishment in the Grand Rapids local association, from the time Mr. E. A. Stowe, of the Tradesman—then the Secretary—working together, that we have accomplished the present State and Federal Pure Food Laws and standard measurements and weight of contents of all packages.

I deem it a great honor to have attended four national conventions, where I have made many acquaint-

Grand Rapids; Lee Lillie, Coopersville; F. H. Albrecht, Detroit.

A telegram of regret was read from three of our faithful Merrill members—Messrs. Trahan, Crosby and Shaefer.

Tuesday evening we attend the food show, finding it to be one of the most beautiful and best patronized ever visited. Grand Rapids grocers used this means of financing the entertainment of the out-of-town visitors and were highly successful.

Wednesday morning session opened promptly on time. The first address was by Herman Hanson, of Grand Rapids, whose subject was "The Best Method of Controlling Credit Losses." He gave the following principles for the granting of credit:

1. First look up your man and make out a card.
2. Have a definite understanding when he is to pay.
3. Live up to that agreement to the letter.
4. In case of delinquent accounts, turn them over to your credit bureau promptly.

Sympathy does not enter into the picture at all. The discussion brought out that the proposed garnishment law might work a hardship on merchants in small towns but it will be a help to those in larger towns. The convention did not go on record as opposing or favoring the bill.

The next address was given by Elmer Van Antwerp on the subject, "Home Owned Stores Movement." Elmer showed that he knew his stuff in putting this message across before the Noon Day Club and Women's Auxiliaries. He said that the first thing to do for putting across this idea was to see that our merchants do not patronize anything but Home Owned Stores. He said the chain store is a competitor of the banker, the insurance man, the Y. M. C. A., even the farmer, although the farmer is one of the hardest to educate. He said that trucks were hauling merchandise into Michigan daily to the chain stores without a Michigan license. He closed his talk with a plea that our boys be given the same privilege their fathers had. The address was highly applauded.

A. Fred Tracy, of Grand Rapids, then spoke on "High Lights on Window Trimming." He said that the principles of window trimming are neatness and order. He pointed out that to display manufacturer's goods in our windows, even though they are nicely arranged, they are not beneficial to the retailer unless they are run as specials and priced. Neat price tags and frequent changes of window displays will make your cash register ring.

In the afternoon session we had a short memorial service for those who have passed away, among whom were former members Christensen, Vartak, Schmidt, Lubbers, Watt, Schust and Peck. The loss of President Christensen was keenly felt by all. It was said in convention that the principles which he had formulated would continue to be used for many years.

A. J. Faunce, Harbor Springs, gave an address on the subject "Training



A. J. Faunce.

the World. He said that Grand River had in its day carried more logs to tidewater than any river in the world. Abundant wood and plenty of water power, coupled with foresight, had made Grand Rapids the great furniture center. We were given a wonderful welcome to Grand Rapids. In response Vice-President A. J. Faunce thanked Mr. Bierce and showed his appreciation of what Grand Rapids is and what it has done.

President Hans Johnson was then introduced and he gave an optimistic report of the year's activities and an outlook for the future. He showed that 65 per cent. of all business is still done by independent stores. A campaign of education will tend to keep these stores dominant, but organizations will not help those who will not help themselves.

President Hans Johnson advocated the advisability of employing a full-time Secretary.

The Secretary's annual report, published in last week's Tradesman, was enthusiastically received, as was the Treasurer's.



J. F. Tatman.

ances, uniting with others for a great common good in building up our local, State and National Association of Retail Grocers and Meat Dealers.

E. E. Van Antwerp was honored by the Lansing Association with expenses for himself and wife, by which their two boys were benefited. Frank Preus got the fever and enjoyed the trip. My wife and Mrs. Van Antwerp had a round of pleasure together with her boys.

I arranged with the credentials committee so that Mr. Van Antwerp and Mr. Preus might act as delegates from the State, thus having three votes instead of one. There was a grocer present from Jackson whose name I do not remember.

Portland, Oregon, was the choice for the 1929 convention and it is to be hoped that our State will be represented there.

The following committees were appointed by the President:

Nominating—J. A. Berglund, Muskegon; F. Vogel, Detroit; W. H. Smith, Central Lake; L. W. Van Dusen, Lansing; James Pardee, Flint. Resolutions—Ed. Hesse, Muskegon; O. H. Bailey, Lansing; Joe Kardux, Holland.

Auditing—S. C. Vander Ploeg,

Clerks to Sell." He formulated the following principles:

1. Sell the clerks on the goods they have to sell.
2. Merchants must be honest and stand back of their goods.
3. Clerks should be friendly, but not familiar.
4. Wait on all in turn.
5. Don't be too aggressive.
6. Train for accuracy.

Almost all the speakers confined their remarks to ten or fifteen minutes, which feature was enjoyed by everyone. The discussions on each topic were very interesting.

The next subject was "Efficient Use of the Telephone," by C. J. Anderson, of the Bell Telephone Co., Grand Rapids. Following are a few remarks he made: We should solicit more telephone orders. People are becoming more telephone-minded. Two things are important over the phone—what you say and how you say it. Don't talk like a roughneck. Have enough equipment to take care of all calls. Slow answers are unpardonable. Telephone company can tell you how



Paul Gezon.

many calls you missed. The discussion brought out that we probably have not even scratched the surface in soliciting telephone orders.

Ed. Schust, of Saginaw, spoke on "Mass Display of Goods." He said there was a complete cycle of business every ten years. The day of the single case display is past. Change the location of display very often. We do not need more equipment. All we need is more work. He recommended that we use a few leaders at cut prices and if you cut the price, cut it way down. You need not worry about chain stores if we are aggressive merchants. Although they may buy a little cheaper they have a much higher overhead such as trucking, warehousing, supervising, advertising, frequent turnover of help, and they have not the advantage of their own personality. Chains make crooks out of their men by forcing them to short weight their customers. With personality, telephone, charge systems, delivery systems, we have the best of the chains.

The nominating committee was then called upon for its report. They nomi-

inated two candidates for each office and, when ballots were counted, the results were as follows:

President—A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Honing, Grand Rapids.

Second Vice-President—William Schultz, Ann Arbor.

Trustees—Ole Peterson, O. L. Brainard, Grover Hall, M. C. Goossen, and O. H. Bailey.

Herbert S. Conlon, of the Grand Rapids Press, spoke on the subject "Retail Advertising for the Small Store." He said in part that we take so much pride on being good buyers, we should get to be good sellers. We should use technical terms in selling. Turn down advertisements in fraternal publications and programs on the grounds that they are charity, pure and simple. Take more time to think up copy. Describe the articles that you advertise more closely and make people want to buy. Advertise Nationally known goods. Mr. Conlon's remarks were well received.

The last item of business Wednesday was the selection of the next convention city for 1930. Grand Rapids made a strong bid for the return in 1930, but Saginaw seemed to be favored and the unanimous vote was given to that town.

The subject of a full time Secretary was discussed at length and it was felt by all, including the present Secretary, that we should employ a suitable person for that work. A motion prevailed that the Board hire a full time Secretary within sixty days, the salary and arrangements be left with the Executive Committee and the report of their actions published in the Michigan Tradesman.

In the evening we enjoyed a wonderful banquet, at which there were 325 present. Rev. William Stuart pronounced the invocation, and after the introduction of the guest of honor and the new State officers a splendid program of entertainment and instruction was given. The speaker of the evening was C. H. Jannsen, Secretary of the National Grocers Association, St. Paul, Minn. The following are a few of the high lights of his address: The retail grocers in the small towns who run a full service store undoubtedly come the nearest to being the servant of all and the Bible says, "He who would be greatest, let him be the servant of all." Annual conventions such as this help us to check up on ourselves. The Federal Trade Commission has taken the attitude that trade associations should be licensed, so that they may work in closer harmony with the Government. We must not be ungrateful for the work done by the State officers. He took occasion to commend the work of the National President, John Code, Nashville, Tenn., calling him one of our greatest presidents. He also took occasion to highly commend the editor of the Michigan Tradesman on his fearless and straightforward stand against unrighteousness in the trade and for the individual retail grocers and meat dealers. He asserted that the Michigan Tradesman was the leading independ-

ent trade paper in this country. Mr. Jannsen's address was highly applauded and he showed himself master of his subject, as well as a worthy Secretary of the National Association.

Thursday morning the auditing committee reported that the books of the Treasurer and Secretary agreed to the penny.

The following resolutions were presented by the resolution committee which, after some discussion, were adopted as follows:

Whereas—Charles Christensen was a moving spirit in the success of the Retail Grocers' and Meat Dealers' Association of the State of Michigan.

A man who would stand up and fight for that which he thought was right. A man when shown he was wrong would withdraw all objections.

A man who never knowingly spoke ill of one of his fellowmen.

A man to whom we all looked for guidance in the welfare of the State Association.

A man who was a true Christian in words and deeds and his words of counsel and good cheer; therefore be it

Resolved—That this be spread on the minutes of the convention and a copy of same be sent to Mrs. Charles Christensen, Saginaw, Michigan.

Resolved—That in the death of Mr. Eugene Schust, we, as an Association of retail grocers and meat dealers of the State of Michigan, have lost one of the most staunch supporters of our Association and one of the best and most active honorary members of our manufacturing group; therefore be it

Resolved—That our Association be instructed to send a letter of sympathy to Mrs. Eugene Schust, in care of the Schust Baking Co., Saginaw.

Whereas—The tobacco trusts are putting on a campaign of advertising which seems to popularize cigarette smoking for women; and

Whereas—We believe it to be destructive to the morals and health of our girls to foist this idea upon them; therefore be it

Resolved—That we protest through the newspapers and the trade papers against this form of advertising and that a copy of this resolution be sent to the offending companies.

Resolved—That the Board of Directors should meet at least four times a year. Notice of such meetings should be published in the Michigan Tradesman at least thirty days in advance, so as to give the members throughout the State a chance to state their problems and have them ironed out through proper channels and corrected if possible.

Resolved—That the grocers and meat dealers should be more alert to the changing methods of doing business and that a closer co-operation between the Grocers and Meat Dealers Association should take place and combine if possible. We can see no necessity for two separate conventions for the same cause in this State.

Resolved—That the wholesale grocers and wholesale meat dealers must work hand in hand with our Association for the betterment of both parties.

Resolved—That if it be possible, each and every city of Michigan should have a local association and co-operate with the State Association.

Whereas—The steadfast policy of daily paper of Michigan is to refuse to publish any information furnished it regarding short weights, counts and measures when traced to the door of the chain stores by city officials employed to make such disclosures; therefore be it

Resolved—That we condemn such a policy as unfair to the consumers and the independent merchants who do not resort to such practices to augment their profits; and be it further

Resolved—That we condemn the

venality of the daily papers in permitting themselves to be coerced by the chain stores in this respect on penalty of chain store advertising being withheld from them.

We are indeed fortunate to be able to secure as our speaker for the morning, Paul Findlay, of the National League of Commission Merchants, of Washington, D. C. A large and enthusiastic crowd was on hand Thursday morning to greet him and they listened with rapt attention to his address for fully one hour. He spoke on the subject, "Merchandising Fresh Fruits and Vegetables." Following are a few extracts from his address: It is no trouble to sell fine merchandise. The chain stores only sell about one-quarter the number of articles the individual store sells and that is one of their greatest weaknesses. He said a great chain store magnate once told him that the following three features will make the individual grocer successful—their personality, delivery system and credit system. He said it takes one-tenth of the time to sell a woman a bill of goods over the phone that it does to sell it to her in the store. Put in the goods the people want, but buy in small quantities. One of the weak points of the chain stores system is that they have got the turnover of managers. Mr. Findlay's address proved to be the leading feature of the convention.

After a few words of congratulation for the officers and the Grand Rapids Committee, the meeting was adjourned.

Paul Gezon,

Sec'y Retail Grocers & Meat Dealers Association.

[In the matter of a Secretary, the subject was discussed pro and con and the matter was left in the hands of the committee—Wm. Schultz, Ole Peterson and O. L. Brainard—who will make a report to the Board at its next meeting. In the meantime I will continue to act as Secretary.—P. Gezon.]

Plan Monthly Retail Survey.

The opinion of members of the Controllers' Congress of the National Retail Dry Goods Association is now being canvassed on a plan for furnishing monthly information that would provide stores with a timely means of comparing their results with similar establishments. The plan contemplates the preparation and issuance by the twentieth of the month of data covering sales, stocks, turnover, markup, markdown, etc., for the preceding month. The information will be comparable by departments and by size, type and location of the stores. Data for the survey would have to be furnished by the twelfth of the month by the participating stores.

Strong Demand For Chambrays.

The strong demand for chambrays and other materials for work shirts during the present week has resulted in slight advances in price for these fabrics. The advances, which range from one-quarter to one-half cent a yard, are the first made in some time. Orders have been received in substantial volume during the last month and the lines have been particularly active during the last few days.

DRY GOODS

Michigan Retail Dry Goods Association.
 President—F. H. Nissly, Ypsilanti.
 First Vice-President—G. E. Martin, Benton Harbor.
 Second Vice-President—D. Mühlethaler, Harbor Beach.
 Secretary-Treasurer—John Richey, Charlotte.
 Manager—Jason E. Hammond, Lansing.

New Spring Designs in Gloves.

Gloves of the more tailored type, for wear with tweed, silk or wool crepe suits, are made, in many cases, of thin kid with novel cuffs smartly cut and adapted to meet the fashion for contrasting colors. Black gloves with a touch of white in the trimming are also in the limelight, the white being introduced in tiny appliques, pipings and in mother-of-pearl buckles. The tones of beige are also used in the gloves for wear with the new beige and brown costumes. Pull-on gloves in the tailored mode are also featured in four-button lengths with plain or scalloped tops and buttoned or strapped wrists.

For afternoon wear one of the prominent designers is placing considerable emphasis on the new complexion shades in gloves. They range from a very faint pink cast to the deep sun and copper tan shades and are made of soft, thin suede. Simplicity is the outstanding note in these gloves. They are shown chiefly in slip-on styles, without wrist straps. White kid is used exclusively for the evening gloves, which have small openings at the wrists and are finished with pearl buttons.

Fabric gloves, though not quite so stylish as formerly, are nevertheless worn by many women. Some of the new models are in styles almost identical with those of kid, capeskin, suede or doeskin. The fingers are often hand stitched, the buttonholes hand bound and the tops finely corded.

Golf gloves are made of a combination of fabric and leather, the backs being perforated to allow for the expansion of the hands, and stitched to avoid spoiling the shape of the glove. Since the strain of holding the clubs seems to be centered in the left hand, this one glove is faced with a strong washable leather which will not pull out of shape or be affected by perspiration.

Novelty Jewelry Doing Well.

