

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1929

Number 2375

## *Nature's Creed*

I believe in the brook as it wanders  
From hillside into glade;  
I believe in the breeze as it whispers  
When evening's shadows fade.  
I believe in the roar of the river  
As it dashes from high cascade;  
I believe in the light of shining stars,  
I believe in the sun and moon;  
I believe in the flash of lightning,  
I believe in the night-bird's croon.  
I believe in the faith of the flowers,  
I believe in the rock and sod;  
For in all of these appeareth clear  
The handiwork of God.

*New Silent*  
**SALESMEN**  
*for Your Store*



THE Monarch Display Jars permit your customers to see the appetizing quality of Monarch Canned Foods, and that successfully meets price-quoting competition. Put in these great Silent Salesmen and double your canned foods business.



It Pays to Feature  
**MONARCH**  
Food Products

REID, MURDOCH & CO., Chicago  
New York, Boston, Pittsburgh, Wilkes-Barre, Tampa, Jacksonville  
San Francisco, Los Angeles, Phoenix, Kansas City, St. Louis!

**: NATIONALLY ADVERTISED :**



**Packed in sealed tins since 1878. A nation-wide fame and distribution for fifty years**

**CHASE & SANBORN'S  
SEAL BRAND COFFEE**



Grocers supplied by Chase & Sanborn, 327 North Wells St., Chicago



**Fill up those gaps**  
*on pantry shelves*

Here are four items in the Beech-Nut line that belong on every pantry shelf. Tell your customers about the advantages of keeping these delicious essentials handy, ready for instant use, and you lay the ground work for stable repeat business.

**Beech-Nut**  
**FOODS OF FINEST FLAVOR**

Note: Beech-Nut is on the air. Every Friday morning, over 19 stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen talks to the best homes about Beech-Nut Food Products. Tune In!

**The Brand You Know**  
**by HART**

Fancy

Fruits



Quality

Vegetables

**Look for the RED HEART**  
**On The Can**

**W. R. ROACH & CO.**

General Offices  
Grand Rapids, Michigan



# MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1929

Number 2375

## 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.

### Late News From the Michigan Metropolis.

Monday evening the new down town lighting system was put in operation for the first time, giving Detroit the distinction of being the possessor of the best-lighted business district in the world. The new system, installed entirely at the expense of the downtown merchants, covers thirty-five blocks on seven streets.

Tickets for the opening game of baseball between Detroit and Cleveland on April 24 went on sale Monday and two hours after 8 a. m. when the windows opened to the line-up of fans the allotment of admission tickets was sold out. Many wholesale and manufacturing firms have secured limited blocks of tickets in anticipation of the usual demand from their customers who live outside of the city.

Announcement of the election of Dr. Oliver Kamm, of Parke, Davis & Co., as president of the Michigan Academy of Science was made early this week. Dr. Kamm formerly was on the chemical teaching staff of the University of Michigan, leaving there in 1916 to do similar work at the University of Illinois. He joined the chemical research division of Park-Davis in 1920.

The Grier-Sutherland Co. will move from its present quarters at 433 East Larned to newer and more adequate quarters at 565 East Larned on April 1. The company is a wholesale dealer in automotive equipment and radios.

Last and surest spring-summer sign. The D. & C. boat line, operating between Detroit and Cleveland, opens navigation on March 27, according to the announcement of E. H. McCracken, general passenger agent in Detroit.

The campaign for the closing of all stores on Good Friday from 12 to 3 o'clock promises to meet with greater success this year than ever before. Downtown and outlying stores are co-operating in the movement and many gasoline filling stations and amusement

places will not open until after 3 p. m., when the church services will be over.

William E. Collins, who died in his home at 1666 Glynn Court last Tuesday was not only well known in this city but had hosts of friends in all sections of the State. At one time he conducted a drug store in Owosso and at one time he was a member of the State Board of Pharmacy. During the last few years he represented a rubber firm as salesman.

Montgomery, Ward & Co. will establish a retail store in Royal Oak, one of Detroit's suburban cities. The company will occupy a four-story building to be erected by a Royal Oak Development Co.

G. C. Carmody, formerly general manager of the Cleveland, Ohio, plant of Grennan Bakeries, Inc., has been called to Detroit, where he has taken full charge of the local plant located at 1250 Seventeenth street.

Through an oversight the telephone number was omitted from the advertisement last week of A. Manchel, distributor of women's and misses dresses at 23 West Jefferson. The phone is Randolph 4242.

"From Steel to Wood" was the subject of a talk by P. B. Zimmerman, general sales manager of the General Electric Co., at a meeting and banquet at the Book-Cadillac Hotel on March 20. A. L. McCormick was toastmaster at the banquet. Following the banquet, "Ain't It the Truth?" (called a modern morality play) was staged. The scenes were laid in a store and in the living rooms of a prospective refrigerator buyer. Taking part were H. R. Billrey, N. McIntyre, M. J. Laurie and F. F. Carson. Other talks were given by A. C. Mayer on "The Evolution of Barter Trade" and by L. R. Edwards on "Opening the Customer's Door." H. A. Turner was chairman during an afternoon session. A three-part motion picture, showing the development and construction of the new refrigerator, was projected for salesmen and officials. Addresses were given by R. H. Ferguson, F. F. Carson, H. C. Stewart and A. R. Green. The Detroit branch of the General Electric Co. is located at 700 Antoinette street.

Murray W. Sales, of the Murray W. Sales Co., wholesale plumbers' supplies, at 801 Baltimore, West, is spending a few weeks with his family at Hot Springs, Va.

A report dated last week stated that the Insurance Securities Co., Inc., a holding concern, had acquired the Detroit Life Insurance Co. President M. E. O'Brien, under whose leadership the Detroit company made tremendous strides, will retain his present position. "A greater expansion will now be possible since the entry of

the Detroit company into the group of insurance companies operated by Insurance Securities Co., Inc., said Mr. O'Brien.

Employment conditions in Detroit and Michigan are on the upgrade, especially in the automotive industry. The demand for skilled workmen is increasing. Activities in the manufacturing establishments and opening up of farm work promise to absorb most of the unskilled workers who are now unemployed.

The ford plants are producing cars and trucks at the rate of 7,400 daily and the Chevrole Co. continues to break its production records, the schedule for the year 1929 being 1,350,000 cars, a considerable increase over the first figures laid down by the executives of the organization at the beginning of the year.

Hudson-Essex has developed a new process to give individuality to its products. Without raising production costs, and of course this means without raising the cost to the consumer, the company is able to furnish 176 colors on its two lines of cars. This is considered a noteworthy innovation, as heretofore, motor car manufacturing companies have settled on a certain few color schemes and have not deviated from them because of the increased production costs involved in changes of colors.

The outlook in the automobile parts manufacturing business was never better. This report was made last week by E. P. Chalfant, executive vice-president of the National Standard Parts Association. Records have been set up and orders on hand at the present time are ahead of expectations. Manufacturing members of this organization showed an increase of 30 per cent. last year in the number of units manufactured. For the first half of 1929, at least, this record will be broken.

Auto makers in this district are making plans to ship a great number of cars by water the coming season.

James M. Golding.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 26—We are having some nice weather, but it will take another week of warm dry weather to put some of the country roads in good condition again, especially the road from Pickford to DeTour. Where they are putting in the new stretch between Goetzville and DeTour the clay is almost impassable and many cars have come to grief at that point. Most of the other roads out of the Soo are in good condition.

Arthur Nelson, the popular grocer at Algonquin, is installing an electric cooling system in the meat department of his store, which will also be connected with his display counter, so that his customers will receive the best of service and a complete selection of choice meats.

The Upper Peninsula Development Bureau has supplied the aeronautics division of the National Department of Commerce with complete information regarding Upper Peninsula airports and has asked that the same be listed in the Government's aeronautics literature. This is one of the best possible ways to inform the world that the Upper Peninsula is alive to aviation needs and is measuring up its possibilities. It is hoped that 1929 will bring forth several more ports and aviation fields worthy of a place on Government lists.

This country has invested millions in good roads. Occasionally we meet a driver who acts as if he personally had invested the whole of it.

R. W. Cowan was the first of the Sooiters to return from the Sunny South. He reports having enjoyed the winter in Florida. The Sooiters enjoyed picnics, side trips and deep sea fishing. Bob brought back a good tan complexion just like the many tourists who spend the warm season at our summer resorts. The Cowans were one of the fortunate parties in getting through. They left after the storm here, which tied up traffic in which some of the other Soo people were caught. They made the trip without delay or mishap. Mr. and Mrs. Supe were caught in the flood at Flomaton and had to remain several days before they could proceed further. Mr. and Mrs. J. L. Lipsett got through just ahead of the flood, while Mr. and Mrs. Jean were snowbound and had to spend more than a week trying to get out of Michigan. Then they met with an accident, in which their car was put out of commission for several days, but they all finally met in Miami, where a good time was had by all.

Life is short. That is why people insist on a few luxuries, even though they can't afford them.

With a few warm days it is expected that the ferry between the two Soos will be in commission. This will make more business at both places. The ice on the river is not considered safe now.

The Bowating Club celebrated its second year with a public relation dinner at the Hotel Ojibway on Monday night.

As a finale to National Business Women's week, members of the Rotary and Kiwanis clubs and the Chamber of Commerce joined with the Bowating Club in the celebrated dinner. The club has a membership of sixty-four here, all live wires and doing much good in the community.

The United States mint employes have to work hard, but they certainly make lots of money.

William G. Tapert.

### Detroit Women Waking Up To Their Duty.

Detroit, March 26—Please make it known that the Women's Suburban Club of Greater Detroit is advocating the buying of food products exclusively from independently owned grocers and meat dealers.

Keeping profits at home, which represents millions of dollars saved for Detroit every year, is worth the effort we spend in educating the housewife.

When support is found we hope to publish a newspaper of our own which will carry out our policy to help the independent grocer.

We will thank you for advising your readers of our good intentions.

Mrs. Jane I. Chase, President.



## HODENPYL WOODS AGAIN.

### Reasons Why East Grand Rapids Wants Them.

May a representative of East Grand Rapids have space for a brief reply to the communication of the Honorable Charles W. Garfield in your last issue? As one of the most highly respected and public spirited citizens of Western Michigan, Mr. Garfield's opinion carries great weight. Everyone feels that his conclusions are honestly and fearlessly formed. I am sure, therefore, when he concludes that Hodenpyl Woods and the Park and Boulevard Drive around Reeds Lake should never be turned over to the care of the city of East Grand Rapids that he has reasoned from a wrong premises.

To reach the conclusion he did, Mr. Garfield must have been misinformed as to what East Grand Rapids would do with Hodenpyl Woods and the drive around Reeds Lake, and I doubt if he gave due consideration to the character of our citizenship. A large majority of the residents of East Grand Rapids are either employed or do business in Grand Rapids. Economically, we are a part of the larger city and our ideals are practically the same. I am sure that East Grand Rapids would be just as punctilious in observing the wishes of the donor of Hodenpyl Woods as any other municipality. The reason why a change in custodianship has been suggested is that we are more interested in Reeds Lake and its surroundings than Grand Rapids ever can be.

Hodenpyl Woods is not in Grand Rapids. It is located within the corporate limits of a thriving, wealthy and beautiful home district; a community unmarred by either factories or gasoline stations. It is located in a community purely of homes and beautiful homes; in a community able financially to maintain its beauty spots properly. East Grand Rapids owns thirty-eight acres with a total of 200 feet of Reeds Lake frontage, adjoining Hodenpyl Woods, which it would be the purpose of the city to consolidate with this beautiful woods to form an even more beautiful whole.

It is far from the desire of East Grand Rapids to make a formal park of this delightful work of nature. The sole thought East Grand Rapids has or would have in taking over of Hodenpyl Woods is to preserve it properly in its natural condition, to make it a safe spot in which the people of this vicinity might roam. It would not be the purpose to build "a concrete speedway" through this beautiful woods, but rather to make the road through it safe for travel, so that a day's outing there might be one of joy rather than one of possible tragedy.

The roadway through the Woods is unsafe and a good part of the year impassable. Its lagoons have not been kept clean and have become only breeding places for mosquitos. Its trees and shrubs have been mutilated and destroyed because the owner of the Woods, Grand Rapids, is too far removed and too much occupied in caring for the parks and playgrounds within its own borders to give this park and drive the attention they de-

serve. Grand Rapids furnishes police protection to John Ball Park, but not to Hodenpyl Woods. East Grand Rapids would undertake to give Hodenpyl Woods the protection from vandalism it needs and to care for it in just the manner Mr. Hodenpyl desired when he gave it to the Grand Rapids Park and Boulevard Association. We believe we could do more for it because it is within our borders and because we are interested in it and have the money at hand to do with.

We think the boulevard around the

property of the larger city and is ever improved, as it should be, the cost will have to come from general taxation. With this general fund over \$700,000 short and its tax limit reached with present expenses, it will be obviously a long time before such an improvement will be made, and possibly nearly as long before the Woods will be given police protection. Because of these conditions, we have signified our willingness to assume a burden which is logically ours anyway.

If Mr. Garfield will talk with our

## ERRONEOUS CONCEPTION OF SMALL STORE.

### If the Owner Has Vision, It Has the Same Opportunity as the Large Establishment.

There is no magic touchstone that will produce success in retailing over night. Nor is there any panacea or ready-made cure-all which can be administered to cause a store to jump from mediocrity into a leading and highly profitable enterprise.

While there is no retail panacea, the retailer doing a small annual volume can avail himself of progressive and more scientific methods of doing business just as advantageously as his larger competitors. There has been much hue and cry raised that the average merchant is being neglected and that everything is being done for the larger stores.

This is an erroneous conception of the work which is putting retailing on a more scientific basis, but it seems a fairly common one. The merchant who continues to think in this fashion is likely to remain always in the class doing a comparatively small business annually.

As a matter of fact, the opportunities for this type of retailer to improve his business methods today are more abundant than ever before. The National Retail Dry Goods Association, for instance, has in its organization sufficient departments to be of the greatest help, if retailers use the facilities provided.

Vision is the guiding force behind the scientific progress of retailing. Vision is what is needed by the average merchant if his business is to grow and prosper. He must have vision to grasp the fact that the application of these fundamental principles is just as much needed in his business as in establishments doing \$10,000,000 annually and over.

In the growth of the larger stores from small establishments to their present position they had no teachers to guide them. Their rise was due to the pioneering spirit they displayed and careful testing and application of ideas and methods found successful.

Take the subject of merchandise control. The average merchant has been prone to look upon this as an intricate process, costing a tremendous amount of money and not really required by him at all. In reply to this all that is necessary is to ask the merchant to look at his mark-downs and see what lack of merchandise control is costing him.

Stock control, price lining and merchandise classification will involve the spending of money, but it is money spent with a vision that will eventually return itself several times over in improved buying, better mark-ups, less mark-downs, the prospect of stable growth and more effective merchandising.

The keeping of records covering the phases of these activities may seem to require considerable work, especially to the merchant who merchandises his own store. Buying and selling are the more dramatic sides of retailing, but to-day scientific control is equally as important a division of profitable retailing for both large and small stores. Problems of management, personnel, customer convenience, consumer demand and most economic layout of the store require as much care and consideration as merchandising.

Lake deserves a better roadway. That part from Hodenpyl Woods East to the North and South section of the belt line (now under construction) should be paved. The present roadway is narrow in places and, being made of cinders, is necessarily dusty a good part of the time. It is within our city limits for the most part and East Grand Rapids can widen and pave this drive in part at least by assessing the abutting property. Grand Rapids cannot do this, because she has no jurisdiction. If the boulevard remains the

newly-organized Citizens Planning Commission and officials of the city of East Grand Rapids about the plans they have for beautifying East Grand Rapids, the Reeds Lake Boulevard and the cleaning up of Reeds Lake, I am sure he will see this matter in an entirely new light and be willing to cooperate with them in their commendable effort.

J. M. Beach,  
Commissioner Second Ward, City of East Grand Rapids.

To be nothing, just do nothing.

## Park-American Hotel Bought By Chicago Men.

Kalamazoo, March 23—The Park-American Hotel has been sold by Charles B. Hays to the New England Hotels Co., Chicago, thereby terminating negotiations which had been in progress for over a fortnight. While the price paid was not announced, Olmsted & Mulhall have underwritten \$400,000 bonds on the property and some other financing will be required.

L. J. Stevens, president of the New England Hotels Co. and David Olmsted, vice-president, with offices at 30 North Michigan avenue, Chicago, are in the city and have taken possession of the property. The latter announces that Ernest McLean will retire as manager of the hotel, a position he has held ever since Charles B. Hays purchased the property. McLean's successor will be Harry W. Luethi of the New England Hotels Co., who will come to Kalamazoo from Ohio.

Following the purchase of the property, the new owners are preparing to greatly enlarge and improve the present hotel structure. It will be increased to between 300 and 400 rooms in all. The first step will be the erection of a new building, 105 by 81 feet in dimensions and extending from the present West wall of the hotel building to North Edwards street. Provision will be made for stores on the ground floor, with rooms with bath above. In erecting this unit, foundations will be put in for a 12 story structure, though it is not planned to build that high at present. President Stevens says that other immediate improvement plans provide for considerable remodeling and refurbishing of the present hotel quarters.

The Park-American hotel property, all of which was included in the sale, covers the major portion of the block bounded by East Main, North Pitcher, North Edwards, and East Water streets. There is a frontage of 350 feet in East Main street, and the depth to the North extends from 81 feet in North Edwards street to 230 feet along North Pitcher street.

The New England Hotels Co. now conducts three hotels, the Ruskin at Pittsburg, 405 rooms; the Olmsted at Cleveland, 300 rooms, and the Ashtabula at Ashtabula, Ohio, 300 rooms. Directly associated with this concern is H. L. Stevens & Co. exclusive designers and builders of hotels in the United States.

David Olmsted will be directly in charge of the changes and improvements to be made here and expects to spend the major portion of the ensuing year in Kalamazoo.

"Purchase of the Park-American property was prompted largely by Kalamazoo's strategic position geographically," said Olmsted, "coupled with the belief that a very large and profitable hotel business can be built up here. By systematic advertising and publicity we expect to broadcast offers as a tourist point and place for conventions and gatherings, and thus greatly increase the city's present hotel business. There is more business available, if gone after systematically than Kalamazoo's present hotel capacity can accommodate. We expect to prove that."

Olmsted has been associated with the Pantlind, Grand Rapids, and the Pontchartrain, Detroit, in years past and has a wide acquaintance with Michigan hotel men.

The officious rarely are efficient. Know definitely what you are after or you are unlikely to overtake it.

Better to misplace trust occasionally than to harbor distrust.

Beauty is the spice of life.

**REPRESENTATIVE RETAILERS**

**G. Vander Hooning, President Grand Rapids Retail Grocers' Association.**

Gerrit Vander Hooning was born at the corner of East Leonard and Fuller streets, Grand Rapids, October 9, 1896. The family consisted of two boys and three girls, all of whom are living. The father conducted a meat market at the corner of North College avenue and Bradford street for more than twenty-five years. The son attended Creston Christian school until he had completed the eighth grade. He then entered Calvin college, intending to complete a college course, but the death of his mother forced him to leave college and assist his father in the meat market, where he remained for four and a half years. On the declaration of war with Germany, he enlisted in the Naval Reserves and for four years was on the battleship Iowa. He was then transferred to a mine layer operating under the direction of the Atlantic fleet. After two years he was discharged,

the merchants who are associated with the company. Five years ago, Mr. Vander Hooning was elected director of the local grocers' association. A year later he was elected President, a position which he still holds. Two years ago he was elected a director of the State organization. Last year he was elected Second Vice-President. At the convention this year he was elected First Vice-President. Naturally, he expects to assume the Presidency at the Saginaw convention next spring.

Mr. Vander Hooning is a prince of good nature and to that fact is probably due in large measure the success he has achieved in the grocery business in the short space of six years. Of course, he was pretty well prepared for the duties of merchant by the training he received in the market of his father, Mr. Bowdich and Mr. Polie. He is progressive to the nth degree and keeps in touch through the trade papers with all of the advance movements of the age. He believes the Louisville Survey is one of the great-

est advance movements which has come to the retail grocer of late years.

I would be one of the last people in the world to belittle the importance of the exact knowledge that teachers impart to their pupils—as an engineer I set a high value upon precise information—but knowledge, however exact, is secondary to a trained mind and serves no useful purpose unless it is the servant of an ambitious mind, a sound character and an idealistic spirit.—Herbert Hoover.



**NICE PEOPLE  
SAY**

**“LEE & CADY Coffee offers a new delightful experience. Especially for those whose coffee tastes are jaded. There is such a new fineness and smoothness in Lee & Cady Coffee that all hostesses serve it on all occasions with a worthy pride. Its fragrance has the marvelously elusive delicacy of pastel print. Yet it offers a most positive and lovely flavor. So warming, delicious and invigorating society revels in it.”**



G. Vander Hooning.

having acquired a title of second class boatswain. On his return to Grand Rapids he worked a year for Joseph Bowdich, the Madison Square meat dealer, and for James Polie, the Creston Heights meat dealer, two years.

Six years ago he engaged in the grocery and meat business at 607 Livingston avenue, where he still holds forth. Since starting the business, he has purchased the store building.

Mr. Vander Hooning was married in 1920 to Miss Cora Meyers, of Grand Rapids. They have one child, a boy two and a half years old. They reside in their own home at 935 East Paris road. They attend Central Reformed church, of which Mr. Vander Hooning has been a member all his life.

On engaging in business, Mr. Vander Hooning joined the Grand Rapids Retail Grocers' Association and also affiliated himself with the Grand Rapids Wholesale Grocery Co. He has been very loyal to the latter organization and has been a director for the past two years. He believes the work of the organization should be expanded so as to handle the advertising of

**LEE & CADY  
COFFEE**

*For breakfast, luncheon, a dinner, serve Lee & Cady Coffee. This is the coffee that youth demanded. That Lee & Cady created from the finest coffee in the world. That chemist and chef enriched and mel-  
lowed into a coffee of  
matchless flavor . . .  
That with the bet-  
ter grocers is a sensa-  
tional best seller.*



**“TOMORROW'S  
COFFEE TODAY”**



**MOVEMENTS OF MERCHANTS.**

Otsego—Bernard O'Dell has engaged in the grocery business here.

St. Johns — M. S. Hunt succeeds Robert Carrol in the grocery business.

Flint—Theo. C. Kunz, dealer in boots and shoes, has filed a petition in bankruptcy.

Kalamazoo—Van Halst & Son, have engaged in the grocery business at 246 East Main street.

Ecorse—The Ecorse State Bank has changed its name to the Peoples Wayne County Bank of Ecorse.

Dowagiac—Michael J. Biek is closing out his stock of shoes at special sale and will retire from trade.

Pontiac—The Pontiac Oil & Gas Co., R. F. D. 3, has increased its capital stock from \$24,000 to \$40,000.

Pontiac—The Pontiac Mortgage & Investment Co., 509 Pontiac Bank building, has increased its capital stock from \$1,500,000 to \$2,000,000.

Pentwater—Max Field, of Hart, has purchased the Sears & Nichols Canning Co. factory buildings and will raze them to salvage the lumber.

Kalamazoo—Hershfield Bros., clothiers and haberdashers, 141 East Main street, recently celebrated their 23rd birthday as a local retail establishment.

Belding—L. Levinsohn has purchased the stock of groceries and store fixtures of the estate of H. A. Lamb and will conduct a closing out sale on the premises.

Otsego—A. D. Hancock is erecting a modern fire proof store building which he will occupy about June 1 with his stock of dry goods, clothings, shoes and groceries.

Grand Rapids—L. Levinsohn, of Saginaw, has purchased the stock of men's furnishings and shoes of the Pantlind Boot & Toggery Shop and is closing it out on the premises.

Kalamazoo—The Cardy Jewelry Co., Strand Theatre building, is now owned and conducted by Russell L. Cardy, who has taken over the interest of his partner, Edward Callow.

Kalamazoo—Mrs. Jane Roach has engaged in the millinery business in the Marlborough Apartment building, West South street, under the style of the Jane Roach Hat Shop.

Kalamazoo—R. P. Warner & Son, electricians, have engaged in business at 1235 Portage street, specializing in rewinding and repairing motors and all household electrical devices.

Belding—L. Levinsohn, of Saginaw, has purchased the stock of clothing and shoes of Fristoe & Rumbler which was recently damaged by fire and removed it to his auction rooms at Detroit.

Plainwell—The Plainwell Co-operative Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$15,610 has been subscribed and \$2,305 paid in in property.

Cloverdale—A. E. Patten has sold his stock of general merchandise and store building to Harry Ames, of Grand Rapids and will retire from trade. Mr. Ames will add other lines to the stock.

Petoskey—It is a rare thing for a business house to attain to the ripe old age of fifty years—the golden anniversary age—but that is the case with

S. Rosenthal & Sons, of this city, which was established in 1879.

Lansing—The American Dental Co., American State Savngs Bank building, has been incorporated to deal in dental supplies, with an authorized capital stock of \$2,000, \$500 of which has been subscribed and paid in in cash.

St. Louis—The St. Louis Hardware has been incorporated to deal in hardware and building supplies, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in property.

Lansing—Jay Lane, Inc., will open a store at 111½ North Washington avenue, as soon as the store has been remodeled, a new front installed and modern fixtures placed. The stock will consist of women's wearing apparel.

Birmingham — The Bird Electrical Co., 111 East Maple street, has merged its business into a stock company under the same style, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Detroit—The Morse Furniture Co., 14301 East Warren avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Grand Rapids—The Visser Plumbing & Heating Co., 860 Grandville avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$4,000 of which has been subscribed and paid in in cash.

Flint—The Flint Fish Co., 521 Brush street, has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$500 in cash and \$19,500 in property.

Grand Rapids—The Credit Trading Co., 251 Monroe avenue, has been incorporated to own and conduct retail credit stores with an authorized capital stock of \$23,000 common and \$12,000 preferred, of which amount \$24,000 has been subscribed and paid in.

Detroit—Detroit Pie Bakeries, Inc., 6545 Warren avenue, West, has been incorporated with an authorized capital stock of \$100,000 preferred and 1,000 shares at \$1 a share, of which amount \$75,700 has been subscribed, \$4,599 paid in in cash and \$71,050 in property.

Saginaw — The Family Ice Cream Co., 2536 State street, has been incorporated to manufacture and sell ice cream and deal in dairy products, with an authorized capital stock of 50,000 shares at \$1 a share, \$10,000 of which has been subscribed and \$5,000 paid in in cash.

Kalamazoo — The Mul-So-Lax Co., 110 West Patterson street, medical preparations, has merged its business into a stock company under the same style, with an authorized capital stock of \$125,000, \$100,000 of which has been subscribed and paid in, \$51,900 in cash and \$48,100 in property.

Detroit—The Cadillac Electric Supply Co., 431 East Larned street, has merged its business into a stock com-

pany under the same style with an authorized capital stock of \$240,000 preferred and 25,000 shares at \$1 a share, \$160,000 of which has been subscribed and paid in in property.

Flint — The Gainey Furniture Co., 607 South Saginaw street, has merged its wholesale and retail furniture business into a stock company under the style of the Gainey Furniture Co., Inc., with an authorized capital stock of \$250,000, of which amount \$180,000 has been subscribed and paid in, \$8,151 in cash and \$171,849 in property.

Kalamazoo — Seven local druggists have banded together in the Nyal Service Association. This service gives rights to handle certain products and profit through group buying and advertising. The Association membership includes: C. E. Van Avery, 712 North Burdick street; Donald Van Avery, 502 West North street; Cooper's Pharmacy, 1841 South Burdick street; D. O. Brown, 1636 West Main street; John D. Lyon, Washington Square; Stanley A. Snyder, 1126 East Main street, and Willam H. Johnson, 629 South Burdick street.

Bridgman—G. A. Sick has purchased the general stock of Chauncey & Baldwin and will continue the business at the same location. Mr. Chauncey ends a career as a general merchandiser which is hardly equaled in this part of the State. In 1890, Mr. Chauncey started to work in a store here then owned by H. N. Chapman. He worked for Mr. Chapman for twelve years and became known and liked by every one near and around here. It was always his ambition to become a store owner, so in March, 1902, Mr. Chauncey and O. A. E. Baldwin started a little store. In October, the same year, Mr. Baldwin died and his son, O. A. D. Baldwin, became a partner with Mr. Chauncey. This partnership was an exceptionally successful one. Mr. Chauncey has always managed the store, and while Mr. Baldwin has not been in the store much, he has had it close at heart and has helped in an advisory capacity and in many other ways.

