

The Love We Passed Out

*Duty is routine dreary and cold,
Under its sway we grow gray and old,
Passive and narrow and hard as a stone,
Cold and superior, shunned and alone.*

*Love in our work is the thing that counts
And produces the beauty that duty surmounts;
Love is the force to which the world bends,
Love lives forever and never ends.*

*Love is a leaven let loose in our work,
A desire to please, no desire to shirk,
A thought for a brother, his wrong to condone,
A word to a mourner in her home left alone.*

*Love lives forever, the thing that we keep;
When sordid things fail, then shall we reap
The full measure of happiness o'erflowing,
sublime,
In the dutyless love we shared in our time.*

Carlotta Bonheur Stearns

STRENGTH

ECONOMY

**THE MILL MUTUALS
AGENCY**

Lansing

Michigan

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



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20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

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You have a customer buying

SEEDS

He expects you to furnish Seeds that

GROW

Reliable Seeds will produce more

PROFITS

"Pine Tree Field Seeds" are reliable

DISTRIBUTED BY
ALFRED J. BROWN SEED CO.

25 Campau Ave.,
Grand Rapids, Michigan

**With the Price
Established**

through the manufacturers' advertising —
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Your customers recognize that the price
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**K C
Baking
Powder**

Same Price

25 ounces for 25c

*for over **38** years*

You save time and selling expense in
featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by Our
Government**

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, MAY 8, 1929

Number 2381

MICHIGAN TRADESMAN E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

GRAND RAPIDS DISGRACED.

At the meeting of the City Commission Monday evening four of the seven members of that body gave Grand Rapids the blackest blow she has ever received by electing George W. Welsh city manager.

Personally, George Welsh is a prince of a fellow. He is genial, sociable and clever. He is friendly and courageous.

As a citizen, he is anything but A-1, because his associates are anarchists, communists, socialists and trades unionists—the rag tag and bob tail of humanity. He has no real use for any of these elements except to use them as tools to further his selfish ends and aid in his ambitious designs to reward his friends and penalize his enemies. He was the abject slave of the most unscrupulous executive who ever disgraced the governor's chair at Lansing. He was familiar with the infamous things Groesbeck did while governor, but never raised a word of protest. Instead he supported his chief in the disastrous campaign of 1926 which relegated Groesbeck to the scrap heap of infamy.

Ten or a dozen years ago Grand Rapids undertook to part company with the nasty system of petty party politics by abandoning the aldermanic system of government and substituting therefor the commission form of local government. The membership of the first commission was nearly ideal. Every year since the average character of the membership has been lowered by the machinations of cheap politicians under the leadership of Welsh until we have now reached the lowest level of indecency and bad citizenship. Through the action of four men whose names are forever taboo in the realm of civic righteousness

we are plunged headlong into the grasp of a political boss who will make the name of Grand Rapids synonymous with all that is vile and undesirable for a hundred years to come.

The adoption of the commission form of government and its subversion by one of the shrewdest political bosses and shysters the city has ever seen clearly demonstrates what decent people can do when they get out and vote and what happens when they stay away from the polls and permit the vile creatures of the underworld to do the voting.

New Clothing Store Lineup at Belding

Cedar Springs, May 7—I thought you might be interested to know that my son-in-law, D. C. Allchin, of Rockford, is moving his men's clothing stock from that village to Belding, where he is entering into partnership with Glen Wortley in the clothing business in the West store of the block owned by Mr. Wortley in that city. Mr. Wortley was for twenty-three years in the drug business in the East store of the block, but sold out to Elton Bates a year ago. The new firm will be known as Wortley & Allchin, and anyone familiar with Glen and his success in business sees it as a splendid opening for a young man like Dewey and the opportunity of a lifetime. There has been a clothing business in this location for nearly fifty years, owned successively by former Senator J. M. Earl, Louis and "Bonv" Holmes as Holmes Bros., Verne Divine and recently Fristoe & Pummeler. The building is being extensively remodeled, vacuum heating plant installed and the new firm will open for business July 1. W. J. Pollock.

Fool Killer Evidently Needed at Ada.

Ada, May 7—Why find fault with Couzens and compare him with News Colorer and Advertising Peddler Vandenberg?