Reorders for novelty jewelry continue brisk and indications point to a heavy pre-Easter volume of trading in the merchandise. Orders are well diversified and favorable reception has been given new offerings by both manufacturers and importers. Sun tan styles in necklaces, chokers and bracelets continue important. A strong vogue has developed for wooden necklaces and these items are being re-ordered well. Pearls, crystal and colored stone merchandise, particularly featuring the Capucine shades, are notably popular.

Retailers To Meet at Chicago.

About 1,000 retail executives are expected to attend the concurrent conventions of four groups of the National Retail Dry Goods Association to be held from May 20 to 23 at the Hotel

Drake, Chicago. This is the first time that four groups of the organization have met concurrently. The divisions comprise the Controllers' Congress, Store Managers' Division, Traffic, Receiving and Marking Group, and the Personnel Group. The convention plans are being completed, and it is expected that the tentative program will be ready by April 1.

Glove Reorders Show Up Well.

Re-orders for women's gloves have been of good volume, new business being stimulated by the nearer approach of Easter. Kid merchandise has received strong preference in the buying done by retailers. The favored style remains the fancy cuff type, with black, new browns and grays the best selling shades. Calls for fabric gloves have been backward throughout the season, although some improvement has been noted in recent weeks.

Underwear Orders Pick Up.

As a spur to tardy buyers who have permitted their orders for light-weight underwear to wait, the warmer weather of the present week has served a satisfactory purpose for underwear mill agents. The number of calls for light-weight underwear this week has been in sharp contrast to those of last week. Nainsooks are reported to be going well in the lower price ranges, but are suffering from the competition of the new type running pants in the higher price divisions.

Expect Cheaper Dresses To Lead.

Price ranges from \$30 down are expected to attract the bulk of the Easter trade in dresses this year, while those above that figure will show less activity than heretofore, according to reports current here yesterday. Early indications of consumer purchases point to such a price division in buying activity. Among dress accessories the lower-priced novelties are also looked to for a greater business than was the case last year.

Demand For Linens Good.

The demand for printed linens has been active during the present week and retailers who placed orders early in the year have sold their stocks and are coming forward with repeat orders. The interest in printed linens has been especially noticeable among

the manufacturers of women's dresses. They want the material for use in Spring lines, particularly for en-

sembles. Handkerchief salesmen now on the road booking Fall business report satisfactory orders.

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NEW HATS Arriving Daily
GORDON R. DuBOIS, INC.
 26 Fulton, W., Grand Rapids
 Free Parking

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Exclusive Jobbers of
RUGS, CARPETS and LINOLEUM

Michigan Distributors for
ARMSTRONG LINOLEUMS
 and
BIGELOW-HARTFORD CARPETS
 AND RUGS

160 Louis Street

GRAND RAPIDS, MICHIGAN

Near Campau

ANNOUNCING

A New

Money Saving Purchasing Plan For
Shoes — Slippers — Tennis

Which will enable the Independent Dealer to
MEET ALL COMPETITION

Write for Catalog and Folder

THE NATIONAL CASH & CARRY CO.
 SALES AND WAREHOUSE
 241 WEST JEFFERSON AVE.
 DETROIT, MICH.

OPEN A NEW PROFITABLE DEPARTMENT No Investment

If you operate a retail store, here is an excellent opportunity to secure a well selected stock of shoes at popular prices, and adapted to family trade. Product of reputable manufacture. We establish retail prices and merchandise under practical modern plan.

YOU RECEIVE COMMISSIONS ON ALL SALES. The proposition is open only to merchants who do not carry footwear of any kind but who believe they could sell a fair volume. For full particulars address Box 1000, c/o Michigan Tradesman.



Apollo makes an honest product of quality truthfully represented

Quality
 Price
 Service

We are makers and distributors of
 Apollo Pigskin Pad Garters, Suspenders, Belts and Belt Buckles.

THE DETROIT SUSPENDER & BELT CO.
 (Manufacturers)
 DETROIT, MICHIGAN

SHOE MARKET

Chain Stores Chief Topic at Michigan Meeting.

The enthusiasm which resulted in the reorganization of the Michigan Retail Shoe Dealers' Association at Chicago last January, after several years of inactivity, abounded in the organization's first convention at Lansing, to a degree marking the event as one of the most successful State meetings ever held in the Midwest.

Approximately 150 dealers, representing not only the leading shoe retailing firms of Michigan, but an unusually large representation of the smaller town merchants, attended. Nearly one hundred had arrived Tuesday night for the smoker and entertainment which preceded the main convention.

This pre-convention event was held at the Hotel Olds, convention headquarters. The outstanding address at the smoker was a discussion of Michigan's proposed chain store tax law, now before the State Legislature, which is in session in Lansing, by Representative Miles Callaghan, of Reed City. Representative Callaghan is author of the bill, which would impose a State tax of \$1 per store on chain stores having six or less stores. The tax is fixed at \$200 per store on all chains having more than six stores.

The convention officially opened with registration at 9 a. m., Wednesday, followed by a business meeting at the Mutual building, Lansing's newest office building and the home of the Michigan Shoe Dealers' Mutual Fire Insurance Company.

An address of welcome to the delegates was delivered by C. W. Otto, secretary-manager of the Lansing Chamber of Commerce, following which delegates listened to addresses by Elwyn Pond, Flint, President of the State Association; Earl R. Davis, Lansing, Secretary, and Representative James Wilson, of Kalamazoo. O. R. Jenkins, Assistant Secretary and Treasurer of the Association, read his report at the luncheon.

Mr. Pond was President of the old Michigan Retail Shoe Dealers' Association, and was one of the leading figures in the re-organization of the association at Chicago last January. In his address he traced the history of the organization, told of its re-organization, and outlined the plans for the coming year.

He said the Michigan Association, during the next few months will hold a number of group meetings, with the dealers of various districts of the State meeting in a central point in a sort of subconvention event at which problems pertinent to their particular locality will be discussed. Mr. Pond explained that the present officers of the association, in view of their election in January, would hold over for a year, or until the next annual convention, at which time new officers will be named.

Secretary Earl Davis, in his address, made a plea for greater efficiency in shoe store operation. He said that the average shoe dealer is not efficient to the degree that aggressive mer-

chants in other lines are alive to modern methods in display, store management, advertising, etc. He declared statistics showed that but approximately five per cent. of the shoe stores in the country showed a profit in 1927—a fact proving the lack of business and merchandising efficiency which he urged.

Representative Wilson, of Kalamazoo, a member of the Michigan Legislature, in his address at the morning session, traced the origin of the home owned store movement, which he started in Kalamazoo and which has since developed into a National organization. He charged the chain stores with saddling the civic burden of a community off on the home owned store owner and characterized the chain stores as "leeches" on every phase of a city's life except getting the money. He predicted that the home-owned store movement, despite its present small proportions has but started and that in a short time every community in America will be organized to combat the chains.

Luncheon was served at noon at the Mutual building, and the afternoon session started at 2 p. m. The first speaker was Luther H. Baker, Secretary-Treasurer of the Michigan Shoe Dealers' Mutual Fire Insurance Company. He discussed the details of the insurance service which the Michigan dealers have established and its advantages.

This was followed by a talk on association work and business promotion by James E. Wilson, Vice-President of the organization, of Detroit.

Clyde Taylor, of the Fyfe Shoe Co., of Detroit, replaced Stephen Jay, of the same concern as the next speaker. The Fyfe store in Detroit is the largest of its kind in the world, and Mr. Taylor gave many interesting facts on the operation of this immense establishment. He related the history of the firm, stating that Mr. Fyfe, the founder of the company, has just passed his 90th birthday.

The Fyfe store is ten stories in height and shoes are sold on six floors, while hosiery and sundries are sold on every floor. It was established 65 years ago and has occupied five locations on Woodward avenue in Detroit, having moved into its present ten-story home ten years ago.

F. L. Spencer, of the Byington & Spencer Shoe Store, Grand Ledge, spoke next on the small store, explaining concentration buying, which he said "eliminates waste, increases volume and enables the small store to compete with the chain store."

James H. Stone, manager of the National Shoe Retailers' Association gave an address on association work and co-operation between the merchants and the organization.

In the evening, the shoe dealers joined with the delegates to the eleventh annual Michigan Retail Dry Goods' Association at the Hotel Olds at a banquet and style show.

Mr. Pond extended greetings to the retail dry goods men from the shoe men, and expressed the Association's enjoyment of the interesting style show, which followed the banquet and

at which attractive models for two hours paraded a lighted runway before the shoe men in the latest fashions in lingerie, pajamas, suits and wraps.

The convention city for next year was not decided upon, but left to the

officers of the organization to select. —James H. Stone in Shoe Retailer.

The jeers of the man who never tried should not jar the man who tried but failed.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Prompt Adjustments

Write L. H. BAKER, Secy-Treas.

Lansing, Michigan

P. O. Box 549

MICHIGAN BELL TELEPHONE CO.



Portable Telephones

When you are dining it is annoying to be called to the telephone. Nevertheless, calls will continue to be made while you are at table and of course you will wish to answer them promptly.

A new convenience is being offered—the portable telephone—which may be plugged into special wall outlets and taken away when not in use.

These outlets, too, can be installed in any room in your home, such as a guest room.

They are inexpensive.

**Call the Telephone Manager
for further information**

RETAIL GROCER

Retail Grocers and General Merchants Association.

President — A. J. Faunce, Harbor Springs.
First Vice-President—G. Vander Hoon-ing, Grand Rapids.
Second Vice-President — Wm. Schultz, Ann Arbor.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

Lead Lights From the Louisville Grocery Survey.

The city of Louisville may become symbolic of the inception of grocery science even as Westfield, Massachusetts, connoted food purity fifteen years ago. For Louisville has been turned into a complete merchandising laboratory since early in December and will not be released from that character until well into May, 1929.

The study being conducted is known as fact-finding. That is, it is designed not to prove anyone's theory, not to bolster up any preconceptions, not to tickle anybody's vanity, but to ascertain the basic facts of present-day wholesale and retail distribution in the food industry.

A "preliminary report" has been issued. It lies before me. It embraces twenty-five mimeographed type-written legal cap pages; and I have not found a superfluous word therein. That indicates, I think, that this is a serious-minded document, filled with rather solid matter. Indeed, it is not light reading—though to me it is more fascinating than any novel I have seen recently. I feel like adding right here in passing that when this work is finished—involving five months' intensive labor by many skilled workers—the results will be valuable or utterly useless to anyone and everyone in the food distributing industry in exact proportion as he reads, studies and inwardly digests it.

Two stores among the selected ones for survey showed these figures: First store sells \$115,000 per year and carries stock of \$3,000. Second store does \$25,000 annual business and carries \$3,500 of stock. Here is stock turn of 31 times plus and 5.85 times plus, assuming 18 per cent. average margin in either case.

Consider that Louisville is amply provided with grocery jobbers and the pure folly of the second grocer in carrying \$3,500 of stock is apparent. But I was not enough interested in him to see his store. I was interested in store No. 1. I found it amazingly small for a town like that and in a residence neighborhood. I say that because tiny rooms and large businesses are common in the great cities; but few and seldom seen in either moderate sized towns or neighborhoods.

But this man's shelves were full enough, yet not so extremely orderly as if he did no business. His stock room has about 120 square feet of floor space with shelves on all walls; but it is not even fairly filled. Clerks and salespeople were "thick as thieves" and orders on the floor were fat. The stock was kept poor—and clean—and investment kept moving. Surplus funds evidently were where they always should be—in the bank.

A store had recently been remodeled. It was run by a widow after her hus-

band had died. It always has been a money-maker under the excellent management of a plain, hard-working woman of the old school—a woman without much imagination, but great capacity for work and selfless devotion to family. They win whether in groceries or elsewhere; and men of like stamp also win wherever placed.

Now this woman's daughter has grown into responsibility in the business. Under her influence certain great improvements have been effected. The daughter is radiant with pleasure over the improvement. The mother is not so pert, but she will do her part in keeping the new fixtures and fittings spotlessly clean, in order and turning out the goods.

When I see such stores, the plea that men make that they can't meet chain prices sounds like a vaudeville joke to me. No competition ever can phase such a combination of enterprise and plodding labor in such a neighborhood institution as that mother and daughter conduct. And they do not live by price alone.

I saw a pitiful store—pitiful, that is, to look at from without. I understand that the owner feels rather satisfied with it. Sales are \$2,500 a year; \$8.06 plus per day; with the high mark on a red letter Saturday of \$9.65. Is it a new store? Is the man one who has the seed of success in his system and does some wholesaler see it sprouting so he feels justified in fostering his growth? Nothing doing. That man is a never-wasser and a never-will-be and it costs wholesalers \$7.50 per day to service that store. I mean it costs \$7.50 per day to visit and sell it, saying nothing of the value of the merchandise sent to it. Hence its servicing alone costs more than its total purchases of goods.

Whom does that interest? I'd say it interests every grocer in Louisville or Louisville territory; because those who thus service such a man must regain their costs out of solvent, producing grocers. And why should such grocers pay to have a lame duck serviced? Verily, we are all members. None stands alone in civilized life.

Nor is this a unique instance or example. A survey of eleven cities has revealed that 27½ per cent. of grocers sell \$2,500 per year or less; and that 45 per cent. of grocers sell \$10,000 per year or less. So here is a burden carried by every community through the profits paid manufacturers and jobbers by solvent, progressive, money-making grocers.

Here, then, is something in the Louisville Survey that strikes home to the pocket book and bank account of every individual grocer. It is his business when his wholesalers act thus foolishly.

I believe we might well abandon for the time our fight against certain chain store matters and take up seriously this question of abuses within our own household. What say you to that?

Of course, selling is always in order; and grocers who learn to sell usually find themselves so busy they have little time left to worry about their neighbors or competition.

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of
UNIFRUIT BANANAS
SUNKIST - FANCY NAVEL ORANGES
and all Seasonable Fruit and Vegetables

VISIT THE ROSE CITY THIS SUMMER

The Thirty-Second Annual Convention of the National Association of Retail Grocers this year in Portland, Oregon, promises to be the biggest and best yet.

Travel at special rates on the Special trains from all important centers of the country. View the show places of America! Meet your fellow grocers! Hear the important talks! Do the side trips! It's not too early to make your reservations now!

Write to your local Transportation Chairman today for full details of reservations, rates, and itinerary.

Compliments of

THE FLEISCHMAN COMPANY

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CANDY EGGS

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LOWNEY'S Easter Gift

PACKAGE CHOCOLATES

Now ready to ship. Get your supply early.

NATIONAL CANDY CO., INC.
PUTNAM FACTORY
GRAND RAPIDS, MICH.

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.

Fried Cooked Ham.