**Manufacturing Matters.**

Detroit—Mineralite Products, Inc., 1504 Dime Bank building, has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Protectoseal Company of Michigan, 4611 Woodward avenue, has changed its name to the American Safety Equipment Co.

Detroit — The H. A. Montgomery Co., 17191 Swift avenue, manufacturer of chemicals, has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Metallurgical & Chemical Corporation, 1633 Dime Bank building, has changed its name to the Manufacturers Chemical Corporation.

Detroit—The Advance Tool Co., 427 West Congress street, has been incorporated with an authorized capital stock of \$7,500, of which \$3,000 has been subscribed and \$1,000 paid in in cash.

Battle Creek — The United Auto Body Co., 219 Hamblin avenue, has been incorporated with an authorized capital stock of \$25,000, all of which

has been subscribed and paid in in property.

Detroit—The Schoewe Foundry Co., 1488 Catharine street, has been incorporated to manufacture aluminum and brass castings with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Aerocar Company of Detroit, 1800 Buhl building, has been incorporated to manufacture and deal in auto trucks, etc., with an authorized capital stock of \$250,000, \$25,000 of which has been subscribed and paid in in cash.

Berrien Springs—The Clark Transmission Co. has been incorporated to manufacture and deal in automobile accessories and appliances with an authorized capital stock of 50,000 shares at \$20 a share, \$100,000 being subscribed and paid in in cash.

Detroit—The Gregor Kliott Manufacturing Co., 2500 Tyler avenue, has been incorporated to manufacture and deal in food products, especially vegetable oils, with an authorized capital stock of \$25,000, \$20,000 being subscribed and \$10,000 paid in in cash.

Flint—The Michigan Glass Co., 109 West Second avenue, has been incorporated to manufacture and deal in glass and glass shapes, metal store front fixtures, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Art Metal & Shade Co., Inc., 3964 Grand River avenue, West, has been incorporated to manufacture and deal in wire frames, lamp shades and fixtures; with an authorized capital stock of 40 shares at \$100 a share, \$4,000 being subscribed and paid in in property.

Detroit—Tidal Products Corporation, 6060 Harrell avenue, has been incorporated to manufacture and sell cosmetics and lotions, with an authorized capital stock of 200 shares at \$10 a share, \$1,200 of which has been subscribed and paid in, \$400 in cash and \$800 in property.

Coldwater—The Miner & Leatherman Co. has been incorporated to manufacture and deal in engineering instruments, with an authorized capital stock of 3,000 shares at \$10 a share, of which amount \$18,800 has been subscribed and paid in, \$3,500 in cash and \$15,300 in property.

Kalamazoo—S. T. Gilbert, formerly Sam T. Goldberg and now living in Detroit, and head of the Deisel-Wemme-Gilbert Co., has entered into contract with Odin Cigar Co. to make cigars for the latter concern over a ten-year period. The contract calls for a minimum of 30,000,000 cigars annually. Gilbert will act as chairman of the Odin Co. directorate.

**Wafer Sundaes.**

At one end of a small oblong platter place a few long wafers. Put a cone of vanilla ice cream at the other end and pour over it a ladle of hot chocolate sauce and top with whipped cream. Cold chocolate syrup may be used where the hot sauce is not served. If desired, this can be sprinkled with chopped hickory nut meats.



**Essential Features of the Grocery Staples.**

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

Canned Fruit—All canned fruits are quiet. Spot stocks of pears, apricots and cherries are extremely light and offerings at the sources are sparing. Peaches continue easy, with cling halves still in abundant supply.

Canned Vegetables—The outstanding event of the week was the formal announcement of opening prices on 1929 pack California asparagus. All packers quote the same prices, which are around 5c per can better than last year's excepting the California Packing Corporation, whose prices are always higher than the remainder. The asparagus association in California again offers its special discount of 2½ per cent. on all orders over 1,000 cases. No partiality whatever is given large buyers, the 2½ per cent. allowance holding the same on orders of 10,000 or 15,000 cases, instead of increasing in proportion to the extent of the purchase as would ordinarily seem reasonable in big business. Large buyers had been hoping that the California packers would come around to an agreement that would be more fair, as they had been given to believe last year that such would be the case. In the other future vegetables there has been some buying going on all the time. Most buyers seem to have placed most of their requirements in the major vegetables. Future Wisconsin peas have been doing moderately well here but there is no excitement. The situation in spot canned foods suffered few changes. Tri-States standard No. 2 tomatoes still show weakness as a result of cheap offerings of Florida pack. There seem to be differences of opinion regarding the quality of the Florida pack of standard 2s. Some say they are equal in quality to Maryland tomatoes, while many local buyers contend that they are poor stuff, of pale color and flat taste.

Dried Fruits—Raisins are the only fruit to show weakness, a condition that is hardly new. Jobbers report a routine enquiry and moderately good actual sales from out-of-town buyers, demand being for an assortment of commodities, package prunes and apricots, perhaps more than for others. In the whole list, there occurs no quotable price change. Spot prices are still on an unprofitable basis for replacement buying from the Coast. There is no visible sign of weakness in prunes, apricots or peaches, even though buying is rather slack, as stocks on hand are not burdensome, and supplies at the source are ridiculously low. Peaches are firm and are also hard to replace, as jobbing stocks are generally light and the Coast has a corresponding shortage. In apricots the same holds true, and as demand is slowly but surely picking up, it is believed that the local trade will be forced to turn to the source for replacements, whereupon the market will doubtless take an upward turn. The market for Greek currants shows no change whatever. Demand was somewhat improved at the start of the

Lenten season, as bakers needed stocks but as this branch of the trade has lately been favoring the cheaper raisins it was not what it used to be. Replacement values continued to soar, forcing importers out of the market, but producing little change in spot prices. Figs are thoroughly sold up on the spot, in all grades and kinds.

Canned Fish—In the fish packs there has been little change during the week. Tuna is not overabundant on the spot, with stocks centered in two or three hands. Predictions have been made in the trade that tuna is going to be worth more money a little later in the season and for this reason there is little inclination among holders to let go of their goods at anything under the market.

Salt Fish—The close of the Lenten season, which is not far away, will find the salt fish market in an unusually strong position, with supplies of all varieties of salt fish practically exhausted. No carryover is expected. Demand at present is not great, but stocks are so low that prices are easily maintained and are unchanged over last week's quotations. No. 3 mackerel are very scarce. New catch is not expected to reach this market before some time in July or August.

Nuts—Spring outlets have drained spot supplies of California walnuts and almonds, and have put the market in such a position that the outlook for a close clean-up before new crops reach the market are exceptionally good. In view of the size of the almond crop last year, distribution has been very good, and remaining supplies here are thought to be no larger than they were in 1928 at this date. Ne Plus and Nonpareils have sold with more rapidity than the Drake variety; the soft shelled kinds being very closely cleaned up on the spot and altogether sold up on the Coast. Likewise, there are but few unsold California walnuts at the source, and the market is in a strong position. No radical change has occurred in the market for shelled nuts, prices having shown no change whatever during the past week. All items are in comparatively light supply on the spot, and are equally firm in price tone.

Rice—Blue Rose is barely steady. To counteract the above, planting of the new crop is reported to be late, and it is believed that a substantial reduction in acreage will be made, and that the market will go much higher before the end of this crop season. Distribution continues at a satisfactory rate, with prices on Blue Rose and Prolific holding firm, with only slight recessions being made on the long grain varieties.

Sauerkraut—Demand is slow for both bulk and canned kraut. There is little interest shown in futures by local buyers, who are wary on account of an expected large acreage for the coming season. Prices are steady.

Vinegar—Sales have been only fair recently. There are plenty of supplies of both sweet and grain cider, but there is not a great deal of demand for either. Prices hold steady.

**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@5c per lb.

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

Brussels Sprouts—32c per qt.

Butter—Jobbers hold prints at 48c and fresh packed in 65 lb. tubs at 47c.

Butter Beans—\$4.50 per hamper for Florida.

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—\$2.50 per doz.

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

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

Cucumbers—\$1.75@2 per doz. for Illinois.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.50  
Light Red Kidney ----- 9.00  
Dark Red Kidney ----- 9.00

Eggs—The market has declined during the past week. Local jobbers pay 26c per doz.

Egg Plant—20c apiece.

Garlick—23c per lb.

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

Green Onions—Shallots, 60c per doz.

Green Peas—20c per lb.

Green Peppers—60c 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. ----- 10c  
Limes—\$1.25 per box.

Mushrooms—75c 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

Floridas have sold better than ever this season, owing to their superior quality over Californias, but the season is now so late that the keeping quality is precarious and dealers should order Florida stock with great caution.

Onions—Spanish, \$3.50 per crate; home grown, \$5 per 100 lb. bag.

Parsley—75c per doz. bunches.

Pieplant—Ill. hot house, \$4 for 40 lb. box.

Potatoes—40@60c per bu. according to quality, for home grown; Idaho stock in 100 lb. sacks, \$2.85; new from Florida fetch 8c per lb.

Poultry — Wilson & Company pay as follows:

Heavy fowls ----- 30c  
Light fowls ----- 25c  
Heavy Roaster ----- 30c  
Radishes—75c per doz. bunches.  
Spinach—\$1.10 per bu.  
Strawberries—45c per quart.  
Sweet Potatoes—\$2.75 per hamper for kiln dried Jerseys.

Tomatoes—\$1.40 for 6 lb. basket from California.

Turnips—75c per doz. bunches for Florida.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 20c  
Good ----- 18c  
Medium ----- 15c  
Poor ----- 12c

**Catering To Children.**

The up and coming fountain owner will see to it that he has at least two low tables and accompanying low chairs in his store for the accommodation of children. Mothers who from inclination or necessity, take their small children down town shopping, are glad to patronize a store where the little ones have had some thought bestowed upon them; where three-year-old Dorothy may sit at a table and put her feet upon the floor, instead of dangling her tired little legs from a grown-up chair; where eight-year-old Rose, even, is not above taking advantage of the attractive little layout.

In a town where children's tables and chairs have not been used, a window display would go far to introduce them to the public. For instance, the little table with its glass of straws and menu card, surrounded by its two or four little chairs (filled with big dolls if the merchant is particularly progressive) would attract the eye of the passerby. A slogan might be used:

"Tables for mothers, too" or,

When you've done your round of shopping.

Here's a dandy place for stopping.

Or a Mother Goose rhyme might be paraphrased:

Handy, Spandy, Jack a-Dandy,  
Loves ice cream and sugar candy;

When his mother goes to shop,

Here's the place she'll want to stop.

Remember the children of to-day are the men and women of to-morrow. It always pays to keep an eye on the future.

**Sixteen New Readers of the Tradesman.**

The following new subscribers have been received the past week:

J. B. Nicholson, Grand Rapids.

C. F. McLain, Detroit.

Schust Co., Detroit.

Judd Warnock, Trufant.

Schust Co., Port Huron.

Andrew Jacobson, L'Anse.

E. J. White, Lapeer.

Model Bakery, Big Rapids.

Harry Deweerdt, Plainfield.

Hubbard & Fuller, Greenville.

Arthur E. Anderson, Greenville.

H. Bannen, Greenville.

Frank Nelson, Greenville.

J. H. Ritzema, Greenville.

Harry A. Brown, Dowagiac.

O. A. Brown, Berkley.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

Maintaining only a mailing privilege at 845 Broad street, Newark, N. J., the Henry Johnson Aircraft Supply Co. recently advertised a number of second-hand airplanes for sale. One individual sent a check for \$315 as down payment on a plane but received nothing in return. Investigators have been unable to locate either Johnson or anybody connected with the company.

Under "business opportunities," Lee Rogers of the Covex Co., Los Angeles, inserted an advertisement in the newspapers recently offering a position as "office manager" to a "financially responsible party" on a "salary and percentage" basis.

Respondents to this advertisement found that it would be necessary for them to purchase a tenth interest in the business at \$1,500 before their applications would be considered. One man paid the amount required. He was told that he would be made manager of the firm's New York office. Shortly after this Rogers disappeared and efforts to locate him or his office in Los Angeles have been unsuccessful.

At the present time Eugene Sachs, a principal of H. & B. Wolf & Co., Inc., Camden, N. J., appears to be a dominant factor in "Foster's Financial Forecast," a so-called tipstering organization, located at 50 Broad street New York City.

H. & B. Wolf & Co., Inc., have been the subject of numerous complaints. More than this, the company has been in frequent conflict with state governmental authorities as the direct result of their business methods. In 1923 they were ordered to suspend operations in Pennsylvania by the State Securities Commission.

In 1925 the Attorney General of New York instituted an action against the company which resulted, on November 12 of that year, in a preliminary injunction restraining them from alleged fraudulent practices in the sale of securities. A final order on the injunction was entered in the New York Supreme Court on February 8, 1926.

Subsequently the company was moved to New Jersey where they are now the defendants in an action brought by the attorney-general of that state for failure to supply full information regarding themselves and their activities as requested by the attorney-general and required by the laws of the State.

Now claiming to "have been successful in solving every financial problem to date" and asserting that stockholders owning 1,000 common shares "will receive an initial dividend check in excess of \$5,000," the Universal Lock-Tip Co., of Boston, makes another direct appeal to stockholders to purchase one or more pairs of shoes at \$6.50 the pair thereby acquiring 275 additional shares of the company's stock for each pair of shoes bought.

This company is engaged in the busi-

ness of manufacturing lock-tip shoe laces and was organized in January, 1924, under the laws of the Commonwealth of Massachusetts with William S. Gay as president and treasurer.

Since the organization of the company, Gay has almost constantly resorted to the use of flamboyant promises such as: "An opportunity to make \$20,000 within the next few months without investing a single penny"—"I positively guarantee to mail big dividend checks within three months"—"You take no chances, you cannot lose"—"I want you to have a guaranteed income for life; an immediate steady big income"—and so on.

It is quite evident that the foregoing statements have not run absolutely true for as recently as January 26, 1929, Gay made another strenuous appeal prophesying "that the Universal Lock-Tip Co. common shares will be quoted on every stock exchange in America and later in Europe at upward of \$200 each." He stated also that the company is obliged to delay carrying out its plans until \$4,500 can be raised to purchase two machines to assure unlimited production. In February, 1927, this same type of appeal was made only the amount required at that time was \$2,500 "to increase production and market this invention on a large scale."

In spite of Gay's generous offer of an opportunity to make \$20,000 within the next few months it is evident that stockholders have not received these returns on past investments in the company for, on January 26, of this year he stated that "the Universal Lock-Tip Co. will pay all arrears on its 8 per cent. preferred shares." Local dealers in unlisted securities assert there is no market for either common or preferred stock of this company.

Recipients of this company's literature should not only take cognizance of the foregoing information but should remember also that the authorities of Massachusetts, New York, and Ohio, have taken precautionary measures to protect their citizens from promotions of this type. In this instance this has been accomplished by barring the Universal Lock-Tip Co. from the further sale of stocks in the states mentioned.

Bay City, March 23—I have just returned to Bay City, after an absence of several months and have been handed a copy of your journal dated Nov. 14, 1928, in which under the title of "In the Realm of Rascality" you make remarks concerning the Clark Chemical Co.

For your information would say that the Clark Chemical Co. was a business operated by me to sell various articles for household use, such as cleaning compound, metal polish, etc.

In order to introduce these we, through salesmen, sold a combination for \$3.15, consisting of 12 one lb. cans of Clark's Rapid Cleaner and 12 eight oz. bottles of Clark's Metal Polish. The combination had a retail value of \$7.20. At the same time we ran advertisements in the paper concerning these products.

The salesman made out an order in triplicate, mailing the original to Bay City, leaving a copy with the buyer and retaining one in the order book. The buyer generally, though not invariably, signed the original. On re-

ceipt of the order the goods were delivered and an invoice in proper form mailed to the buyer. Also the sales manager sent them a letter expressing pleasure they had become a buyer and predicting profitable business if sales were pushed as the goods were very good.

About three months later we requested payment of invoices. Some buyers had paid cash with the order, some paid on receipt of the invoice or the request for payment. Others refused stating that the salesman had promised to pick up the goods if they did not sell. As a matter of fact, we did find such a promise written on a few buyers' copies of order although no such statement appeared on the original, or on the salesman's copy. No salesman had directly or indirectly been authorized to make such a promise (nor indeed had we known of such promises). No buyer had objected or made any comment on receipt of the invoice or the salesman's letter. I had, however, at conferences told the salesmen I did not expect to press for payment, but would give the buyers plenty of time.

By enquiry of Bradstreets here you would have found I was rated T-C and would have also learned the business was to be rated whenever I desired it.

I am immediate past President of the Bay City Chamber of Commerce and am a National Councilor of the United States Chamber of Commerce. I am a past president of the Rotary Club and have been prominent in civic affairs for many years.

I was consulting engineer to the then superintendent and division manager for E. I. duPont de Nemours & Co. for nearly twenty-five years.

I can and do refer you as to my character and ethical ways of doing business to the Bay City Chamber of Commerce, the Bay City Bank or any bank here, Congressman Roy O.

Woodruff and to many others in Bay City and elsewhere.

Chas. T. Clark.

### Open the Lakes and Streams To Sportsmen.

Reed City, March 21—I am enclosing a copy of a resolution sent to Lansing. I want your opinion as to whether you think we will get some consideration in the matter. You remember that I wrote you for the Michigan Tradesman on the subject of tourists in Michigan last April. You published it on April 18 and since then I have been busy trying to have something done. I notice that the Legislature has appropriated \$200,000 to expend for advertising Michigan for tourist business. That may be all right, but they must give the sportsmen something more than advertising signs or our \$200,000 is thrown away. I recently had a letter from a sportsman in Cleveland, Ohio. He stated in his letter as follows:

"I see you are advertising Michigan and you are spending large sums of money for that. Now, why don't you save that sum and give us a place to get in and out of your waters and we will advertise Michigan for you."

That's true. All money spent for advertising Michigan as a tourist State is O. K., but we must give the outsider who is willing to come to Michigan something else besides nice bill board signs. Our good roads are a fine thing and there is no reason why Michigan should not be the largest tourist State in the United States, but in the last four years the news has spread all over our country that Michigan waters are closed to public fishing and the lands are owned and leased for fishing rights surrounding such waters. That's what killed our tourist business and will kill it in the future unless we wake up and do something more than advertising. If you have a

## Many Big Investors Started Small

Many wealthy men point to the first \$1,000 they saved as the real corner stone of their success. Many fortunes have been founded on a single bond.

The investor just taking his first step is able to buy the same safe, productive bonds as the man with millions to invest. He can buy \$100, \$500 or \$1,000 bonds, paying for them either in a lump sum or on monthly payments, as he prefers.

Once started, he finds a fascination in the growth of his funds—in the steady income from his coupons—in the ever-

increasing momentum obtainable through compound interest. He becomes the big investor of to-morrow.

If you wish to start buying bonds or to increase your present holdings, we will be glad to help you choose investment that will give the maximum return consistent with safety. Every possible facility for making sound investments is at your service. Phone or write us for a representative to call or, if convenient, stop in at our office. Our representative will be glad to discuss bonds with you at any time.

## HOWE SNOW & CO.

Incorporated

NEW YORK  
CHICAGO  
SAN FRANCISCO

GRAND RAPIDS  
PHILADELPHIA  
WILKES BARRE

DETROIT  
ROCHESTER  
BOSTON



friend in Lansing who may be able to help us win the battle to get Michigan on the map again, as it was five years ago, please write him. Let me know what you think of the matter.

F. Hemund.

The following resolutions have been adopted by the Reed City chapter of the Izaak Walton League:

Whereas—Land through which our trout streams flow is being bought up for fishing preserves by individuals and clubs and placarded with trespass signs until use of these streams by the general public has been seriously curtailed, and in time will be entirely prohibited.

Whereas—If a fisherman wading a stream encounters a hole too deep or stream too swift to be waded with safety and steps out of the water on the bank to pass a hole or swift water, he is liable for arrest for trespass.

Whereas—The State of Michigan has planted its streams with trout for public good and will continue to do so, it would seem that anything done to curtail the lawful exercise of this means of pleasure is not just and is out of keeping with the whole purpose of conservation.

Whereas—Michigan has a wide-spread reputation for its trout streams and is about to expend thousands of dollars in advertising them for the tourist trade, it would seem that it is unsportsmanlike and unworthy the fair name of the State that fishermen and campers coming to the State in response to its reputation and to its advertising should be permitted to find miles of its stream banks placarded against public use, therefore, be it

Resolved—By the Reed City chapter of the Izaak Walton League of America, in a meeting held in Reed City, March 13, 1929, that the Conservation Department be requested to take steps to condemn for public use a strip of ground eight feet wide above high water mark, on each side of every stream in the State designated by the Department of Conservation as a trout stream and located outside the corporate limits of cities and villages.

The Tradesman is of the opinion that the \$200,000 appropriate by the Legislature to advertise Michigan to tourists should have been applied to opening up the lakes and streams to anglers and fishermen who fish for sport and not for profit. This done, tourists who come any one year would spread the good news to the sportsmen of other states, so that no news paper advertising need to be done to fill the State with tourists every summer.

**California an Abject Slave to the Smudge Pot.**

Los Angeles, March 22—A lot of Eastern people think that oranges grow on trees and that alongside on the very same branches, gold dollars are also propagated. In the first instance, they are undoubtedly correct, but the gold dollar proposition is a far cry.

When anybody tells you about the amazing profits shown in the raising of citrus fruits, believe as much as you please, but before you spend any money on orange or lemon groves, look into the matter carefully, for it might prove one of those instances where "all is not gold that glitters."

The real planting and cultivation of the trees is one thing, but producing the crop is yet another, after you get beyond the fertilization and irrigation stage.

If you are acquainted with California's "orange empire" a cloud of smudge smoke is a portent of drama, a flag of battle, a sign more significant than was ever an Indian smoke signal calling the tribes to war. It is evi-

dence that an army is fighting for for gold than even Midas ever dreamed of. Few who live close by these wonderful groves who are not financially interested in crop results realize what preparation, what alert watchfulness, what efficient organization and what indomitable courage saved California's citrus crop during the recent unusual cold snap, the coldest in many years.

Besides their marketing organizations the citrus men have protective associations. Not all will enter the marketing associations, but danger of frost brings practically all of them together to fight for their treasure. In less efficient times, each fruit grower fought for his own trees, independently. Now they are organized like an army. At Redlands, the head of Imperial Valley, for example, a "general" sat at his desk, with a map before him which showed where every line of smudge pots was placed. Dispatch riders, with motorcycles, awaited his orders. By radio and telephone he was in touch with Government weather observers as far as 200 miles away. He knew how the thermometer stood in fifty towns, how the wind was blowing, and how fast the frost was coming.

In the orchards around him were 350,000 heaters and 1,200 men to fight the frost. It would have been wasteful—suicidal—to light up all these heaters at once. They would have consumed so much smudge oil that the district might be out of ammunition before the cold snap ended, even though the railroads were rushing in the oil at less than the cost of transportation to help save the crop. He must guard his reserves well or all would be lost. Not until the frost was almost on the district did the orders go forth, by telephone and dispatch rider, to light up a row of pots here, there, yonder, the precise row being indicated in every case. As the thermometer continued to fall, the "second wave" of pots was placed in action, and then the others, according to the requirements.

Naturally, it is at night that these battles are fought, as rarely is there need of smudging during daylight hours. It is not easy then to watch the drift of the smoke, but it must be watched just the same. All night long the tanks of oil are driven through the orchards, to keep every strategic point well supplied with ammunition. And when the day breaks the tired, grimed fighters hardly know it, for such a fog of smoke envelopes the region that little can be seen. It is said that on occasions vast clouds of smoke have drifted to sea, thereby retarding navigation.

It is claimed, however, that only once or twice in a decade has it been necessary to resort to the smudge pot to the extent they have this year and inventors are now at work on problems which seek the elimination of the smudge pot and the substitution of electricity therefor. In such cases the electricity is generated by a tractor, and when frost threatens, all the orchardist has to do is to press the button.

The fact that the Redlands district alone spent \$200,000 in four days to save its orange crop is evidence that any inventor who can devise a method which will assure protection against frost will not only benefit the state, but make a fortune. For smudge not only is expensive, but unpleasant and often demands help which is not immediately available.

Frank S. Verbeck.

Funny thing about a grouch—it not only ruins the day for others, but also ruins the day of the man who's got it.

An overdraft on your nervous strength is worse than an overdraft on your bank balance.

**WORDEN GROCER COMPANY**  
**The Prompt Shippers**

Let Your Customers Know That

**Morton House**  
**COFFEE**

Can Be Bought At Your Store

**WORDEN GROCER COMPANY**  
**Wholesalers for Sixty Years**  
**OTTAWA AT WESTON - GRAND RAPIDS**

THE MICHIGAN TRUST COMPANY, Receiver.

**The LIFE of an Estate**

**M**ANY 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

**CHAIN SALES NOT LARGER.**

Not so long ago it was quite the custom in reporting sales by chain stores to set down their continual gains without referring at all to the fact that the increases might be due, in part at least, to the expansion of their units. Happily, this practice is now on the wane since it conveyed a rather inaccurate picture of the profit-making possibilities in this growing form of distribution. More recently it has been demonstrated that when trade conditions are not altogether favorable, the chain store suffers in company with its competitors. The February reports conveyed this impression. It is not quite proper to argue from one case, but there was the instance of a general merchandise chain which gained only 4½ per cent. in sales, although its units in twelve months increased 17 per cent.

It takes time, of course, for new stores to "catch on" and reach good volume but there is some evidence to support the theory that from this point on the opening of new stores may not be assured of such immediate success as in the past. The January analysis by the New York Reserve Bank, for instance, showed that while the number of candy stores for the year had gained 12.3 per cent. the sales per store had dropped 10.7 per cent. The increase in variety stores was 16.3 per cent., but sales per store dropped 0.7 per cent. The ten-cent chains added 0.8 per cent. in units and lost 3.7 per cent. in sales per store.

No doubt the well-managed chains will continue to force unprogressive independents out of business, but the field is growing crowded, margins are becoming smaller, and mass distribution may find its limit just as mass production has.

**CONTRASTS ARE NOTED.**

Further stiffening in money rates and no indication yet that the credit situation is under control offer distinct contrast to the boom in basic industrial lines. The steel business is headed for an all-time monthly record, according to authorities in this line, and automobile output is unabated. Even the reaction in building has lately shown signs of mending, since contract awards this month have taken an upward trend and in the last week reported were not much behind a year ago, although the loss to date has been about 14½ per cent.

Both car loadings and bank clearings disclose a rather irregular appearance. The former dropped 5,786 for the week ended March 9 under the corresponding period a year ago and were 54,984 under the same week in 1927. Clearings outside New York City for the week ended March 14 were 2.8 per cent. above a year ago, but declines were indicated in some large cities. With Easter buying in full swing and earlier than last year a better showing might have been expected.

The employment statistics, however, rate quite favorable, since the February report tells of a gain over January in both numbers and payrolls, while both are well above last year.

Most of the business forecasters believe that sufficient momentum has

been attained in industry to warrant the belief that conditions are secure for the first half of the year at least, although some doubts are expressed concerning the longer outlook, chiefly on the score of the effect which high money will have in restraining operations.

**REAL TREND IN PRICES.**

For about four months now the movement of wholesale commodity prices has been irregular. At intervals a short swing upward has encouraged the opinion in some quarters that inflation, communicated from the stock market, was at hand. Each time, however, the rise was nipped and the price level fell away. The spectacular advance in copper, which must be stamped as artificial, revives this talk of inflation, but the main trend in commodities still fails to disclose any decided move. The fluctuations are irregular, as they have been since late last year.

As indicated by the Annalist weekly index, the low last year was made in February. A rather sharp advance, contributed mainly by farm products, got under way in April and reached a peak in May. Then there was a recession, with a short spurt again in July, followed by another mild reaction. The advance through August reached its peak in the next month. From that time on, a decline set in, and it would seem that the drain on funds to meet speculative requirements has been advancing security inflation but exerting a deflation influence on commodity prices. The fundamental cause of this decline, however, can be traced as usual to an overabundance of commodities and goods which are pressed for sale by over-expanded industries.