And why run a page of G. J. Johnson's single tax fol-de-rol when Johnson is a profiteer—buying \$100,000 of bonds for \$85,000 and taking \$15,000 discount from poor dubs who believed Wilson.

A man who believes a liar in time of peace is a sucker.

A man who believes a liar in time of war is a patriot.

And that's true—regardless of the condition of your head.

Why should men glory in doing wrong a few years here, in this place of pain and sorrow, when there will be thousands of years to face humiliation—provided Immortality of the Soul or the Spirit Life is true—and that humiliation is what many a high up, self satisfied, domineering cuss is going to confront.

Why not the Supreme Court pass on statutes before they take effect? Was that too sensible to get on your noses? I guess so. Elson Averell.

Late Business Changes in Ohio.

Barberton—Andrew Zachar has sold his grocery and meat market at 360 16th street North West to Wm. J. Ralston.

Cleveland—Goodnick's delicatessen has opened in the Kinsman Lee building.

Dayton—Hale's Liberty grocery and meat market has been moved to 1142 West Third street.

Dayton—E. M. McAdoo has moved his grocery and meat market to Shroyer Road and Wilmington Pike.

Dayton—Luther Johnston has opened a grocery and meat market at 700 Lexington avenue.

Dayton—C. B. Taylor has sold his grocery and meat market at 1830 East Fifth street to J. W. Sourlock.

Featuring Lightweight Felt.

The men's hat trade is watching with considerable interest the result of the experiment to launch a vogue for lightweight felts. The feeling is that possibilities of the light-weight felt, as an actively selling item for the in-between season, have been comparatively neglected. In addition to those already on the market, two of the leading firms will launch on May 13 a negligee type of lightweight felt, having narrow bands, and featured in the light pastel shades. Should the results be good, it would not be surprising if the entire trade next Spring will play up this type of hat to stimulate buying in the period directly before the offering of straw hats.

Floor Coverings Demand Uneven.

Although the general average is quiet, the demand for floor coverings at present is more uneven than for some time. Production schedules range from part-time to, in one instance, six days and five nights weekly. The best business is passing in wool and worsted wiltons and axminsters, but there is a fairly active call for velvets and tapestries. Summer specialties are doing well. Carpets are in more demand than for quite a while, both for home and contract use. The feature in plain goods is the increasing call for apple green. In the figured goods there is marked leaning toward old New England hooked designs for home use.

Novelty Jewelry Still Active.

Trading in novelty jewelry has escaped to a considerable extent the slowing down which the weather has had on other lines of merchandise. Orders for merchandise for immediate and Summer selling are of good volume, manufacturers here say. Novelty necklaces, bracelets and earrings to wear with the favored sun tan frocks are outstanding, being developed in all metal and stone set effects. Capucine color effects are still strong. Wooden necklaces in many variations are being played up and are expected to have wide sale for sports and beach wear.

Stores Taking in Bathing Suits.

With the generally accepted opening of the out-of-door swimming season—Decoration Day—now only three weeks off, retailers are beginning to call for deliveries of bathing suits on orders placed earlier in the season. The last week also has seen the placing of additional new business. This has not shown any material change from the styles called for in earlier orders. In women's suits sun-back and two-piece effects are getting most of the attention of buyers in the larger cities, but with cautious orders on sun-backs. Indications were yesterday that any real acceptance of this style would result in a very large reorder business. Speed suits with deep underarm cutouts are favored most for men and boys.

Has an Eye For the Main Chance.

The young doctor sat down wearily in his easy chair and turned to his wife affectionately.

"Has my darling been lonely?"

"Oh, no," she said. "At least not very lonely. I've found something to do with my time."

"Oh," he said; "what is that?"

"I'm organizing a class. A lot of women are members, and we're teaching each other to cook."

"What do you do with the things you cook?" asked the doctor.

"We send them to the neighbors."

"Dear little woman," he returned, kissing her. "Always thinking of your husband's practice."

Bathroom Scales Selling Well.