Thousands of car loads of heavy hams are cooked daily throughout the United States. In the summer the amount cooked is greatest, since sliced ham makes a very popular filler for sandwiches for picnics and light lunches. Most of the hams are known as "Sweet Pickled," which means they are cured in brine to which sugar is added. They are boned and fattened, but not smoked. They are cooked at a temperature around 180 degrees Fahrenheit until they are done. This finishes the ordinary process and they are sliced and sold for use this way. While ham so prepared meets the needs of a great many people there are others who find better flavor when the meat is fried before using. When thin slices of the cooked hams are placed in a pan or over a hot metal plate for a minute or two the heating and moderate frying brings out a delicious flavor that is lacking in the unfried ham.

Most hams bought to be cooked in homes are smoked, because smoking gives the meat a highly desirable flavor. There is little difference between the taste of cooked fried ham and smoked fried ham. Some like one kind just as well as the other. Frying warms the meat, of course, and this alone makes it more palatable to many people.

When housewives think of fried ham they usually think of smoked ham and buy it that way to be cooked at home. Sliced cooked ham that is not smoked may be used successfully by frying or broiling it before serving. The difference in cost should not be great if any when it is remembered that cooked ham does not shrink so much in frying due to having already been cooked. It does not carry so much fat either, since surplus fat has already been removed and credited when the ham is made.

Surplus fat trimmed from slices of smoked ham is usually sold to collectors of fat for soap making and does not bring very much a pound. The fat trimmed off where cooked hams are used is usually used for rendering into lard and brings a price in relation to the value of lard.

When a slice or two of cooked ham is bought for frying the dealer should be requested to cut it as thick as ordinary ham is bought, which he will be glad to do. When cooked ham is to be used for sandwiches, however, it may be cut as it usually is. If the sandwiches are to be used as soon as prepared the bread might be toasted. Such sandwiches make excellent late lunches, when a leaf of lettuce is served with the meat.

Statistics Indicate Era of Delicatessen.

The days of the stew and pot roast have long since departed, giving place to the days of minute steaks and chops. The question which now concerns the

meat dealer is that of whether the days of steaks and chops are not passing also, giving place to an era of ready-cooked meats, consumed in restaurants or brought home from the delicatessen store.

The extent to which this stage in the evolution of food habits is already upon us is revealed in statistics recently presented before the American Sociological Society by W. F. Ogborn, of the University of Chicago. Delicatessen stores, according to Ogborn, increased in the decade between 1910 and 1920 forty-three per cent., or three times faster than the population, and restaurants four times faster than the population.

Although no specific recommendation is made by the statistician, it seems apparent that if dispensers of other foods decide to handle meats the only course left open to the meat retailer is handle groceries and delicatessen products.

Average Meat Ration For 1927 Was 100 Pounds.

The average American during 1927, according to a census recently completed by the United States Department of Commerce, ate nearly a hundred pounds of meat, valued at wholesale at something over \$15. The proportions of the various types of meat included in this average were: Fresh beef, 39 pounds, valued at about \$6; fresh pork, 24 pounds, valued at about \$4; cured pork, 24 pounds, valued at about \$4.50; veal, 5 pounds, valued at 75c; mutton and lamb, 5 pounds, valued at \$1, and lard, 13¾ pounds, valued at \$1.08. The census does not include poultry, fish or wild game.

It Is Stated That This Clears Foggy Window.

You can prevent windows from fogging by placing a dish containing calcium chloride inside if the window is enclosed, or if it is an open window, apply a thin layer of glycerine to the inside of the glass. The calcium chloride absorbs moisture from the air and there will be very little in the enclosure to congeal against the outside glass, no matter what the difference in temperature. The contents of the dishes must be renewed every two or three days and the moist calcium chloride thoroughly dried, after which it may be used again.

"Good fellows" don't always make good employees.

SHIP YOUR DRESSED CALVES and LIVE POULTRY TO DETROIT BEEF COMPANY

Oldest and most reliable commission house in Detroit. Write for new shippers' guide, shipping tags and quotations.

DETROIT BEEF COMPANY
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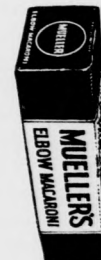
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Grand Rapids Store Fixture Co.

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C. F. MUELLER COMPANY
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HARDWARE

Michigan Retail Hardware Association.
President—W. A. Slack, Bad Axe.
Vice-Pres.—Louis F. Wolf, Mt. Clemens.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Poultry Specialty as a Hardware Line.

Poultry specialties, when properly handled, represent good business and good profits for the hardware dealer.

There are two aspects to this business. First, the dealer has to cater to the rural customer, who takes up poultry raising as a farm side line. In this part of the country, poultry raising is a valuable feature of mixed farming; and the dealer who specializes in poultry lines finds, in that very fact, one more avenue of approach to rural customers.

There is, furthermore, business to be done with urban poultry raisers who keep small flocks, largely for purposes of their own egg supply.

To these two classes of potential customers may be added a third, those raisers, both rural and urban, who may be classified as "poultry fanciers", who make the business something of a hobby and are concerned not so much with the profits to be secured as with the pleasure they get out of it.

In handling this line, as in practically every special line, the advantage in business-getting rests with the dealer who has some specific knowledge of the specialty. The merchant who has a back-yard flock of Barred Rocks or Wyandottes and is an enthusiast about them can sell a great deal more of chicken wire, oyster shell, grit and other accessories than the dealer who still has to earn the first rudiments of poultry raising.

Growing interest in poultry raising is shown by the organization of active associations in many localities. The local association represents an opportunity for the hardware dealer. He should do everything in reason to encourage it. For the association always stimulates well-equipped poultry raising, in place of careless and indifferent methods. The association poultry-raiser is the greatest buyer of poultry feed, tonics, regulators, charcoal, grit and other incidentals, as well as of special equipment of one sort and another.

In a community where a strong association exists it will pay the hardware dealer to go energetically after this business.

A pre-requisite is a pretty complete stock of poultry requisites. This may represent in some instances a considerable branching out into new lines. Yet it is worth something to be recognized in your community as the dealer who who is headquarters for everything in the nature of poultry supplies; the one man to whom the puzzled poultry-raiser can turn for not merely supplies and equipment but a certain degree of intelligent and dependable advice. Such a dealer will get first call in nine cases out of ten, perhaps oftener, when poultry supplies are wanted.

It is worth while to read up on poultry. Of course the hardware dealer's time is limited; but a special line that is worth handling is worth studying. Get in touch with the leading poultry fanciers in your town and vicinity.

The poultryman, whether professional or amateur, enjoys discussing his hobby; and you will probably learn more quickly by listening to such a man than by mere reading; while your interest will help to add these local fanciers to your list of steady customers. Where the hardware dealer's attitude toward the hobby is receptive, the fancier will respond with patronage.

It will also pay to go after the business systematically, if you go after it at all. In most communities it is by no means an overcrowded field. The potential market for poultry equipment and supplies is far from saturated. Only the best poultry raisers, a small percentage in most communities, are adequately equipped, and these can be counted on for constant orders for supplies and repeat orders for equipment. While the average back yard and farm poultry raiser still follows the hit and miss method, and has still to be educated to the wisdom and true economy of improved methods.

The hardware dealer who systematically educates this class of customer will get his business.

In handling these lines, stock the goods. Don't overstock, but make your selection comprehensive. Don't put in your stock until you have a pretty clear idea of the class of stuff your customers will purchase and the class of stuff they actually need. The range of stock is a great deal wider than most hardware dealers realize. Poultry food, poultry tonics, egg producers and similar preparations exist in great variety. Your stock should also include charcoal, grit, oyster shell and other sources of lime, insecticides of various kinds, disinfectants, lime for white-wash, etc. Then there are such mechanical devices as egg carriers, baskets, boxes, hoppers for food, grit and oyster shell, nest devices and the inevitable china nest egg. Then, too, poultry netting is an important feature.

Good window displays can be contrived, and should be used occasionally. These lines are in all-the-year-round demand. In winter the various egg producers and poultry tonics can be pushed to good advantage, for it is in winter that eggs command the highest prices. Grit and oyster shell are more than ordinarily necessary in the winter months. On the other hand, chick specialties are in extra demand in the spring; while the spring is also the psychological moment to take advantage of the human urge to clean up the premises and institute new and improved methods of doing things.

Incubators and incubator supplies are also good lines to push right now, with an eye to spring business; although here outside salesmanship is often necessary and desirable.

Advertising stunts of various kinds can be used in the development of business in poultry specials. One small city hardware dealer makes a practice of offering prizes. Thus on one occasion he offered \$5 in equipment for the largest number of chickens raised from a single setting in the hatching season. This season, in his territory, extended from March to May

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PRODUCTS—Power Pumps That Pump.
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LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour
Rowena Golden C. Meal Rowena Buckwheat Compound
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Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

inclusive. Another prize was offered for the largest number of chickens hatched and raised to maturity by any customer of the store. A stipulation confined entries in these contests to purchasers of a brand of chick food for which the hardware dealer had the exclusive local agency.

From such contests the dealer secured a double advantage. First, there was the advertising value from the contest itself, and the immediate stimulus to the sale of his special brand of chick feed. At a later stage at the end of the hatching season the dealer put on a big window display showing the prize-winning setting of chicks raised on this particular food. The dealer took snapshots of winning flocks, and these were used to good advantage from year to year in later window displays. Thus each contest provided a lot of good advertising material for the next year's chick campaign.

The wide-awake dealer will often find opportunities of this sort to use the results secured by his customers to advertise his goods to future prospects.

In advertising contests it is often sound practice to offer a series of small prizes rather than a single large prize; as competitors will enter a contest more readily, as a rule, where there are a number of prizes.

Prizes can be offered for the best fowl exhibited at the local fall fair, or for the best-egg-laying record of a single bird or a pen. Here, often it will be better policy to offer a recognized trophy for competition from year to year. Once let the contest become a recognized event and it will advertise your store throughout your territory and give you a very definite standing among poultry-raisers. Even those who don't compete will follow the contests with interest.

The hardware dealer can advertise his specialty to good advantage through the local fall fair; and though that event is still many months in the future, it should be considered in connection with your plans for catering to this business. The fall fair offers an excellent opportunity to get into touch with poultry raisers, both rural and urban. Where the dealer handles nationally advertised specialties, the manufacturer can usually be depended on to co-operate with him in putting on a fall fair display.

Window displays of a very attractive type can be devised, as well as booths for the fall fair or poultry show. It is sound policy to link up your "ultimate product" with your goods. Thus, if you are featuring egg producer, include in your display a showing of new-laid eggs, big and clean. Quote prices, not merely on the goods you sell, but on the eggs they will help produce; use the top notch local price for strictly fresh, new laid eggs. Later, if you are putting on a display of chick feed, an attractive feature can be made of a quiet setting hen and a brood of newly-hatched chicks. If you are showing incubators and brooders, you can very advantageously display these lines in action; if your facilities permit, hatch

the chicks right in the window, and offer a prize to the individual guessing nearest the exact hour and minute when they will appear. Of course it would be "hogging" the window to put in the incubator until the last stages of the process. For a poultry netting display, or a display of poultry accessories, why not show a model chicken run with a few birds—preferably young ones?

But while you play up the birds, don't overlook the goods. Use your fluffy chicks and quiet hens to attract attention, but link them up with the goods.

Now is a good time to put on a display emphasizing the desirability of cleaning up the poultry run and putting in new equipment in connection with the other spring cleaning.

In catering to this business it pays to have a mailing list of poultry fanciers in your territory, and to send them circular letters and advertising matter regularly. Victor Lauriston.

Plans Made For the Old Timers Reunion.

The following committee met at the Hotel Rowe last Saturday afternoon to make arrangements for holding the third annual reunion of old time traveling men:

Leo A. Caro
David Drummond
John H. Millar
Samuel R. Evans
J. S. Perkins
Geo. W. McKay

The committee decided to hold this reunion at the Hotel Rowe Saturday afternoon and evening, April 27, from 2:30 to 10 p. m., with a banquet at 6:30 at \$2 per plate. A good snappy program is being arranged and there will be an exhibit of photographs of Old Time traveling men, some of whom have not been seen for several years. This banquet will be a regular chicken dinner and our jolly good friend, Dave Drummond, will be the toastmaster. If all our plans carry through, as we feel sure they will, it will be the best reunion we have had. We are setting our dates ahead two years (1880 to 1912), which will make more Old Timers eligible and we sincerely hope they will take advantage of it. Geo. W. McKay, Chairman.

To Improve Scrap Iron Industry.

In view of the responsibility placed upon the scrap iron dealer by the diminishing supply of iron ore in this country, steps are being taken here to improve the scrap iron industry during the coming year. The importance of this is revealed in the statement that the dealer in scrap iron conserves two or more tons of ore in the earth for every ton of scrap collected. As outlined by Director General Benjamin Schwartz of the Institute of Scrap Iron and Steel, Inc., the improvement program includes, in part, the inviting of the Federal Trade Commission to call a National conference of the industry to eliminate unfair practices and a study of costs to do away with speculation in scrap.

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GENERAL TRUCKING
338 Wealthy St., S. W.
Phone 65664



**fresh eggs
whole milk
finest wheat
twice toasted**

**That's
DUTCH
TEA
RUSK**

THE TOAST SUPREME
MADE BY
THE DUTCH TEA RUSK CO.
HOLLAND MICHIGAN

**1853
1929**

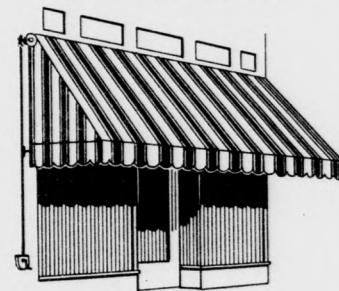
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Three generations of friendly helpfulness to West Michigan people!

Now looking forward to a greater usefulness.

**THE OLD
NATIONAL
BANK**
MONROE AT PEARL
SINCE 1853

YOUR AWNING
Can be a
**BUSINESS
GETTER**



By having it
**ATTRACTIVE
WELL LETTERED
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Write or phone for a Salesman to call. No obligation.
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Chocolate
Vanilla
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All makes Bought, Sold or Repaired
27 Years Experience
Call Cherry 0127 or Address
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1551 Gratiot Ave. Detroit, Mich

**NEW ERA
LIFE ASSOCIATION**
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SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

When you want good cheese
ASK FOR

KRAFT K CHEESE

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.