As the index now stands, it is only fractionally above the level of a year ago. The food products group is some 8 points under the figures of last year, while the metals group stands 11.3 points higher. With the exception of fuels, most of the other variations are not much more than fractional.

**LAWYER'S REVOLT SPREADS.**

The lawyers' revolt against the Jones law is not confined to New York. It has spread to Buffalo, Baltimore, Washington, Cleveland, Newark, Chicago, Kansas City, Indianapolis and Oklahoma City. It may easily become Nation wide.

Many of those concerned are former Federal prosecutors. They believe the law is both outrageous and dangerous and are setting up organizations to give legal aid to defendants prosecuted under the act which provides possible penalties of five years in jail and a \$10,000 fine for liquor-law offenders. Their services will be free to the ordinary citizen who gets into trouble. They believe with Frederic Coudert Jr., their spokesman, that "drastic efforts to enforce an unpopular and unjust law is the poorest means of gaining general adherence to it."

This movement bears out the misgivings felt by many Drys when the Jones law was passed. It means that juries in the future will pass on most liquor

cases. The old days of pleading guilty are over.

Meanwhile this lawyers' revolt, this "legal militia," is something for the Hoover commission on general law enforcement to consider. It would be foolish to ignore its significance.

**DRY GOODS CONDITIONS.**

With spring ushered in during the week under very appropriate weather conditions in many sections, retail trade forged ahead and sales totals climbed close to Christmas volume in some cases. Local reports were highly optimistic, and the same advices were received from out-of-town sources except where floods and rains were handicaps. The demand for Easter apparel has been well distributed over all price ranges and the urgent calls made on manufacturers and wholesalers indicate that stocks are light in numerous stores, although a week of intensive selling still remains.

The predictions, therefore, that the holiday business would very likely close with a rush of buying are in a fair way of being realized. Eastern manufacturers and jobbers are advising clients not to go ahead with plans for post-Easter clearances without first making sure that the market is in a position to supply what will be needed for these sales.

Possibly the volume done by manufacturers and wholesalers this season is still a little below what it was last year, but the indications are that it has been done at more profit. While margins have been close, there should be a substantial saving from not having to sacrifice surplus stocks.

**EVERYBODY A GIVER.**

Not content with its conspicuous success in more than doubling its membership and the amount of money raised during the twelve years of its experience, the Federation for the Support of Jewish Philanthropic Societies is undertaking to enlist the interest of a much larger number of persons of Jewish faith. Its first dozen years have seen the members increase from 12,000 to 32,000, and their contributions grow from \$2,000,000 to \$5,000,000, but even so, only one person in twenty-three is included. The federation is not aiming at imposing an undue burden upon any one. Its leaders feel, however, that while the bulk of the money it raises must continue to come from a comparatively few, there are thousands of men and women who can give something, and who ought to be a part of this great philanthropic activity. The Jewish charities, they argue, are maintained for everybody and they should also be supported by everybody. There is a suggestion here for other philanthropic groups.

**SIXTY CENTURIES FROM NOW.**

Professor C. Leonard Woolley, whose excavations at Ur of the Chaldees have pushed back the frontier of history, is concerned over the question of what relics of our civilization would be preserved should we be overtaken by some such calamity as the flood that drowned Ur.

So ephemeral is the stuff on which

we make our records and so liable to corrosion and disintegration the materials with which we build, that little would be left after so long a period as that which has elapsed since Ur dominated the Mesopotamian plains. Our civilization sixty centuries from now, according to Professor Woolley, may be represented only by beer bottles, which are our sole indestructible relic.

This is a pretty serious situation. Just in case there should be a flood or a volcanic eruption which blotted out New York or Chicago we want the archeologists of 7929 A. D. to get a correct impression of the sort of life these communities led. Beer bottles would strike the wrong note altogether. It is obvious that the tokens buried in our cornerstones and the inscriptions on our tombstones must be supplemented by fuller records of a permanent nature.

**THE NEW IRELAND.**

A great economic transition is taking place in Ireland. It is right and inevitable that Southern Ireland should find at last a high place in the economic sun. But if a New Ireland is coming into being, the Old Ireland can be no more. And if it goes utterly, something quite as important as electric light and power and bank balances will go with it. That is the light of a wholly beautiful and distinctive poetry of a sort which for some reason or other isn't inspired by national well-being.

The rich and glowing English of contemporary Irish drama, the most vibrant English written in the world to-day, comes straight from the tongues of the poor in Ireland, whose feeling and imagination have not been dulled by ease and freedom from anxiety. Dublin has been a center of philosophical thinking. Good roads and motor cars are, perhaps, the most useful things of all. But where is the man who, thinking of an electric power plant seen in his youth and suddenly remembered, would stop in his stride and feel his eyes misted with tears?

**A SHOCKING EXHIBITION.**

Theft of the body of Floyd Collins is less shocking than the fact, thus brought to general public attention, that it had been placed on view in a Kentucky cave, apparently to attract sight-seers to the spot. The Nation was genuinely moved several years ago by the tragic plight of this man, who died a slow death while rescuers were trying to release him from the cavern where he had been trapped, his foot caught by a falling boulder. One is now filled with disgust to learn that his body has been used for publicity purposes, providing a gruesome exhibition catering to morbid curiosity. The public display of Lenin's body in Moscow is grim enough, but it at least arouses respect and reverence. This Kentucky performance is revolting.

Of course, the stock exchange is a necessity. There aren't enough crap games to afford action for half of the money.



OUT AROUND.

Things Seen and Heard on a Week End Trip.

The newspapers printed so many warnings last week about the condition of gravel roads that I started for Greenville Saturday with some misgivings. The moment I turned East on the gravel from U S 131 on what is known as the road to Belding, I realized that the newspaper howlers, as usual, were not to be depended on. The road is 99 per cent. in perfect condition. I shall never take any stock in newspaper warnings again.

Passing through Grattan I was informed that the Lessiter store, which was completely destroyed by fire a few weeks ago, will not be rebuilt. I believe Grattan would be a good location for a well-conducted general store. It is one of the oldest towns in Western Michigan. It is the headquarters of a thriving Masonic lodge which owns its own building. It is eight miles from Belding, the nearest trading point of importance. The country roundabout is well settled with a happy and contented people. A clean, well-organized, well-balanced store presided over by a man of attractive personality—like Merchant Stanton on West Bridge street, for example—would soon attract a large circle of good paying customers.

I made but one call in Belding. I had heard that E. E. Hudson, the North side grocer, had received an awakening from some source and had re-arranged the interior of his establishment. I found the report to be true. He has introduced the receding idea of shelving which has been advocated by the Tradesman for the past thirty years—wide at the bottom and narrow at the top—and it has greatly improved the appearance of his store. When I asked him how he was induced to undertake such an improvement at his age, he replied: "You see I have taken the Tradesman more than forty years and ignored altogether too many of its suggestions—to my sorrow. I finally concluded I would adopt your pet hobby of receding shelving, as you call it, and you see the result. I am fully convinced of one thing—that if I had lived up to more of the Tradesman's traditions and acted on more of your suggestions I would be a richer man to-day." Mr. Hudson insisted that the industries of Belding are all working full handed and that business conditions are in better shape than they have been for many months.

I found Greenville merchants very enthusiastic over their new organization based on the Home Owned Store movement. The Jacobson store is still vacant, but otherwise the main business street looks pretty prosperous—as much so as is possible with an 18 cent potato market. If the new organization receives the hearty support and co-operation of every independent merchant, all the banks and the local newspaper and is guided with great

care and thoroughness by the officers, it can do the merchants of Greenville more good than any other project they have ever espoused. With a mailing list which comprises every farmer within the trading radius of Greenville, the secretary can place in the hands of every country customer extracts from articles in the Tradesman on the chain store and every other subject covering the intimate relations between farmer and merchant in such compact form that they will be read with interest, discussed with intelligence and fairness and assist in enabling the reader to reach conclusions favorable to the cause of the independent merchant.

The unfortunate feature of mercantile movements of this character is that, as a rule, the members do not put enough money into the projects to make them really effective. They too frequently expect the local printer to furnish them literature gratis because they take his paper and advertise in it, and such a thing as properly compensating the secretary for the time he is expected to devote to the cause is an almost unheard of proposition. The result of such shortsightedness soon finds expression in the decline and gradual extinction of the organization as soon as the enthusiasm dies down and the newness wears off. It has taken years for the chain stores to attain their present proportion. It will require years to put a crimp in them, but it can be done if the merchants maintain their association with a full treasury at the disposal of the officers and heartily support them in their efforts to regain the ground they have lost through inaction and indifference.

I do not know that these casual remarks on retail organization in general apply in any particular way to the Greenville association. I sincerely hope they do not, because I would like to see the Greenville experiment conducted along such broad and liberal lines as to make it pre-eminent among the retail organizations of the country. There is ample ability, energy and capital in Greenville to do this. The question is, is there an inclination—perhaps I better use the word determination—to utilize these sinews of war in the proper proportion to make them effective? If every independent merchant and bank in Greenville would put up \$1,000 to form a fighting fund, I could show them how they could drive every chain store out of the city inside of six months. It has been done before and can be repeated in Greenville and every other progressive city in America.

I was pleased to add five new subscribers to our list during my calls on merchants Saturday afternoon. Four voluntary subscriptions have come to us during the past two weeks, making a total accession of nine. We still have room for more subscribers on our Greenville list.

I was happy to find at least one

bank in Greenville which appeared to be alive to the importance of this movement and the necessity of curbing the chain store in their general plan to destroy the community in which they do business for everybody but themselves. In dealing with this subject in our issue of March 6 I described the menace which confronts banks and all classes of business men in the following language:

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payments on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, NEVER TO RETURN, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

In undertaking to discuss this subject with the bankers of Greenville, I found a willing ear at only one banking establishment—the Greenville National Bank—which leads me to the conclusion that the other bankers of the city are either indifferent to the problem which confronts the independent merchant or fail to grasp the menace which will soon result from the gradual withdrawal of the banking capital of Greenville to Eastern money centers, never to return to Greenville or Michigan. When this condition becomes acute the bankers will go down in defeat with the merchants, but that is small satisfaction. Bankers everywhere must align themselves with the independent merchant movement or witness the ultimate extinction of their institutions.

J. Ed. VanWormer, the long-time grocer on the corner, is in Florida on a honeymoon trip.

J. H. Ritzema is introducing new fixtures on one side of his clothing store.

My reference to Senator Couzens in last week's Out Around has precipitated a flood of letters bearing on the subject of his succession. In no case does any correspondent dissent from my statement that Couzens should not be permitted to succeed himself. Every writer condemns him in strong terms for his arbitrary methods, his arrant selfishness and his nasty vindictiveness. A man high in official circles in Washington writes as follows:

Was very much interested in your article on Senator Couzens and I

could not help but agree with you. During the last campaign when we were all so interested in Hoover's success, Senator Couzens claimed to be very friendly, but he would not contribute from his great fortune one cent because Mr. Hoover would not promise to leave Secretary Mellon out of the cabinet—just one more indication of the Senator's utter inability to grasp what public service should mean. I believe the State of Michigan has suffered more than we will ever know because of his incumbency.

I call your attention to just one important matter. Senator Couzens has repeatedly stated that he did not want to have anything to do with governmental appointments. This is true, in a measure, but he did hesitate to refuse to let President Hoover select his own cabinet.

A leading Detroit manufacturer writes as follows:

I do not believe there is a State in the Union that has suffered any more from the so-called zoning system in the matter of freight rates than has Michigan. We find our neighbor, Wisconsin, in a much more favorable condition. We also discovered that two members of the Interstate Commerce Commission are from Wisconsin. Of the 110 deputies in this most important branch of government, we do not find a single Michigan man. While the absence of the Michigan viewpoint should not be fatal, we find that as a practical matter our lack of representation works a hardship. I recall the last visit from a deputy who was well versed in Wyoming affairs and knew the sheep industry splendidly, who utterly failed to comprehend our railroad situation. It became necessary to take up one of the railroads, but by reason of a lack of a friend at court, we could not get a little time in which to give the people an opportunity to adjust themselves and secure an outlet by highway before the road was discontinued.

What right any man has to solicit a re-election when he conducts himself as wretchedly as Couzens has done is more than I can understand. Current report estimates his fortune at fifty million dollars, yet he refused to contribute a penny to the election expenses of the Republican campaign unless he was given assurance that one of the greatest Secretaries of the Treasury America has ever possessed be relegated to private life because of the vindictiveness of the bloated aristocrat who places personal resentment and vengeance ahead of statesmanship. Michigan has been disgraced several times by the character of men she has sent to the United States Senate, but Couzens is emphatically the poorest and cheapest excuse for a United States Senator Michigan has ever commissioned to represent her at Washington. To prolong the career of such a man in the United States Senate would make Michigan a laughing stock in every area of intelligence in the United States.

The unconditional surrender of Sears, Roebuck & Co. in pulling up stakes at Traverse City and removing the stock to another location is significant in more ways than one. Chain stores can quit business at undesirable locations and little is said about it—nine chains were withdrawn from Grand Rapids in two weeks during February—but the action of Sears, Roebuck & Co. at Traverse City plainly indicates there is not enough busi-



ness in a small sized city for two branch stores conducted by mail order houses. Recent advices from Traverse City are to the effect that the loss Sears, Roebuck & Co. has sustained in this adventure is in excess of \$50,000, with no comeback, no compensating advantage—only humiliation and loss of prestige as the result of the fiasco. It is to be hoped that many future undertakings of this character will also meet this disgrace and disaster, so that the mail order houses may finally conclude they better confine their operations to the field in which they achieved their first success.

It is very evident that something must be done to relieve the furniture industry from the inertia which now prevails at all the great manufacturing markets of America. This observation applies especially to Grand Rapids, which is suffering from a stagnation in some lines which approaches suspension of operations in the near future unless some relief can be secured. One of the plans presented is a series of consolidations of the factories, thus creating groups which produce practically a full line of goods adapted to the needs and requirements of the average purchaser and the establishment of factory stores in the larger cities to furnish an outlet for the output of the plants thus grouped together. The Guaranty Trust Co. of New York had this idea in view some months ago and expended considerable time and money in undertaking to put the plan across, without result as yet. It is known that Robert W. Irwin has considered the idea of adding the John Widdicomb Co. and the Century Furniture Co. to his chain of factories, which includes the Royal, Phoenix, Grand Rapids and Macey. Joseph Brewer has given the subject much thought and is understood to have in mind the consolidation of the Sligh, Luce and Stickley factories. What the final outcome will be is wholly a matter of conjecture, but one thing is very evident—something must be done soon if the furniture industry of Grand Rapids is to continue to expand in the future as rapidly as it has done in the past. E. A. Stowe.

#### It Does Not Pay To Be Small.

"It does not pay to be picayunish in trade," remarked a friend of the writer.

When asked for an explanation of his statement, the friend continued:

"I had been a liberal patron of a certain merchant over a period of ten years. There are so many things, in addition to table supplies sold by dealers nowadays that one may be a liberal purchaser of things needed of the man of foods, pills and potions. One day I asked my dealer for a package of chewing gum, the price for which was five cents. The Government required that the dealer who sold little packages of flavored chicle attach a one cent revenue stamp to each package. The merchant charged me seven cents for the gum. I have not entered his store once in the past five years. I did not care for the overcharge, but resented the picayunishness of the mer-

chant. Another merchant tried to get 40 cents of my money for a package of razor blades, upon the wrapper of which the price 35 cents was plainly printed. I did not buy the blades and that merchant has never been permitted to observe any part of my money since.

"Another imposition which many besides myself detest is the postage stamp vending machines installed by hotel keepers and merchants in various lines of trade. One would not object to a reasonable rake-off on stamps sold, but 20 per cent. is too much of a good thing for the merchant and the company that supplies the machines. I not patronize a merchant or hotel keeper who uses the machines to gouge his patrons. I would not object to a moderate charge to recompense the vendors of postage stamps for the service rendered. The charge now imposed on patrons for stamps is offensive and resented by many."

Arthur Scott White.

#### Cotton.

Cotton is the overcoat of a seed that is planted and grown in the Southern states to keep the producer broke and the buyer crazy. The fiber varies in color and weight, and the man who can guess nearest the length of the fiber is called a cotton man by the public, a fool by the farmer, and a poor business man by his creditors.

"The price of cotton is determined in New York and goes up when you have sold and down when you have bought. A buyer working for a group of mills was sent to New York to watch the cotton market and after a few days' deliberation he wired his firm to this effect: 'Some think it will go up and some think it will go down. I do too. Whatever you do will be wrong, act at once.'

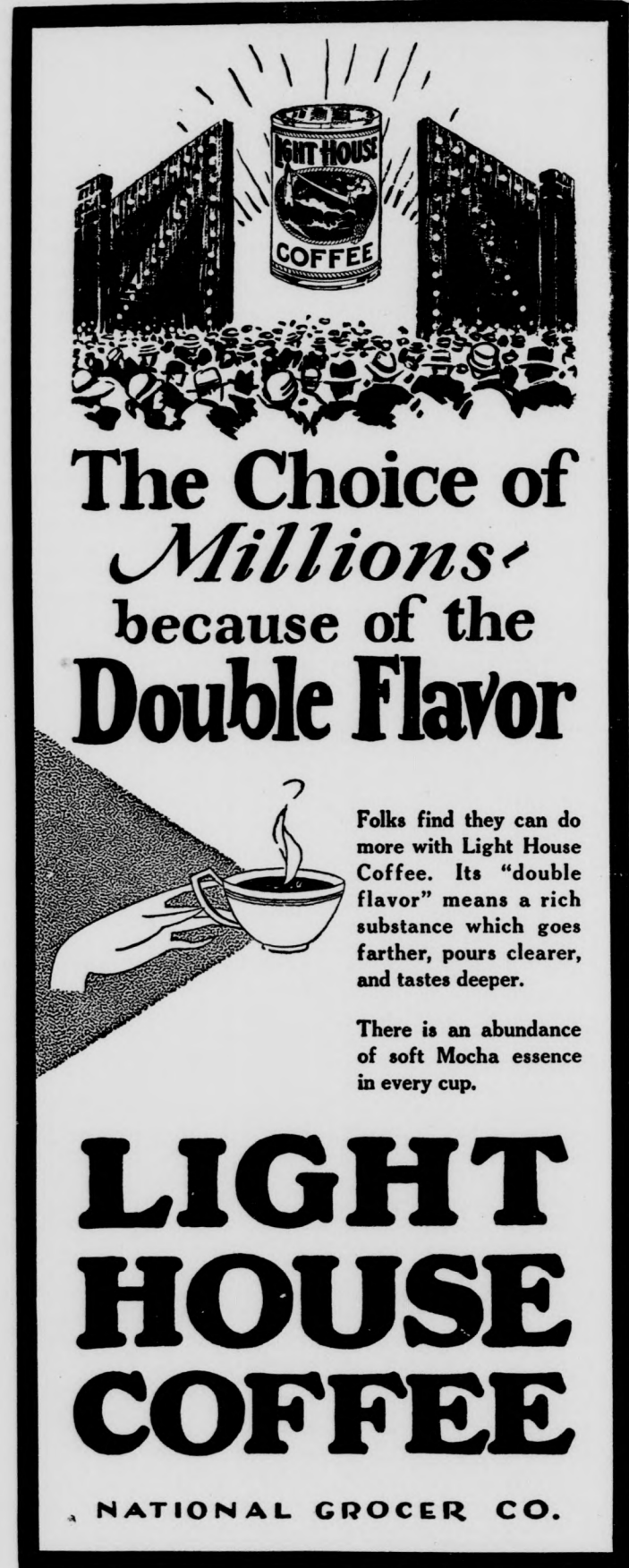
"Cotton is planted in the spring, mortgaged in the summer, and left in the field in the winter.

You can and you can't; you will and you won't. Be damned if you do, and be damned if you don't."

#### Show New Trunk For Children.

An innovation in the luggage field is a child's trunk which is a small but complete replica of an adult's wardrobe trunk. The new item is metal covered and brass bound and is equipped with drawers, hangers, lock and key and leather handle. As an additional feature to appeal to the child, the trunk shows imitation foreign travel labels. The item is available in practical sizes and also in much smaller types suitable as toys. It comes in green and blue and is priced to retail from \$1 up.

You are helping, when you expound your own point of view and explain your own mastery of your own problems, to develop some colleague along the lines in which you have been successful. When an individual lifts his group to his own level he is helping to develop other men—he is forcing an improvement in the average standard of the group. That is the way of all personnel development.



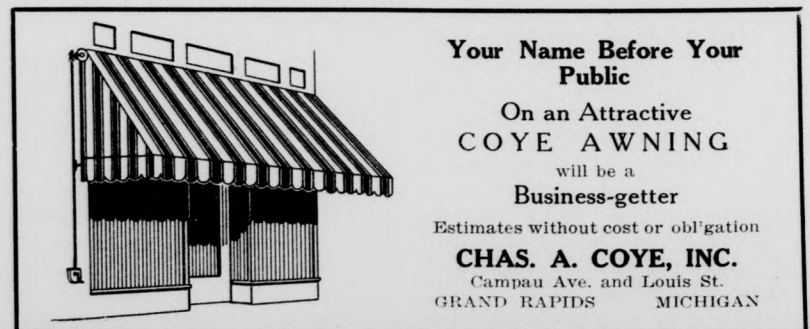
**The Choice of Millions because of the Double Flavor**

Folks find they can do more with Light House Coffee. Its "double flavor" means a rich substance which goes farther, pours clearer, and tastes deeper.

There is an abundance of soft Mocha essence in every cup.

**LIGHT HOUSE COFFEE**

NATIONAL GROCER CO.



Your Name Before Your Public

On an Attractive  
**COYE AWNING**  
will be a  
Business-getter

Estimates without cost or obligation

**CHAS. A. COYE, INC.**  
Campau Ave. and Louis St.  
GRAND RAPIDS MICHIGAN

**Early Day Mail Carriers.**

Grandville, March 26—The early mail carriers were a class by themselves.

Living in the wilds of Western Michigan, far from any considerable town, there was naturally a lack of mail facilities that irked those who were, or had been once residents of an old settled country down East.

The first mail in our settlement came by boy and horse, not an established mail route but a private affair, said boy riding once each week to Muskegon a distance of twenty miles through a wild country almost totally devoid of settlers.

One would hardly expect an eight year old boy to carry mail on horseback twenty miles these days, but it was certainly done in the early settlement days along the Muskegon river, and that boy was a brother to the writer.

His mother, however, put a stop to his mail carrying when he met a dozen wolves in a pack and owed his life to the fleetness of the horse he bestrode. This lad was the one who later entered the Union army and died in the South.

The first mail carrier for Bridgeton settlers was a stalwart man who carried the mail once each week from Newaygo to Muskegon, tramping the roads with the stride of an Indian brave.

To show how keen was the partisanship of those days I call to mind that before the great civil war when this big man was our mail carrier, it so fell out that the postmaster of our settlement moved away, leaving the postoffice in the care of a deputy who was a supporter of Fremont Republicanism. Immediately this was learned, there being no Democrat to take the office, the department at Washington discontinued our postoffice while continuing the route. Ours being the only postoffice between Newaygo and Muskegon it was a somewhat embarrassing situation. Nor did we get our office back until after the election of Abraham Lincoln. Petty politics was even more insistent then than at the present day.

The big man who had carried the mail for several years was left out at the new change about, and an old settler got the job carrying mail from the county seat (Newaygo) to Bridgeton weekly. In those days a daily mail would have been a wonder. Sometimes the old man and his horse, he went to and fro on horseback, permitted his little dog Tidy to accompany him. This pup committed an indiscretion in one of the stores and was kicked into the street coming near ending in a suit at law. After that, however, Tidy was left at home on mail days.

We later had a semi-weekly mail to Sitka and the route to Newaygo was discontinued. Almost invariably these mail carriers did their stunts on horseback. Later on the buckboard came into use and finally a regular stage wagon.

A weekly mail was a thing of joy to the inhabitants of the woods, since for a number of years there was no nearer postoffice than twelve miles away. Improvements came slowly in those early days.

Later on a route was established between Bridgeton and Coopersville, a Mr. Stilwell being the first carrier who ran a stage drawn by two horses and did a considerable passenger traffic. I have passed over this route many times when making a trip to Grand Rapids.

When riding over this route through a wild country I have seen flocks of wild turkeys which almost blocked the road. It is doubtful if there is a single wild turkey left in Michigan to-day. Hunting was then indulged in at the pleasure of the hunter, no law intervening to trouble him. Deer were often seen in droves of from ten to twenty. What a sight for sore eyes

to meet these wild animals to-day.

Although the mail came only once each week, one settler was a subscriber to Greeley's Tribune, the semi-weekly at that, and took much satisfaction in reading about "Bleeding Kansas."

Kansas did bleed all right at that time when the border ruffians of Missouri undertook to force her into the Union as a slave state. It was here that old John Brown, of Harper's ferry fame, won his spurs in battle for the freedom of the slave. I do not know if there is a monument anywhere in the states erected to the memory of that sterling old crusader. If there is not, there ought to be.

As a boy I often found food for thought in perusing the columns of Greeley's Tribune. This journal was our political newspaper, while Bonner's New York Ledger furnished pap for those who devoured the light fiction written by Mrs. Southworth, Sylvanus Cobb, Jr., and others of that ilk.

During those early days, with such ill conditions of communication with the outside world, any sort of news was eagerly perused. One would suppose that when people were so far from neighbors there would be no occupation for members of the law. In this they would be mistaken, however, since those early settlements where dealings were between lumber firms and contractors numerous suits at law were in evidence, bringing some very bright lights of the law into the wilds.

The hardest day's work I ever performed was in carrying mail from Newaygo to Bridgeton one winter's day when time hung so heavy I thought it a bright idea to get an extra mail.

Shouldering a big canvas bag I set out on foot over a snow road. There had been a thaw the previous day and the road was very slippery. At least I found it so, and when I got home that night with twenty-four miles to my credit I was as near down and out as possible and stand. For more than a week I was scarcely able to walk from sheer lameness, and that was the last time I ever volunteered to do a stunt of that kind. Old Timer.

**Pyroxylin Leads Dresser Sets.**

Good orders for pyroxylin finish dresser or boudoir sets have been placed by Far Western jobbers. Eastern buying has been of the fill-in variety and is not expected to reach the active stage until covering of Fall and holiday needs starts in July. Pearl effects continue prominent in the merchandise, with attention also being given modernistic designs. The ten-piece set is the volume seller, with maize and jade the best shades. To meet the demand for dollar specials, a new set has just been brought out comprising a comb, brush and 4 3/4 inch mirror. This merchandise has a wood core.

**Feature New Jewelry Ensemble.**

A new development in novelty jewelry, said to be meeting with marked favor, is the ensemble tie-up of shoe buckles and necklaces. The buckles feature designs of contemporary art and are matched in color and pattern with the necklaces. The items are available in the popular sun tan bronze and also in silver or gold finishes. Shoe buckles this season have been meeting a much stronger vogue, a factor in this being the departure from the traditional designs of this merchandise. The buckles wholesale from \$3 up and the necklaces from \$4.75.



Every man should direct how his Estate shall be distributed upon his death. The way to accomplish this is to make your Will naming a competent executor to carry out your wishes.

The MICHIGAN TRUST Co.  
GRAND RAPIDS

**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.



## FINANCIAL

### Record High Level in Industrial Production.

Whatever repercussions in industry tight money may bring later on the tide of prosperity still continues to mount with the advance of the new year.

Last month's expansion in industrial production lifted Standard's index to a new high level not only for February but for any month on record. How substantial has been the spread in prosperity is revealed in a study of the actual figures. That organization's index in February rose to a new record peak at 130.2 which compares with the previous record established in January at 127.3 and with a level of 121.8 for a year ago.

Yet the interesting aspect of 1929 prosperity is its application to all classes of industries. It is not confined to a selected few. Its high mark is not attained through enormous gains by one or two leaders. Only four industries on a long list of those regularly tabulated show a decrease in production activity from a year ago—building, fertilizer, silk and zinc.

Motor production in February rose to 206.3 as against 148.7 a year ago, and the indication is that the first quarter 1929 output will reach 1,400,000 cars or 40 per cent. more than a year ago. Likewise steel ingot production reached 136 in February as against 111.5 a year ago, or a 7 per cent. gain, and the indication is that production in the first quarter will run 10 per cent. more than a year ago.