Dieting and the use of weight reducing vibratory machines has led to notably increased sales of bathroom scales. The thought was expressed that still bigger sales may be obtained if the reducing machine and scale were offered as complementary units. The customer to-day has to buy both machine and scale separately and frequently not in the same store or department. The scales are obtainable with regular and speedometer type dials in finishes to correspond with popular bathroom color schemes.

Late Business Changes in Indiana.

Elkhart—J. Ray Smith has sold his grocery and meat market at 1309 Princeton boulevard to John Kreider.

Ben Davis—Oscar Meister has opened a grocery and meat market at 1720 High School road.

Portland—An up-to-date meat market has been opened by Levi Grimes at 220 North Meridian street.

Portland—Ramsey H. Hotsenpiller has purchased the grocery on North Meridian street from Frank Hotsenpiller. The new proprietor will add a meat department to the grocery.

There are times when a rounder finds it difficult to square himself.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Battle Creek, May 7—I have a statement to put before you, which may not come under the Realm of Rascality, but which borders very closely thereto and one that is causing many grocery men no end of trouble. A young man came to us and asked credit from Wednesday until Saturday. We gave it to him, as his family was in need of food. His pay day was on Saturday and he assured us he would be there sure. Well, he did not put in an appearance for many Saturdays. We wrote him for our pay, but received no response. Finally, after repeated requests, the wife came to the store and promised to settle the account the next week. She failed to do so and we threatened to garnishee, but found ourselves confronted with this condition: They had both changed their places of work. He was working under an assumed name and had gone to a grocery man on Main street and had his pay check made out to him under this assumed name. The dealer who was acting as a fence took his grocery bill out first and gave him the remainder in cash. The others he owes have no chance whatever, as the collector could not locate him under the name he was using. Can this be done legally? It seems almost criminal to me. Your answer to this will be duly appreciated. C. W. Slade.

This is certainly a pretty nasty state of affairs. The man who would resort to such tactics ought to be permitted to play checkers with his nose in some penal institution.

Realm would advise the grocer who trusted the crook for half a week to put his claim in judgment and then garnishee his present employer in the name in which the judgment is given, alias the bogus name the man has assumed. This would bring him to time and the outcome would be a wholesome lesson to the employer not to play with fire in this manner hereafter, because no one can handle pitch without being defiled.

"De-Nicotized Cigarets" were advertised by a corporation engaged in the sale and distribution of cigars and cigarettes. Tests disclosed that the nicotine content of these cigarettes was not substantially less than the nicotine contained in the popular nationally advertised brands for which no claim as to denicotization is made by the manufacturers. Other claims of the company concerning its cigarettes were as follows:

"All the incomparable flavor is retained with a minimum amount of nicotine, due to the de-nicotizing."

"Mildest of the mild. All that joyous aroma but less nicotine."

The company signed a stipulation agreement with the Federal Trade Commission to discontinue the misrepresentations of which complaint was made.

A corporation engaged in buying and selling replacement parts for trucks advertised itself as "The Oldest and Original Manufacturers of Replacement Parts," and as "Oldest Manufacturers of Truck Parts Exclusively," when in fact the company did not own, control or operate a factory in which were manufactured the parts sold by it.

Signing a stipulation agreement with the Federal Trade Commission the company agreed to discontinue use of the word "manufacturers" so as to imply that it owned, operated or controlled a factory in which were made the parts sold by it.

A corporation manufacturing feather pillows and similar products signed a stipulation agreement with the Federal Trade Commission to discontinue use of the words or statements "All New Feathers—A. A. White Goose," "Pure Goose Feathers," or "The contents of this pillow consist only of feathers that have never been used," or any other statements in advertisements so as to imply that the company's pillows are filled with and made of new feathers, or of feathers that have never been used, or of pure goose feathers, when such is not the fact. The company also agreed to cease and desist from use of the words "New," "All New," and "Goose" as descriptive of the feather filling for its pillows when such pillows are not filled with feathers which could be accurately described by these words.

A corporation dealing in wholesale quantities of upholstered fabrics, draperies and cretonnes signed a stipulation with the Federal Trade Commission agreeing to discontinue use of the word "linen" either independently or in connection with any other word or words as a trade name for its products which were not composed wholly of linen, the product of a thread made entirely of flax.