ELEVATORS
(Electric and Hand Power)
Dumbwaiters—Electric Convert-
ers to change your old hand
elevator into Electric Drive.
Mention this Paper. State
kind of Elevator wanted, size,
capacity and height.
SIDNEY ELEVATOR MFG. CO.
(Miami Plant), Sidney, Ohio

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, March 15—I am reminded of J. P. Oberlin, who for years operated the Whiting Hotel, Traverse City, through the medium of a most attractive dinner bill of fare which he has sent me from Escanaba, where he is owner and operator of Delta Hotel. To show his many Michigan friends just what sort of a schedule he is sailing under I am appending this menu which, to my notion, is one of the most appetizing and sensible of any I have seen in a long time:

Fresh Crab Cocktail, Louisianaise
Cream of Cauliflower, Dubarry
Hearts of Michigan Celery
Jumbo Queen Olives
Whole Baby Lobster, Broiled,
Maitre d'Hotel
Roast Stuffed Vermont Turkey
Cranberry Sauce
Rosette Potatoes Brussels Sprouts
Jersey Sweet Potatoes
Iceberg Head Lettuce, 1000 Island Dressing
Brick Ice Cream and Cake
Roquefort, Brie or American Cheese
Toasted Wafers Water Crackers
Cafe Noir
Grape Juice Punch

Mr. Oberlin writes me that since assuming control of the Delta he has expended in the neighborhood of \$13,000 in rehabilitating same, outside of new furnishings. Inasmuch as the hotel proper was in most excellent physical condition when he assumed control, I can see where he has made it especially attractive and comfortable, and I look ahead to see him enjoying a full measure of prosperity, which he most certainly deserves. Soon after securing the Delta he also acquired control of the New Ludington, in the same city, which he also operates, and while he has practically a monopoly on first class accommodations in that thriving city I have no fear that he will ever take advantage of his patrons. Mr. and Mrs. Oberlin have been wonderfully good friends of mine and I am proud of the fact.

The imbroglio in the operation of the Childs' chain of restaurants, wherein the founder has been deposed because of his activities in endeavoring to educate his patrons in the direction of vegetarian diet, leads one to believe that, after all, the caterer has achieved legitimate results when he supplies the public with what they think they require, regardless of his personal ideas on the subject.

There are too many purveyors who seem to have a desire to regulate the tastes of their patrons by their own personal requirements, and there is where they indulge in a common error. One hotel man will daily place on his menu corned beef and cabbage, for instance, because he likes it personally and at the same time will omit therefrom the particular articles he does not relish himself. There are too many of this class. That is the reason why we hear so much complaint about sameness in meal offerings. The public becomes tired of it and the first thing the seller knows his trade is drifting to some other locality where there is a variation.

One of the most successful operators I know of anywhere is a Michigander who, while his offerings are simple, causes a complete change to be made in his bill every day and even then shuffles his cards so that the same items do not appear on any particular day of the week.

In the case of the Childs organization success crowned the efforts of this veteran restaurateur for a series of years, but a condition developed, or a "system" was adopted for the purpose of obtaining greater profits and then popularity waned, trade dropped off and others, more enterprising, gained thereby. The last time I patronized a Childs' cafe they had substituted paper napkins for the textile type, juggled prices and reduced portions and in many days evidenced an inclination toward the toboggan. It ought to be

a warning to a lot of other operators who are trying to extract the last penny from the purchasing public.

A short time ago I stated that California druggists were favoring the enactment of state legislation deleting pills and pellets from the offerings of department and chain stores. Now come other threatening regulations which aim to divorce food dispensers from all connection with establishments where drugs and poisons are compounded.

Some of us can look back to the time when a drug store was legitimately confining its efforts to the dispensing of drugs, but to-day a cursory examination of one of these institutions would lead one to believe that the original thought had been shelved and a mail order assortment of everything known to modern trade had taken its place. At least the traditional village general store has found its counterpart.

Ray S. Hubbell, who at one time was manager of Gratiot Inn, Port Huron, is one of the organizers of the Belmont Hotel Co., New York, which has taken over the operation of the hotel by that name in Gotham. Mr. Hubbell is the newly elected president.

A. E. Marriott will manage the Murray Hill Hotel, at Sault Ste. Marie, the coming season. When the property changed hands last year it was announced that he would retire, but evidently this program has been changed, which will certainly be to the advantage of the investors in the property, for Mr. Marriott possesses wonderful aptness in handling the public as some of us know through an acquaintance of long standing. He came I believe, years ago, from the Holland Hotel, East Tawas, and was connected with the Park Hotel, Sault Ste. Marie, under the ownership of J. R. Hayes.

Now it looks as though L'Anse, which has been without a hotel for some time, due to the burning of the Exchange Hotel, will have two caravansaries in place of the one. The Exchange is being rebuilt by its owner, Matt Samarijic, and will soon open for business with twenty rooms. Also announcement of the erection of a thirty room hotel in addition, by local parties, has been made. L'Anse is a growing town and this fact will probably warrant the investments.

A lot of Detroit residential hotels, thirty-seven to be exact, are contemplating consolidation, based on an appraisal value of \$28,000,000. It looks to me as though it might prove a wise move. During the past four years twenty-eight large institutions of this type have been created, much more rapidly than any increase in demand for such accommodations, with the result that a very large percentage of them have been taken over by the financial concerns which supplied the wherewithal for building. In order to make a showing of business most of these hotels were compelled to cut rates below the point for even-break-in with accompanying misfortune.

Of course this consolidation of "errors" by the bonding houses is undoubtedly a step forward, but it comes a trifle late. The casual observer may easily arrive at the conclusion that had the financiers pooled their interests at the time the loans were solicited there might now be fewer headaches and lower blood pressure on the part of such investors.

Just now we see hotels advertising one-room suites. Investigation proves that it is a room with a wall bed which closes by day and the room is thereby converted into a parlor. Unless the wall beds supplied are vastly improved over the specimens I have experienced

CHARLES RENNER HOTELS

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

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

Both 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.

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop



Warm Friend Tavern Holland, Mich.

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

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.

HOTEL KERNS

LARGEST HOTEL IN LANSING
300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.
Beginning Jan. 1st European Plan 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

NEW BURDICK

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,
Pres. and Gen. Mgr.

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.

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the
Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

PARK-AMERICAN HOTEL

KALAMAZOO

A First Class Tourist and
Commercial Hotel

Manager

ERNEST McLEAN

Also Tea Room, Golf Course and
Riding Academy located on U.S.
No. 12 West operated in connection with Hotel.

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

W. O. HOLDEN, Mgr.

I would be inclined to call them one-room "unsuits."

Some hotels are supplying radio sets for their guests and making a per diem charge for same, presumably for the purpose of creating an indemnity fund for assuaging the griefs of such as are occupying adjacent apartments and are not unanimously in favor of radio orgies.

I am not disparaging the so-called hotel schools. My criticisms apply only to such as knowingly take contracts to make real honest-to-goodness landlords out of clods. There can be no possible objection to enrolling students from the ranks of such as show aptness in the right direction. A little brush-up will, in such cases, prove advantageous.

Walter J. Hodges, Hotel Burdick, Kalamazoo, and Charles S. Stevenson, Hotel Stevenson, Detroit, will be the representatives from Michigan in attendance at an executive meeting of the American Hotel Association, at Palm Beach, Florida. The program offered includes a visit to Havana, Cuba, among other interesting features and is well worth while.

It developed in a Los Angeles divorce court that when a husband lost his teeth he required his wife to feed him with a spoon. The woman declared this was cruelty, hence the demand for legal separation. Women may feed their husbands in theory but not in fact. They may prepare the meal, but when it comes to stoking the male machine with fork or spoon it simply isn't done ethically. The man must do his own wrestling. Childish lovers may swap their spoons of ice cream, but a full-grown man must engineer his own manipulating. That is the way the judge looked at it and so informed the defendant.

The extraordinary safety records given out by the railroads show that the best way to escape sudden death in these perilous times is ride continuously on a train. Not so bad at that. Some of my most successful entertainers have been railroad employees and Pullman porters. Frank S. Verbeck.

Review of the Produce Market.

Apples—Northern Spy, \$2.50 for No. 1 and \$1.75 for No. 2; Baldwins \$1.75; Idaho Delicious, \$2.75 per bu. basket; Idaho Spitzenberg, \$2.75 per bu. basket. Bagas—Canadian, \$1.50 per 100 lb. bag.

Bananas—4½¢ per lb. Beets—\$1.50 per bu. for old; \$3.75 per crate for new from Texas.

Brussel Sprouts—32¢ per qt. Butter Beans—\$4.50 per hamper for Florida.

Butter—Jobbers hold prints at 50¢ and fresh packed in 65 lb. tubs at 49¢.

Carrots—Home grown \$1.65 per bu.; new from Calif., \$3 per crate of 5 doz.

Cabbage—New from Texas, \$3.50 per 100 lb. crate.

Cauliflower—\$2.75 per doz.

Celery—Florida commands 75¢ per bunch or \$3.50 per crate.

Cocoanuts—90¢ per doz. or \$7 per bag.

Cucumbers—\$1.75 per doz. for Illinois hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.60
Light Red Kidney ----- 9.25
Dark Red Kidney ----- 9.25

Eggs—The market has been steady during the past week. Local jobbers pay 27¢ per doz.

Garlick—23¢ per lb.

Grapes—Calif. Emperor in sawdust, \$4.50 per keg.

Green Onions—Shallots, 50¢ per doz.

Green Peas—20¢ per lb.

Green Peppers—60¢ per doz.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$6.00
300 Sunkist ----- 6.00

360 Red Ball ----- 6.00
300 Red Ball ----- 6.00

Lettuce—In good demand on the following basis:

Imperial Valley, per crate ----- \$4.00

Hot house leaf, per lb. ----- 10¢

Limes—\$1.25 per box.

Mushrooms—75¢ per lb.

Oranges—Fancy Sunkist California Navels are now on the following basis:

126 ----- \$6.00
150 ----- 5.50

176 ----- 4.50
200 ----- 4.00

252 ----- 3.75
216 ----- 3.75

288 ----- 3.75
324 ----- 3.50

Florida, \$5.50 per crate for all sizes.

Onions—Spanish, \$3 per crate; home grown, \$5 per 100 lb. bag.

Parsley—75¢ per doz. bunches.

Pieplant—Ill. hot house, \$3 for 20 lb. box.

Potatoes—40¢@60¢ per bu. according to quality, for home grown; Idaho stock in 100 lb. sacks, \$2.85; new from Florida fetch 9¢ per lb.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 30¢
Light fowls ----- 25¢

Heavy Roaster ----- 30¢
Radishes—45¢ per doz. bunches.

Spinach—\$1.10 per bu.

Strawberries—45¢ per quart.

Sweet Potatoes—\$2.75 per hamper for kiln dried Jerseys.

Tomatoes—\$1.15 for 6 lb. basket from California.

Turnips—75¢ per doz. bunches for Florida.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 20¢
Good ----- 18¢

Medium ----- 15¢
Poor ----- 12¢

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 20—The death of Richard Bean has cast a gloom over the entire jobbing trade of this market.

The funeral, which will be held at the family residence Thursday afternoon, will be conducted by Rev. Charles W. Merriam, pastor of the Park Congregational church. The interment will be in Woodlawn cemetery. The active pall bearer will be as follows: Joseph W. Putnam, William Haarman, Walter Schroth, Geo. N. Snyder, Frank Gould, Perry W. Tummy.

Officers of the National Candy Co. who will attend the funeral are as follows: A. J. Walter, Vice-President; R. M. Dates, Secretary; Geo. T. Peckham, Manager of A. J. Walter Factory of St. Louis, Mo.; H. A. Dodge, Manager of Veribrite Factory; J. S. Rubel, Assistant Manager; J. H. Wilson, Manager Pan Confection Factory of Chicago, Ill.; C. E. Evans, Manager F. A. Menne Factory of Louisville, Ky.

Paul Gezon has been urged to enter the lists as a candidate for full-time Secretary of the Michigan Retail Grocers and Meat Dealers Association.

He says he has reached no conclusion as yet in the matter.

Tradesman employees wish to thank the Schust Co. for showing them moving pictures of its factory and machinery in motion at the Tradesman office last Thursday afternoon.

Sears, Roebuck Discontinue Business at Traverse City.

Traverse City, March 19—Sears, Roebuck & Co., who opened a large general store here about six months ago, have thrown up the sponge and decided to quit business here altogether. The store is closed and a big sign across the front of the store reads, "Closed Indefinitely." It is rumored the stock will be removed to the Soo, but no one here is able to confirm or deny the truth of the report. The loss which has been sustained by Sears, Roebuck & Co. since the store was opened is reported to be \$16,000.

Those who are familiar with the situation are expecting the same action by Montgomery, Ward & Co., which house has been doing business at a heavy loss ever since the branch store

opened here in the Hannah, Lay & Co. building.

A chain store handling knit goods is also expected to pull out of this field in the very near future.

Tips To Deliverymen.

The deliveryman can make friends for his store if he observes the following rules:

Use walks. Do not cut across lawns. Deliver goods at the rear or side doors when requested.

Obeys traffic laws.

Carry money to make change.

Do not argue.

Be polite and obliging.

Handle goods carefully.

See that muddy shoes are wiped carefully before entering.

An "old maid" is one who resents it. A "bachelor girl" is one who has sense enough to know when she's well off.

LIPTON'S TEA

GOLD MEDAL QUALITY

Always asked for by discriminating buyers who want the finest!

Be sure you have it in stock.



THOMAS J. LIPTON, Inc., 28 East Kinzie Street, Chicago, Ill.

ANNOUNCING

A NEW POPULAR PRICE DRESS
HOUSE IN DETROIT

A complete line of these nationally advertised—
nationally distributed dresses always on hand.

MARTHA LANE \$6.75
DRESSES IN HALF
AND REGULAR SIZES

\$3.75 CLASSY JANE
DRESSES IN SIZES 16 to 50

New garments arriving daily—in all the new fabrics including printed crepes, georgettes, tweed, etc.

You are cordially invited to call and inspect these lines.

A. MANCHELL

23 W. JEFFERSON AVE.

DETROIT

I. FRIEDMAN, Gen'l Salesmanager

DRUGS

Michigan Board of Pharmacy.
President—J. C. Dykema, Grand Rapids.
Vice-Pres.—J. Edward Richardson, Detroit.

Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.

President—J. M. Ciechanowski, Detroit.
Vice-President—Chas. S. Koon, Muskegon.

Secretary—R. A. Turrell, Crosswell.
Treasurer—L. V. Middleton, Grand Rapids.

What Price Post Offices in Drug Stores?

In many drug stores, the post office or sub-station has become an institution. Just why it is never found in meat markets, haberdashery shops, groceries and other business establishments is a puzzle too intricate to fathom. However, be that as it may, it seems to have a peculiar fascination for the druggist, and hence, if a parcel be mailed or a letter be registered, the druggist is the logical place for it. To the endless forms of other nuisances which the druggist is subject to, the post office serves as an ideal contributory ailment.

Just what prompts a druggist to install a post office is this. In his endeavor to increase his volume of business he grants the Government a certain amount of space (which at times, may be the choicest) and not a little of his time, in the hope that through this medium, the day's receipts will, in due time, materially increase, what is more, look at the added revenue he will derive, which is allotted according to the volume of business transacted through the station.