A sharp increase to 108.7 from 97.9 in bituminous coal reflects recovery in a depressed industry. Production increases in February similarly were shown by the boot and shoe, cement, tobacco, copper, cotton, electrical, lead, meat packing, crude petroleum, sugar and woolen industries.

What this all means is that the country now is in the full bloom of prosperity with the pace of industrial activity at 11 per cent. above the computed normal. At no time in the present prosperity epoch has business achieved a position so high above normal as now. It is difficult to escape the conclusion that big earnings gains over 1928 will be enjoyed by American industry during at least the first half of 1929.

Paul Willard Garrett.  
[Copyrighted, 1929.]

### Favors Higher Discount Rates.

Dr. Benjamin M. Anderson, of the Chase National Bank, is one economist who believes strongly that the Federal Reserve authorities may properly consider the level of the security prices in framing their money policy and who quite obviously believes that the time is at hand for the Reserve to raise its rediscount rate.

In a talk before the Economic Club of New York recently Dr. Anderson, in commenting on the present credit position, declared that the situation is still manageable. "The tendencies have not yet gone so far that the bank-

ing system cannot work things out," he said, "but surely no one would contend that the Reserve authorities, in the face of such tendencies, should wait until the situation becomes unmanageable before they attempt to correct it."

What this authority says is that the traditional and normal way of holding down rediscounts is by raising the discount rate. So long as it is profitable to rediscount there will be the temptation to do so. After emphasizing the principle that a bank of rediscount should keep its rate above the market rate, he ventured the statement that "in order to be above the market the Federal Reserve rate to-day needs to be 6 per cent."

Commenting on the need for more decisive action in the matter of rediscounts, Dr. Anderson said, "There has grown up a tradition in recent years of timorous fear regarding upward changes in the Federal Reserve rate. The pre-war tradition regarding rediscount rates was that it was a banking matter, that the rate was to be adjusted from time to time to the banking situation, and that this was to be taken as a matter of course by the business community. Rates of interest are only one of many factors affecting business, and the fear of a disturbance of business through a change in the rates is as unreasonable as the fear of a change in the price of coal, copper, cotton or anything else. All prices, including interest rates, ought to reflect the supply and demand situation. If they are artificially held down through fear of disturbing the situation, they merely mask the facts, cease to tell the truth, and make worse trouble later. We must establish a tradition such that our Federal Reserve authorities will not hesitate to move the rate whenever a change in the banking situation calls for it."

In theory Dr. Anderson undoubtedly is right, but in his Cincinnati speech, Governor Roy A. Young of the Federal Reserve Board expressed the fear that an upward adjustment in the rediscount rate might at this time discourage industry without checking the market and result in a defeat of the very object sought by the central bank authorities. Paul Willard Garrett.

[Copyrighted, 1929.]

### De Ducks Got It.

Here is a story they are telling in Wall Street—the sort that gets a laugh there:

Sam Johnson, a colored cotton planter of Mississippi, came into the country bank and asked for credit.

"Why, Sam," said the banker, "haven't you just sold your cotton?"

"Yes, suh," was the answer, "but de ducks all got it."

"The ducks all got it?"

"Yes, suh. I shipped it up to Memphis, and dey deducks for freight, deducks foh hauling, deducks foh insurance, and deducks foh commission. De ducks jus' actually et up all dat cotton. Dat's why I'm heah."

The man who's up on his toes will never run down at the heels.

## Investment Securities

### E. H. Rollins & Sons

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.

## MUNICIPAL BONDS

### SILER, CARPENTER & ROOSE

1039 PENOBSCOT BLDG.,  
DETROIT, MICH.  
Phone, RANDOLPH 1505

360-366 SPITZER BLDG.,  
TOLEDO, OHIO  
Phone, ADAMS 5527



## L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

Telephone 8-1201



**Gold Flow Could Ease Money.**

A real possibility of substantial gold imports looms to relieve the tightening position in money but it is neither certain that the central banks overseas will allow metal to move away without lifting their own rates or that, if permitted to move, this gold will be allowed by our own Reserve to make money cheaper.

If this statement on money seems too involved for practical use it must be set down as the best conclusion of the money experts at the National Bank of Commerce in New York whose views generally command respect. The plain truth is that nobody fully understands how the present money stringency will work itself out. That it will do so, without serious difficulty, some authorities believe. Some say it will not. At least the Commerce officials in the bank's new bulletin set forth various possibilities from which any man can draw his own conclusions.

Certainly it is clear that we are now well into the spring business movement which usually creates a seasonal demand for credit, and certainly to date there has been no marked relaxation in the demands of the stock market. Unless, therefore, gold moves this way speedily the "outlook is for continued firm money."

This country's increasingly heavy export of merchandise at a time when the market has witnessed no substantial offset in the form of foreign loan flotations here means that the road has been prepared for gold imports. Doubtless receipts of metal on this side would have been large already in 1929 except for measures adopted by the central banks abroad to keep their gold at home. Presumably the time is coming when these banks either will find themselves obliged to release some gold to this country, or increase their rates to protect themselves against its outflow.

What will happen nobody knows but here is a concise statement of the possibilities prepared by Commerce: "While there is ahead of us a real possibility of a large importation of gold, we can have no assurance that such an importation, if it becomes imminent, will not be checked by the rise of foreign money rates, or if permitted will not be largely offset on this side. Paul Willard Garrett.

[Copyrighted, 1929.]

**General Price Level Remains Undisturbed.**

Whatever signs of commodity price inflation there may be in individual instances the general level of commodities remains stubbornly undisturbed.

From the Bureau of Labor Statistics at Washington comes word that its index on prices for February actually fell fractionally below the January position. Declines in the farm product, hide and leather, textile, fuel and lighting, and miscellaneous groups explain last month's moderate recession in wholesale values. Certainly in the face of modest declines in so many major groups it is difficult to see any immedi-

ate danger of commodity inflation such as came in 1920 and such as some prophets fear.

Yet no development of 1929 to date in industry is more significant perhaps than the substantial advance in a number of important raw materials. Steel prices have ruled persistently higher than a year ago. Lead has turned up sharply at a time when just a year ago it fell.

Copper's spirited and persistent advance since the beginning of the year stands, of course, as the most striking shift in prices within the entire commodity family. Presumably the prevailing high prices for copper will stimulate production and check the recent advance, but to date it must be admitted that the rise represents a real excess of demand for metal above the supply.

Likewise it will be noted from a study of individual raw materials that 1929 to date has brought a substantial advance in rubber, lumber, cotton, and hog prices. Declines have been witnessed in other parts of the list as the Bureau of Labor Statistics index reveals.

The time may come when speculators will turn their attention from stocks to commodities. Such a possibility is suggested by recent performances. Inflation if it is to come, however, is not yet present.

Paul Willard Garrett.

[Copyrighted, 1929.]

All higher motives, ideals, conceptions, sentiments in a man are no account if they do not come forward to strengthen him for the better discharge of the duties which devolve upon him in the ordinary affairs of life.—Henry Ward Beecher.

Have no enemies—outside self.

**Junior  
Mortgage  
Investments**  
to yield  
**9%**  
**WILLIAM A. FIXEL**  
1010 Buhl Bldg.  
Detroit

**Link, Petter & Company**  
(Incorporated)  
**Investment Bankers**  
7th FLOOR, MICHIGAN TRUST BUILDING  
GRAND RAPIDS, MICHIGAN

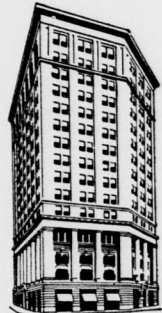
**Fenton Davis & Boyle**

*Investment Bankers*

**Chicago**  
First National  
Bank Building

**GRAND RAPIDS**  
Grand Rapids National Bank Building  
Phone 4212

**Detroit**  
2056 Buhl  
Building



"The Bank on the Square"

**GRAND RAPIDS  
NATIONAL BANK**

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

**GRAND RAPIDS NATIONAL COMPANY**

*Investment Securities*

Affiliated with Grand Rapids National Bank

**Only When Helpful**

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

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

**GRAND RAPIDS SAVINGS BANK**

*"The Bank Where You Feel At Home"*

**A. G. GHYSELS & CO.**

INVESTMENT SECURITIES

Buhl Bldg, Detroit

Peninsular Club Bldg, Grand Rapids



**ASSOCIATED TRUCK LINES**

Announce complete organization for handling Merchant Freight. We go to 167 Cities and Towns in Michigan, and make deliveries to suit present day requirements. We furnish the greatest aid to successful merchandising. Adequate delivery. All lines are regulated by the Michigan Public Utilities Commission.

**ASSOCIATED TRUCK LINES**

PHONE 94121

108 MARKET AVE.

GRAND RAPIDS, MICH.

**EARNINGS GOOD**  
 C.T.—I am thirty-eight, married, one child, and save \$40 monthly from my salary. I own \$1000 each and I want to invest \$700 more, which will leave an equal amount in the savings bank. What is your opinion of Cities Service?  
 Ans.:—Cities Service has reported satisfactory earnings over a period of years and current dividend is well-protected. You may buy ten shares to hold. You will get monthly dividends of one-half per cent in cash and one-half per cent in stock.

The clipping above is from one of America's great dailies, and is one of many in our files. Name of newspaper from which it was taken can be furnished upon request.

*"I want to invest \$700 more—  
 What is your opinion of CITIES SERVICE?"*

And the financial expert replied—  
*"Buy to hold"*



**I**N the clipping reproduced the financial writer recommends Cities Service Common Stock—and he recommends it not for speculation but "to hold."

An investment in Cities Service Company Common stock is an investment *to hold* because it means sharing not only in a great organization, but in the growth, progress and ever-increasing strength of the country.

Cities Service subsidiaries are engaged in the production and sale of necessities of modern life—electric light and power, natural and manufactured gas, gaso-



lene, oils and other petroleum products. Because of the indispensable character of the business from which earnings are obtained, they are not subject to the fluctuations common to less essential enterprises. They continue to increase with the growth of the 4000 communities served by this organization.

When you buy Cities Service Company Common, you become a profit-sharing partner in one of the ten greatest industrial enterprises in America. On the basis of its present price your money earns about 7% in cash and stock dividends.

**HENRY L. DOHERTY & COMPANY**

*Fiscal Agents for Cities Service Company*

60 Wall Street

New York

Branches in Principal Cities

HENRY L. DOHERTY & CO.  
 60 Wall St., New York

Send copy of booklet describing the investment possibilities of Cities Service Securities.

Name .....

Address .....

City .....

(868C-187)



## THE LOUISVILLE SURVEY.

### Possibilities and Dangers of the Grocery Campaign.

"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 restraint."

The above quotation from President Hoover's inaugural address not only points the way for the entire business community, but is a statement of policy which could be adopted by the grocery trade in its struggle to reach a solution of the many problems confronting it. Likewise, this policy should apply to all those who are engaged in the effort to find a solution for these problems, not excepting the governmental agencies which are engaged and concerned with us in this effort.

It is not difficult to see that two recent activities in the grocery trade in which governmental agencies have had a considerable part are closely related in the effect that they may have upon our industry. The Trade Practice Conference under the Federal Trade Commission and the Louisville Grocery Survey under the Department of Commerce may both be directed in their higher purposes toward the same goal. One approaches problems from the legal point of view and the other from the economic point of view. Just as we have come to realize that legal guidance is required in the attempt to find a way out of the confusion resulting from distribution evolution, so it is quite evident that we require economic fact-finding to assist us in the practical considerations apart from the legal which must have our attention if solutions are to be reached.

Governmental departments and commissions are occasionally jealous of activities of another branch of the Government directed towards the same questions, but it is to be hoped that Mr. Hoover's well-known ability for co-ordination as well as co-operation will effect an appreciation of the fact that these activities, properly directed by the two divisions of the Government because the questions involved are both legalistic and economic are, after all, pointed toward the same objective and should co-ordinate in their procedure and co-operate for the greatest effect they may have in the grocery trade.

It seems generally accepted in the trade that our problems are not simply those of improper ethics but are due to fundamental economic changes, and our lack of basic information about the reasons for them and for the abuses which have resulted. But with the development of statutory regulation of business which we as a people have tolerated and in fact encouraged, efforts to adjust our economic structure must assuredly have legal guidance.

Any procedure towards a solution requires consideration from three important points of view:

First, economic fact-finding.

Second, legal guidance.

Third, trade education and acceptability.

The first two are largely the responsibilities, as things have now developed, of the Federal Government under a policy of co-operation without interference, as announced by the President. The third is largely up to us in the trade to develop individual broadmindedness and co-operative and associated effort.

Were the Louisville Grocery Survey to proceed no further than to gather facts upon retail and wholesale grocery distribution in the city of Louisville, its possibilities would even then be many. No student of grocery merchandising who examines the methods and mechanics of the Department of Commerce experts and the results promised from the typical but incomplete reports exhibited, could fail to understand that any sales manager planning a campaign in Louisville or any other American city ought to be familiar with the final results before he had made a single move. Anyone would understand that the lessons in retailing and wholesaling to be learned from the Louisville Grocery Survey might, if properly used, be the very salvation of an individual retail grocer or wholesaler. That the work has been well and splendidly done and with a thorough and disinterested determination to reach facts is generally recognized and is a great compliment to the officials and staff of the Department of Commerce who conducted the Survey.

But the question now and the one placed before the Louisville Conference is, "Where do we go from here?" And in the proper answer to this question and the vision of the men who attempt to answer it and steer the future of this great movement lies not only its great possibilities, but its danger.

The people themselves are in the last analysis, the object of every effort upon the part of Governmental agencies. The consumer must have first and last consideration, and all of us in the trade are but parts in the great machine of distribution who are required to function, not primarily for our own pleasure and satisfaction, but that the people of this great Nation will be properly and economically served.

That there is to be a consumer survey we are assured by the officials conducting the work. Needs, wants and habits of housewives, the actual stock of grocery store products carried by the housewife, the use and the turnover of these products, preference for one type of grocery product as against another, the types of services desired, and the relative importance of quality and service to price are some of the questions listed to be included in this consumer survey.

But this is not the large point of view in behalf of the consumer. The consumer must be raised up to a posi-

tion of first and all-importance if necessary, and if the Louisville Grocery Survey falls short of this sort of consumer point of view it will lose its great possibility. If the Department of Commerce and others of influence in and about the Survey have not the vision to see the broad aspects of the question we may not expect as much from the survey as we might hope for and there may be grave dangers of its misuse.

The consumer desires grocery products of adequate quality and convenience to meet her present needs and progressive improvement in these products, and she desires them delivered for her use at a minimum cost price with the utmost of ease and accommodation in their delivery. To determine how that is to be done is the primary objective of the grocery trade, and it should be for the Louisville Grocery Survey.

Manufacturers are interested in the production of products of merit and their complete and economical distribution to all consumers through any and all channels selected by the consumer and at a net profit commensurate with the necessary investment. The manufacturer at the beginning of the process of distribution must look in one way—straight ahead—to the consumer.

The distributor is interested in merchandise of merit desired by the consumer which he may dispose of as a merchant in such volume and with such turnover and economy of handling as will allow him to perform the function of distribution at a net profit.

All grocery distribution may be reduced to these simple classifications of functions and desires of consumer, distributor and manufacturer. Rigid competition both in manufacturing and distribution have brought about complications, but they are only attempts to attain the desires of each factor.

But it is quite evident that it is the consumer point of view which is all-important in the situation. It ought to be the important point of view to manufacturers and distributors, but there can be no question that it is the proper point of view for any Governmental agency. What, after all, matters the manufacturer, wholesale grocer, retail grocer, or chain store? It is the consumer whose position is important and for whom improvements must be brought about. No one can deny that the small business man, who is represented in the grocery trade by the independent retailer and some wholesale grocers, has not the facilities to bring about the improvement in method and the increase in distribution efficiency that is necessary to meet the demands of the consumer. Such improvements are not the result of the consumer's ideas or suggestions, but the result of approval by the consumer of methods adopted by large organizations having the facilities and capital for investigation or experiment in new methods.

It is entirely fitting as a first step in our problem of improvement that the smaller business man with fewer facilities for improvement should have

these provided by a competent Governmental agency. But the retail grocer or the wholesale grocer needs no defense. As we know the competent men in these two branches of the industry, they want no defense. Unless there is a definite, efficient and necessary place for them in the scheme of distribution, they want no artificial bulwarks for their preservation.

The danger of the Louisville Grocery Survey is that it may fail to see its greater opportunity for an improvement in behalf of the consumer and instead develop as a defensive measure for one method of distribution as against another.

Manufacturers hold no brief for any group of distributors; they desire that the consumer be satisfied and efficiently served. Just as the retailer is blind to efficient business operation which would cut his costs, so wholesale grocers are blind to the curtailment of unnecessary and inefficient functions which have maintained their costs at a point where they cannot compete, so chain stores are building up methods of competition among themselves which prevent the further reduction of distribution costs in their operation. So are all wholesale buyers, chain and wholesale grocers alike contemplating and in some cases practicing methods which tend to place an additional burden of expense upon the manufacturer rather than contributing to a reduction in manufacturing and distributing costs, and so also manufacturers are following practices which in their effect in the wholesale and retail trade are eventually burdensome to themselves and to the wholesale and retail distributors of all classes.

In the last analysis, all of these abuses and burdens in whatever branch of the trade they occur—retailers, wholesaler, chain store or manufacturer—are burdensome inefficiencies upon the consumer. Therefore, the great possibility, not only of the Louisville Grocery Survey, but of the Grocery Trade Practice Conference, is that light may be brought to bear upon every practice in every branch of the trade that these burdensome inefficiencies may be removed from the consumer. And the danger of both movements is that they may be too narrow in their scope, directed only to oppose one method of distribution against another.

If these splendid movements are only to be raised as a defense of one branch of the trade against another, they will fall far short of their great possibility in behalf of the consumer. We have great faith that President Hoover with his well-known ability for seeing the real objective, and his new Secretary of Commerce, himself an engineer trained in finding all the facts and listing all of the theories to construct a perfect whole, may direct the results of the Louisville Grocery Survey towards its greatest objective.

H. R. Drackett.

H. L. Pfey, at 607 Clinton Ave., Kalamazoo, renews his subscription to the Tradesman and writes: "Just got to take this paper."

## HARDWARE

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

### Some Things That Count in the Paint Department.

With spring approaching, the sale of exterior paints becomes an increasingly important item in the hardware dealer's turnover. The wideawake dealer by this time has not merely organized his spring paint campaign, but has got it actively under way. His direct-by-mail follow up campaign, planned in conjunction with the manufacturer, is already started, for an early start is necessary to make the campaign successful.

Good organization, backed by good salesmanship, will contribute materially to the success of the paint campaign.

But there are other things, sometimes overlooked, that count also.

The keynote of every successful paint department is quality, and it does not pay to make the mistake of overlooking that particular factor in paint selling.

Let quality be the prime factor and price a secondary consideration in the conduct of your paint department. Low priced paints and finishes never have built, and never will build, a permanent, profitable and satisfactory paint business.

The paints and finishes you sell your customers are subject to daily use and daily scrutiny. As they serve your customers, so will your customers serve you. The recollection of quality remains, long after the price has been forgotten. The reputation of the manufacturer of the paints and finishes you sell is your greatest safeguard.

Your next safeguard is to confine your paint department to one manufacturer's line of paints. There are several potent reasons why you should pursue this policy.

To begin with, your selling forces can concentrate. You have one line of paint products to sell; one line of selling arguments to employ. This saves time and energy and avoids all possibility of confusion. It strengthens your business for the reason that it demonstrates to your customers your supreme confidence in the one line of paints you carry in stock.

Unless you have the utmost confidence in the paints and finishes you sell, it's better not to try to sell them at all. The confidence you inspire in the minds of your customers is determined by the confidence you yourself feel in the goods you handle. You can't impart a confidence you don't feel.

It is worth remembering, too, that the progressive paint manufacturer is looking ahead. He is not merely striving to build business for this year; he plans to create a permanent and increasing demand for his product. He advertises his product, not for the immediate returns, but for the cumulative returns which are bound to come from years of satisfactory service. The manufacturer of an A-1 line of paint is building for the future, and realizes that his success depends on the sort

of satisfaction his product gives the people that use it.

It necessarily follows that the dealer who carries his full line of paints and finishes secures the benefit of all this effort. The manufacturer whose line is a good one doesn't look to get back his advertising outlay from his immediate returns. He can spread it over a far-reaching future. He can afford to do better advertising; and this better advertising benefits the dealer who handles his paint.

Unless paints are dependable, all the advertising in Christendom would fail to maintain a permanent demand for them. No amount of advertising can sell a poor article year in and year out. To produce permanent demand, an article must be good and dependable. And permanent demand is what you need to make your paint business profitable.

It isn't an easy job to sell paint. A lot of paint education is required before you can convince your prospect that he ought to paint, and that your particular brand is what he should use. The immediate sale would hardly pay for the time and effort. But when you sell your prospect a paint that will give satisfaction, you have a distinct leverage in securing repeat orders, as well as the orders of your prospect's friends and neighbors, who will be influenced by the results he secures from your paint.

If more cogent reasons are needed to drive home the advisability of handling one full line of paints and finishes, just remember that this is an age of concentration and specialization. Experience has demonstrated that one reliable make of goods in any line pushed to the limit by both manufacturer and retailer pays best.

But you must get behind the line, push it, give it your faith, your confidence, and your whole-hearted support.

Have a complete stock of paints and finishes on your shelves. Have your stock ready when the demand comes.

Don't guess where it is possible to know. It is possible for the dealer who studies his community to gauge pretty accurately what color combinations he will be able to push most successfully, and in what quantities he should stock them. The dealer who anticipates the wants of his customers may not get all the appreciation he deserves. People may take his good service as a matter of course, and may think nothing of the fact that he is able to fill the order just as it is given. But the dealer who is "just out" when a certain quantity of a certain color is called for, is usually out the sale of the paint. He is out the appreciation and good will of his customers. And the disappointed prospect buys his paint from the dealer who can fill his order without delay.

Every year you handle the same full line of paints and finishes, your paint business grows in value. As year succeeds year, your business in all its branches is being indirectly advertised by the paint manufacturer. Repetition, the constant keeping before your customers by the paint manufacturer

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
 Goods and  
 Fishing Tackle

Special Reservation Service — "Wire Collect"



### In Detroit—the Detroit-Leland Hotel

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

## BROWN & SEHLER COMPANY

<b>Automobile Tires and Tubes</b>	<b>Farm Machinery and Garden Tools</b>
<b>Automobile Accessories</b>	<b>Saddlery Hardware</b>
<b>Garage Equipment</b>	<b>Blankets, Robes</b>
<b>Radio Sets</b>	<b>Sheep lined and</b>
<b>Radio Equipment</b>	<b>Blanket - Lined Coats</b>
<b>Harness, Horse Collars</b>	<b>Leather Coats</b>

GRAND RAPIDS, MICHIGAN



of your firm name in connection with his paints, tends to build for you a business not to be secured in any other manner.

Repetition of the right kind in advertising is like a snowball rolling down hill. The further it travels, the more force, speed and substance it gathers.

Apply this truth to your business.

Your paint manufacturer has, perhaps, a distinctive phrase designed to concentrate attention on his products. That phrase is kept before your customers. It goes to them from your store with every piece of paint literature—color card, booklet, folder—you send out or hand out. It appeals on all signs supplied you. It is linked closely in the public mind with your firm name.

Don't you grasp the value of such repetition?

Adapt it to your own advertising.

Such a phrase will associate your store, in the minds of the people, with paints and finishes, as well as hardware or what other lines you keep in stock.

And the longer you stick to it, the harder you drive it home, the more persistent use you make of it, just that much greater becomes the pecuniary value of that phrase to your business and to yourself.

Of course, be sure of your paint line. Determine that it is the kind of paint to give satisfaction. For there are other kinds. I recall the instance of a housewife who wanted some years ago to paint her back porch. She was thrifty, so she did the work herself; and because she was thrifty, the price quoted in a mail order catalogue appealed to her. For that price was about half what she had been paying the dealer in her own home town for paint.

She carefully perused the catalogue to make sure there was no catch anywhere. No, the covering quality of the cheap paint was specified, and it was quite equal to that of the paint she had been using. So she dispatched her order, and duly applied the cheap paint to that porch.

That was in the spring. By mid-summer the entire porch was peeled, blistered and hopelessly unsightly. That fall the housewife went to the local dealer, ordered a full supply of dependable paint, scraped off the cheap stuff, and did the entire job all over again. "No more cheap paint for me," she declared.

Incidentally, the paint business will help attract women customers to the hardware store. Women are more keenly interested in attractive home surroundings, and in the proper upkeep of the home, than men are. A man will grin and bear it when he sees the paint peeling, but his wife wants to do something about it.

So if you want to sell paint, interest your women customers. The man of the house usually defers to his wife's better judgment in such matters, when purchases for the home are made.

Lack of accurate paint knowledge is a serious stumbling block in paint

selling. Many stores suffer from this cause. And there's absolutely no legitimate excuse for this lack of information on the part of clerks or proprietor. Tons of paint information are scattered broadcast by the manufacturers. Most of this material is distributed through the retail stores. As it passes through your hands, study it. Have every clerk on your staff read and re-read every piece of paint literature you distribute, assimilate it, digest it and thoroughly understand it.

Some dealers content themselves with a sketchy and superficial knowledge of their paint business. If the dealer does not deem it essential to thoroughly "know paint," the clerk is pretty sure to pattern himself after his boss.

How many clerks know—or think, if they do happen to know—that interior floor paint should be applied in thin coats? How many take the trouble to mention this fact to purchasers? Yet it is vital to a successful job of interior floor painting to apply the floor paint in thin coats, well brushed out, and thoroughly dried before a second coat is put on. And the same principle applies to a score of other little tricks in interior and exterior painting, that make much of the difference between a satisfactory and unsatisfactory job.

A word to each customer, at the time paint is purchased, as to its proper application will save numerous complaints; and lay the foundation of better business. Victor Lauriston.

#### Home Owned Stores Meeting at Greenville.

Greenville, March 21—The meeting of the Home Owned Stores Association last evening at the city hall was very well attended. The object of the meeting was to get an expression as to the campaign so far conducted by the organization.

After a thorough rethrasing and discussion the general line of activities of the Association was endorsed.

The knowledge that home owned stores associations are springing up all over the land and that a National organization is now in the building was discussed and the fact that the local organization has already reached the number of seventy, which was at first regarded as the possible peak, was spoken of with satisfaction by those present.

However, it is now predicted that at least ten more business houses will ally themselves with the local Home Owned Stores before long.

The question of local loyalty among the members was discussed and it is the wish of the Association to create a desire in the hearts of its members and the trading public to seriously consider the situation.

Many business men of this city who have the interests of Greenville and its future at heart have endorsed the Home Owned Stores Association with their membership.

The Michigan Tradesman and the splendid fight that its editor, E. A. Stowe, has put up for the past forty-six years for the independent dealers of the State was talked over at length.

It is becoming more and more apparent to the general public throughout the land that a steady stream of money sent out of the home community never to return and going to swell fortunes of strange men in distant cities will in the end spell disaster at home. C. L. Clark.

# WHOLESALE GARDEN SEEDS

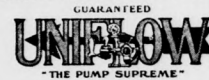
TESTED

Flower and Vegetable . . . Lawn Grass

IN BULK OR PACKETS AND CARTONS

We protect our Dealers by referring mail order inquiries back to them . . . Distributors for VIGORO Plant Food.

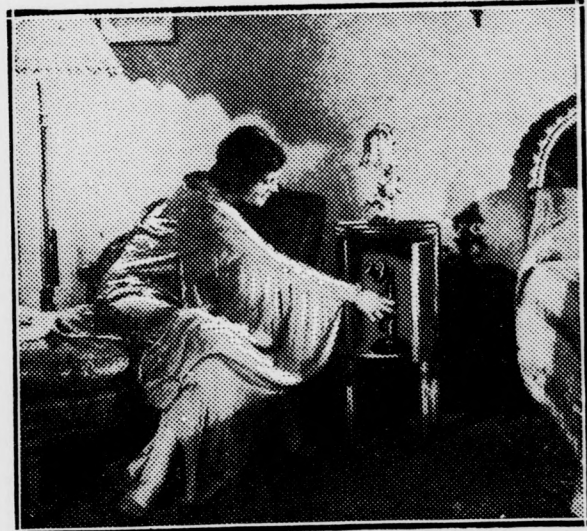
**ALFRED J. BROWN SEED COMPANY**  
25-29 Campau Avenue N. W. Grand Rapids, Michigan



PRODUCTS—Power Pumps That Pump. Water Systems That Furnish Water. Water Softeners. Septic Tanks. Cellar Drainers.