Provision was made that when the company's products are composed in substantial part of linen, and the word linen is used as a trade name for them, the word shall be employed in connection with some other word or words to be displayed in type equally as conspicuous as that in which the word linen is printed, so as to clearly indicate that such products are not made wholly of linen.

The company also agreed to stop using the word linen in any other way that may have the capacity to mislead the purchaser into the belief that the products sold are manufactured from linen.

"Chintz-Cretonne and Linens for Spring and Summer Decorations," was one statement used in advertising the company's products. Another was "Modern Wayside Flowers Printed on Linen." Attached to the back of each of two samples described as "Printed on Linen" was an adhesive tag, designating its product as "linen."

None of the company's products consisted in such substantial part of linen as to be properly and accurately designated as linen. They were made in large part of threads other than the thread of the flax.

The Federal Trade Commission has ordered the Hoosier Manufacturing Co., and others, of Indianapolis, manufacturers and distributors of soap, to discontinue using the words "toilet" or "bath" to advertise or otherwise represent soap composed of ingredients in the following proportions:

Water, 61.30 per cent.; anhydrous soap, 14 per cent.; free alkali as sodium hydroxide, .65 per cent.; free alkali as sodium carbonate, .95 per cent.; salt from total chloride 3.01 per cent.; and sodium silicate, 19.75 per cent.

"Bath and Shampoo Soap" was one name used in advertising the soap. Others were "For the Toilet Bath Shampooing," and "For the Toilet Bath Shampoo," but the commission found this soap to be unsuitable for toilet or bath and as having a tendency to produce a caustic and injurious effect on the human body because of the presence of free alkali and sodium silicate.

The company was also ordered not to use the words "toilet" or "bath" to describe any soap having a deleterious effect upon the human skin, and to discontinue using the word "lemon" to advertise or otherwise represent a soap unless it contains in substantial proportion an ingredient derived from the fruit of the lemon tree.

The Commission found that because of deleterious effect upon the human skin, free alkali or sodium silicate is not used or found in such proportions as prepared by the respondents, or in any other substantial proportions, in the toilet or bath soap generally marketed by the soap industry of the United States.

The Commission held that the respondents' use of the words "toilet" and "bath" and the sale and distribution of this soap as and for toilet and bath soap, were deceptive and had the capacity to mislead the purchasing public into buying such soap in the erroneous belief that it was suitable for the toilet and bath and would not have an injurious effect upon the human body.

The respondents sold large quantities of a soap called "Nature's Lemon-Cocoa Soap," but it was found to contain no fruit of the lemon tree. Use of the word lemon was held to be deceptive.

Other respondents in this case besides the Hoosier Manufacturing Co. are the Union Soap Co. and the Crescent Soap Co., both of Indiana. C. E. Wocher, Robert Wands and Rose K. Wands, which individuals are stockholders, officers and directors of the corporations. These respondents, pursuant to an agreement, have for more than three years carried on the joint business of manufacturing, selling and distributing their soaps to itinerant house-to-house peddlers and other vendees throughout the United States, jointly maintaining but one set of employees, and one set of manufacturing and other business equipment and a single office and place of business in Indianapolis.

The notorious Harrison Parker has evidently returned to Chicago from New York, where he made a miserable fiasco after organizing an alleged bank and trust company. His record and methods were exposed by the New York Times and New York World, which he sued for \$1,000,000 apiece, but the courts threw both cases out of court. Parker and an associate

named Kopp, from Fruitvale, recently promoted an oil stock deal which they proposed to foist on Muskegon by using the name Better Business Bureau. The Detroit organization doing business under the same name secured an injunction prohibiting the use of that name by the Parker gang.

Harrison Parker sued the Michigan Tradesman for \$50,000 damages in the United States Court about fifteen years ago, because it exposed the swindling tactics pursued by him in connection with the inauguration of Fruitvale, an alleged summer resort town in Muskegon county. The Tradesman went to considerable expense to defend the suit, but Max Palm, the criminal lawyer of Chicago, slipped over to Grand Rapids the day before the case was set for trial, paid the Tradesman the money it had expended in preparing for the trial of the action, paid the Tradesman's lawyer his fees, paid the court costs and dismissed the case. Parker is yellow all the way through and has swindled the American people out of millions of dollars. Anything his name is connected with is an object of suspicion which should be carefully avoided.