Now, everything is in ship-shape and open for business. Things run along nicely for the first month or so, but as the course of true love never runs smoothly, the post office eventually suffers under the same category. From the outset, business at the window has not been any too brisk and consequently no ill effects have been felt.

But in the course of a little time, the druggist discovers that something has entered his life which is making him feel anything but comfortable. The post office is gradually unmasking itself. The druggist's dignity is beginning to wane.

A post office patron (and, some are potential trade) gets a notion that she would like five two-cent stamps and in a very graceful manner presents a twenty dollar bill. But the poor druggist, short of change as he may be, informs her of his predicament and then she retorts (oftimes in the key of C): "Say, this is a fine post office, this is." Then, of course, a few words are exchanged, which are far from complimentary, and instead of enlisting that potential customer's patronage for his counter trade, he has exhibited antagonistic reactions. And the customer is always right.

Another post office specimen will desire some information as to what time a package will reach San Francisco or Squee-dunk, if said package

is mailed at ten o'clock in the morning. The druggist, not having an ask-me-another manual on hand, is stumped as to what he should reply. No sooner does he pause to think, he is confronted with a barrage of questions, which would make good fodder for Rube Goldberg's series of "Foolish Questions."

Post office patrons want the same service as those waiting at the counter. And if prompt attention is not accorded them, there is liable to be a complaint, and there is. But their complaint is well warranted. They are, as a matter of Government ruling, to be given preference to all other trade. Prescriptions must wait, for the mails must not be detained.

The situation is more alarming when an untactful clerk is at the window. Undiplomatic and irritable as some clerks will be their manner of conduct is far from admirable. And, truthfully, post office routine is not in the realm of a drug clerk. So that during the day, noises or arguments will emanate from the post office locality, which would make it appear to the customer entering the store, that an auction sale is in progress.

Now, the result is this. The increased trade which is attributed to the postal accommodation is almost negligible. Undoubtedly, if the post office had not been established, receipts would have increased just as much, if not more. The time consumed in conducting the post office, if directed along channels of store improvement, would bring a better return than ten post offices. Druggists, like other merchants should cater to the public, but is there not a limit?

In summation, then, it is well to suggest, that, if druggists would conserve their energy and that of their clerks; if druggists would command respect that they are entitled to; if, during the Christmas rush, they would not like to see their store look as if a tornado presented itself; if they would not have the Government dictate to them as to when their stores should be opened in the morning, then out with the post offices. Joseph Gold.

First Aid Week.

First Aid Week is one that should strongly appeal to the cash register of the retail druggist. It is his opportunity to sell more merchandise, it is his opportunity to bring strongly before the public the fact that the drug store is the first thought along with the physician when someone is hurt. It is true that many things used in first aid are sold by other than drug stores but the medicine chest that fills the want is the one that contains a large number of articles that only a registered pharmacist and drug store can sell. It is his opportunity to combine these articles, on which he has an exclusive sale, with other articles that anybody can sell, thus bringing back to his store some trade the druggist is losing. It is a selling campaign as well as an educational campaign that he, the druggist, is more than a merchant—he serves when necessity calls. By display let every one contribute to this week. The drug store

alone can put it over as no other merchant can.

Our Sapient Law Givers.

What the average legislator does not know about pharmacy would fill a large size volume. Our readers are invited to glance at the following bill now before the Massachusetts legislature. In abstract it reads:

"No registered pharmacist shall sell any patent or proprietary medicine which contains more than six per cent. alcohol except upon the prescription of a registered physician."

This bill, apparently, is intended to eliminate the sale of certain wine tonics that are said to contain more wine than tonic. Few proprietaries there are that do not contain alcohol either as a preservative or in which to keep the medicine involved in solution. In a majority of instances, these proprietaries require more alcohol than the arbitrary 6 per cent. specified in the Massachusetts bill.

The Massachusetts bill, therefore, would limit the sale not of a comparatively few wine tonics but of the great bulk of medicines of almost every kind.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 19—Everything is O. K. with the weather man this week. The snow went down about one foot during the week and the main streets are showing the dust again. Several robins and a blue finch have been seen by some of our observing citizens. This may seem like old news to our friends further South, but we are getting a thrill to know that Spring is on the way after shoveling snow during the long winter and keeping the home fires burning.

The Burke Garment Shop opened for business on Saturday, with a full line of ready-to-wear garments, dresses, hosiery and millinery. It is one of the neatest appointed establishments in the city. The proprietors are Miss Nora Burke and D. K. Moses, of New York. The shop will be managed entirely by women. Miss Burke will have as her assistants Mrs. Violet Morrison, Miss Beatrice Doyle and Mrs. David Lawrence, who will be in the alteration department. Miss Burke is one of the best known business women in the city, having been in the employ of the Leader for twenty-five years. She is also a member of the Bowating Club. The new establishment starts with a bright and prosperous future.

The oil station of Austin Lipsett, near the ferry docks, has been sold to Alvin Paquin, who is redecorating the place. The building on the North is being built into a store. This is one of the best locations for an oil station, being the last chance to refill before going into Canada, and the first coming over. Gasoline is cheaper on our side of the river and many Canadians take advantage of this saving.

If the country were as much concerned about the prevention of automobile accidents as about the prevention of the flu, we wouldn't be so badly run down.

Lauer Brothers are now interested in the Colwell & Burns clothing store and it is rumored that they expect to take over some of the other stores. They have engaged Harold Kline, formerly with the Leader here, to act as advertising manager at their store at Escanaba. Mr. Kline has had much experience in his line.

Chris Pfeifer, prominent meat dealer in the Canadian Soo, died last Tuesday at the general hospital. He leaves besides his widow, two children and his father and mother. Mr. Pfeifer had

been engaged in the meat business on Wellington street for the past eighteen years. He was well known in the American Soo, where he was at one time engaged in a similar business. His death resulted from two operations which he had recently undergone.

Arza M. Swart, formerly sheriff of this county, has taken over the Ojibway filling station, on Portage avenue, owned by D. Booth. He will carry a complete line of oils as well as gas. In addition, he will do car repairing, washing and other small jobs. Mr. Swart is well and favorably known throughout Chippewa county and should make a success in his new venture.

You can make your life a treadmill or you can make it a ladder. It all rests with you.

The Savoy cafe has again opened up, after being closed for several weeks since the fire. It has been redecorated and looks as good as new. This is one of our finest eating places and enjoys a good patronage, especially during the tourist season.

The annual meeting of the Soo Co-Op Mercantile Association shows that the company has been making considerable progress. The total sales for 1928 were \$625,862. Dividends amounting to \$37,011.46 were paid to stockholders following the meeting. Sales increased \$43,000 in 1928, which was the banner year of the Association. The store handles groceries and meats and conducts a large bakery. A savings and loan department is now being organized by the officers, who are also considering the establishment of a local co-operative gasoline filling station. The old saying that "opposition is the life of trade" seems to hold good with them, as the four chain stores started during the last year have not prevented their showing a nice increase.

Marquette is to have a new hotel. It will be located on North Front street, nearly opposite the Peter White public library. With Phillip Spear and other Marquette residents, Mr. Shiras has organized the Kawbawgam Hotel Co. The contract has been placed with H. L. Stevens & Co., of Chicago and New York. The building will be six stories in height. It will cost \$400,000 and will have 107 guest rooms. Sixty-six rooms will be equipped with bath or showers and will have hot and cold water. There will be a large lobby, two dining rooms and a coffee shop. The sixth story will be furnished with kitchenettes, baths, chests, dinette alcoves and wall beds, designed for long-term occupancy. The Roberts-Degelman Co., a Michigan corporation, affiliated with the Arthur L. Roberts Hotel Co., has taken an operating lease. The same company is also operating our New Ojibway Hotel. The hotel at Marquette will be the seventeenth hotel in the chain operated by the Roberts-Degelman interests in the Central West.

Scotch motto: Make money first, then make it last.

William G. Tapert.

From the Upper Peninsula To Arizona

Phoenix, Arizona, March 11—You, possibly, may be somewhat surprised to hear from me from this locality, because I intended to stop at Grand Rapids and call on you, but I got such a late start that I concluded I had better get here before the weather became too severe, so pulled right through and reached here Dec. 20 and found what I call Fall weather; nice and warm and very pleasant. Quite different from the Michigan weather at the time and it seemed good to me. I was feeling rather poorly at the time and needed the warm weather and sunshine, which seemed to benefit me immediately. I am glad to say that I have kept on improving. There were a few frosts in January and February and a little ice formed three or four nights, but the days here have been warm and nice lately. The mercury has been regis-

teirng 70 to 85 degrees in the shade, but this morning it was a little cooler. A good many flowers are in bloom and everything is growing nicely. The frosts turned some of the leaves yellow on the citrus fruit trees, but people here tell me that there was no harm done. There is quite a variety of fruit grown here. Oranges, lemons, tangerines, grapefruit, figs, dates, peaches, pears, apricots, grapes and also some nuts—almonds and pecans. I think the oranges and grapefruit here are better than those produced in California, and I understand several large California firms are buying tracts of citrus fruit land here and planting many thousands of trees. One of the largest and finest groves I have visited in this valley is located about twenty-five miles East of this city and covers eighty acres of land, with eight thousand trees in full bearing; it was certainly a beautiful sight. I wished you were right there with me to enjoy it. The fruit was delicious. Most of the fruit we get in Michigan from here, California and Florida is all picked before it is fully matured, with the result that it is more or less sour, poor flavor and much of it lacking in juice. I understand the authorities here are figuring on forcing the fruit packing association to leave the fruit on the trees until it is thoroughly matured, then the people will get something worth eating. I understand the association began picking their fruit last fall in September before it was fully grown, and I hear that three carloads were returned from the East on that account. The grapefruit here is also the best I ever ate and all citrus fruit trees seem to grow luxuriously and produce wonderfully. The fruit growers here tell me they have no trouble with insects of any kind, therefore, are not obliged to spray at all; also that they do not use smudge or anything to prevent frosts, and I notice Arizona took the sweepstakes prize on oranges at San Bernardino, California, this year, and the first prize on Valencia oranges.

The soil here is very deep, rich and productive. Six crops of alfalfa are grown in one year. Quite considerable head lettuce is grown here; two crops per year, and the last crop was fair to good. Five thousand carloads

were shipped. The second crop is now growing nicely. I notice the farmers also have their cantaloupes planted.
J. D. F. Pierson.

When On Your Way, See Onaway.

Onaway, March 19—Armon Lee, Proprietor of Gumm's Store, Inc., is making important changes on the interior of the store building; renewing shelving, re-arranging fixtures and preparing for the annual Spring opening.

Saturday specials are becoming the order of the day with Onaway merchants, or "specials for this week" and such attractive advertisements regularly appearing offering inducements for "trade at home" buyers. Judging from the line-up of teams and cars seen during the week it is apparent that the idea is attracting buyers from quite a distance.

A nominating petition has been filed for Oscar Roberts, manager of the Hankey Milling Co. for City Commissioner, three year term, to succeed his brother, John Roberts, whose term expires. Oscar is President of the Community Council and an active worker in civic affairs.

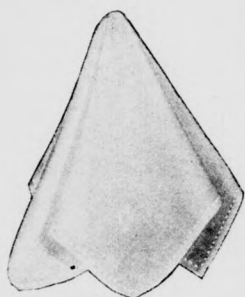
The Onaway garment factory has started a news column in the Onaway Outlook. The editor, whoever he or she may be, is producing a lot of interesting news items and representing the factory's industry to perfection. The idea is a good one. It creates a co-operative interest among the employees and furnishes important news items for the community. It is becoming a popular practice with our schools and provides valuable reading which could not be obtained in any other manner.

A nominating petition for Dr. R. F. Bruce for City Commissioner was filed with the city clerk, evidently without the consent of the doctor and without his knowledge. Therefore, he filed an immediate withdrawal with the remark, "I do not choose to run." A motion to reconsider will probably be circulated together with the plea, "It's a wise Scotchman who changes his mind."

Squire Signal.

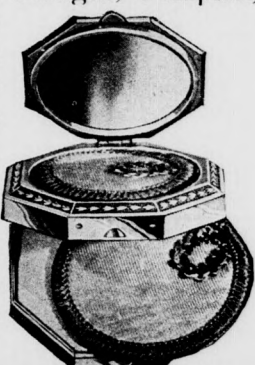
Waste your opportunities to-day and you lessen your chance for achievement to-morrow.

Perfume and Toilet Goods Lines



We show in our Display Room in Grand Rapids sample lines of the Leader Toilet Goods Lines as: Armand, Ayers, Babcocks, Boncilla, Colgate's, Delica, Elcaya, COTY'S HOUBIGANTS, YARDLEYS, HOPPERS, HUDNUTS, Lazell's, Krasny, Luxor, Encharma, Marinello, MELBA, Ploughs, Pompian,

Ponds, Princess Pat, Raquel, TERRI, Tetlows, Tre-Jur, TRUVY, VIVADOUS, Woodworths, CHERAMY, BOURJOIS, CARON's, Roger & Gallet, Dorins, Djer-kiss, Pinauds, Pivers, Rigaud, and many other lines. We carry all these lines in stock ready for quick shipment. Send us your order or ask our salesmen for prices and give him the order.