MICHIGAN SALES CORPORATION, 4 Jefferson Avenue  
PHONE 64989 GRAND RAPIDS, MICHIGAN

## ( MICHIGAN BELL TELEPHONE CO. )



### Within Arm's Reach

In the most modern homes you will find a telephone conveniently near you wherever you may be. The old time reception hall telephone is retained, but, in addition, extension telephones are placed in the bedroom, library, guest room, kitchen and basement, and even the bathroom.

A telephone makes any room more livable. You may use it not only to talk to near neighbors and distant friends, but the installation can be made so that it will be possible to telephone from one room to another within your home.

Extension telephones are inexpensive conveniences which are becoming more and more popular. There are portable telephones, too, that can be moved from room to room.

We will be glad to have a representative explain to you just how these modern telephone facilities can be applied to your own home, at moderate cost. Call the Telephone Manager.



## DRY GOODS

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

### Echoes From the Recent Dry Goods Convention.

Lansing, March 25—The annual convention for 1929 was pronounced a success by men who are good judges of such events. The printed program is in the hands of all of our members in the form of the program book and need not be commented on in detail in this letter. If any member desires an extra copy of this program book we will be pleased to supply it. It contains a complete list of our members, a list of the exhibitors who patronized us, Joe Knapp's article on "The Future of the Independent Retailer," a complete report of our insurance company and several other items of general interest.

Twenty-seven merchandise booths were occupied by energetic and up-to-date manufacturers and jobbers. The exhibits were placed with care and supervised by efficient men and women. In these days of many organizations it is not easy to maintain an association on membership dues alone and we want our members to patronize our exhibitors wherever it is possible. The exhibitors at the convention were loyal, interested and contributed in many ways to the success of the occasion.

Great credit is due to R. K. Holcomb, of the J. W. Knapp Co., for the very efficient services rendered in the training of the mannequins and the announcing of the numbers at the banquet and merchandise exhibition. We believe that as an Association we have now solved the problem of putting on a banquet and style show simultaneously to the advantage of merchants as well as exhibitors. By the above we do not believe that we have arrived at perfection, but have learned during the last three years some of the better plans to follow and some mistakes to be avoided.

While we missed the faces of some of the older promoters of the Association and thereby had a feeling of loneliness, yet their places were taken by some of the later directors of the Association and new members who supplied the vacancy in an admirable way. It is a pleasure to know that the energetic men who, over ten years ago, organized the Michigan Retail Dry Goods Association have been able, the most of them, to retire from business with a competence for their declining years. However, we want to say right here that they must not stay away from our conventions and district meetings.

As usual the first and last numbers on a convention program are not as well attended as they should be. R. L. Yonkers, of the J. L. Hudson Co., substituted for J. B. Mills and gave an address on the general topic of "Advertising" which was worthy to be heard by all merchants—great or small. Those present thoroughly enjoyed Mr. Yonker's address and were benefitted by it very much.

At first we were not quite certain that the fixing of the dates of the dry goods convention and shoe dealers convention on the same date by accident would be advantageous; but the energetic and loyal officers of the Michigan Shoe Dealers' Association joined with us in a brotherly fashion, so that both associations were benefitted thereby. The shoe dealers held their daily sessions in the Mutual building, one block distant from the Hotel Olds, but joined with us in our experience meeting and smoker on the evening of Tuesday and the banquet

and style show on Wednesday evening. We hereby extend our thanks to Elwyn Pond, of Flint, President, and his very able committee members for the good fellowship afforded by their joining with us. Next year it will be worth while to meet together and have a real double convention.

We hit upon a plan this year which worked well. It was planned to have Prof. Carl N. Schmalz preside, but he was unavoidably absent and our committee appointed to collect questions, A. K. Frandsen and Thomas Pitkethly, presided jointly. One asked the questions and the other answered them, either personally or by getting responses from the audience. The discussion of the question of stock control by James T. Milliken, of Traverse City, was one of the features of this meeting.

As is well known, there are a group of stores, working together during the past year or two comparing each other's reports and criticizing in a friendly way each other's methods. During the past year Prof. Carl N. Schmalz, of Ann Arbor has outlined a course in research for a group of smaller stores and reports are being made to the University Research Bureau by these stores. The impression created by Mr. Milliken's discussion at our conference has resulted in our President sending a representative of this Association to Traverse City to get further advice from Mr. Milliken on this subject. The result of his investigation will be reported later.

The officers of our Insurance Company were proud of Mart Waalkes who made a sparkling little speech on the subject "On the Road Among the Independent Store Owners," which pleased his audience. Mr. Waalkes is a valuable man as a representative and solicitor for our insurance company. Give him a few minutes of your time when he calls.

We looked forward with much pleasure and anticipation to the addresses by Philip B. Woodworth, of Chicago, and R. Perry Shorts, of Saginaw. Mr. Woodworth gave a scholarly address and he was followed by the talented and brilliant address of Mr. Shorts. The music and style show made the evening one long to be remembered. Mr. Shorts' address will be published in the Michigan Tradesman and copies of it can be secured by addressing this office or the editor, Mr. E. A. Stowe, at Grand Rapids.

The subject discussed by C. Leroy Austin, of Indianapolis, on the "Simplified Calendar," was instructive and worth while. We have in this office sufficient literature on this subject so that our members may be supplied on request. Addresses by State Highway Commissioner Grover C. Dillman and Prof. C. P. Halligan, of East Lansing, on the subject of building and beautifying the highways of Michigan were well prepared and both will be printed in the Michigan Tradesman. The development of the resort business of Michigan through the medium of a splendid system of highways and State parks is a subject that should be carefully studied by all business men, particularly retailers. We are very fortunate to have men of the type of Messrs. Dillman and Halligan to give us advice on this very important question of road building and its relation to the business life of the State.

Channing E. Sweitzer, Managing Director of the National Retail Dry Goods Association, was with us for twenty-four hours. He participated in the banquet program and brought a message of good will from the National Association, mingling in a very friendly and kindly way among our members and went away with the goodwill and best wishes of all of the men of Michigan who had the pleasure of meeting him. Mr. Sweitzer's address at the banquet was scholarly. He officiated in behalf of our Associa-

tion in presenting to our retiring President, F. E. Mills, an appropriate gift with the gratitude and best wishes of the men and women of Michigan whom he has served so well during the past ten years and especially during the year of his Presidency.

One disappointment of the occasion was the inability of A. J. Barnaud of the Detroit office of Foreign and Domestic Commerce to be present. He was represented by R. L. Whaley, one of his assistants. Mr. Whaley in his remarks to the convention outlined the work of the Bureau and expressed his desire to be of service in every way possible to the merchants and other business men of Michigan.

What a privilege it has been to serve under the splendid men that have been Presidents and other officers in former years, and with joy we look forward to the year under our new President, Fred H. Nissly, of Ypsilanti, and his Vice-President assistants, George E. Martin, of Benton Harbor, and D. Milethaler, of Harbor Beach. The expert accountant who examines the records of the Secretary-Treasurer will make a careful inspection of the book-keeping records of the Association previous to April 1 when the duties of the President will be relinquished by Mr. Mills and given over to Mr. Nissly's hands.

Three or four stores in Marshall and one or two in Battle Creek have recently been visited by shoplifters. The party consists of two women and one man. Their method seems to be to go into a store and while one woman is having a garment fitted the other two members of the party help themselves to dresses—stuffing them into a bag.

One of our members from Ypsilanti thinks that the same parties have been working in Ypsilanti and Ann Arbor.

The man is described as being 35 years of age, 6 feet tall and weighing about 150 pounds. One woman is

about 50 years of age and is unusually stout; the other woman is about 40, wearing a leopard coat with beaver collar and cuffs. Please be on the lookout for these people and notify your police officers.

Jason E. Hammond,  
 Mgr. Michigan Retail Dry Goods Association.

Did you hear about the one-eyed Scotchman who demanded a half-price ticket to the movie?

No idea is worth much unless a first class man is back of it.

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

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 manufacturer. We establish retail prices and merchandise under practical modern plan.

YOU RECEIVE 15 PER CENT COMMISSION 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.

Phone 86729 Night Phone 72588  
**THE INVESTIGATING AND ADJUSTMENT CO., INC.**  
 COLLECTORS AND INSURANCE ADJUSTERS  
 Fire losses investigated and adjusted. Bonded to the State of Michigan.  
 Collections, Credit Counsel, Adjustments, Investigations  
 Suite 407 Houseman Building Grand Rapids, Michigan

# Yeakey-Scripps, Inc.

Exclusive Jobbers of  
**RUGS, CARPETS and LINOLEUM**

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

160 Louis Street

Near Campau

GRAND RAPIDS, MICHIGAN



## SHOE MARKET

### Contest That Set New Sales Records

A banquet at the Town & Country Club, Washington, D. C., climaxed the best and biggest sales month the William Hahn & Company shoe stores of Washington and Baltimore have had in the more than fifty-two years of the concern's shoe business. That best and biggest sales month was December, 1928, but the banquet in honor of the event, or rather accomplishment, was not held until this month.

The month of December of each year has been the best sales month for the Hahn stores but December of 1928 was the best of all. It didn't merely happen that this was so. In order to make December, 1928, the best month the Hahn stores ever had, a sales contest was inaugurated at the four Washington stores and the one Baltimore store. The banquet was one of the stipulations, the other being the offering of cash prizes, two excellent stimulants.

The employes of the five stores were divided into two armies, the Blue and the Red, with generals in charge of each. The armies were made up of regiments, brigades, companies, with subaltern officers in command, responsible to none but the generals. Each store was regarded as a regiment, with a colonel in command. The sales force of each store was a member of either the Blue or the Red Armies. Victory in the contest was to be judged solely on the most points secured based on sales. The Blue Army was the victor, having run up the largest grand total. The Red Army was not far behind, but behind far enough to be excluded from being proclaimed or acclaimed victor.

The firing of the first shot in the sales contest took place on a bright December 1st. The rat-ta-tat of sales shots continued throughout the month, ending on the 31st. The biggest sales fighting occurred during the two weeks preceding Christmas day, when the sales totals reached most substantial proportions. When the smoke of battle had cleared away after the last day of December, each army claimed victory. It was not until a check up was made last month that it was found the Blue Army had checked up more points because it had secured more and better sales.

The next thing on the program called for the rewarding of all, the sales soldiers in the Blue Army for their victory, and the sales soldiers in the Red Army for their splendid efforts in working hard to wrest victory from their opponents. This reward was given in the form of the banquet at the Town & Country Club. More than 250 attended the event. The personnel of the Baltimore store under the leadership of Louis Greenberg, manager, made the trip to the Nation's capital in seven automobiles. In present day parlance all made "Whoopee." It was an evening given up to jollification and the Hahn folks made the most of it. The banquet began early in the evening, and when the final curtain was rung down on the affair, the

wee hours of the morning had descended upon the gathering. The Baltimore "gang" got back in time to meet the milk man.

The Red Army—the losers—supplied a vaudeville entertainment. This was the penalty agreed upon for the losers at the beginning of the sales contest. The entertainment helped to materially enliven the banquet.

The members of the victorious Blue Army were rewarded by the concern. All were given cash prizes. In addition to these, cash awards were also given to the highest scorers regardless of what army they belonged to. All the ladies present were given Love-Shackles, that is combination necklaces and bracelets.

The success of the December sales contest at the Hahn shoe stores, resulting in the biggest and best sales month in the history of the stores' business, is the best evidence that it was an excellent sales promotion idea, one deserving of consideration by other retail shoe merchants.—Shoe Retailer.

### Bobbed Hair Vogue Passing?

While reports have sprung up from time to time of a decline in the vogue of bobbed hair, there is now more distinct evidence of this in the orders being received in certain wholesale lines. In millinery, for instance, many orders recently placed call for large head sizes, indicating that many women and girls are now letting their hair grow long. Orders for hair nets are also picking up slightly, after a long period of restricted demand. Any widespread return to long hair would have a favorable effect on a number of accessory lines, particularly hair ornaments and novelty jewelry.

### Confer on Prison-Made Shoes.

Preliminary steps in the preparation of standard specifications for shoes manufactured in prisons were taken last week at a meeting of prison authorities in conference with officers of the Associates for Government Service, Inc. Dr. E. Stagg Whitin, president of the associates, explained that similar conferences would be held later on other prison-made articles. The associates are co-operating in the movement to keep prison-made goods out of the open market by selling them to other prisons.

### Small Merchant Gets Attention.

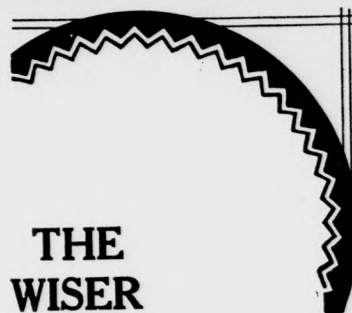
From all indications the merchant doing a comparatively small business will have more attention given his problems this year than ever before. Trade associations, research groups and similar organizations are all centering a good part of their effort toward helping this type of retailer. While the smaller merchant may have had some reason for complaint that hitherto he has been neglected, it was pointed out that many of these retailers have had a tendency to pass ideas by as good for the "big fellow," but not for his store.

### More Call For Men's Braces.

Indications are that the sale of men's suspenders or braces this season will be considerably in excess of last year. Manufacturers see no rivalry between belts and braces, pointing out that the alert retailer may stock and sell both. For use with high-waisted trousers and also for evening wear, braces are said to afford a good retail selling argument. The new braces are not quite as loud in pattern as was the case last season. They feature silk and rayon novelty webbing in more conservative shades, particularly tans, greens and black and white effects.

Americanism: Using the table cover as a slate to show how sophisticated you are; wondering why restaurant prices are high.

Understanding usually results in upholding. It is the gateway to effective effort.



## THE WISER WAY

Is the way of thrift.

The good things of life are worth working for—and saving for.

The Old National will help you get them.



## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

### Prompt Adjustments

Write L. H. BAKER, Secy-Treas.

Lansing, Michigan

P. O. Box 549

## AN UNUSUAL COLLECTION SERVICE

We dig up your  
Lost Money



MR. STOWE says: We are on the square. So will you after you have used our service. No extra commissions, Attorneys fees, Listings fees or any other extras—Only one small service charge.

REFERENCES:  
Any Bank or Chamber of Commerce, Battle Creek, MR. STOWE of THIS PAPER, Michigan Retail Dry Goods Association.

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

Give us a trial on some of your accounts now.

## Merchants' Creditors Association of U. S.

Suite 304, Ward Building, Battle Creek, Michigan

## RETAIL GROCER

Retail Grocers and General Merchants Association.

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

### Price More Logically and Display More Intelligently.

Formerly—meaning within times of my own easy memory—Michigan was a land of superabundant peach production. Single markets, like Grand Rapids, would move fifty or more carloads in a single day. Now it would be difficult to gather up a carload at the height of the season in Grand Rapids. Moreover, because the supply is now so limited, nobody is interested. Nobody would care to try to gather a carload. The market has departed.

Why? Because the peach orchards were not safeguarded. Pests came. Public authorities were delegated to go about among growers and advise them what to do. But there was no compulsion. The careful cultivator might spray and fumigate and put his trees in fine shape; but his slipshod neighbor nullified his work because diseases rampant across the fences were not held by those fences. The policy of trying to take everything off the land and put nothing back onto it has well nigh killed the peach industry of the State.

By contrast consider my little yard in California. There were six citrus trees—three orange, a lemon and two grapefruit. They were insignificant shrubs. Except the lemon they were ornaments, curiosities. But at a certain time we were visited by a public service fumigator. The trees were covered and fumigated, willy-nilly. It was the Law. Afterwards—"\$4.50 please, seventy-five cents per tree," and it was paid or the cost would have been added to our tax roll.

Result is that the citrus industry of California is safeguarded. The man who fumigates himself is protected from the one who does not fumigate—who, like myself, lets George do it. This is an example of worthy community of interest. It is analogous to worthy associated effort among grocers—that effort has as its aim the enhancement of the general good of the industry. Such unselfish effort pays big dividends to each individual.

Many of us are pleased to-day to note publication of this news item: "Sales per store of American Stores Company were \$57,500 in 1927, compared with \$52,812 last year. This chain acquired 500 additional units in 1928, bringing their total number to 2,600; but sales were \$4,688 less for each unit than a year ago. Dropping off in sales volume has been the tendency since 1923 when the figure was \$70,000. In six years the volume per store has dropped \$17,188."

But that is a "preliminary report." It may be revealed later that the acquisition of new units has diluted the general total, although each of those units may have shown increased sales as compared with the former records.

But also this indicates that all is not easy in chain circles.

It interests me much more to find Loblaw, the Canadian chain giant, using two-thirds of a page in the Chicago Tribune to advertise offerings in his forty-five units in Chicago territory. And I am not interested so much in the fact that Loblaw now has forty-five units there as in the reflection that at a time incredibly recent Loblaw was about as poor as Job's turkey, running one store by himself.

Not that Loblaw is big, but how he became big—that is the interesting and instructive thing. For all along his way of development, Loblaw has evinced brains, the capacity to observe and adapt. And there is no patent on those faculties nor on the use thereof. Any man who has such faculties under his own hair can find ample opportunity for their profitable application right in his own business. He can grow as Loblaw did, not at all necessarily into a chain organization, but into greater sales and more profitable business for himself whatever his line.

For example, there was a Boston grocer who felt himself being killed by chain competition. In conversation about those chains he learned—that is, he "heard"—that the chain had \$10,000,000 capital. Did he therefore lie right down and give up on the theory that he could not expect to compete with such a "tremendous money power?" He did not. He said to himself instead: "Nobody gave them \$10,000,000. They must have made it. If they made it, there must be brains in that crowd. I'll go and look them over."

He put on his hat and visited the chains, carefully inspecting them with the seeing eye of extreme interest. He noticed that all goods were arranged logically—each where it properly belonged according to its character; that all was in perfect order; that everything was clean; that every item was plainly priced so anybody could know immediately what it would cost.

He was positively astounded to notice that, except for a limited number of items, chain prices were the same as his own, though he was delivering and extending credit and the chain was a cash-and-carry. He concluded that there was something besides price in merchandising.

Thinking so deeply that he ran into people on his way back to his own store, he opened his door. The first sight that met his eyes was typically indicative of a simply terrible contrast between his ways and those of the chain; for right before him was an open bag of beans and his cat was asleep on the beans.

If this sounds like "old stuff" let me say to you that I see individual stores every day the interiors of which would be a disgrace to 1880; and while we are up in arms against the "demoralizing influence" of certain tobacco advertising it might be a splendidly appropriate time for every grocer, every butcher, every dealer in and handler of foods to cut out the smoke—always and permanently — during business

(Continued on page 31)

## 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

Fleischmann's Yeast

Diamalt

Arkady

Service

## Uncle Jake Says ~

"No man can skate fast enough  
 on thin ice to make it safe."

No manufacturer can talk long enough or fast enough to make a poor product a good sale for himself or a good buy for the purchaser.

When we dispose of

KVP DELICATESSEN PAPER

it is a good sale for us because it means repeat orders, and by the same token it is a good buy for the purchaser because it serves him well.

Kalamazoo Vegetable Parchment Co.  
 Kalamazoo, Michigan

## VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

"Vinke Brand" Onions, Potatoes, Sweet Potatoes, Oranges, Lemons, "Yellow Kid" Bananas, Vegetables, etc.

THE BEST THREE  
**AMSTERDAM BROOMS**  
 PRIZE *White Swan* Gold Bond  
 AMSTERDAM BROOM COMPANY  
 41-55 Brookside Avenue, Amsterdam, N. Y.

## M. J. DARK & SONS

INCORPORATED  
 GRAND RAPIDS, MICHIGAN

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



### 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.

#### What Constitutes a Well Balanced Meal.

The fact that housewives are beginning to give more consideration to food values when planning their meals suggests a novel and effective window display for retail food stores.

We have in mind a display devoted to the well balanced diet. Physicians, newspapers and magazines have been urging housewives to pay close attention to the diet of their family and to combine foods in such a way that the diet will be properly balanced, with respect to the essential food properties. A well balanced diet must contain proper amounts of protein, fats, minerals, vitamins, and carbohydrates. The presence of all of these elements is necessary for continued good health.

The average housewife has heard enough about the need of balancing her meals to convince her that it is necessary, but she does not know all she would like to know or all she needs to know about which foods furnish the various properties.

A display based on the balanced diet will attract attention because of the emphasis which the physicians and magazines have placed on the idea. It will help sales because the display will suggest the purchase of a number of foods at one time. It will build good will for the dealer because housewives appreciate efforts to help them solve their food problems.

The number of foods required to make up a well-balanced diet depends entirely on the foods which are selected. For example, a ham sandwich and a glass of milk constitute a fairly well balanced meal. The ham, bread, butter and milk furnish all of the essential food elements. On the other hand, a meal consisting of soup, baked ham, candied sweet potatoes, head lettuce, string beans, milk, bread and butter, canned peaches and cake also is properly balanced.

By keeping in mind a few simple facts, any dealer can plan and display a well balanced meal and vary it at will, featuring at different times every brand and every commodity he carries in stock. No food commonly sold to consumers is barred from the well balanced diet. The simplest way to plan the meals is to make certain that they contain at least one food from each of the following groups:

- Group 1. Meat, eggs or fish.
  - Group 2. A green leafy vegetable (lettuce, spinach, or cabbage).
  - Group 3. One or two of the remaining vegetables (potatoes, beets, corn, beans, cauliflower, etc.)
  - Group 4. Bread and butter (not necessary if two starchy vegetables are served, although most people prefer to serve bread and butter).
  - Group 5. Any dessert. (See Note).
  - Group 6. Any beverage (See Note)
- Note: If the beverage used is some-

thing other than milk, it will be best to use fresh or canned fruit for the dessert, unless the dessert is one which requires the use of milk, in which case any other beverage may be chosen.

As pointed out previously, it is not necessary to choose such a wide variety of foods in order to balance the meal, but nine or ten items will make a satisfactory display and give the dealer a chance to advertise more brands. Condiments, preserves, and food specialties of any kind may be included in the display, although the dealer should be careful not to make the meal seem too costly or elaborate.

A typical meal, based on this plan, might include the following items:

- A whole ham.
- A head of lettuce.
- A can of beets.
- A can of corn.
- A loaf of bread.
- A carton of butter.
- A can of peaches.
- A can of coffee.
- A jar of mustard.
- A jar of salad dressing.

If convenient, it will be desirable to have a placard prepared on which the dishes are listed. This will help the housewife in visualizing the idea.

Any combination food store can make up such a display without any appreciable expense. All perishables can be replaced before they have deteriorated, or if they become unsuitable for sale can be discarded with small loss. Dealers who handle only groceries or who handle meats but do not stock groceries can purchase the remaining items and later use most of them at home.

Such a display also offers opportunity to call attention to branded products which the dealer is anxious to push. The foods need not be cooked; in fact, there is no need of opening the packages. The housewife who studies the display will, of course, recognize all of the foods from the packages and labels.

By changing this display frequently and varying the foods included in the balanced meal, the dealer can sustain interest for a considerable time. The display need not take up an entire window. It can be put in the center one week, and at the ends of the window in later weeks. The best test of the value of this suggestion is to try it out for a short time and see whether it attracts attention and comment, as well as attracting additional trade.

Everett B. Wilson.

**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**  
 1903 Adelaide St., Detroit, Mich.

# 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.

Phone

Automatic 4451

WHOLESALE FIELD

# SEEDS

Distributors of PINE TREE Brand

**ALFRED J. BROWN SEED COMPANY**

25-29 Campau Ave., N. W.  
 GRAND RAPIDS, MICHIGAN

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

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

Don't Say Bread

— Say

# HOLSUM

**GRAND RAPIDS PAPER BOX CO.**

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

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

## MUTUAL FIRE INSURANCE

### Strained Selling.

We hear much nowadays about sales aggressiveness and the necessity of it; also, only too often we find ourselves compelled to experience it both in personal contact with salesmen who attempt to sell us individually, and in advertising that we read but we have yet to find the man, no matter how he may encourage aggressive selling, who will admit that he likes to have it used upon himself.

The kind of aggressive selling we mean should really be called strained selling. Genuine selling can be aggressive, naturally—it has to be; but the moment it reaches the point where it impresses the buyer as aggression, it passes over the line into strained selling, and thereby becomes ineffective selling.

Men engaged primarily in the production end of business often seem to get into the habit of thinking of themselves as self-existing and of their work as being the sole excuse for the existence of the business. It is a perfectly natural human trait for us to see ourselves and our own activities as the focal point of the universe and of the business of which we form a part, but this brings about an unhealthy condition in the business, as is demonstrated so often by the production end of the stock insurance business.

The field and opportunities offered for the sale of mutual insurance is broadening. No field of business endeavor offers more and greater opportunities for rendering public service and benefiting those whom we serve than does that of mutual insurance.—Fieldman's Bulletin.

### Stability.

The fire insurance business, as a whole, is not a stable business. There is good authority for the statement that four out of five stock fire insurance companies organized in the United States eventually retire in one way or another; but mutual fire insurance companies, taken by themselves, show no such mortality, as the best figures obtainable tell us that 75 per cent. of our mutual companies are still in business. In fact, it is of interest to know that there are eight mutual fire insurance companies in active operation that are more than 100 years old; 43 that are 75 to 100 years old; and 31 that are 50 to 75 years. Here, we would suggest, is a record of stability which challenges the attention of the entire business world, and is proof, if proof were needed, of the soundness of the mutual principle.

### Oldest in Virginia.

The oldest financial or business concern in Richmond and in the entire state of Virginia is "The Mutual Assurance Society Against Fire on Buildings in the State of Virginia." Chief Justice John Marshall was its first general counsel and Thomas Jefferson was not only a director but one of the first members of this Mutual Assurance Society of Virginia. It was or-

ganized in 1794 and has had a remarkable history since the day of its foundation. Under its charter it has the unique right to lay a lien upon the property insured for the payment of the premium. However this right has seldom been exercised as the company is operated upon liberal lines. Every now and then a jubilee year is declared during which year premiums are absolutely remitted. Frequently 50 per cent. of the premium is also remitted. On January 1, of this year, Mr. W. Meade Addison, a leading banker and financier of Richmond, took charge of the company under the title of principal agent which corresponds to the president in other companies. During the long term of its existence the Mutual of Virginia has been under the leadership and management of some of the most prominent citizens of the Old Dominion.

### Sell the Principle.

Every insurance company is operated for the benefit of its owners. The stock company is managed for the benefit of the stockholders, and the mutual company for the benefit of its policyholders. The stock company desires large premiums, for out of the reserves for unearned premiums a large part of the profits have come. The mutual must necessarily be more concerned in the prevention of losses, for out of the savings in losses and in expenses must come the profit for the policyholders. Therefore it follows that the mutual is rather interested in lower losses and expenses than in larger premiums. Instead of volume of business, the mutual most desires quality. When an insurer realizes this condition, he will become mutualized, and when once mutualized he will stay so. Therefore, sell the mutual principle, and your mutual company will prosper for the benefit of its owners—the policyholders.

### Need New Term For Modern Art.

The term "modernistic art" is falling into marked disfavor with a number of both manufacturers and retailers. The reason for the antipathy is that the words have been used to designate any or all designs which are out of the ordinary and which usually are of the very freakish type. The suggestion was made that the time is ripe for the coining of a new term which is more fully descriptive of the new trend in art and which will at the same time not frighten consumers with its freakish connotation.

### Good Orders For Vitrified China.

Vitrified china factories are working at a good rate of capacity, taking care of orders from jobbers and also from the hotel and restaurant trade. The demand centers quite strongly on colored wares, the call for these types exceeding that for the staple white china. Green, maroon and blue are the outstanding shades, with considerable experimentation being done to develop yellow wares for commercial production. New designs include floral chain, band and line effects. Prices have been holding at last year's basis.