Underwear Fabrics Picking Up.

Although converters specializing in goods for use by manufacturers of women's underwear, nightgowns, etc., have had requests to retard shipments for another ten days to two weeks, indications are that the situation is improving steadily. Accumulations of Porto Rican garments which resulted from the hurricane last Fall and the consequent failure of the goods to reach this country in time for the Christmas trade were said to be well cleaned up. The better types of both Porto Rican and Philippine made underwear, it was added, are now in scant supply. Much of the material which goes into this merchandise is bought from converters in this country and sent to those places for manufacture. It is in these fabrics that the improvement is first manifesting itself.

"Sun-Back" Frocks Accepted.

That sun-back frocks are going to play an active part in retail sales this season, despite their failure to "catch on" a year ago, is indicated by the number of re-orders which have been received by some of the better houses turning them out. In a general way, the feature of the dress market at the moment is the active demand reported for wash models wholesaling at \$6, \$10 and \$16.75, in such fabrics as crepes, prints, Shantung and jacquard cloths. Polka dots are coming strong. White, flesh and maize are the best colors, with about 40 per cent. of the general demand for whites. In the finer tailored dresses the percentage of whites called for runs between 55 and 65 per cent.

You have not learned a thing when you have been told. It takes practice to make facts your own.

Getting tight sometimes leads to getting loose.

Skill is the accumulation of knowledge made efficient by experience.

NOT TRUE TO FORM.

Lake Odessa Co-operation Not Often Repeated.

Grand Rapids, May 6—May I reply to the letter from Mr. Gardner, of Lake Odessa, in defense of the two chain stores of his city? In reading this letter, I note his claims that the chains did their parts in contributing to local church, Fourth of July festivities and Christmas functions; but that he mentions that the company paid for one manager's membership fees in the local Commercial Club. The inference is that possibly the other contributions were from the managers, personally, and came from their private pockets. At least, I cannot conceive of the two chains, whose stores I happen to know are in Lake Odessa, taking part in the other activities on orders from headquarters.

I have had experience galore in trying to secure co-operation from the chains in community functions; but, in every instance, I have found co-operation from headquarters to be decidedly "seldom" in its quantity. Mr. Gardner will have to come out and say in so many words that the companies took part in these various activities, before I shall believe it; and, even then, I shall wonder what sort of mystic influence Lake Odessa has discovered to be effective in bringing these people to keep step with local merchants and local enterprise.

As to the references which Mr. Gardner makes to the personal qualities of the managers, permit me to say that I know a lot of chain store managers, most of them by far being splendid chaps. But what has that to do with the question before the house? Even if Lake Odessa's managers do own homes in the community and pay taxes, etc., the fact still remains that the chain stores in that community are practicing commercial piracy, so far as the local stability is concerned. Let me give Mr. Gardner something for "local color," as it just so happens that this transpired in Lake Odessa.

The Clarksville Creamery Co. (a farmer's co-operative concern, by the way) makes butter for which there is a demand in Lake Odessa. One of the local chain groceries had to stock Clarksville butter. The manager drove to Clarksville in his own machine, carted the butter back to Lake Odessa, after paying 46 cents per pound for it at Clarksville. The following day, Clarksville butter appeared on the A. & P. store windows at 46 cents per pound. What kind of a slap is that at the farmer's own creamery in a nearby town? Would one of Lake Odessa's local grocers have done that? If Mr. Gardner would confirm this story, he may confer

with M. T. Norcutt of the Clarksville Creamery, whose authority I have for repeating it. Needless to say, not one thinking farmer-member of the creamery in question thanks the Lake Odessa chain store for this bit of strategy. It is just this sort of exploitation at the hands of such large, soulless operators which accounts for much of the farmer's present plight in the business world.

May we not remind Mr. Gardner that it is the system which is subject to condemnation by the public, and not the manager. Whether the individual manager is a good fellow or a rogue does not in any way touch the vital point. The important matter is the system.