HAZELTINE & PERKINS DRUG CO.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	9 @ 20	Cubebs	1 35@1 50	Benzoin	@1 44
Boric (Xtal)	9 @ 20	Eigerson	5 00@5 25	Benzoin Comp'd	@2 28
Carbolic	38 @ 44	Eucalyptus	6 00@6 25	Buchu	@2 40
Citric	53 @ 70	Hemlock, pure	1 25@1 50	Cantharides	@2 16
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Capsicum	@2 52
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Catechu	@2 28
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cinchona	@1 44
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 55@1 65	Colchicum	@2 16
Tartaric	52 @ 60	Lavender Flow	1 25@1 40	Cubebs	@1 80
Ammonia		Lavender Gar'n	6 00@6 25	Digitalis	@2 76
Water, 26 deg.	07 @ 18	Lemon	85@1 20	Gentian	@2 04
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	6 00@6 25	Gualac	@1 35
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 86	Gualac, Ammon.	@2 28
Carbonate	20 @ 25	Linseed, bld. less	96@1 09	Iodine	@2 04
Chloride (Gran.)	09 @ 20	Linseed, raw, less	93@1 06	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 00@3 25	yellow	3 00@3 50	Opium	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	@1 44
Barks		green	2 85@3 25	Opium, Deodor'd	@5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	12 00@12 25	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 250	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/2 @ 14
Soap Cut (powd.)	20 @ 30	Pennyroyal	3 00@3 25	Lead, white dry	13 1/2 @ 14
35c		Peppermint	5 50@5 75	Lead, white oil	13 1/2 @ 14
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	I.	10 50@10 75	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75@1 00	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Spearment	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Flowers		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Arnica	1 75@1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 50	Turpentine, bbl.	@ 65 1/2	Acetanalid	57 @ 75
Chamomile Rom.	@ 75	Turpentine, less.	73 @ 86	Alum	06 @ 12
Gums		Wintergreen,		Alum, powd and	
Acacia, 1st	50 @ 55	leaf	6 00@6 25	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, sweet		Bismuth, Subni-	
Acacia, Sorts	20 @ 25	birch	3 00@3 25	trate	2 25@2 52
Acacia, Powdered	35 @ 40	Wintergreen, art	75@1 00	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Worm Seed	3 50@3 75	powdered	05 @ 13
Aloes (Cape Pow)	25 @ 35	Wormwood	20 00@20 25	Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75 @ 80	Potassium		Calomel	2 72@2 82
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Capsicum, pow'd	62 @ 75
Pow.	90 @ 1 00	Bichromate	15 @ 25	Carmine	7 50@8 00
Campur	90 @ 95	Bromide	69 @ 85	Cassia Buds	30 @ 35
Guaiaac	@ 60	Bromide	54 @ 71	Cloves	40 @ 50
Guaiaac, pow'd	@ 70	Chlorate, grand	23 @ 30	Chalk Prepared	14 @ 16
Kino	@1 25	Chlorate, powd.		Chloroform	53 @ 60
Kino, powdered	@1 20	or Xtal	16 @ 25	Chloral Hydrate	1 20@1 50
Myrrh	@1 15	Cyanide	30 @ 90	Cocaine	12 55@13 50
Myrrh, powdered	@1 25	Iodide	4 30@4 60	Cocoa Butter	65 @ 90
Opium, powd.	19 65@19 92	Pernanganate	22 1/2 @ 35	Corks, list, less	30-10 to
Opium, gran.	19 65@19 92	Prussiate, yellow	35 @ 45	40-10%	
Shellac	65 @ 80	Prussiate, red	@ 70	Copperas	03 @ 10
Shellac	75 @ 90	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@1 75	Roots		Corrosive Sublm	2 25@2 30
Tragacanth	2 00@2 35	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Turpentine	@ 30	Blood, powdered	40 @ 45	Cuttle bone	40 @ 50
Insecticides		Calamus	35 @ 85	Dextrine	6 @ 15
Arsenic	08 @ 20	Elecampane, pwd.	25 @ 30	Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@ 08	Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/2 @ 17	Ginger, African,		Emery, Powdered	@ 15
Bordea, Mix Dry	12 @ 26	powdered	30 @ 35	Epsom Salts, bbls.	@ 03 1/2
Hellebore, White	18 @ 30	Ginger, Jamaica,	60 @ 65	Epsom Salts, less	3 1/2 @ 10
powdered	18 @ 30	powdered	45 @ 60	Ergot, powdered	@ 4 00
Insect Powder	47 1/2 @ 60	Goldenseal, pow.	7 50@8 00	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/2 @ 30	Ipecac, powd.	4 50@5 00	Formaldehyde, lb.	13 1/2 @ 35
Lime and Sulphur		Licorice	35 @ 40	Gelatine	80 @ 90
Dry	08 @ 22	Licorice, powd.	20 @ 30	Glassware, less 55%	
Paris Green	24 @ 42	Orris, powdered	45 @ 50	Glassware, full case 60%.	
Leaves		Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02 1/2
Buchu	@1 05	Rhubarb, powd	@1 00	Glauber Salts less	04 @ 10
Buchu, powdered	@1 10	Rosinwood, powd.	@ 50	Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.		Glue, Brown Grd	16 @ 22
Sage, 1/4 loose	@ 40	ground	@1 10	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Squills	35 @ 40	Glycerine	20 @ 40
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Hops	75 @ 95
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	iodine	6 45@7 00
Oils		Valerian, powd.	@1 00	Iodoform	8 00@8 30
Almonds, Bitter,		Seeds		Lead Acetate	@ 20 30
true	7 50@7 75	Anise	@ 35	face	@1 50
Almonds, Bitter,		Anise, powdered	35 @ 40	face, powdered	@1 60
artificial	3 00@3 25	Bird, ls	13 @ 17	Menthol	8 50@9 50
Almonds, Sweet,		Canary	10 @ 16	Morphine	12 83@13 98
true	1 50@1 80	Caraway, Po.	25 @ 30	Nux Vomica	@ 30
Almonds, Sweet,		Cardamon	2 50@3 00	Nux Vomica, pow.	15 @ 25
imitation	1 00@1 25	Coriander pow.	40 @ 25	Pepper, black, pow	57 @ 70
Amber, crude	1 25@1 50	Fennell	35 @ 50	Pepper, White, pw.	75 @ 85
Amber, rectified	1 50@1 75	Flax	7 @ 15	Pitch, Burgudry	20 @ 25
Anise	1 25@1 50	Flax, ground	7 @ 15	Quassia	12 @ 15
Bergamont	9 00@9 25	Foenugreek, pwd.	15 @ 25	Quinine, 5 oz. cans	@ 59
Cajeput	2 00@2 25	Hemp	8 @ 15	Rochelle Salts	28 @ 40
Cassia	4 00@4 25	Lobelia, powd.	@1 60	Sacharine	2 60@2 75
Castor	1 55@1 80	Mustard, yellow	17 @ 25	Salt Peter	11 @ 22
Cedar Leaf	2 00@2 25	Mustard, black	20 @ 25	Seidlitz Mixture	30 @ 40
Citronella	1 00@1 20	Poppy	15 @ 30	Soap, green	15 @ 30
Cloves	4 00@4 25	Quince	1 00@1 25	Soap mott castl.	@ 25
Cocanut	27 1/4 @ 35	Sabadilla	45 @ 50	Soap, white Castile,	
Cod Liver	1 75@2 25	Sunflower	12 @ 13	case	@15 00
Croton	2 00@2 25	Worm, American	30 @ 40	Soap, white Castile	
		Worm, Levant	6 50@7 00	less, per bar	@1 60
Tinctures		Seeds		Soda Ash	3 @ 10
Aconite	@1 80	Anise	@ 35	Soda Bicarbonate	3 1/2 @ 10
Aloes	@1 56	Anise, powdered	35 @ 40	Soda, Sal	02 1/2 @ 08
Arnica	@1 50	Bird, ls	13 @ 17	Spirits Camphor	@1 20
Asafoetida	@2 18	Canary	10 @ 16	Sulphur, roll	3 1/2 @ 10
		Caraway, Po.	25 @ 30	Sulphur, Subl.	4 1/2 @ 10
		Cardamon	2 50@3 00	Tamarinds	20 @ 25
		Coriander pow.	40 @ 25	Tartar Emetic	70 @ 75
		Fennell	35 @ 50	Turpentine, Ven.	50 @ 75
		Flax	7 @ 15	Vanilla Ex. pure	1 50@2 00
		Flax, ground	7 @ 15	Vanilla Ex. pure	2 50@2 50
		Foenugreek, pwd.	15 @ 25	Zinc Sulphate	06 @ 11
		Hemp	8 @ 15		
		Lobelia, powd.	@1 60		
		Mustard, yellow	17 @ 25		
		Mustard, black	20 @ 25		
		Poppy	15 @ 30		
		Quince	1 00@1 25		
		Sabadilla	45 @ 50		
		Sunflower	12 @ 13		
		Worm, American	30 @ 40		
		Worm, Levant	6 50@7 00		

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and merchants will have their orders filled at market prices at date of purchase. For price changes compare with previous issues.

ADVANCED

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, 12-38 oz. doz.	3 35

AXLE GREASE

48, 1 lb.	4 35
24, 3 lb.	6 00
10 lb. pails, per doz.	8 50
15 lb. pails, per doz.	11 95
25 lb. pails, per doz.	19 15

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 75
Calumet, 5 lb. doz.	12 15
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

1 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	12 00
Cal. Lima Beans	15 00
Black Eye Beans	11 50
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	7 50

BURNERS

Queen Ann, No. 1 and 2, doz.	1 35
White Flame, No. 1 and 2, doz.	2 25

BOTTLE CAPS

Single Lacquer, 1 gross pkg., per gross	15
Dbt Lacquer, 1 gross pkg., per gross	15 1/2

BREAKFAST FOODS

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

DECLINED

Evaporated Milk

Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 25
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
rice Krispies, 1 oz.	1 50
Kaffe Hag, 12 1-lb. cans	7 30
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3 1/2 oz.	2 00

Post Brands.	
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 85
Post Toasties, 24s	2 85
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	2 85
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 55
Triscuit, 24s	1 70
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	2 00

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT

Apples, No. 10	6 50
Apple Sauce, No. 10	8 00
Apricots, No. 2 1/2	3 40
Apricots, No. 10	8 50
Blackberries, No. 10	7 50
Blueberries, No. 10	13 50
Cherries, No. 2	3 25
Cherries, No. 2 1/2	4 00
Cherries, No. 10	13 00
Peaches, No. 10	6 50
Peaches, No. 2 1/2	2 25
Peaches, 10, Cal.	8 50
Pineapple, 1 sli.	1 35
Pineapple, 2 sli.	2 60
P'apple, 2 br. sl.	2 25
P'apple, 2 1/2, sli.	2 40
P'apple, 2, cru.	2 60
Pineapple, 10 crushed	9 50
Pears, No. 2	3 00
Pears, No. 2 1/2	3 75
Raspberries, No. 2 blk	3 25
Raspberries, Red, No. 10	11 50
Raspb's Black, No. 10	15 00
Rhubarb, No. 10	4 75
Strawberries, No. 2	3 25
Strawb's, No. 10	11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 2	2 75
Clams, Steamed, No. 1	2 00
Clams, Minced, No. 1/2	2 25
Flinnan Haddie, 10 oz	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 25

Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	3 25
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 75
Sardines, 1/4 Oil, Kless	5 25
Salmon, Red Alaska	3 00
Salmon, Med. Alaska	2 40
Salmon, Pink Alaska	2 25
Sardines, 1m, 1/4, ea.	10 25
Sardines, Cal., 1/4	35 25
Tuna, 1/2, Curtis, doz.	4 00
Tuna, 1/4, Curtis, doz.	2 30
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 65
Beef, No. 1, Roast	3 15
Beef, No. 2 1/2, Qua., sli	1 65
Beef, 3 1/2 oz. Qua. sli.	2 15
Beef, 5 oz., Am Sliced	2 90
Beef, No. 1, B nut, sli.	4 00
Beefsteak & Onions, s	3 70
Chili Con Ca., 1s	1 85
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	50
Potted Meat, 1/2 Libby	85
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen.	1 85
Vienna Saus., No. 1	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Campbells	1 15
Quaker, 18 oz	1 10
Fremont, No. 2	1 25
Snider, No. 1	1 10
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	8 00
Green Beans, 2s	1 65
Green Beans, 10s	8 00
L. Beans, 2 gr.	1 35
Lima Beans, 2s, Soaked	1 15
Red Kid, No. 2	1 25
Beets, No. 2, wh.	1 75
Beets, No. 2, cut	1 45
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 85
Corn, No. 2, Fan.	1 80
Corn, No. 10	8 00
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	35
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sift.	1 85
Peas, No. 2, Ex. Sift.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 60
Pumpkin, No. 10	5 00
Pimentos, 1/4, each	12 14
Pimentos, 1/4, each	37
Swt Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3	1 45
Succotash, No. 2	1 65
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60
Spinach, No. 3	2 95
Spinach, No. 10	6 50
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 50

CATSUP.

Beech-Nut, small	1 65
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 65
Sniders, 16 oz.	2 35
Quaker, 8 oz.	1 30
Quaker, 10 oz.	1 45
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 50
Quaker, Gallon Tin	8 50

CHILI SAUCE

Snider, 16 oz.	3 30
Snider, 8 oz.	2 30
Lilly Valley, 8 oz.	2 25
Lilly Valley, 14 oz.	2 25

OYSTER COCKTAIL.

Sniders, 16 oz.	3 30
Sniders, 8 oz.	2 30

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
Wisconsin Daisy	27
Wisconsin Flat	27
New York June	34
Sap Sago	42
Brick	33

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 35
Droste's Dutch, 5 lb.	6 00
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	13 00
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Cara-	13 20
que	10 80
12 oz. Rosaces	7 80
1/2 lb. Rosaces	3 40
1/4 lb. Pastelles	4 80
Langues De Chats	4 80

CHOCOLATE.

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

CLOTHES LINE.

Hemp, 50 ft.	2 00
Twisted Cotton, 50 ft.	3 50
Braided, 50 ft.	2 25
Sash Cord	3 50



COFFEE ROASTED

Worden Grocer Co.	
1 lb. Package	
Melrose	36
Liberty	25
Quaker	42
Nedrow	40
Morton House	49
Reno	37
Royal Club	41

McLaughlin's Kept-Fresh



Nat. Gro. Co. Brands	
Lighthouse, 1 lb. tins	49
Pathfinder, 1 lb. tins	45
Table Talk, 1 lb. cart.	43
Square Deal, 1 lb. car.	39 1/2
Above brands are packed in both 30 and 50 lb. cases.	

Coffee Extracts

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

CONDENSED MILK

GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 25

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 40
Imitation, 30 lb. pails	1 75
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz	2 40

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westanbrugge 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-lc	4 00
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 25
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Brer Rabbit
Gold Label



Six 10 lb. cans	6 45
Twelve 5 lb. cans	6 70
Twenty-four 2 1/2 lb. cs	6 95
Thirty-six 1 1/2 lb. cans	5 65

Green Label

Six 10 lb. cans	5 20
Twelve 5 lb. cans	5 45
Twenty-four 2 1/2 lb. cs	5 70
Thirty-six 1 1/2 lb. cans	4 70

NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
135 lb. bags	12 1/2
Filberts	32
Pecans Salted	80
Walnuts Manchurian	60

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 40
10 oz. Jar, Plain, doz.	2 80
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	3 10
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs, each	8 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75
Sweet Small	
16 Gallon, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

Gal. 40 to Tin, doz.	9 60
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 75
32 oz. Glass Thrown	2 30
Dill Pickles Bulk	
5 Gal., 200	4 75
16 Gal., 600	9 25
45 Gal., 1200	19 50

PIPES

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

Battle Axe, per doz.	2 65
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	24
Good Str's & H'f.	15 1/2@22
Med. Steers & Heif.	20
Com. Steers & Heif.	15@16
Veal	
Top	22
Good	20
Medium	18
Lamb	
Spring Lamb	31
Good	30
Medium	28
Poor	21
Mutton	
Good	18
Medium	16
Poor	13
Pork	
Light hogs	16
Medium hogs	16
Heavy hogs	15

Loin, med.	28
Butts	24
Shoulders	20
Spareribs	16
Neck bones	06
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00
Dry Salt Meats	
D S Bellies	18-20@18-19

Lard

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

Sausages

Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cer. 14-16 lb.	@28
Hams, Cer., Skinned	@27 1/2
Ham, dried beef	@44
Knuckles	@44
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@42
Mixed Hams	@21
Bacon 4/6 Cert.	24 @29

Beef

Boneless, rump	28 00@38 00
Rump, new	29 00@32 00
Liver	
Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

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

RUSKS

Dutch Tea Rusk Co.	
Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS

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	18
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	30 1/2
Whole Cod	11 1/2

HERRING

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 20
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
8 lb. pails	19 50
Cut Lunch	1 50
Boned, 10 lb. boxes	15

Lake Herring

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

Tubs, 60 Count, fy. fat	5 75
Pails, 10 lb. Fancy fat	1 75

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

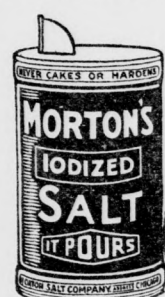
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

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 35
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	85
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 50



Per case, 24, 2 lbs	2 40
Five case lots	2 30
Iodized, 24, 2 lbs.	2 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	4 20
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 20
Grdina White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 bo	4 90
Octagon, 12t	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 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	8 90
Rinso, 40s	3 30
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50 doz.	2 10
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.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@46

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AMAZED GROCERY INDUSTRY.