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

## Affiliated with

### The Michigan Retail Dry Goods Association

Insuring Mercantile property and dwellings  
Present rate of dividend to policy holders 30%

## THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

## STRENGTH

## ECONOMY

# THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

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



Combined Assets of Group

**\$45,267,808.24**

20% to 40% Savings Made Since Organization

## FIRE INSURANCE — ALL BRANCHES

Tornado — Automobile — Plate Glass



**Foreign Governments Still on Our Trail.**

Grandville, March 26—If at first you don't succeed, try, try again, was an old time motto which is being brought into play in these late days of scheming and trickery among the crowned and some uncrowned heads of Europe.

The tidings come wafted over the ocean that the signature of the United States to the world court program has been as good as secured through the untiring efforts of that supposed to be statesman Elihu Root. However high Mr. Root may be ranked as a statesman he is certainly doing his country an ill turn by seeking to get her entangled in this Geneva pact.

Hands off. Keep out has been the motto of this country until of recent days. Now, however, that the pact outlawing war has been signed by Uncle Sam it seems an easy matter to induce him to go the whole length into all the agreements the various nations of Europe beckon him into.

The warning of the first president seems to have been forgotten and we are hurrying to get mixed up in foreign entanglements. Why such haste to mingle in the troubles of European states? Experience should teach us that isolation is better than promiscuous mixing with the affairs of nations which are no concern of ours.

It will be necessary for the American senate to ratify the bargain Root has made at Geneva and there seems little doubt among the foreign leaguers that our senate will hasten to ratify the Root program.

One can believe almost anything these days when our usually sensible Coolidge signed the compact outlawing war. Gradually the schemers in foreign lands are drawing the United States into their net, and when we are completely within its meshes then we shall soon learn how cheaply this bargain and sale has been made.

No entangling alliances have come to be obsolete so far as this country is concerned. The continual dropping of water will wear a stone. In like manner the untiring coaxing of the enemy has succeeded and aligned this once great and free nation in the toils of foreign diplomacy.

So much parleying over compacts, so much effort to sign up all the nations of the world in one grand, goody, goody agreement to never step on one another's toes again is really sickening. Such efforts along the line of a peaceful settlement of all future differences between nations are pure bosh, and the very efforts to keep the peace will be the means of starting war much sooner than would have otherwise been the case.

To be tied down by an agreement that trenches on individual rights is not relished by individuals, nor will it work wonders in keeping the peace where nations are concerned.

Elihu Root has enjoyed the name of being one of America's greatest statesmen. That fame has met with an eclipse in this latest instance of his manipulating National affairs.

Several months will elapse before the league of nations will be fully signed by forty or more nationalities, during which time it should be thoroughly sifted in this country and our people made to know exactly how our country stands on the Root proposition.

Will America finally consent to be a party to this league out of which she has kept for so long? It doesn't seem possible that any one man or set of men, whatever their reputation for super statesmanship, will be able to hoodwink our people into any such trap.

It is a noticeable fact that all the schemes for world intrigue have been aimed at the United States showing the position this Nation occupies among the countries of the world. If

the hard boiled schemers of Europe can overcome our desire to remain aloof from their affairs one step will be made in the direction of the disintegration of the great Western Republic.

One by one our supposed wisest scholars and statesmen are falling into the meshes of foreign diplomacy, and the end is not yet. We certainly have our hands full attending our own affairs without meddling with those of Europe.

We trust that when this league of nations agreement comes before the Senate for approval our Senator Vandenberg will use his eloquence in exposing its iniquities and do his utmost to defeat it.

Our internal problems are of sufficient import to take up all our time let alone meddling with foreign squabbles that do not concern us. Looking after the interests of the American people is no small job of itself. Why waste time with outside bickerers?

Over taxation caused our Revolutionary war; we have that to contend with to-day in the monstrous expenses brought about by methods of school management that threatens to bankrupt the Nation. Look at home. Cut out all foreign entanglements and do something to relieve the tension of our taxation that is afflicting the people of Michigan at the present time.

Local affairs are certainly as important as those of a foreign nature, and we shall be blind to our own interests if we do not look nearer home for trouble than seeking it across the water.

There is nothing of greater importance to the well being of the public than the proper schooling of our children. Even so, yet it is not necessary to bond indiscriminately for the purpose of building elegant structures and paying exorbitant wages to the teachers. The paying of interest on these bonds seem not so burdensome but there is a pay day coming when these bonds must be liquidated, and that time is drawing nearer every hour. Let us untangle ourselves from home unrighteousness before we entangle ourselves in the meshes of foreign compacts of doubtful righteousness. Old Timer.

**Novelties Dominate in Handbags.**

Leather handbags continue a strong feature, but there are many indications that the later season demand will give much attention to fabric types. The leather types play up a number of novelty grains, including calfskins, goat-skin and reptile varieties, particularly snakeskin. Patent leather is also said to be coming to the fore. The styles sought include back strap pouch and flat envelope effects. Fabric bags are now being shown for both sports and dress wear. Included in the former are bright patterned linen, rayon and other styles, while moires are stressed for formal wear.

**Activity in Beach Accessories.**

All indications point to one of the most active seasons in years in beach and bathing accessories. The business to be done, however, will probably be divided among a greater number of manufacturers, than hitherto. Negligee manufacturers, for instance, have gone in heavily for beach pajamas, bathing ensembles, coats, etc. Sports wear producers are bringing out special costumes designed entirely for beach use and not for actual bathing. Meanwhile, bathing suit manufacturers have not been idle and their lines show the effect of marked attention.

**I. Van Westenbrugge**  
Grand Rapids - Muskegon  
(SERVICE DISTRIBUTOR)

**Nucoa**

**KRAFT CHEESE**

All varieties, bulk and package cheese

**"Best Foods"**

Salad Dressings

**Fanning's**

Bread and Butter Pickles

**Alpha Butter**

TEN BRUIN'S HORSE RADISH and MUSTARD

**OTHER SPECIALTIES**

**COCOA**

**DROSTE'S CHOCOLATE**  
Imported Canned Vegetables  
Brussel Sprouts and French Beans

HARRY MEYER, Distributor  
816-820 Logan St., S. E.  
GRAND RAPIDS, MICHIGAN

**Henry Smith**  
**FLORAL Co., Inc.**

52 Monroe Avenue  
GRAND RAPIDS

Phone 9-3281

1862 - - 1929  
**SEELY'S FLAVORING EXTRACTS**  
SEELY'S PARISIAN BALM  
Standard of quality for nearly 70 years  
SEELY MANUFACTURING CO.  
1900 East Jefferson. Detroit, Mich.

**Arthur F. Crabb**  
*Flowers of Quality*

13 Jefferson Avenue  
Grand Rapids, Michigan

Flowerphone 94234

Phone 61366  
**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

**THE**  
**JAY A. BERG**  
**SALES CO.**

211 Ashton Bldg., Grand Rapids

Phone 83801

SPECIAL SALE ENGINEERS  
EXPERT MERCHANDISERS  
LIQUIDATOR  
SPECIAL ADVERTISING  
Write, Wire or Phone

Chocolate  
Vanilla  
Butter Scotch  
Cocoanut  
Tapioca



HARRY MEYER  
Distributor  
818 Logan St. Grand Rapids, Mich.

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

When you want good cheese  
ASK FOR

**KRAFT 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.

**FRIGIDAIRE**  
ELECTRIC REFRIGERATING SYSTEMS  
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and  
Homes

Does an extra mans work

No more putting up ice

A small down payment puts this  
equipment in for you

**F. C. MATTHEWS**  
& CO.

111 PEARL ST. N. W.

Phone 9-3249

**Stonehouse Carting Co.**

**GENERAL TRUCKING**

338 Wealthy St., S. W.  
Phone 65664



## HOTEL DEPARTMENT

### New York No Longer a Publication Center.

Los Angeles, Calif., March 22—Some Eastern writer wants religion taught in the school room, but it must be the true religion. Very good. Statistics show that there are in excess of 600 different religions and each claims it is the true one. How are we to determine this problem? Why not inculcate the Golden Rule in our educational program, and leave it at that?

Los Angeles hotel men have been entertaining a delegation of their colleagues from Japan, during the past week. According to their statements Japan investors in hotel properties are just as much worried over lack of dividends as we are here. Too many hotels for the business obtainable, and mostly caused by the manipulations of American capitalists. In Japan the operator depends almost altogether on the tourist trade which is more or less limited.

Anyone who can supply the information as to what this revolution in Mexico is about ought to be the recipient of a Congressional medal, or at least get his picture in the papers. Even the different generals involved in the outbreak have hazy ideas as to what they want. They have no particular demands; they have mentioned no particular grievances, and they have no righteous complaint against the government. The tattered warriors in the different disturbing groups shoot at one another, seemingly, because it is a sort of "open" season, or at least the time of year when they do such things. Instead of taking grandma's formula of sulphur and molasses, as a spring corrective, they get out their old muskets and take a shot at the first thing they see, which, in Mexico, is usually another Greaser. Either they are shooting through their hats, or have on hand a perpetual store of individual grouches. Eventually Uncle Sam will be compelled to annex a territory which, while it may look undesirable at present, has many possibilities which civilization might develop.

Here are a couple handed out at a gathering of hotel men here the other day. Hotel men everywhere will appreciate this one: "Your husband has not been home for a long time, has he," asked a neighbor of the wife of a traveling salesman. "No, but I hope he gets here very soon." "Are you as lonely as all that?" "I really wasn't thinking about that, but our last towel is gone, and I don't think we have another cake of soap in the house."

News of the passage of the Boulder Dam bill brought an influx of speculators to the Imperial Valley. One of them stopping at a leading hotel, wisely decided to get as much information as possible from the clerk before he tackled the subject of investment. Together they pored over a map and finally the newcomer, placing his finger, asked: "How does the land lie out there?" "Oh, it isn't the land that lies," the clerk hastened to explain, "it's the real estate people."

One of the local railroads is giving much publicity to its safety records for the past year. According to their showing, the best way to escape sudden death in these perilous times would be to hire a berth for the year round and never get off the train, especially as some of the most entertaining people I meet are Pullman porters.

In California the proverbial fly in the ointment, according to my notion, is the legalization of prize fights, which in most cases are sponsored by the American Legion, and I have a fur-

ther notion that it is not to the credit of that organization. They claim that these exhibitions are only boxing matches, put on for the purpose of entertaining Eastern visitors, but the facts are that their patrons to a large degree are youths of tender years, and they always destroy an older man's ideas of better things. One of our local judges told me a while ago, that the prevalence of juvenile crime is easily traceable to these so-called athletic exhibitions, to a very large degree.

California industrial associations, ever since the labor outburst here several years ago, which resulted in a massacre, have adhered very closely to the "open shop" program, and its results have been more satisfactory. There are employed a much better class of workman, a minimum of idleness, and very little lawlessness. Everybody, employer and employe, has been prosperous and satisfied.

Now, however, the motion picture industry, is showing a disposition to side-step, claiming that the influence of Eastern capital, is affecting their financial sources, but if left alone they would continue to satisfactorily handle the labor problem. They admit that the craftsmen working in their particular industry are receiving good wages under favorable working conditions and that everybody is prosperous, but that union influences over which they have no control, have come into the open and that it is easier to surrender than to fight, especially as there are great profits in their particular industry. In the event of increased disbursements for labor, as the result of unionization, they are in a position to pass them on for liquidation by the theater going public.

But can this be successfully accomplished? If they will pause for a careful consideration of the exact situation, they will not have to go very far along the line of investigation, in discovering that the day will come when racketeers, instead of promoters, actors and craftsmen, will be taking the profits; the business will languish—as vaudeville, the theater and music are now languishing under union domination—and will eventually die unless a freer atmosphere obtains.

This has happened in many industries. I have in mind that in the report of the annual convention of the international typographical union held a short time ago at Charleston, S. C., the decay of the printing industry in New York City is specifically mentioned. New York was formerly the chief center for this, one of our principal industries. Out of 319,000,000 actual copies of magazines formerly printed in that city, more than two-thirds have moved out and a majority are now operating open or non-union shops. This has affected New York in increasing irregularity of employment and making competition among the commercial shops more severe—all due to union thuggery.

While the outcome of this proposition to the picture industry may be claimed to be more or less problematical, this much is absolutely true, and that is that the open shop prevails overwhelmingly in Los Angeles, it is supported by the various trade organizations, by fraternal associations made up by employers and employes alike, there has been a great influx of manufacturing and industrial institutions from the East, brought here because of lack of discord, and everybody is happy.

If the motion picture people want to mix up with the buzz-saw, it is largely a question of participating in their own obsequies. When the shoe pinches later on, the abettors now will undoubtedly be glad to get back to conditions which at least savour of fidelity, morality and prosperity. Experience in Los Angeles where the open shop is not only the cornerstone,

## FOR SALE

OR RENT

### The Stevens Hotel

FENNVILLE, MICH.

On M 89—5 miles from US 31 in biggest apple shipping town in Michigan. Reason for selling—death in family. Present owner has conducted hotel twenty-six years.

## 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.

## 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.

## WESTERN HOTEL

BIG RAPIDS, MICH.  
Conducted on the 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. 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

HARRY W. LUETHI

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.

## 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



but the power plant, of prosperity, have sufficiently proven that the closed shop is a delusion and a snare. The cinema industry may work something out of it, but the unionists will achieve nothing outside of that particular industry, though the public may be the victims of a return of outlawry, which usually follows the extension of trade organization activities.

It will prove an interesting study for observationists, for it will probably be about the last opportunity they will have for making observations of this character.

Frank S. Verbeck.

**Why Criminals Make Poor Soldiers.**

Grandville, March 19—Some men, discussing the condition of the world to-day, the increase in criminal exploitation, advanced the idea that war would soon become a necessity in order to save civilization by giving the criminal element a field for work in the shedding of blood.

Never was a more falacious idea advanced. Bank robbers and hold-up men in general do not make good soldiers. In every war the United States has engaged in the best soldiers were those who were the best citizens in time of peace.

A good man makes a good soldier while an evil man is always a slacker. This was recently proved in the world war when some of the finest citizens of the republic crossed the ocean and aided in scotching an imperial tyrant of Central Europe.

In our civil war the fact that toughs and pluguglies were poor stuff for battle was fully demonstrated. A regiment raised in the slums of New York, not a member of which had not served a term in prison, was enlisted to go South and give battle to the enemy.

It was found that these pluguglies were a law unto themselves and required to be guarded in order to hold them in line for battle. The colonel of this regiment was talking to his general when one of the tough regiment passed carrying a turkey.

"Where did you get that fowl?" demanded the colonel gruffly.

"I stole it, Colonel," returned the soldier of the slums. "You see," said the colonel, "My men will steal but they won't lie."

And so it goes the world over. Toughs and roughs are mighty poor stuff out of which to make soldiers. It was so all down the line. The very best fighters in the Union army, drawn from the fields and factories of the North, came from our respectable families. Clerks from stores, mechanics from the shops, farmers' sons were the pink of perfection when it came to the pinch in days of war.

A good citizen makes a good soldier while a tough of the criminal class was never dependable. Education, good morals, spiritual training and honest endeavor makes good in every line of effort even in fields of war.

The bully of the lumber woods was not on a par with the boy who was sneeringly said to be tied to his mother's apron string. With all its ghastly horrors war has its good points as well as peace, and the United States is not likely to engage in another war until pushed into it by a reckless foreign enemy.

One would scarcely imagine an Englishman aching to clash again with this country, yet it is believed in many foreign lands that the next great slaughter of the innocents will be brought off between the United States and Great Britain.

Here is what War Commissioner Veroshilov, Russian man of consequence, says with regard to the future. "One must not be particularly far seeing or a politician! Bolshevik to foresee that a solution of the aggravated English-American controversies lies in the long run in the path of armed conflict. This clash will, in force and violence,

exceed all the bloody slaughters recorded in the history of mankind."

So much for a Russian opinion. Not unlikely the wish is father to the thought since there is no love lost between the English and the Russian. Nevertheless should such a calamity ever come we may be sure that the flower of our civilization will enter the army ranks and do duty in convincing England that she is not the whole thing on this earth of ours.

The criminal element of any country can never be depended on to give aid and comfort to their own country. They are ever a menace rather than an asset in time of war, even as they are in days of peace.

Whatever may be seething in the British brain at the present time it may well be understood that our enemies of Revolutionary days have no real desire to pick a quarrel with America. A nation as great as ours, with a people united and determined, it is not safe to offend.

Russia has problems enough of her own to keep her busy without seeking conflict with outside nations, yet there can be no doubt but the Muscovites would hail a war between the United States and Britain with a great degree of satisfaction.

There is only one proper course for the United States to pursue and that is the one of strict rectitude, one which is strictly right and just, then if assailed we shall know what to do in the premises. This country has never shirked its duty when duty called. Armed with justice, a sizable navy and an army capable of defying any foe, we may trust in the Lord and keep our powder dry.

Remember above all things that the upright, stable citizen is the one who hates war and who will go to all reasonable lengths to avoid it, but when once in will fight to the finish without fear or favor.

Cultivate good citizenship and we shall be ready at all times to toe the mark and keep Old Glory ever in the sky. Despite the dark predictions of this Russian, who hates England with a hatred past understanding, there is not the slightest danger at present of any opening of hostilities on the field of battle between this country and Britain.

The old saying, be good and you will be happy, is what Uncle Sam is doing so we need not lose any sleep over the present situation.

Old Timer.

**Experience of a Grand Rapids Woman in Europe.**

Michigan cities and villages are represented on the map of Grand Rapids. Among street names one notices of such communities as Kalamazoo, Jackson, Monroe, Muskegon, Hastings, Holland, Ionia, Baldwin, Grant, Grandville, Mason, Lowell and Fremont. Map makers prefer single names rather than such names as Grand Rapids, Battle Creek, Port Huron and Bay City.

Farmers have been chosen many times to fill the office of sheriff of Kent county. S. S. Bailey, Jesse F. Wykoff, Isaac Haines, William Thornton and L. K. Bishop of the farms were efficient officers. Freeling W. Peck and Isaac Lamoreaux were among the most efficient of those who have represented the city of Grand Rapids.

George W. Powers, a deputy serving under Sheriffs Peck and Lamoreaux and later as a detective in the service of the city of Grand Rapids, was noted for bravery and skill in locating and arresting persons charged with crimes. While in the discharge of his duty in the year 1895 he was shot to death by

a desperado he had been ordered to arrest. Officer Powers was the husband of Dr. Powers, of Wealthy street. She had studied medicine, acquired a diploma and commenced the practice of her profession in the year 1893. Accompanied by a cousin Dr. Powers crossed the Atlantic and spent a few months in England and on the continent. While on ship board she met a very dignified, pompous lady whose ideas of propriety were extreme. She was greatly shocked one day when she learned that the doctor had asked questions of a sailor concerning the probability of meeting a whale or two during the trip. "It is bad form for a lady to notice a mere sailor on ship-board," the lady declared.

A day or two later the sailor approached the doctor and stated that two whales might be observed from the bow of the boat. The doctor informed other ladies of the presence of the sea monsters and all went forward to watch their movements. On the following day the dignified lady learned that whales had been passed in the sea and that she had not been notified of their presence. She felt very much put out about it and so expressed herself.

In Amsterdam the doctor and her cousin boarded a trolley car bound for a pleasure resort on the seashore. The weather was intensely hot at the time. A big, fat Dutchman came in to collect tickets. The doctor had placed her tickets in the basement of a big traveling bag (the place where ladies usually deposit articles soon to be needed) and several minutes' time was found necessary to excavate the contents of the bag and recover the big, red pasteboards she had purchased in Amsterdam. While the conductor was engaged in noting the tickets on his trip slip, the car suddenly jumped the track. Hastily returning the tickets to the doctor, the conductor gave his best efforts with much sweating and the utterance of loud exclamations in the Dutch lingo to the task of restoring the car to its place on the tracks. That accomplished, while mopping his face and fanning himself with his hat, the big fat conductor brought forth his trip slip and the tickets he had collected. He failed to remember the return of tickets to the doctor and became much confused. The doctor presumed that the tickets would be called for later and awaited a call for them. As the conductor was unable to express himself in English and the doctor unable to understand the Dutchman, the situation assumed a ridiculous appearance. The conductor sputtered, waved his arms and mopped his sweating face. Finally an American who could comprehend and speak Dutch entered from the smoking apartment and cleared up the situation, greatly to the relief of the conductor and the amusement of the passengers.

Arthur Scott White.

**Straw Hat Shortage Possible.**

Little additional business has reached men's straw hat manufacturers since their early bookings. Most retailers are depending on the compara-

tively limited advance orders they placed, plus the quite substantial stocks they carried over from last year, to take care of consumer demand. With warm weather in May and June, however, the stocks may not prove enough, leading to the possibility of a scramble for merchandise. While fancy bands are featured, they are more subdued. There is a trend toward higher crowns and less wide brims.

**MORTON HOTEL**  
*Grand Rapids' Newest Hotel*  
 400 Rooms -- 400 Baths  
**RATES**  
 \$2.50 and up per day.



**HOTEL BROWNING**  
 150 Fireproof Rooms  
 GRAND RAPIDS, Cor. Sheldon & Oakes  
 Facing Union Depot: Three Blocks Away

**DUTCH TEA RUSK**  
**THE TOAST SUPREME**

A toasted delicacy made of whole milk, fresh eggs and finest wheat. The most delicious toast you ever tasted. Lends a new zest to every dish where toast is used. Get a package today. Try it with poached eggs, with marmalade or cheese, or as a breakfast cereal. You'll like it.

**DUTCH TEA RUSK COMPANY**  
 HOLLAND, MICHIGAN



**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.

**Fountain Fancies Adapted To Easter Trade.**

Easter is the holiday that starts the summer season going full blast.

It is then that the ladies come out boldly in their best, men are urged to doll up in new togs, and the first glimpse of that which is flowery is ushered in for its summer siege.

Nor are the florist, the milliner, the clothier, the haberdasher the only ones who might profit by the observance of this holiday. True, those mentioned are the first ones thought of by the average person, and yet, how easily the fountaineer could attract Easter patronage by simply following the customs of other merchants.

The fountain is a place of some beautiful features to begin with and these features may be supplemented by a more strict observance for this one season. Now that flowers are the vogue both in reality and in dress—and one might say in the air—why not give the patrons a real flower show, thereby creating the sort of an impression that you most desire.

The menu should be a bit different for this occasion because this is the coming out party for those new dishes that you are planning for the warmer days to come.

Why not make it more or less of an announcement affair, and present your patrons with this thing in so bold a manner as to actually cause "talk"? But in order that this might be accomplished one must necessarily introduce dishes that are new and attractive.

One could not expect to get very far by simply presenting trite combinations which are known everywhere. To be new means that they should not only look new but taste new. New

containers for these dishes, and new names as well, add considerably, but first of all the items should contain new ingredients. At least should they be something that you yourself have not used for some time if ever.

And is you are up-stump as to the source of specials ask your manufacturer or wholesaler, who will gladly furnish you with almost anything imaginable.

The following will make you a menu that anyone could exploit to the satisfaction of all concerned, and yet keep within the bounds of fair prices and simple methods:

**April Pudding.**

For this sundae use on eight ounce stem glass. Put into it first a twelve-to-the-quart dipper of white ice cream, then a spoon of crushed strawberries, then another spoon of ice cream. Now add enough marshmallow whip to nearly fill the glass, and top with crushed nuts and a green cherry. This should be served with a long spoon, and care taken to avoid space in the glass. It should look full, and should bring 30c, especially in places that cater to college trade.

**Easter Bunny.**

This requires an ice cream bunny made up in a special mould of tinted ice cream. First place a thin slice of white ice cream cut from a quart brick, and over it a ladle of thick chocolate fudge dressing. Then place the bunny on the slice and serve with an ordinary spoon. A doily may be used on the plate to make a really finished job. The bunnies should be ordered in plenty of time to give the manufacturer a fair chance to furnish your requirements.

**Pecan Peter Pan.**

Into a banana split dish place half a banana cut in two. Add a sixteen-to-a-quart of white, and one of chocolate ice cream. Dress with crushed cherries and a handful of whole salted pecans. The amount of nuts perhaps will determine the selling price of this delicacy, although 30c should pay for sufficient food to satisfy the customer.

**Angel Food Sundae.**

The demand for a la mode is increasing so rapidly that a permanent place might be found for it upon the menu. One item in this class would at least suggest to the customer that you are catering to business on foods

of the a la class. On a small plate place a piece of angel food cake cut flat. Upon it add a twelve-to-a-quart of white ice cream, and over it a small top of heavy chocolate fudge and a red cherry. Lunchers will take to this, and should be willing to leave a quarter for it.

**Spring Blossom.**

From a quart brick of neapolitan ice cream cut two slices of about three-quarter inch thickness, place them on a small plate, and between them pour a layer of mixed fruits in sirup. Then over them pour a ladle of green-colored marshmallow, and top with a red cherry. If you are not familiar with the coloring of the marshmallow, go to your druggist, who will sell you a few green color tablets. Dissolve one of these in a small quantity of water and add to suit.

At this season also it is highly profitable to begin to mention those drinks which you will push during the warm months. Your coming out is timely only to the extent of your fancy drinks and foods, and certainly the more fine and new drinks you can introduce the more effective your announcement of them. Of course all egg drinks should now be played up, but the following new products will assist you in dressing up the spring menu.

**May Punch.**

To an eight-ounce glass of quality ginger ale add the juice of half an orange and a dash of lemon sirup. Stir with cracked ice, and decorate with sliced orange and cherries. Serve with straws and a long spoon.

**Grenadine Freeze.**

Into an eight-ounce stem glass pump one ounce each of Grenadine and orange sirups. Add cracked ice, and fill with coarse stream to within an inch of the top. Now add a small dipper of orange or pineapple sherbert, or a fancy ice cream, and top with either green or red whole cherries. Remember to serve a long spoon with this as well as straws, and keep the name well before the patrons because this one is good for all summer. Any jobber will supply the Grenadine sirup at a nominal cost.

**Danger Points in Accusing a Customer of Theft.**

Without doubt, the loss to retail merchants from petty thieves, shoplifters, and other business flimflam

artists, runs into millions of dollars each year. These steals go all the way from a cracker filched from the corner grocer, to a \$1,000 fur coat lifted from a department store, and merchants cannot be blamed for taking drastic precautions against leaks of this kind.

However, regardless of the methods of protection employed, a merchant should never lose sight of the possible danger in accusing a customer of dishonesty, and then being unable to prove it. For, in such a case, nine times out of ten, the customer will in turn accuse the merchant of slander or false imprisonment, and demand damages.

And, the worst of situations of this kind lies in the fact that it takes very little evidence to make a case of slander or false imprisonment against a merchant, if he has accused or detained a customer in any degree, and fails to prove his charge. The danger to a merchant in hastily making charges of this kind is illustrated in a long line of cases of which the following are fair examples.

In one case of this kind two women entered a store and made a number of purchases. The salesman in charge of the meat counter in the store observed them leaving without paying any meat check, and concluded that one of the women was attempting to get away with a meat purchase without paying for it. The merchant had for some time been annoyed by petty thieves of various kinds, and had instructed his clerks to keep a sharp outlook for just such occurrences. In line with this, the clerk informed the merchant of the acts of the women after they had left the store with packages in their arms.

Acting on this information, the merchant caught up with the women before they had gone far, and informed one of them that she had not paid for the meat. The accused woman denied the charge, but the merchant insisted that she return to the store and face the clerk. They then returned to the store, and as soon as the clerk saw the woman he stated she was not the person he had referred to, and it then developed that the accused woman had not bought any meat.