When our boys were fighting it out "over there," no doubt they met up with many a German chap who turned out to be a fine fellow. But, it would have been all the same if every German soldier were a prince among men! We were not fighting the German soldiers, in the final analysis. We were fighting the kaiser and his despotic system of government. The "good fellows" in his army were merely the goats.

To-day, honest - to - goodness Americans who are thinking as they spend are rapidly taking a stand against kaiserism in business. It is sad that so many "good pleasant fellows" must be caught on the wrong side of the fight, but that is one of the casualties of warfare. I know many an ex-chain-manager who admits that he was made a goat.

Mr. Gardner must needs wake up to the fact that a war is on in business—a war in which practical democracy will rout her imperial enemies or, herself, be overthrown. We cannot deny that the syndicate is an empire in business and that business controls government. I ask Mr. Gardner how we are going to build up an empire in business and still maintain our beloved democracy in government?

Let him think on these things a little while and his petty personal defenses of the two little chain stores in Lake Odessa will loom up as pretty small potatoes. I sincerely trust that Mr. Gardner and other similarly nearsighted advocates of the polite spoils system, created by the syndicates on every main street, may find a pair of glasses which will give him the proper focus when looking at the issues being fought out between independents and syndicates in Lake Odessa as everywhere else.

W. H. Caslow,
Home-Trade Division.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 7—Sleighting has been poor here for the past week, hardly enough for commercial traffic, but too much for other purposes. The city clean-up committees are hard at it and with some good weather will be able to make some progress, but we

are not kicking when we read of the storms they have had in the South, with heavy loss of life. We think we have much to be thankful for.

C. H. Wescoat, President of the Upper Peninsula Airway, arrived here Wednesday in a Waco plane piloted by Fred Meranger. The plane arrived with the Pathfinder plane, carrying Fred Betts, who is pathfinding for the Upper Peninsula airway tour. Mr. Wescoat remained to meet a local group of business men, to interest them in the purchase of a cabin plane to be used for an air taxi in this end of the Peninsula. All he asks for the citizens to do is to purchase \$12,000 of their stock. They will purchase the ship, even though it should cost more, and will operate it so that it will pay dividends. The Ryan cabin plane Mr. Wescoat proposes to buy would cost \$13,000. In addition to this, there would be \$2,300 for insurance, which would cover everything, insuring each passenger for \$10,000. The ship would be christened, "Miss Sault Ste. Marie" and the ceremony would take place as one of the events of the airfield dedication program June 11.

June will be a big convention month here. The first event of importance will be the dedication of the new airport June 10. On June 11 the Upper Peninsula airway tour starts from here.

In July the Michigan State Firemen's Association will meet in convention here July 9, 10 and 11 and the Knights of Pythias of the Upper Peninsula will meet here July 13, 14 and 15.

There are no conventions scheduled for August as yet, but in September the Soo will be the meeting place of the National Federation of Federal Insurance Agents.

The other conventions will be on June 17, 18 and 19 by the U. P. Dentists' Association. June 19 the steamer Noronic will arrive here, with members of the Association.

June 20 and 21 the State Registers of Deeds Association convention.

June —, the meeting of the Upper Peninsula Development Bureau.

June —, Upper Peninsula regional meeting of insurance agents.

July 13, National Federation of Women's Clubs convention.

Sept. 2-5, National Federation of Federal Employees.

The Boat Club in the Canadian Soo will open for the season on May 24 with a social dance. They will organize for the river regatta.

D. S. Sites, of Gould City, has purchased the remaining stock of groceries left by the late P. T. McKinney. Mr. Sites will dispose of the stock here. The firm of P. T. McKinney & Sons was established forty-one years as Peppard & McKinney, the late Mr. McKinney coming from Jackson, Mich. with Richard Peppard, who died twenty years ago. Upon Mr. Peppard's passing, Mr. McKinney purchased the former's interest from the Peppard estate and re-incorporated the business as P. T. McKinney & Sons, operating as such until Mr. McKinney's death on April 25. The building and fixtures on Portage avenue will remain the property of the McKinney estate.

Just one word more about Marion Talley: She surely ought to be able to pick up a pretty nice piece of ground now for a song.