Eyes Opened By Federal Survey at Louisville.

The Louisville Grocery Survey was undertaken by the Department of Commerce at the request of the Louisville retailers.

It examines intimately all operations of twenty-six retailers — limited to twenty-six by time and the force and equipment available—to permit each operation to be valued truly as a profit source or a trade attraction.

It analyzes investments and credit policies, sales and buying methods, display and the allotment of display space, promotion methods and other essentials.

Similarly, the business of ten wholesalers—limited to ten by facilities available—from each salient angle of the wholesaler's business.

It reports the source of all foods sold in Louisville and the ultimate disposition of them.

In addition a complete census of all establishments—some 2000 — which dispense foods is in process and will be published later.

There is no doubt that Louisville startled the grocery industry.

Those who had given thoughtful study to common practices were familiar, unquestionably, with most phases of what the survey revealed.

But none were prepared for the wide prevalence of destructive practices. Perhaps pervasion is the word; the best were bad, in spots.

The retailer who specialized in stock simplification—who rode it as a hobby—found more than a hundred items in a few departments that cried for elimination.

Most of them are gone now, and the rest are going.

The wholesaler who gave the closest scrutiny of his operations, by the test of net profits found some operations which reversed his considered opinions.

None escaped; the battery of tabulators laid bare mechanically unanswerable evidences of waste, excusable only if unsuspected.

One well informed commentator said:

"The wonder is not that the mortality of retailers is 30 per cent., but that 30 per cent survive."

That 70 per cent. survive is due, frankly, to the inefficiency of competition.

Without records, none can know certainly what are the facts; without facts none can make better than an intelligent guess, when choosing a course to pursue.

This general ignorance of facts, astounding lenience of credits and incorrigible reluctance to liquidate mistakes—these, and these alone, account for the continuance of as many grocery retailers as remain in business in Louisville.

But do not get the impression that Louisville is peculiarly bad.

Possibly Louisville would show a bit better than the general average of grocery retailers the country over.

In fact, Louisville probably would

show a lot better—for Louisville grocers have been thinking. else there would have been no grocery survey made there.

What, then, faces the grocery industry?

If the methods followed in this Louisville survey are adopted widely, will the small independent retailer class be saved?

It will not.

The big will get the bigger, and the small will get the smaller, probably; the good will get better and the bad will get worse, undoubtedly.

Many will be driven out of the gro-

cery business, but none will be driven out who do not deserve to be out.

And all have the chance to survive if they will.

Any grocer can save himself, if he can get the facts, if he can read the facts aright.

If he can read aright, he can recognize incompetence—even his own.

If he reads his own incompetence, he can seek and find a place to work in which he fits—and be better off.

There must be 25 per cent. fewer grocery stores—and there will be.

There must better grocery stores—and there will be; and there must be

efficient means of serving them set up by producers, by wholesalers and by others engaged incidentally in serving—and there will be.

Which ones will qualify?

The results displayed at Louisville were only partial reports, developed merely to reveal the kind of information sought and made available.

These records must be analyzed and interpreted and then published—in a form to emphasize major significance and implications.

These will provide no ready guide to success—for success can come only

save this field—not chains, necessarily, but the principles that underlie chain operation.

The diversity of reports issued do not permit presentation in any limited space such as is available here.

The character of the major ones may be indicated, however.

Here is the record of sale of the cleanest retail stock of breakfast foods discovered in Louisville:

While the largest sale is produced by Quick Quaker Oatmeal, it does not produce the largest gross margin, out of which expenses must be paid and profits derived.

Puffed Wheat yields the largest gross margin, although ranking second in sales.

Both Kellogg's Cornflakes and Post Toasties produce larger gross profits than Quick Quaker Oatmeal, although ranking third and fourth in sales.

The other products carried in the breakfast food stock are ranked similarly, showing the investment and yield—all of which is important but which does not tell the whole story.

Other classifications show the rate of turnover, the cost of handling, the frequency of purchase and other facts essential to determine what pays its way and what imposes insupportable expense.

The other record of a soap stock showing the comparative rate of turns of washing soaps, of chips and flakes, of toilet soaps and of grit soaps.

The rate of turn depends, of course, on the unit of purchase. By cutting the unit of purchase in half, the rate of turn for the same sales is doubled, but while this reduces the inventory investment and the interest expense, it entails higher handling costs which may offset the saving.

Even though the handling may cost the retailer no more, if it costs the wholesaler more, the higher cost is spread over other services and is paid by the retailer in the end in an indirect tax.

There are further tables which rank various departments, their sales and margin yields, their costs—of merchandise and of handling, the rate of turn, the frequency of turn, a breakdown of expense, allocation of expense to departments and products and numerous other details all bearing on the cost of unit operation, by which alone an intelligent control can be effected.

Effective use of the Louisville findings can be made only by consideration of individual phases and their individual entailments. E. M. Wert.

The Blister Beetle.

It may, perhaps, be surprising to learn that there exists a beetle that destroys itself by putting its foot in its mouth. This is the blister beetle. It will not eat the usual insecticides which might be used on the soy beans that it infests, and so Government entomologists have devised the scheme of tickling the bottom of its feet to kill it. The tickling is done by dusting the plants with sodium fluosilicate, which irritates the feet and, as a result, it rakes its feet through its mouth, thus getting the poison into its system.

WHY CHAINS CANNOT WRECK INDEPENDENTS

Sometimes when we hear and read of the growth of the chain-store systems toward apparent supremacy in the retail field, we might be apprehensive about the future of the independent retailer were it not for one thing—that individual initiative has never been and will never be stifled or throttled by economic development. No matter how great the trend toward mass distribution and selling, there will always be room for the individual who really is an individual. Human nature always has been built that way.

Those who can see only disaster ahead for the independent dealer might well be reminded that a similar fear has been apparent in virtually every economic change that has occurred within the century. Almost any reasonably well-informed merchandiser could make a lengthy list of such instances that have come within the range of his own personal observation. The fear that small capital individuals, as a whole, will be forced out of business by great organizations seldom comes true, and for the following logical reason:

Economic changes, especially as we see them these days, deal with the tools of business and not with the human element.

One inevitable outcome, when changes are made in accordance with economic procedure, is that the inefficient are crowded out; and they should be, as we have stated numerous times before in these columns.

Success in retailing comes from intelligent merchandising and close study of customer needs. It comes from the seller's ability to convey the assurance that the product offered has real value and can actually fulfill the purpose for which it was manufactured.

In other words, the successful retailer must have something worth selling; and then he must utilize some intelligence and energy in the selling process.

Wherein do the chains have a patent upon, or a monopoly of, any essential feature of this operation? If an individual is fundamentally sound in the human things that have to do with operating a retail store, economic developments are not going to harm him. He never had a better opportunity than he has to-day; and he will have even a better one to-morrow.

through the daily exercise of sound judgments.

They will provide guide posts and danger signals, which the heedful driver can follow to advantage, and which the heedless will disregard, continuing to endanger himself and all others who travel the road.

But, best of all, a practicable method of control will be developed, of which any may avail himself.

Even the smallest retailer can employ these methods—not alone, but in concert with others of his group, if he can assemble such a group.

For, after all, only group action can

Lead Lights From the Louisville Grocery Survey.

(Continued from page 20)

A produce jobber in Louisville has taken advantage of the low price prevailing for Florida fruits. Tangerines, for example, he sells at \$1.75 for boxes of 200s and urges his customers to retail them for 1c each—12c per dozen. Does that look cheap? It shows 30 per cent. margin. And on such a basis grocers move five to ten boxes in the time otherwise they would move perhaps half a box and dump the other half. Which is preferable?

Florida grape fruit is priced to the retailer here at \$2.75 for 70s. They are sold for 5c each. That shows 21 per cent. plus and popularizes the fruit so folks eat it freely. A grocer who doubted the practicability of the plan sold five boxes in a day, came back for ten more and sold them in little more than a day. There was no waste; there were pleased customers; there was profit. Why should he not be pleased?

One man has a store with 14 foot front and 16 foot depth—a veritable hole in the wall. But by turning him self into a seller of strawberries he turned out 430 boxes on a Saturday at 5c margin per box. He did not seem unhappy over the results when I saw him. In fact, he was "tickled pink" if you get what I mean.

Thus grocers who wake up to the plan of "moving the goods" rapidly on a fair margin sell crates of lettuce where their neighbors sell dozens and they thus increase both sales and prestige, with profit going and coming so liberally that competition is forgotten.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 27—On this day was held the first meeting of creditors in the matter of Hans W. Tobler, Bankrupt No. 3663. The bankrupt was present in person and represented by attorneys Rodgers & Dunn. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Leroy G. Cook, Bankrupt No. 3674. The bankrupt was present in person and represented by attorney Fred G. Stanley. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of John Thorpe, Bankrupt No. 3689. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of Perry Bacon, Bankrupt No. 3711. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of Leo J. Joslin, Bankrupt No. 3701. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of Roy J. Parker, Bankrupt No. 3691. The funds have been received and the first meeting of creditors has been called for March 22.

In the matter of John Verbarg, Bankrupt No. 3696. The funds have been received and the first meeting of creditors has been called for March 22.

In the matter of Edward Fischer, Bankrupt No. 3699. The funds have been received and the first meeting of creditors has been called for March 22.

In the matter of William L. Douglas, Bankrupt No. 3703. The funds have been received and the first meeting of creditors has been called for March 22.

In the matter of Harvey W. Hutson, Bankrupt No. 3678. The funds have been received and the first meeting of creditors has been called for March 22.

In the matter of Richard A. Macdonald, individually and doing business as the Grandville Electric Service, Bankrupt No.

3697. The first meeting of creditors has been called for March 22.

March 5. We have to-day received the schedules, reference and adjudication in the matter of John Wingelaar, also known as John Winglar, Bankrupt No. 3717. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$400 of which with liabilities of \$2,165.89. The bankrupt the full amount is claimed as exempt. is a resident of Wyoming township, and his occupation is that of a painter and decorator. The first meeting will be called upon receipt of funds, and note of same will be made herein.

March 7. We have to-day received the schedules, reference and adjudication in the matter of Glen T. Long, Bankrupt No. 3719. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$4,160.97. 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.

March 8. We have to-day received the schedules, reference and adjudication in the matter of Charles R. Falconer, Bankrupt No. 3720. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$1,523. 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.

March 8. We have to-day received the schedules, reference and adjudication in the matter of Harry N. Barr, Bankrupt No. 3721. The matter has been referred to Charles B. 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 none with liabilities of \$11,125.35. 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.

March 8. We have to-day received the schedules, reference and adjudication in the matter of Cornelius J. Heyboer, Bankrupt No. 3722. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedules show assets of \$30 of which the full amount is claimed as exempt, with liabilities of \$912.51. 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.

March 8. We have to-day received the schedules, reference and adjudication in the matter of Henry B. Hudson, Bankrupt No. 3716. The matter has been referred to Charles B. 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 none with liabilities of \$4,865.05. 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.

March 8. We have to-day received the schedules, reference and adjudication in the matter of Thomas S. Chalmers, Bankrupt No. 3723. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Campbell township, and his occupation is that of a farmer. The schedules show assets of \$465 of which the full amount is claimed as exempt, with liabilities of \$5,697.84. 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.

March 8. We have to-day received the schedules, reference and adjudication in the matter of Matilda Reeve, Bankrupt No. 3724. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Schoolcraft. The schedules show assets of \$375 of which the full amount is claimed as exempt, with liabilities of \$5,657.36. 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.

In the matter of Harry N. Barr, Bankrupt No. 3721. The funds have been received and the first meeting of creditors has been called for March 27.

In the matter of Ralph J. Troutman, Bankrupt No. 3694. The funds have been received and the first meeting of creditors has been called for March 27.

In the matter of Walter Pietrzyk, Bankrupt No. 3660. The first meeting of creditors has been called for March 26.

In the matter of Theodore Radke, Bankrupt No. 3710. The funds have been received and the first meeting of creditors has been called for March 27.

In the matter of Walter W. Porter and Percy N. Barron, individually and as copartners, doing business as Porter-Barron Hardware Co., Bankrupt No. 3715. The first meeting of creditors has been called for March 26.

In the matter of Charles H. Wilcox, Bankrupt No. 3707. The funds have been received and the first meeting of creditors has been called for March 26.

In the matter of Earl Alexander, in-

dividually and as Alexander's Bakery, Bankrupt No. 3713. The funds have been received and the first meeting of creditors has been called to be held March 26.

In the matter of Nick Hagis, Bankrupt No. 3712. The funds have been received and the first meeting of creditors has been called for March 26.

In the matter of Martin J. Vandenhout, Bankrupt No. 3705. The funds have been received and the first meeting of creditors has been called for March 26.

In the matter of Walter W. Porter and Percy N. Barron, individually and as copartners, doing business as Porter-Barron Hardware Co., Bankrupt No. 3715. The sale of assets has been called for March 28, at the former premises of the bankrupt, 237 Portage street, Kalamazoo. The stock in trade consists of general hardware, merchandise, tools, building supplies, sweepers, and such general merchandise as is incidental to a general hardware business, also all fixtures of this estate, scheduled by the bankrupt at approximately 7,541.86. All interested in such sale should be present at the date and time of sale.