The merchant of course found himself in an awkward situation. He apologized profusely. Begged the woman to excuse his mistake, and assur-



**GRAND RAPIDS STORE EQUIPMENT CORPORATION**  
GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS STORE EQUIPMENT CORPORATION**

**GRAND RAPIDS SHOWCASE CO.**

*Succeeding*



**WELCH-WILMARTH CORPORATION**

**DRUG STORE PLANNING**  
*Recommendations to fit individual conditions.*

**DRUG STORE FIXTURES**  
*Planned to make every foot of store into sales space.*







# 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

Canned Blueberries

## DECLINED

Oatman's Evaporated Milk  
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 70
- Calumet, 5 lb. doz. 12 75
- Calumet, 10 lb. doz. 19 00
- Rumford, 10c, per doz. 95
- Rumford, 8 oz., doz. 1 85
- Rumford, 12 oz., doz. 2 40
- Rumford, 5 lb. doz. 12 50

## K. C. Brand

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

## BLUING



## JENNINGS

The Original

## Condensed

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

## BEANS and PEAS

- 100 lb. bag
- Brown Swedish Beans 9 00
- Pinto Beans 9 50
- Red Kidney Beans 11 00
- White Hand P. Beans 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
- Dbl. 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 80
- Pep. No. 224 2 70
- Pep. No. 202 2 00

- Krumbles, No. 424 2 70
- Bran Flakes, No. 624 2 25
- Bran Flakes, No. 602 1 50
- 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, 3/4 oz. 2 00

## Post Brands.

- Grape-Nuts, 24s 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
- Shred. Wheat Bis., 170 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, 3 in. 1 50
- Solid Back, 1 in. 1 75
- Pointed Ends 1 25

## Shove

- Shaker 1 80
- No. 50 2 00
- Peerless 2 60

## Shoe

- No. 4-0 2 25
- No. 20 3 00

## BUTTER COLOR

- Dandelion 2 85

## CANDLES

- Electric Light, 40 lbs. 12.1
- Plumber, 40 lbs. 12.8
- Paraffine, 6s 14 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@3 90
- Apricots, No. 10 8 50@11 00
- Blackberries, No. 10 7 50
- Blueberries, No. 10 14 00
- Cherries, No. 2 3 25
- Cherries, No. 2 1/2 4 00
- Cherries, No. 10 13 00
- Peaches, No. 10 Pie 6 50
- Peaches, No. 2 1/2 Mich 2 20
- Peaches, 2 1/2 Cal. 2 25@2 60
- Peaches, 10, Cal. 8 50
- Pineapple, 1 sll. 1 35
- Pineapple, 2 sll. 2 60
- P'apple, 2 br. sl. 2 25
- P'apple, 2 br. sl. 2 40
- P'apple, 2 1/2, sll. 3 00
- 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
- Raspb's. 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 1/4 oz. 1 35
- Clam Ch., No. 2 2 75
- Clams, Steamed, No. 1 2 00
- Clams, Minced, No. 1/2 2 25
- Finnan Haddie, 10 oz. 3 30
- Clam Bouillon, 7 oz. 2 50
- Chicken Haddie, No. 1 2 75
- Fish Flakes, small 1 35

- Cod Fish Cake, 10 oz. 1 55
- Cove Oysters, 5 oz. 1 75
- Loibster, No. 4, Star 2 90
- Shrimp, 1, wet 2 25
- Sard's. 1/4 Oil, Key 6 10
- Sard's. 1/4 Oil, Key 5 75
- Sardines, 1/4 Oil, k'less 5 25
- Salmon, Red Alaska 3 00
- Salmon, Med. Alaska 2 40
- Salmon, Pink Alaska 2 25
- Sardines, Im. 1/4, ea. 10@2 25
- Sardines, Im., 1/2, ea. 2 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 50

## CANNED MEAT

- Bacon, Med. Beechnut 2 70
- Bacon, Lge. Beechnut 4 50
- Beef, No. 1, Corned 2 60
- Beef, No. 1, Roast 3 15
- Tuna, 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 30
- Beefsteak & Onions, s 3 70
- Chili Con Car., 1s 1 35
- Deviled Ham, 1/2 s 2 25
- Deviled Ham, 1/2 s 3 60
- Hamburg Steak & Onions, No. 1 3 15
- Potted Beef, 4 oz. 1 10
- Potted Meat, 1/2 Libby 90
- Potted Meat, 1/2 Libby 90
- Potted Meat, 1/2 Qua. 85
- Potted Ham, Gen. 1/4 1 85
- Vienna Saus., No. 1/4 1 45
- Vienna Sausage, 1/2 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@2 25
- Green Beans, 10s @8 00
- L. Beans, 2 gr. 1 35@2 65
- Lima Beans, 2s, Soaked 1 15
- Red Kid, No. 2 1 25
- Beets, No. 2, wh. 1 75@2 40
- Beets, No. 2, cut 1 45@2 35
- Corn, No. 2, stan. 1 15
- Corn, Ex. stan. No. 2 1 25
- Corn, No. 2, Fan. 1 80@2 35
- Corn, No. 10 8 00@10 75
- 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, June 1 85
- Peas, No. 2, Ex. Sift. E. J. 2 25
- Peas, Ex. Fine, French 25
- Pumpkin, No. 3 1 60@1 75
- Pumpkin, No. 10 5 00@5 50
- Pimentos, 1/4, each 12@14
- Pimentos, 1/2, each 27
- Swt Potatoes, No. 2 1/2 1 75
- Sauerkraut, No. 3 1 45@1 75
- Succotash, No. 2 1 65@2 50
- Succotash, No. 2, glass 2 80
- Spinach, No. 1 1 25
- Spinach, No. 2 1 60@1 90
- Solnach, No. 3 2 25@2 50
- Spinach, No. 10 6 50@7 00
- 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. 3 25

- OYSTER COCKTAIL.
- Sniders, 16 oz. 3 30
- Sniders, 8 oz. 2 80

- CHEESE.
- Roquefort 45
- Kraft, small items 1 65
- Kraft, American 1 65
- Chill, 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
- Juley Fruit 65
- Wrigley's P-K 65
- Zeno 65
- Teaberry 65

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

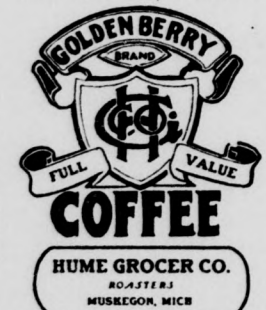
## COCOA.



- 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. 60
- Chocolate Apples 4 50
- Pastelles, No. 1 12 60
- Pastelles, 1/2 lb. 6 60
- Pains De Cafe 3 00
- Droste's Bars, 1 doz. 2 00
- Delft Pastelles 2 15
- 1 lb. Rose Tin Bon 13 00
- Bons 9 00
- 7 oz. Rose Tin Bon 9 00
- 13 oz. Creme De Cara-que 13 20
- 12 oz. Rosaces 10 80
- 1/2 lb. Rosaces 7 80
- 1/4 lb. Pastelles 3 40
- Langues De Chats 4 80

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

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



- HUME GROCER CO.
- ROASTERS
- MUSKOGON, MICH
- COFFEE ROASTED
- Worden Grocer Co.
- 1 lb. Package
- Melrose 26
- Liberty 25
- Quaker 42
- Nedrow 40
- Morton House 49
- Reno 37
- Royal Club 41

McLaughlin's Kept-Fresh

COFFEE SERVICE

- 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
- Leader, 4 doz. 7 00
- Dagle, 4 doz. 9 00

- MILK COMPOUND
- Hebe, Tall, 4 doz. 4 50
- Hebe, Baby, 8 doz. 4 40
- Carolene, Tall, 4 doz. 3 80
- Carolene, Baby 2 50

- EVAPORATED MILK
- Quaker, Tall, 4 doz. 4 50
- Quaker, Baby, 8 doz. 4 40
- Quaker, Gallon, 1/2 doz. 4 50
- Carnation, Tall, 4 doz. 4 70
- Carnation, Baby, 8 doz. 4 60
- Oatman's Dundee, Tall 4 70
- Oatman's D'dee, Baby 4 60
- Every Day, Tall 4 80
- Every Day, Baby 4 70
- Pet. Tall 4 70
- Pet. Baby, 8 oz. 4 60
- Borden's Tall 4 70
- Borden's Baby 4 60

- CIGARS
- G. J. Johnson's Brand
- G. J. Johnson Cigar, 10c 75 00

- Worden Grocer Co. Brands
- Airedale 35 00
- Havana Sweets 35 00
- Hemeter Champion 37 50
- Canadian Club 35 00
- Rose O Cuba, Slims 37 50
- Little Tom 37 50
- Tom Moore Monarch 75 00
- Tom Moore Panetris 65 00
- T. Moore Longfellow 95 00
- Webster Cadillac 75 00
- Webster Astor Foil 75 00
- Webster Knickerbocker 95 00
- Webster Albany Foil 95 00
- Bering Apollon 95 00
- Bering Palmitas 115 00
- Bering Diplomatica 115 00
- Bering Delososa 120 00
- Bering Favorita 135 00
- Bering Albas 150 00

- CONFECTIONERY
- Stick Candy Pails
- Standard 16
- Pure Sugar Sticks 600s 4 00
- Big Stick, 20 lb. case 18

- Mixed Candy
- Kindergarten 17
- Leader 13
- X. L. O. 12
- French Creams 15
- Paris Creams 16
- Grocers 11

- Fancy Chocolates
- 5 lb. Boxes
- Bittersweets, Ass'ted 1 75
- Choc Marshmallow Dp 1 60
- Milk Chocolate A A 1 75
- Nibble Sticks 1 85
- Chocolate Nut Rolls 1 85
- Magnolia Choc 1 25
- Bon Ton Choc. 1 50

- Gum Drops Pails
- Anise 16
- Champion Gums 16
- Challenge Gums 14
- Superior, Boxes 23

- Lozenges Pails
- A. A. Pep. Lozenges 15
- A. A. Pink Lozenges 15
- A. A. Choc. Lozenges 15
- Motto Hearts 19
- Malted Milk Lozenges 21

- Hard Goods Pails
- Lemon Drops 18
- O. F. Horehound dps. 18
- Anise Squares 18
- Peanut Squares 17
- Horehound Tablets 18

- Cough Drops Bxa
- Putnam's 1 35
- Smith Bros 1 50

- Package Goods
- Creamery Marshmallows 4 oz. pkg., 12s, cart. 85
- 4 oz. pkg., 48s, case 3 40

- Specialties
- Pineapple Fudge 19
- Italian Bon Bons 17
- Banquet Cream Mints 25
- Silver King M.Mallows 1 15
- Handy Packages, 12-10c 80
- Bar Goods
- Mich. Sugar Ca., 24, 5c 75
- Pal O Mine, 24, 5c 75
- Malty Milkies, 24, 5c 75
- Lemon Rolls 75
- Tru Luv, 24, 5c 75
- No-Nut, 24, 5c 75

COUPON BOOKS

- 50 Economic grade 3 60
- 100 Economic grade 4 00
- 500 Economic grade 20 00
- 1000 Economic grade 37 00

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

- CREAM OF TARTAR
- 6 lb. boxes 43

- DRIED FRUITS
- Apples
- N. Y. Fcy., 50 lb. box 15 1/2
- N. Y. Fcy., 14 oz. pkg. 16

- Apricots
- Evaporated, Choice 23
- Evaporated, Fancy 29
- Evaporated, Slabs 15

- Citron
- 10 lb. box 40

- Currants
- Jackages, 14 oz. 20
- Greek, Bulk, lb. 20

- Dates
- Dromedary, 36s 6 75

- Peaches
- Evap. Choice 13
- Evap. Ex. Fancy, P.P. 16

- Peel
- Lemon, American 30
- Orange, American 30

- Raisins
- Seeded, bulk 07
- Thompson's s'dles blk 06 1/2
- Thompson's seedless, 15 oz. 08 1/2
- Seeded, 15 oz. 08 1/2



GELATINE

Table listing gelatine products: Jell-O, 3 doz. 2 85; Minute, 3 doz. 4 05; Plymouth, White 1 55; Quaker, 3 doz. 2 25.

Table listing jelly and preserves: Pure, 30 lb. pails 3 30; Imitation, 30 lb. pails 1 75; Pure, 6 oz., Asst. doz. 90; Pure Pres., 16 oz., dz 2 40.

JELLY GLASSES

Table listing jelly glasses: 8 oz., per doz. 36.

OLEOMARGARINE

Van Westenbrugge Brands Carload Distributor



Table listing Nucoa products: Nucoa, 1 lb. 21; Nucoa, 2 and 5 lb. 20 1/2; Wilson & Co.'s Brands Oleo.

Table listing certified and nut products: Certified 24; Nut 18; Special Roll 19.

MATCHES

Table listing various match brands: Swan, 144 4 20; Diamond, 144 box 5 00; Searchlight, 144 box 5 00; Ohio Red Label, 144 bx 4 20; Ohio Blue Tin, 144 box 5 00; Ohio Blue Tin, 720-1c 4 00; Blue Seal, 144 4 85; Reliable, 144 4 00; Federal, 144 5 25; \*1 Free with Ten.

Safety Matches

Table listing safety matches: Quaker, 5 gro. case 4 50.

MOLASSES

Brer Rabbit Gold Label



Table listing molasses products: S x 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

Table listing whole nuts: 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

Table listing salted peanuts: Fancy, No. 1 14; Shelled; Almonds 70; Peanuts, Spanish, 125 lb. bags 12; Filberts 32; Pecans Salted 80; Walnuts Manchurian 60.

MINCE MEAT

Table listing mince meat: None Such, 4 doz. 6 47; Quaker, 3 doz. case 3 50; Libby, Kegs, wet, lb. 22.

OLIVES

Table listing 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 16; 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, Stuff., doz. 2 35; 9 1/2 oz. Jar, Stuff., doz. 3 75; 1 Gal. Jars, Stuff., dz. 2 75.

PARIS GREEN

Table listing Paris Green: 1/4s 34; 1s 32; 2s and 5s 30.

PEANUT BUTTER



Bel Car-Mo Brand

Table listing Bel Car-Mo Peanut Butter: 24 1 lb. Tins 8 oz., 2 do. in case 15 lb. pails 25 lb. pails.

PETROLEUM PRODUCTS

Table listing petroleum products: From Tank Wagon: Red Crown Gasoline 11; Red Crown Ethyl 14; Solite Gasoline 14.

Table listing petroleum products in iron barrels: Perfection Kerosine 13.6; Gas Machine Gasoline 37.1; V. M. & P. Naptha 19.6.

ISO-VIS MOTOR OILS

Table listing ISO-VIS motor oils: In Iron Barrels: Light 77.1; Medium 77.1; Heavy 77.1; Ex. Heavy 77.1.



Table listing Polarine products: 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.



Table listing Semdac products: Semdac, 12 qt. cans 2.75; Semdac, 12 pt. cans 4.65.

PICKLES

Table listing 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

Table listing pipes: Cob, 3 doz. in bx. 1 00 @ 1 20.

PLAYING CARDS

Table listing playing cards: Battle Axe, per doz. 2 65; Bicycle 4 75.

POTASH

Table listing potash: Babbitt's, 2 doz. 2 75.

FRESH MEATS

Table listing fresh meats: Beef: Top Steers & Heif. 24; Good St'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.

Table listing various meats: Loin, med. 26; Butts 24; Shoulders 19; Spareribs 15; Neck bones 06; Trimmings 14.

PROVISIONS

Table listing provisions: Barreled Pork: Clear Back 25 00 @ 23 00; Short Cut Clear 26 00 @ 29 00; Dry Salt Meats: D S Bellies 13-20 @ 18-19.

Lard

Table listing 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 1/4; 3 lb. pails advance 1/4; Compound tierces 13; Compound, tubs 13 1/4.

Sausages

Table listing sausages: Bologna 18; Liver 18; Frankfort 21; Pork 31; Veal 19; Tongue, Jellied 35; Headcheese 18.

Smoked Meats

Table listing smoked meats: Hams, Cer. 14-16 lb. @ 28; Hams, Cer., Skinned 16-18 lb. @ 27 1/2; Ham, dried beef: Knuckles @ 44; California Hams @ 17 1/4; Knuckles Boiled: Hams 20 @ 25; Boiled Hams @ 42; Minced Hams @ 21; Bacon 4/6 Cert. 24 @ 29.

Beef

Table listing beef: Boneless, rump 28 00 @ 38 00; Rump, new 29 00 @ 32 00; Liver 17; Calf 55; Pork 10.

RICE

Table listing rice: Fancy Blue Rose 05 1/4; Fancy Head 07.

ROLLED OATS

Table listing rolled oats: Silver Flake, 12 New 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

Table listing 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

Table listing saleratus: Arm and Hammer 3 75.

SAL SODA

Table listing sal soda: Granulated, bbls. 1 80; Granulated, 60 lbs. cs. 1 60; Granulated, 36 2 1/2 lb. packages 2 40.

COD FISH

Table listing 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

Table listing 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; K K K Norway 19 50; 8 lb. pails 1 40; Cut Lunch 1 50; Boned, 10 lb. boxes 15.

Lake Herring

Table listing lake herring: 1/2 bbl., 100 lbs. 6 50.

Mackerel

Table listing mackerel: Tubs, 60 Count, fy. fat 5 75; Pails, 10 lb. Fancy fat 1 75.

White Fish

Table listing white fish: Med. Fancy, 100 lb. 13 00.

SHOE BLACKENING

Table listing 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

Table listing 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

Table listing 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.

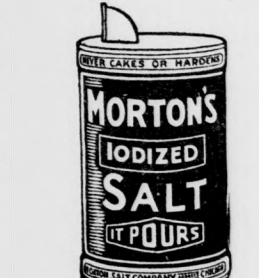


Table listing Morton's salt: Per case, 24, 2 lbs. 2 40; Five case lots 2 30; Iodized, 24, 2 lbs. 2 40.

BORAX

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

SOAP

Table listing soap: Am. Family, 100 box 6 30; Crystal White, 100 4 20; Export, 100 box 3 85; Big Jack, 60s 4 75; Fels Naphtha, 100 box 5 50; Flake White, 10 box 4 20; Grdma 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, 12s 5 00; Pummo, 100 box 4 85; Sweetheart, 100 box 5 70; Grandpa Tar, 50 sm. 2 10; Grandpa Tar, 50 lgs. 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

Table listing 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 3 90; Rinso, 40s 3 20; Rinso, 24s 5 25; Rub No More, 100, 10 oz. 3 85; Rub No More, 20 Lg. 4 00; Spotless Cleanser, 48, 20 oz. 3 85; Sanl 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

Table listing 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; Nutmegs, 105-1 10 @ 59; Pepper, Black @ 46.

Pure Ground in Bulk

Table listing pure ground spices: Allspice, Jamaica @ 35; Cloves, Zanzibar @ 46; Cassia, Canton @ 28; Ginger, Corkin @ 35; Mustard @ 32; Mace, Penang 1 39; Pepper, Black @ 55; Nutmegs @ 59; Pepper, White @ 80; Pepper, Cayenne @ 37; Paprika, Spanish @ 45.

Seasoning

Table listing seasoning: Chili Powder, 15c 1 35; Celery Salt, 3 oz. 95; Sage, 2 oz. 90; Onion Salt 1 35; Garlic 1 35; Penalty, 3 1/2 oz. 3 25; Kitchen Bouquet 4 50; Laurel Leaves 20; Marjoram, 1 oz. 90; Savory, 1 oz. 90; Thyme, 1 oz. 90; Tumeric, 2 1/2 oz. 90.

STARCH

Table listing starch: Corn: Kingsford, 40 lbs. 11 1/4; Powdered, bags 4 50; Argo, 48, 1 lb. pkgs. 3 80; Cream, 48-1 4 80; Quaker, 40-1 07 1/2.

Gloss

Table listing gloss: Argo, 48, 1 lb. pkgs. 3 60; Argo, 12, 3 lb. pkgs. 2 62; Argo, 8 5 lb. pkgs. 2 97; Silver Gloss, 48, 1s 11 1/4; Elastic, 64 pkgs. 5 35; Tiger, 48-1 3 30; Tiger, 50 lbs. 06.

SYRUP

Table listing syrup: Vermont Maid Lithographed Cans: Price per case: Six one gallon 9 50; Six large size 5 25; Twelve medium size 5 25; Twenty-four table size 5 25; Plain Cans: One five gallon 7 00; Glass Jugs: Twelve medium size 5 00; Twenty-four table size 5 00.

Corn

Table listing corn: Blue Karo, No. 1 1/2 2 77; Blue Karo, No. 5, 1 dz. 3 91; Blue Karo, No. 10 3 71; Red Karo, No. 1 1/2 3 05; Red Karo, No. 5, 1 dz. 4 29; Red Karo, No. 10 4 01.

Imit. Maple Flavor

Table listing imit. maple flavor: Orange, No. 1 1/2, 2 dz. 3 50; Orange, No. 5, 1 doz. 4 99.

Maple and Cane

Table listing maple and cane: Kanuck, per gal. 1 50; Kanuck, 5 gal. can 6 50.

Maple

Table listing maple: Michigan, per gal. 2 75; Welch's, per gal. 3 25.

COOKING OIL

Table listing cooking oil: Mazola: Pints, 2 doz. 6 75; Quarts, 1 doz. 6 25; Half Gallons, 1 doz. 11 75; Gallons, 1/2 doz. 11 30.

TABLE SAUCES

Table listing table sauces: Lea & Perrin, large 6 00; Lea & Perrin, small 3 35; Pepper 1 60; Royal Mint 2 40; Tobasco, 2 oz. 4 25; Sho You, 9 oz., doz. 2 25; A-1, large 4 75; A-1 small 3 15; Capcr, 2 oz. 3 30.

TEA

Table listing tea: Japan: Medium 35 @ 35; Choice 37 @ 52; Fancy 52 @ 61; No. 1 Nibbs 54; 1 lb. pkg. Sifting 14.

Gunpowder

Table listing gunpowder: Choice 40; Fancy 47.

Ceylon

Table listing Ceylon: Pekoe, medium 57.

English Breakfast

Table listing English breakfast: Congou, Medium 28; Congou, Choice 35 @ 36; Congou, Fancy 42 @ 43.

Oolong

Table listing oolong: Medium 30; Choice 45; Fancy 50.

TWINE

Table listing twine: Cotton, 3 ply cone 40; Cotton, 3 ply Balls 42; Wool, 6 ply 18.

VINEGAR

Table listing vinegar: Cider, 40 Grain 23; White Wine, 30 grain 25; White Wine, 40 grain 19.

WICKING

Table listing wicking: No. 0, per gross 80; No. 1, per gross 1 25; No. 2, per gross 1 50; No. 3, per gross 2 30; Peerless Rolls, per doz. 90; Rochester, No. 2, doz. 50; Rochester, No. 3, doz. 2 00; Rayo, per doz. 75.

WOODENWARE

Table listing woodenware: Baskets: Bushels, narrow band, wire handles 1 75; Bushels, narrow band, wood handles 1 80; Market, drop handle 90; Market, single handle 95; Market, extra 1 00; Splint, large 8 50; Splint, medium 7 50; Splint, small 6 50.

Churns

Table listing churns: Barrel, 5 gal., each 2 40; Barrel, 10 gal., each 2 55; 3 to 6 gal., per gal. 16.

Pails

Table listing pails: 10 qt. Galvanized 2 50; 12 qt. Galvanized 3 75; 14 qt. Galvanized 3 00; 12 qt. Flaring Gal. Ir. 5 00; 10 qt. Tin Dairy 4 00.

Traps

Table listing traps: Mouse, Wood, 4 holes 60; Mouse, wood, 6 holes 70; Mouse, tin, 5 holes 65; Rat, wood 1 00; Rat, spring 1 00; Mouse, spring 30.

Tubs

Table listing tubs: Large Galvanized 8 75; Medium Galvanized 7 50; Small Galvanized 6 75.

Washboards

Table listing washboards: Banner, Globe 5 50; Brass, single 6 25; Glass, single 6 00; Double Peerless 8 50; Single Peerless 7 50; Northern Queen 5 50; Universal 7 25.

Wood Bowls

Table listing wood bowls: 13 in. Butter 5 00; 15 in. Butter 9 00; 17 in. Butter 18 00; 19 in. Butter 25 00.

WRAPPING PAPER

Table listing wrapping paper: Fibre, Manila, white 05 1/2; No. 1 Fibre 07; Butchers D. F. 06 1/2; Kraft 07; Kraft Stripe 09 1/2.

YEAST CAKE

Table listing yeast cake: Magic, 3 doz. 2 70; Sunlight, 3 doz. 3 70; Sunlight, 1 1/2 doz. 1 35; Yeast Foam, 3 doz. 2 70; Yeast Foam, 1 1/2 doz. 1 35.

YEAST-COMPRESSED

Table listing yeast-compressed: Fleischmann, per doz. 30.



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 12.—In the matter of Charles E. Gaunt, Bankrupt No. 3673, the first meeting of creditors was held March 6. The bankrupt was present in person and represented by attorneys Carroll, Kirwin & Hollway. No creditors were present or represented. 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 district court, as a case without assets.

In the matter of Stephen Mezel, Bankrupt No. 3664, the first meeting of creditors was held March 6. The bankrupt was present in person and represented by attorneys Dilley, Souter & Dilley. Creditors were represented by G. R. Credit Men's Association. Claims were filed. The bankrupt was sworn and examined without a reporter present. 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 John E. Bartlett, Bankrupt No. 3686, the first meeting of creditors was held March 6. The bankrupt was present in person and represented by attorney Willard G. Turner, Jr. 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 Arthur E. Kanitz, individually and as Arcadia Co., Bankrupt No. 3687, the first meeting of creditors was held March 6. The bankrupt was present in person and represented by attorney Willard G. Turner, Jr. Creditors were represented by attorney H. H. Smedley. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. George D. Stribley, of Muskegon, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Paul Caruso, Bankrupt No. 3688, the first meeting of creditors was held March 6. The bankrupt was present in person and represented by attorneys Burns & Hadsell. Creditors were represented by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of John W. Morris, Bankrupt No. 3672, the first meeting of creditors was held March 6. The bankrupt was present and represented by attorney Frank I. Blake. 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 bankrupt was ordered to pay the filing fee of \$30 into court, upon receipt of which the case will be closed and returned to the district court, as a case without assets.

In the matter of John Van Wagner, Bankrupt No. 3682, the first meeting of creditors was held March 7. The bankrupt was present in person and represented by attorney Frank I. Blake. 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 Clair C. Jacoby, Bankrupt No. 3690, the first meeting of creditors was held March 7. The bankrupt was present in person and represented by attorneys Fox & Fox. No creditors were present or represented. One claim was 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 Henry D. Didama, Bankrupt No. 3692, the first meeting of creditors was held March 12. The bankrupt was present in person and represented by attorney Clair S. Beebe. No creditors were present or represented. No claim was 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 Rodney McLeod, Bankrupt No. 3698, the first meeting of creditors was held March 12. The bankrupt was present in person and represented by attorney Clair S. Beebe. One creditor was present in person. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. 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 Eugene F. Glass, Bankrupt No. 3515, the final meeting of creditors has been called to be held March 29. At such meeting the trustee's final

report and account will be approved. There will be a final dividend for creditors of this estate.

In the matter of Arthur E. Pape and Howard C. Hansen, doing business as Pape & Hansen, Bankrupt No. 4368, The final meeting of creditors has been called for March 29. The trustee's final report and account will be approved at such time. There will be a final dividend for creditors of this estate.

In the matter of George Burghdorf, Bankrupt No. 3504, The final meeting of creditors has been called for March 29. The trustee's final report and account will be approved at such time. There will be a first and final dividend for creditors of this estate.

In the matter of David B. Hagerman, Bankrupt No. 3456, The final meeting of creditors has been called for March 29. The trustee's final report and account will be approved at such time. There may be a small first and final dividend for creditors.

In the matter of Glen H. Sleight, Bankrupt No. 4352, The final meeting of creditors has been called for March 29. The trustee's final report and account will be approved at such time. There may be a first and final dividend for creditors of this estate.

March 12. On this day was held the first meeting of creditors in the matter of Stephen J. Aniston, doing business as Manhattan Cafe, Bankrupt No. 3675. The bankrupt was present in person and represented by attorneys Dilley, Souter & Dilley. Creditors were represented by Fred G. Timmer, agent. Claims were filed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Try-Me Bottling Co., successor to Joyce Bottling Co., Bankrupt No. 3654. The bankrupt was present by its President and secretary-treasurer and represented by W. A. Mulhern, attorney. Creditors were represented by Hilding, Hildim 3/4 Tubbs; Jewell, Face, Messinger & Grettenberger, attorneys and by G. R. Credit Men's Association. Claims were proved and allowed. The officers of the corporation present were sworn and examined with a reporter present. Edward De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

March 12. On this day was held the first meeting of creditors in the matter of F. Chester Lee, individually and as Lee's Pharmacy, Bankrupt No. 3657. The bankrupt was present in person and represented by attorney Robert H. Burns. 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.

In the matter of Harry P. Smith, doing business as Paradise Store, Bankrupt No. 3665, the first meeting of creditors was held Feb. 20. The bankrupt was present and was represented by attorney Fred G. Stanley. 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.

March 15. We have to-day received the schedules, reference and adjudication in the matter of James Emanuel, Bankrupt No. 3725. 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 \$1,350.45. The court has written for funds and upon receipt of which the first meeting of creditors will be called, note of which will be made herein.

March 16. We have to-day received the schedules, reference and adjudication in the matter of William Blair, Bankrupt No. 3726. 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 machinist. The schedules show assets of \$200 of which \$250 is claimed as exempt, with liabilities of \$1,706.90. 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 16. We have to-day received the schedules, reference and adjudication in the matter of Frank H. Misner, Bankrupt No. 3727. 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 \$400 of which the full amount is claimed as exempt, with liabilities of \$4,998.19. 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 Earl N. Smith, Bankrupt No. 3473, The funds have been received and the first meeting of creditors has been called for April 2.

In the matter of Eliza Larsen, Bankrupt No. 3714, The funds have been re-

ceived and the first meeting of creditors has been called for April 2.

In the matter of Henry B. Hudson, Bankrupt No. 3716, The funds have been received and the first meeting of creditors has been called for April 2.

In the matter of Thomas S. Chalmers, Bankrupt No. 3723, The funds have been received and the first meeting of creditors has been called for April 2.

In the matter of James Modjeska, Bankrupt No. 3704, The funds have been received and the first meeting of creditors has been called for April 3.

In the matter of David Bow, Bankrupt No. 3700, The funds have been received and the first meeting of creditors has been called for April 3.

In the matter of Matilda Reeve, Bankrupt No. 3724, The funds have been received and the first meeting of creditors has been called for April 3.

In the matter of Glen T. Long, Bankrupt No. 3719, The funds have been received and the first meeting of creditors has been called for April 3.

March 19. We have to-day received the schedules, reference and adjudication in the matter of Leonard W. Bigler, Bankrupt No. 3728. The bankrupt is a resident of Wyoming township, and his occupation is that of a clerk. The schedule shows assets of \$425 of which \$250 is claimed as exempt, with liabilities of \$794.75. 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 19. We have to-day received the schedules, reference and adjudication in the matter of Robert H. Macgregor, Bankrupt No. 1729. The bankrupt is a resident of Grand Rapids, and his occupation is that of a storekeeper. The schedules show assets of \$1,532.63 of which \$500 is claimed as exempt, with liabilities of \$1,505.87. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Jordan & Jordan, Grand Rapids	\$170.00
Hazeltine & Perkins, Grand Rapids	80.00
Hevboer Co., Grand Rapids	2.83
DeVries Printing Co., Grand Rapids	14.50
Vanden Berg Cigar Co., Grand Rapids	45.00
Loose-Wiles Biscuit Co., Chicago	5.00
Specialty Candy Co., Grand Rapids	48.59
R. A. Johnston Co., Milwaukee	14.25
Rysdale Candy Co., Grand Rapids	19.00
General Cigar Co., Chicago	7.70
X Cigar Co., Grand Rapids	3.75
Gray Beach Cigar Co., Grand Rapids	7.50
Shaw News Co., Grand Rapids	22.00
Voigt Milling Co., Grand Rapids	4.70
G. R. News Co., Grand Rapids	20.00
Michigan Candy Co., Grand Rapids	40.95
Decker & Halladay, Grand Rapids	700.00
Breen & Jeannet, Grand Rapids	300.00

March 19. We have to-day received the schedules, reference and adjudication in the matter of Peter Jensen, Bankrupt No. 3718. This is an involuntary case. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Trufant, and his occupation is that of a merchant. The schedule shows assets of \$4,394.47 of which \$2,500 is claimed as exempt, with liabilities of \$5,568.24. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Alvin Jensen, Sheridan	\$136.36
Lino Rasmussen, Trufant	1040.00
Trufant State Bank, Trufant	650.00
Jorgen Larsen, Trufant	500.00
Arthur Jensen, Edmore	500.00
Hans Jensen, Rockford	250.00
Mrs. F. S. Johnson, Trufant	1100.00
Wm. Bradley's Sons, Greenville	127.85
I. Van Westenburg, Grand Rapids	62.77
Armour & Co., Chicago	32.30
Vanden Berg Cigar Co., Grand Rapids	15.53
East End Sausage Co., Grand Rapids	293.75
Rademaker-Doog, Grocer Co., G. R.	82.93
Worden Grocer Co., Grand Rapids	229.89
G. R. Paper Co., Grand Rapids	20.98
Michigan Produce Co., Carson City	42.55
Muskegon Candy Co., Muskegon	52.46
Schust Co., Saginaw	161.97
Peter Koster, Cedar Springs	377.99
Plough Chemical Co., Memphis	30.20
Dr. Robert J. Hutchinson, Grand Rapids	342.50
C. W. Mills Paper Co., Grand Rapids	1.77
Mary Van Soest, Grand Rapids	100.00
St. Mary's Hospital, Grand Rapids	249.35
Miss Lula Campbell, Grand Rapids	10.00
H. Van Eenennaam & Bros., Zeeland	22.50

March 20. We have to-day received the schedules, reference and adjudication in the matter of Orville Stricklen, Bankrupt No. 3732. 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 \$227 of which \$200 is claimed as exempt, with liabilities of \$647.52. 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 20. We have to-day received the schedules, reference and adjudication in the matter of Sybrant Van Olden, Bankrupt No. 3731. 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 \$892.75 of which \$250 is claimed as exempt, with liabilities of \$1,775.12. 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 20. We have to-day received the schedules, reference and adjudication in the matter of Henry Boutell, Bankrupt No. 3730. 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 grocer. The schedule shows assets of \$4,074 of which \$449 is claimed as exempt, with liabilities of \$3,944.10. The first meeting of creditors will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Roclof Mink, Crocker	\$1,070.00
Anderson Packing Co., Muskegon	79.54
Arbuckle Bros., Chicago	13.80
Consumers Power Co., Muskegon	9.54
Dutch Tea Rusk Co., Holland	2.75
Hume Grocer Co., Muskegon	245.21
Rob. A. Johnston Co., Muskegon	97.78
Levy 3/4 Son Co., Muskegon	120.50
C. W. Mills Paper Co., Grand Rapids	22.55
Muskegon Candy Corp., Muskegon	72.68
Moulton Grocery Co., Muskegon	711.49
Peoples Milling Co., Muskegon	88.32
Planington Packing Co., Milwaukee	26.16
T. Schillaci & Co., Muskegon	32.35
Hubert H. Smith, Muskegon	150.00
John W. Smith, Muskegon	60.00
Steinder Paper Co., Muskegon	6.00
Thos. J. Webb Co., Chicago	17.82
Widlar Co., Cleveland	7.47
Wit & Van Andel, Muskegon	623.53
Muskegon Candy Corp., Muskegon	50.00
A. R. Damm, Muskegon	38.00
E. T. Sargent Refining Co., Cleveland	11.25
J. Koster, Muskegon	224.37
Citizens Loan & Inv. Co., Muskegon	64.00

In the matter of Alvin L. Dennis, Bankrupt No. 3648, the adjourned first meeting of creditors was held Feb. 26. The bankrupt was present and represented by attorney G. A. Wolf. The creditor whose claim has been proved and allowed was represented by Wicks, Fuller & Starr, attorneys. The bankrupt was further examined, without a reporter. The adjourned 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 Charles D. Miller, Bankrupt No. 3547, the trustee has filed his return showing that there are no assets in said estate, over and above exemptions, and the case has been closed and returned to the district court as a case without assets.

In the matter of Melvin Palmer, Bankrupt No. 3489, the trustee has filed his return showing no assets in the estate, and the case has been closed and returned to the district court, as a case without assets.

March 22. On this day was held the first meeting of creditors in the matter of Harvey W. Hutson, Bankrupt No. 3678. 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 bankrupt was ordered to pay the statutory filing fee, upon receipt of which the case will be 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 Richard A. MacDonald, doing business as Grandville Electric Service, Bankrupt No. 3697. The bankrupt was present in person and represented by attorney Theo. H. Elferdink. The creditors were present in person and represented by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot was appointed trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Edward Fischer, Bankrupt No. 3699. The bankrupt was present in person and represented by attorney Amos F. Paley. One creditor was present in person. One claim was 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 William L. Douglas, Bankrupt No. 3703. The bankrupt was present in person and represented by attorney John A. De Jong. Creditors were present in person and represented by attorney Frank I. Blake. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to March 29.

In the matter of Sybrant Van Olden, Bankrupt No. 3731, The funds have been received and the first meeting of creditors has been called for April 8.

In the matter of Henry Boutell, Bankrupt No. 3730, The first meeting of creditors has been called for April 8.

The best habit to form is to do ordinary things better to-day than you did yesterday.



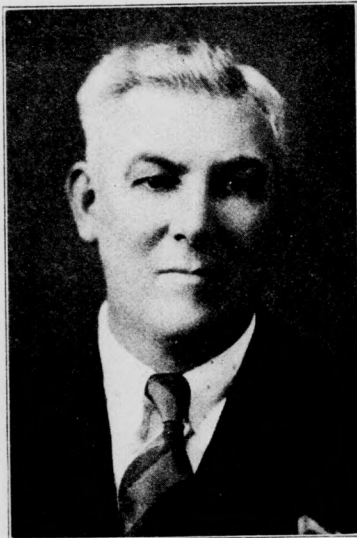
**TO GUIDE THE GROCERS.**

**Personnel of the New Board of Directors.**

The following five grocers have been designated as directors to manage the Michigan Retail Grocers and Meat Dealers' Association during the coming year:



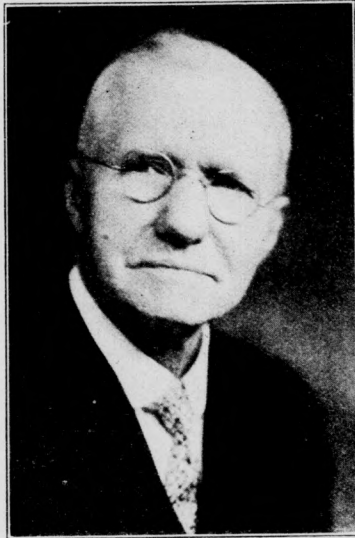
Ole Peterson, Muskegon.



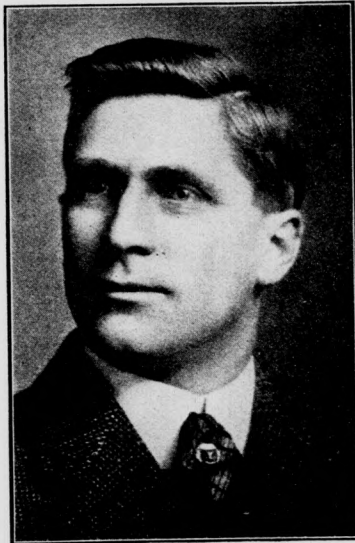
O. L. Brainard, Elsie.



Grover B. Hall, Kalamazoo.



M. C. Goossen, Lansing.



O. H. Bailey, Lansing.

A special committee was created at the Grand Rapids convention to receive applications for the position of a full-paid, full-time Secretary consisting of William Schultz, Ole Peterson and O. L. Brainard. Mr. Schultz, who resides in Ann Arbor, is chairman of the committee. His portrait is as follows:



**Price More Logically and Display More Intelligently.**

(Continued from page 20)

hours. You see no smoking in chain grocery and meat stores.

Well, this grocer advertised that his store would be closed for two weeks—and it was. In that time he remodeled along modern lines—lines which were a modification of the stores we associate with chains, but which really originated in California more than twenty-five years ago. Then he re-opened and has run along, doing an increasing and increasingly profitable business daily. Is there any patent on any of this? Cannot any grocer take a look around his neighborhood and then come back and appraise his own store? Believe me, it will pay most of us to do just that—and do it frequently.

Here is a hint: Despite unscientific handling, pricing, displaying—especially pricing—the average proportion of sales of perishables in individual stores now amounts to one-sixth. That is to say, \$16 in the average individual's sales of \$100 is perishables. And perishables, intelligently handled, are highly profitable. Moreover, the demand is constantly growing.

Meantime, the proportion in chains runs from 25 to 33 1/3 per cent.—from a quarter to a third of the total sales. Why? Because the chains—speaking generally—price more logically and display more intelligently. And there is no patent or copyright on either of these things. Paul Findlay.

**Rebuilding Store Recently Destroyed By Fire.**

South Bend, Ind., March 25—Check enclosed for renewal of your valuable paper. Started work this morning on rebuilding my store, which was recently destroyed by fire. Will have new equipment of display cases and steel shelving in sales room. Hobart grinders for coffee and peanut butter. In my work room will have Burns roasters for coffee and peanuts. Lambert Machine Co. coffee grinding outfit for wholesale trade. Expect to be ready for business May 15, opening with fresh stock of quality merchandise. B. S. Haswell.

**Wilbur Burns' Impressions of St. Petersburg.**

St. Petersburg, Fla., March 23—Again I am under obligation to you for the several late numbers you sent. We enjoyed them and I wish to thank you. You ask me to write my impression of Florida and St. Petersburg. On account of the very severe winter in the North, Florida has enjoyed a wonderful resort season. St. Petersburg claims more tourists and is housing more people than she did during the boom days. Surely the sunshine city can well boast of a wonderful winter climate. The St. Petersburg Independent (an evening paper) gives away their street edition free on every day the sun does not shine. The record is 96 free issues in 18 1/2 years, averaging 5 1/4 times a year. I see by the Press that Dr. Kellogg, of Battle Creek, claims that people who are along in years will add many years to their lives by avoiding cold winters, which compel them to be housed up. Florida will always be a great winter resort. Michigan society had about 700 members this year. I understand we were second in point of registration, New York being first. Yesterday was all states day. This is a big event. There were eighty floats and seventeen bands in the parade. Missouri won first place and Michigan won second

place. We Michiganders were all very proud of our State. The theme was the development of transportation. Again the horse leaped out into the days of men first; then the ox cart, the motor car and the airplane of today. All of them so important in the history of Michigan growth. I believe St. Petersburg does more for the entertainment of the tourist than any other city in Florida. We expect to start for home about the middle of April, going by way of Chicago where we will visit our son and his family and see our grandchildren. Wilbur H. Burns.

**Business Wants Department**

- For Sale—Clean grocery stock and fixtures, cheap, in live small town on U. S. 112. Reason, must devote more time to fruit orchard. Terms, cash. C. L. Gottschalk, Quincy, Mich. 52
- FOR SALE—Servel icless refrigerator, store size. Inquire Mrs. F. A. Hinds, Ceresco, Mich. 53
- FOR SALE—Eighteen-foot counter with solid oak top. Harry DeWeerd, R. F. D. No. 9, Grand Rapids. Telephone 751F13. 54
- FOR SALE—Two Dayton scales, latest model; one National cash register; one refrigerator 10 x 12 x 11, used only ten months; one fish box; one Fairbanks platform scale. All good as new. Liberal reductions. Inquire 57 North Fuller Ave., or phone 85448 after 6 p. m., Grand Rapids, Michigan. 55
- Merchant wants small stocks mdse. Greene, Mechanic & Pearl, Jackson, Michigan. 56
- FOR SALE—Retail grocery business in a good live town, 1200 population, on U.S. 31. Stock and fixtures about \$5,000. Will sell stock with or without building. Last year's business about \$35,000. If interested, address No. 57, c/o Michigan Tradesman. 57
- For Sale—Grocery stock. Will sell stock and fixtures, rent building and apartment above store if desired. If interested, write W. D. Sargeant, Fremont, Mich. 42
- For Sale—Ten-foot counter refrigerator, 400 pound ice capacity. Best offer takes it. The Grange Store, Allegan, Mich. 46
- 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—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—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

**I OFFER CASH!**  
**For Retail Stores—Stocks—Leases—all or Part.**  
**Telegraph—Write—Telephone**  
**L. LEVINSOHN**  
**Saginaw, Mich.**  
**Telephone Riv 2263W**  
**Established 1909**

**CASH FOR MERCHANDISE**  
 Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc.  
 N. D. GOVER, Mt. Pleasant, Mich.

Consult someone that knows Merchandise Value.  
**GET YOUR BEST OFFER FIRST.**  
 Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.  
**ABE DEMBINSKY**  
**Auctioneer and Liquidator**  
 734 So. Jefferson Ave., Saginaw, Mich.  
 Phone Federal 1944.  
 Buyers inquiring everyday—



## THE LOUISVILLE SURVEY.

### Commerce Department Findings Ask Pertinent Questions.

The third installment of the findings reported at the conference recently held at Louisville, which is given below, consists principally of a list of questions that every retail groceryman is advised to ask himself. The findings were conducted under the direction of the United States Department of Commerce in co-operation with a board of directors composed of Louisville men, assisted by many National business interests. The findings are continued as follows:

"Is the grocery retailer of the future to be a storekeeper or a merchant? The belief is widespread that he can meet competition successfully only if he uses merchandising methods as proficiently as his aggressive competition.

"The opinion is expressed freely that he can do only a fringe business involving a constant struggle against overwhelming odds, if he remains merely a shopkeeper. A storekeeper sits in his store and fills requisitions as they are brought to him. A merchant controls his operations by attracting customers who respond to his offer of intelligent services. How? The intent of the Louisville survey is to show him some direction posts along the way.

"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 what prices and in what quantities of each quality. He should know how successfully they appeal to these consumers whom he is trying to attract.

"In simple words, he must know what he is shooting at, and if his gun is the right caliber and his shot the right size to carry the distance. When the Louisville survey is over, the retailers should be able to answer these fundamental questions, which every retailer must be able to answer to do his job well enough to deserve a larger success:

"Where is my store located? In what kind of a neighborhood is it located? What is the average rental paid by the residents? How many telephones are listed in my trade area? How many competitive grocers are located in the same area? What type of stores are they—chain, cash and carry, or service?

"How many families do I serve? What proportion of my customers buy for cash? Credit? Carry their purchases? Ask deliveries? How many telephone orders do I take? How many charge accounts do I have? How many are slow in paying? What follow-up method is used with overdue accounts? How successful am I in collections?

"Is my store front attractive? Is my store interior inviting? Is my store arranged for self-service? Do I use my windows for display purposes? How often do I change them? Do I make window selling displays? Do I use interior displays? Are the goods displayed that need display to sell them? Are displayed items price

tagged? Do I place profitable items most prominently displayed? The items that need display?

"Is my main selling appeal price? Quality? Specialties? Do I attempt to meet competitive prices? If price is my major appeal how do I emphasize my price offers? If quality is my major appeal how do I display comparative quality? How do I arrive at my prices? Do I follow a definite sales policy?

"Do I buy from more than one wholesale grocer? What proportion of my purchases are from each? What character of stock do I buy from each? How frequently do I buy from each source? How do I receive these purchases? Are they delivered to me? Do I call for them? Do I phone my orders for goods that I pick up from jobbers? Could I not reduce my sources of supply and have more time for sales efforts? Do I pay my suppliers promptly? Are my bills overdue? What proportion are overdue? How do I propose to pay them? Do I take advantage of all discounts? Do I buy direct from the manufacturers? What products do I buy direct? Do I have to invest more capital to buy direct? Is my buying policy fair to those sources of supply on which I mainly depend?

"What rate of turnover do I endeavor to maintain? Do I concentrate on fast moving merchandise? Do I know the rate of turnover in each of the logical classifications of my business? Do I carry slow movers to meet the requirements of special customers? Is the business I thus obtain worth the added cost of favoring these customers? Do I favor nationally advertised brands? Private brands? Local brands? Is this favor based on definite records of stock movement, or any sort of canvass of the desires of my customers?

"How many clerks do I employ? What do I pay them? What is the percentage of their wages to their sales? What do my clerks sell and what influences their preferences? What do my clerks do in slack selling periods? Have they definite duties assigned them? How many people are employed in making deliveries? Do the delivery men sell or solicit trade? Do they make collections? How many deliveries do I average daily? Weekly? Monthly? How large a part of my cost of operation is for delivery service? Do I limit the size of order that I deliver? Do I route my deliveries at regularly scheduled times?

"Do I use newspapers for advertising? Dodgers? Letters? Have I tested the pulling policy of the mediums used? Do I advertise quality? Price? Convenience?

"Retail credit conditions were studied in 350 retail grocery stores representing all sizes of establishments in all sections of the city.

"An especial study was made of thirty of these businesses which are in such condition financially that they are on the verge of bankruptcy. It was believed that an intensive study of these 'prospective' bankrupts would throw much light on the causes of bankruptcy. It was believed particu-

larly that a comparison of the credit methods, purchases and their results, of those who are about to fail with other going concerns would be fruitful in indicating reasons for failure.

"The actual cases of bankruptcy of the last six months were also studied, as well as those cases of business failures which were adjusted outside of the court. It is expected that the information on credit and bankruptcy which has been collected will be completely analyzed and put into a finished report within a few weeks' time. Next week some of the tentative results of the study based on a total of 221 stores, the number which had been investigated at the time the figures were compiled, will be analyzed."

### Report of Annual Meeting United Commercial Travelers.

The annual meeting of Grand Rapids Council No. 131, United Commercial Travelers, was held Saturday, March 2 and resulted in the election of the following officers:

Senior Councillor—Robert E. Groom  
Junior Councillor—Abraham Bosman  
Past Senior Councillor—Henry T. Koessel.

Secretary-Treasurer — Homer R. Bradfield.

Conductor—Lee L. Lozier.

Page—Bert C. Saxton.

Chaplain—Rutledge W. Radcliffe.

Sentinel—Clarence C. Myers.

Executive Committee members elected were: W. G. Bancroft and J. C. Laraway. Delegates to the Grand Council appointed were: Robert E. Groom, H. T. Koessel, R. W. Bentley, H. Fred DeGraf, Allen F. Rockwell, L. V. Pilkington, Gilbert H. Moore and Walter E. Lypps; with alternates as follows: Walter H. Lawton, W. D. Bosman, John B. Wells and D. E. Keyes, Perry E. Larabee, O. W. Stark, A. G. Kaser and C. R. Lawton.

Committee appointments by Senior Councillor Robert E. Groom were as follows: Grand Council Committee, Allen F. Rockwell; Entertainment, Mrs. W. E. Lypps, with power to select assistants; Building Fund, O. W. Stark and his present assistants; Pianist, E. W. Kline; Teamwork in business, H. Fred DeGraf; Baseball team, Walter E. Lypps, manager, and Walter Ryder, captain; Grievance, H. Fred DeGraf, W. G. Bancroft, Milton Smith; Hotel and hotel reservations, Gilbert H. Moore; Transportation, W. S. Riggs, John B. Olney; Legislative, Dan M. Vieregger, Walter Ryder and Phil F. Crowley; Floral, Homer R. Bradfield, J. H. Millar and Wm. H. Zylstra; Uniform and parade, Rutledge W. Radcliffe and B. C. Saxton; Publicity, Clarence C. Myers.

Grand Rapids Council entertained Supreme Council Representatives, W. S. Arndt, and Grand Councillor, A. H. Brower, from Jackson. Brother Arndt endeavored in his short talk to impress upon the minds of all present the importance of the "Teamwork in Business" movement. He enlarged on the fact that efforts along this line would make the United Commercial Travelers a tremendous force in the field of merchandise distribution.

Many thousands of commercial trav-

elers are faced with the elimination of their means of livelihood as a result of chain and syndicate store growth. Brother Arndt stressed the point that the wholesaler and his traveling representatives are a necessary cog in the economic scheme of things and it will require the earnest efforts of every council member to make the present plan, so-called, "Teamwork in Business" effective.

Three Knights of the Sample Case, Austin S. Howard, 147 North Prospect street, representing Hazeltine & Perkins Drug Co.; Chris H. Kruesinga, 843 Calvin avenue, representing Yeakey-Scripps, Inc., wholesale floor coverings; and Darcy G. Wilcox, 456 Gilbert street, representing W. H. Edgar & Sons, sugar brokers, were initiated at this meeting.

It is commonly said concerning organizations such as ours that one receives benefits exactly in the measure to which one applies his own efforts. Surely the Gladstone case of Allen F. Rockwell should be full to overflowing if this theory is true, as the result of his efficient and faithful service over a period of fifteen years as Secretary-Treasurer of the local Council. As the result of the election of Homer R. Bradfield to fill the office of Secretary-Treasurer a unanimous vote of thanks was tendered Brother Rockwell and mention was made of a more concrete and fitting form of appreciation. We will all look forward to the presentation of such a gift.

Sunday, April 7, will be memorial day for Grand Rapids Council. The memorial service will begin at 3 p. m. An imposing list of Past, Grand and Senior Councillors will occupy the chairs at this session. Every member is urged to be on hand and take part in these services. C. C. M.

### Gabby Gleanings From Grand Rapids.

March 26—A motion by the wife for temporary alimony and attorneys' fees, in the divorce suit of Meyer S. May, prominent Grand Rapids clothier, against his wife, Ray S. May, was denied by Judge Leonard D. Verdier in Superior Court here March 21, when testimony disclosed that the woman had an independent income in excess of \$7,000 per year.

May stated in his bill of complaint that during the past year his income had decreased from an unstated point to \$57,000 a year and that Mrs. May had refused to try to live within this income despite the fact her children were provided for by a trust fund of Mrs. May's first husband.

He also charged incompatibility. He stated that in the first four years of their five years of married life he had expended approximately \$75,000 per year on general living expenses for himself, his two adopted children, his wife and her two children.

"I am not running a court for movie actresses," Judge Verdier said. "I do not think that I could grant a motion for alimony to a woman who has an income of at least \$20 per day for her own use with an additional income for her children that supports them adequately, and justify my seat on the bench."

Wandering mind; wandering fingers. It is the nature of man to conquer the impossible.

Only a dub rejects a theory because it conflicts with his former ideas.



# SPRING DAYS

are Business Stimulators

With larger values in merchandise involved and dangers of loss by fire multiplied it is time now to check up on

## Fire Insurance

The heating plant is one year older and unseen defects may have developed which later on might spell disaster.

It is better to be safe first than sorry afterwards.

For Safety, Service and Saving let the Mutual Companies protect you this spring.

## MUTUAL Insurance

*is Better Protection at Lower Cost*

*An investigation will prove it*



**The Motorist Will Stop for the Signal Light at the Street Intersection Where He Will Not Slow Down for Oncoming Train**

**IT** is one of the strange experiences of railroads in dealing with traffic at the highway crossing that a large number of motor vehicle drivers are indifferent to all danger.

**IT** is an anomaly of this situation that the motorist will stop for the red light at the street intersection, where he will give no heed whatever to the signal at the railroad crossing on the highway.

**DANGER** lurks around the corner in both places.

**BEHIND** the automatic signal at the street intersection there is generally the police officer and the police ordinance with its inevitable fine to back its message.

**BEHIND** the automatic signal or the crossing watchman there usually is no such force of law, but there may be injury or death.

**THE** Motorist, through some perversity in make-up, stops at the Street Intersection for the Signal Light which indicates possible peril or a police court fine, where he often will not be awed by the oncoming train with its infinitely greater danger in the event of a mishap.

**TOO** often this certain type of motorist seems to set a higher value on his pocketbook than on his life.

**THE** American railroads are doing everything within their power to prevent casualties at the crossings.

**THE** American railroads have not the money to eliminate all of the grade crossings, for this would involve \$20,000,000,000 additional investment.

**ELIMINATION** of crossings would not be necessary, if the motorist and others were made to take reasonable care in crossing railroad tracks at grade.

**PUBLIC** authorities, including the Police, State Troopers, and Village Marshals—as well as the Newspapers—should take an aggressive interest in any policy that makes for obedience to the railroad crossing signal.

**NEWSPAPERS** should constantly impress upon all the importance of observing signal indications.

**THE** caution so given by public authority—or the warning so sounded by the newspapers—may save a life—or many lives.

**AFTER** all the saving of a citizen's life alone pays a big return on the good work so done, whether the result arises from individual or co-operative action.

## MICHIGAN RAILROADS ASSOCIATION

Always Sell

### LILY WHITE FLOUR

*"The Flour the best cooks use."*

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.      Grand Rapids, Mich.

## FAST SELLING LINES

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

# K C Baking Powder

Same Price  
for over 38 years

25 ounces for 25c

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

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by Our Government