In the matter of Fred W. Groggel, Bankrupt No. 3683, the first meeting of creditors was held Feb. 27. The bankrupt was present in person and represented by attorney R. P. Schuur. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Peter W. De Coux, Bankrupt No. 3677, the first meeting of creditors was held March 5. The bankrupt was present in person and represented by attorney J. Claude Youdan. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of William H. Tausend, Bankrupt No. 3684, the first meeting of creditors was held March 5. The bankrupt was present in person and represented by attorneys Dunham & Cholette. Creditors were present by Grand Rapids Credit Men's Association and Fred G. Timmer, agent. Claims were filed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Earl Stewart, Bankrupt No. 3642, the first meeting of creditors was held March 5. The bankrupt was present and represented by attorneys Hoffman & Hoffman. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

In the matter of Chancey B. Knapp, Bankrupt No. 3681. The first meeting of creditors was held March 5. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

In the matter of Fred S. Bertsch, Bankrupt No. 3640, the first meeting of creditors was held March 5. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook and Charles S. Selig. Creditors were present in person and represented by attorneys Diekema, Kollen & Ten Cate; Charles H. McBride; Van Duren & Van Duren and Fred G. Timmer. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. Charles H. McBride, of Holland, was named trustee and his bond placed at \$1,000. The first meeting then adjourned without date.

Business Wants Department

For Sale—Ten-foot counter refrigerator, 400 pound ice capacity. Best offer takes it. The Grange Store, Allegan, Mich. 46

FOR SALE—STOCK OF \$16,000 OF YARD GOODS AND OTHER ACCESSORIES AT A CLOSEOUT PRICE. S. ROSENTHAL & SONS, INC., PETOSKEY, MICH. 47

For Sale—Retail grocery business in a live West Michigan manufacturing city of 15,000 on U. S. 31. Stock and fixtures inventory about \$2,500. Reasonable rent. Address No. 48, c/o Michigan Tradesman. 48

For Sale Cheap — Twenty-five pound Royal coffee and peanut roaster, first-class condition. Write W. D. Sargeant, Fremont, Mich. 49

For Sale — Two general merchandise stores doing good business. Will sell with buildings or without. \$1,500 will handle one, \$3,000 the other. Address No. 50, c/o Michigan Tradesman. 50

For Sale—Implement stock and buildings in small town, Isabella county. Good farming country. Poor health reason for selling. Address No. 51, c/o Michigan Tradesman. 51

For Sale—U. S. slicing machine, stacker, five-ton Baker ice machine, 14x12 Butcher Boy cooler, cash registers and scales. Mrs. Eaton's Meat Shop, 86 Market Ave., N. W., Grand Rapids, Mich. Phone 21819 after 6 p. m. 44

For Sale—Concertina. Plays by rolls. Other novelties. Pamphlets free. Chas. Pittle, New Bedford, Mass., Dep't. 6. 34

For Sale—New and refinished Northey coolers, refrigerators, freezer and top display cases. Send for special list. High class salesman wanted. S. B. Rosenthal, district salesman, 3240 Rochester Ave., Detroit, phone Garfield 7750; or address Northey Mfg. Co., Box 533 T, Waterloo, Iowa. 37

FOR SALE—Good growing business of Men's and Boys' clothing and furnishings, and shoes for the family. West Michigan town of 10,000 population. Must close out to look after other business in south. Address No. 1500 Care Michigan Tradesman.

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Third Better Merchandising Conference and Exposition.

Opened by C. L. Glasgow, president of the Better Merchandising Association. Explanation of the idea back of the program by Fred Nissly, of Ypsilanti, and a welcome to Detroit by Harvey Campbell, of the Detroit Board of Commerce—and the Third Better Merchandising Conference and Exposition was on.

According to E. E. Prine, secretary of the Wholesale Merchants Bureau of the Detroit Board of Commerce and Charles W. Collier, secretary-manager of the Better Merchandising Association, the third annual Better Merchandising Conference and Exposition was the most successful of the three events held. Asked if the affair would be continued, Mr. Prine emphatically replied that it would and that already plans were being laid for the 1930 event. More than 500 out of town merchants or their representatives registered during the Conference and Exposition dates and thousands of others interested in retailing visited the Exposition. According to Mr. Prine the registrants outnumbered those at the similar affair held in Chicago recently.

Mr. Conger treated the show rather unkindly, furnishing a couple of damp days which undoubtedly restricted the size of the local attendance and that from the close by surrounding territory.

The fashion show, as in previous years, was the main point of attraction from an attendance standpoint. A tremendous crowd on Wednesday evening turned out to witness the modern and modishly attired models in the spring fashion revue and incidentally attend a splendid entertainment furnished by the following: Music, Finzel's Orchestra, tenor solo, Harry M. Merrill, Edson, Moore & Co.; accompanist, Melvin Zeidler; demonstration of magic, Harry Cecil, Cecil Candy Co.; baritone solo, Louis LaValle, courtesy of station W. J. R.

The fashion show was under the personal direction of H. S. Moorhead of the J. L. Hudson Co. who was ably assisted by Miss Josephine Dibble, of the Fashion Lecture Bureau of the J. L. Hudson Co.

Earl Miller, of the Miller Peanut Products Co., also made a hit at the Exposition, where he had an exhibit and distributed free to all who would eat, sacks of "Player" peanuts, a Miller product. Mr. Miller, who came to Detroit from Bay City a few years ago, organized and has since directed the company he heads.

E. M. Joblin, of M. Fine & Son, New York City, was a registrant and interested spectator and listener at the Conference and Exposition.

The questions and answers portion of the departmentals brought out many interesting situations and Mr. Prine will endeavor to extend the time limit on this part of the program next year.

Professor H. H. Maynard during his talk, held the close attention of his listeners. Mr. Maynard urged retailers to sell more nationally advertised goods. He said mail order houses and

chain stores were not increasing their percentage in the total volume of business of independent retailers as many supposed they were. The professor backed his discourse with figures to prove his contentions.

Charles Aitken, of the Robert Aitken store of Dresden, Ontario, gave a touch of the international to the Merchandising Conference and Exposition.

The cynosure of many eyes was the interesting model store exhibit of Lee & Cady. Replicas of this store placed anywhere by independents or chain store owners would be sure to result in successful store operation. The exhibit contained a full stock of groceries.

The window trimming session on Friday was led by F. E. Whitelaw, of R. H. Fyfe & Co., President of the Detroit Display Men's Club. Mr. Whitelaw discussed high lights in window trimming and explained the various decorations in the window exhibits which included shoes, dry goods and drugs.

The attendance trophy went to Midland. The cup is awarded on a basis of the number of delegates registered, the population of the town or city and mileage. W. R. Crissy, of the Midland Republican, promised that instead of seventeen, the number of delegates this year, there would be forty next year. And newspaper experience teaches the futility of extravagant or inaccurate statements, so there will be forty from Midland next year.

S. E. Sangster, in charge of all publicity for the Better Merchandising Association since its inception, will take up the work of advertising counsel and will open offices as soon as present plans are completed. Mr. Sangster will specialize in merchandising field, including both retail and wholesale—a field in which he has had several years of experience.

"The Merchant and the Community" was the subject of a talk by Ray M. Hardy. Independents will never be driven out of business by department and chain stores in the United States, he said, and quoted statistics for the past six years to back up his statement. In 1923 retail merchants were divided as follows: Independents, 60 per cent.; department stores 5 per cent.; chain stores 7 per cent.; mail order 4 per cent. and miscellaneous 5 per cent. In 1928, he said, while chain stores increased to 15 per cent. of the total volume of retail selling, the independents dropped to 61 per cent., and the total volume of selling by independents increased by \$86,000,000. The total retail business in 1923 was 35 billions, in 1928 it was 41 billions. While it is obvious a number of independents have been crowded out by the chain stores, those who were thus forced to quit were merchants who refused to bring their business methods to the standard of the best stores.

An interested and likewise proud spectator at the fashion show was I. Friedman, salesman for A. Manchell, dress manufacturers representative. Two of the pretty and shapely models in the fashion show were his young daughters, Anita and Harriet.

Harry N. Toles, president of Sheldon

School, Chicago, urged employers to hire only those reflecting their business ideals to the buying public. He characterized doubt and fear as the worst negative qualities possessed by employees and suggested broadening of mental horizon of employees to better emphasize their opportunities. He particularly scored disloyalty of employees and declared that they should strengthen their constructive forces by building up ability, reliability, physical endurance and action.

Following the winding up of final details incidental to the 1929 work of the Better Merchandising Association, C. W. Collier, whose splendid promotional and organization work was responsible for the association, leaves with his family for San Francisco, where he will make his permanent home. He will become associated with the Recorder Publishing and Printing Co., of San Francisco. During his residence in Detroit Mr. Collier made many friends who admire him for his organization ability, energy and sterling character.

F. H. Bennett, advertising manager of the Ypsilanti Press, spoke principally of the small town stores and their lack of realization of the importance of modern merchandising methods as practiced by the larger city retail stores. He spoke on effective advertising and suggested retailers in the smaller towns should co-operate with the local newspaper in preparing effective copy. They must obtain a clearer conception of the appeal necessary to build their advertising copy he said.

During the "Question and Answer" hour the question was raised whether chain stores could effect greater economies and short cuts to the ultimate consumer. W. B. Campbell replied that chain stores were faced with practically as much expense and had to maintain large warehouses which functioned just like jobbers. In addition they had to maintain an elaborate administrative organization at national headquarters. The difference between this organization and the jobbing business was the difference in selling expense.

One of the most colorful and elaborate displays at the exposition was the exclusive fabric display of the Detroit Textile Co., which acts as direct mill representative in this territory.

Many visitors were attracted to the carpet making machine in the C. A. Finsterwald Co. floor covering booth. The machine, a miniature affair, actually went through the carpet weaving process.

As predicted, the playlet entitled "Charge It" was one of the hits of the Exposition and was cleverly acted by members of the Ypsilanti Credit Bureau. Eight people took part.

Stock control in retail stores is nothing more or less than authority for replacing goods sold if they need replacement, according to W. B. Hanaford, Wm. Barie Dry Goods Co., Saginaw, speaking before dry goods departmental. Mr. Hanaford pointed out that stock control is not necessarily intricate and may be accomplished through use of ordinary ruled book for

each department. Proper entries may be made at regular intervals during morning hours when salespeople are not busy, he said, and orders may be placed from these records with benefit of immediate as well as past selling experience over longer period. This latter factor makes for better balanced stocks especially during special selling seasons like Christmas. In addition stock control serves to keep "dead" items before salespeople and concentrates selling effort on them.

Homer Buckley's straight-from-the-shoulder talk to the retailers, pleased, interested and at times must have pricked their consciences. His talk, entitled "The Great Opportunity of the Retailer," sparkled with brilliance at times. There are four primary requisites in the conduct of a successful business, he said. They follow:

- Good housekeeping
- Good merchandising
- Good salesmanship
- Good advertising

He stressed particularly good salesmanship. Selling to-day, he said, is an absolute essential function and is the major problem in retailing. The public must be educated, informed, instructed. What matters what the price of an article may be, if you don't know you need it? It matters less, he pointed out, if you do not want it. He advised wholesalers to establish a retail service department. He took to task those who buy from too many sources and quoted one firm who bought from 42 sources whereas it would have been better to have concentrated and to have done their purchasing from six wholesalers.

The annual banquet and informal dance in the Crystal ball room in the Masonic Temple on Thursday evening was well patronized. William Brown, president of the wholesale merchants Bureau acted as toastmaster. Alvin E. Dodd, made the principal talk of the evening. His subject was "Facing the Facts in the Distribution Situation."

Officers elected for the ensuing year were as follows:

C. L. Glasgow, Nashville, president; R. A. Chandler, Sylvania, Ohio, vice-president; Otto Louis, Bay City, vice-president; A. K. Fransden, Hastings, vice-president; F. H. Nissly, Ypsilanti, vice-president. The following were elected on the board of governors: E. E. Prine, Detroit, secretary-treasurer; Elvin Pond, Flint; Jos. F. Prell, Battle Creek; Paul Wagner, Ann Arbor; John Weisel, Monroe; Rudolph Eckert, Flint; C. Saunders, Detroit; William Leath, Coldwater; R. A. Chandler, Sylvania, Ohio; James T. Milliken, Traverse City; A. K. Fransden, Hastings; Otto Louis, Bay City; O. H. Bailey, Lansing; F. H. Nissly, Ypsilanti; O. C. Watz, Mount Clemens. James M. Golding.

It is easy in the world to live after the world's opinion; it is easy in solitude to live after our own; but the great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.—Ralph Waldo Emerson.

Speed Up Sales

*by featuring
properly advertised lines*

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

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

K C Baking Powder

*Same Price
for over 38 years*

25 ounces for 25c

Your customers know it is a **quality** product—that the price is **right**. Why ask them to pay War Prices?

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

**Millions of Pounds Used by Our
Government**

Best as a Cereal— Best for Cooking

Today, Kellogg's All-Bran is the 100% bran that is both delicious to eat as a cereal and fine for cooking.

It is advertised extensively for both markets.

It sells to both markets.

With Kellogg's on your shelves, you can satisfy both the cereal and cooking needs from one package. Suggest Kellogg's ALL-BRAN to your customers.



WORDEN GROCER COMPANY
The Prompt Shippers

A Leader In Its Class

Quaker COFFEE

It Has The Quality

WORDEN GROCER COMPANY
Wholesalers for Sixty Years
OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.



CRITICAL PEOPLE SAY ▼ ▼ ▼

"Lee & Cady Coffee pours from the pot a beautiful, opalescent dark brown. Its warm fragrance, moist and tropical, titillates one's nostrils. You inhale hungrily. There is a feeling of exuberance, refreshment. A sip summons the mouth fluids. The warm goodness promotes agreeable assimilation. A taste reveals an unsurpassed deliciousness. This is coffee contentment."



TO satisfy the younger generation, to end the "coffee restlessness" of those wearied of the ancient brands, Lee & Cady created this new and modern coffee.

The finest coffees in the world were roasted and blended. The skill of the chemist was combined with the artistry of a great chef. Youth approved their choice. Lee & Cady honored it with their name—Lee & Cady Coffee.

It met instant success. The better grocers heartily endorsed it. For they realized how superior this wonderfully new, delicious, modern coffee really is.

Telephone. And at your own breakfast table enjoy the new pleasure only Lee & Cady Coffee can give.

"TOMORROW'S COFFEE TODAY"

Jell-O's Keeping New Company These Days !

A wonderful advertising campaign is giving women scores of new uses for Jell-O—which *already* is regularly used in seven out of every ten homes!

Remind your customers of the new ways to serve Jell-O. Suggest Jell-O salads—Jell-O entrees—and you will add a host of new accompanying sales to the sale of Jell-O. Canned meat and fish! Lettuce—celery—other vegetables, canned or fresh! Seasonings!

If your wife has not already served you a Jell-O salad, ask her to do it today!

Watch for the new sensational Jell-O display which will act as an automatic salesman—enable you to sell more Jell-O than ever before!

THE JELL-O
COMPANY,
INC.

Le Roy, N.Y.



10¢ a package