A. E. Cullis, of the Soo Woolen Mills, has returned from the South, where he and Mrs. Cullis spent the winter. Mr. Cullis learned to play golf in Florida and now likes the game. The Soo colony is long on golf in Florida, so that Mr. Cullis reports having spent a most delightful winter. He is much improved in health.

The Haller book store, on Ashmun street, is selling out the entire stock at auction, commencing last Saturday. Eugene Haller, owner of the stock,

does not expect to put in any more new stock, as failing health may necessitate his removal from the city.

We are losing another prominent citizen, Norman H. Hill, of the Sault News Printing Co. who has resigned as Vice-President and managing editor of that paper to become assistant business manager of the Detroit Times. Mr. Hill's stock holdings in the company were sold to George Osborn, president and editor. Mr. Hill has been a Soo resident since June, 1915. Mr. Hill has also sent in his resignation to Governor Green as a member of the Conservation Commission, of which he was a member, as the law requires that two members of the Commission reside in the Upper Peninsula, and removing to Detroit will make Mr. Hill ineligible. It is with deep regret that we see him leave us, as he has made many friends here. He was popular in social circles, as well as in business. He was always a booster for the Soo and did much to make the Soo a good place in which to live. While we regret his removal, we wish for himself and family every success in his new field of endeavor.

Childhood itself is scarcely more lovely than a cheerful, sunshiny old age.
William G. Tapert.

When On Your Way, See Onaway

Onaway, May 7—Recent arrivals on the Onaway trout streams: Herbert T. Sloman, H. P. Chandler, Detroit; B. F. Harrington, W. E. Bennett, Lansing; George E. Abbott, Grand Rapids. Mr. and Mrs. L. D. Moonay, Saginaw; Ed. M. E. Verling, of Onaway, captures the prize as usual for the best trout; a seventeen inch speckled beauty weighing 2¼ pounds. All this in spite of the snow, rain, cold weather and high water. Several of the best trout streams, which were closed last season, have been opened this year, and it is encouraging to learn that in the vicinity of Onaway and within a radius of three to ten miles can be counted fifteen or more of the best trout streams in Michigan. These, added to the numerous lakes provide an all-season fishing campaign which will satisfy the most enthusiastic sportsman. The wall-eyed pike are biting fierce now. Black River furnishing the largest catches.

Nearly one hundred delegates attended the meeting at Atlanta Friday, representing four counties in the matter of securing a trunk line road from Mio straight North to Onaway, connecting with U. S. 23 and making the shortest route through to the Straits, to be called trunk line No. 33.

Again the Onaway garment factory is making a call for more girls. One hundred can find employment in this light, clean work room at good wages. No shut-downs. Low rents and attractive surroundings are bringing many new comers to Onaway. Agricultural opportunities are very tempting also.

Mr. Laing, proprietor of the Family theater, has purchased the F. M. Wilson pool room and cigar store, taking immediate possession.

Fred Smith has purchased the Carl Theis building and opened up a pool and billiard parlor. Squire Signal.

Behind every dominant success among nations, men, and in business, there must lie a dominant idea. But—the greatest word in any language is faith—faith in an idea. It is the fundamental principle of all religion—the foundation of all business. If that dominant idea, supported by that faith, embodies the ideal of intelligently serving others, no human force can stop its progress because men naturally rally to its support.

MOVEMENTS OF MERCHANTS.

Rosebush—Wm. Hess will open a meat market here.

Oak Grove—Sardis M. Campbell lost his store building and stock of general merchandise by fire May 4.

Caspian—Chester Perkins and W. L. Lace have opened a grocery and meat market in the Mascotti building.

Detroit—The Food Service Co., 512 East Bethune avenue, has increased its capital stock from \$10,000 to \$60,000.

Saginaw—The Saginaw Dairy Products Co., 1567 Holland avenue, has changed its name to the Saginaw Dairy Co.

River Rouge—Wm. Bazy has opened a first-class grocery and meat market in the Reno building on Coolidge Highway.

Fennville—The Fennville Farm Bureau Co-Operative Association has changed its name to the Fennville Farm Bureau.

Cheboygan—Henry Wagner will move his meat market to the building which he recently purchased from George O'Brien.

Galesburg—Blaine Hayes has sold his drug stock and store fixtures to John Dalbec, of Lansing, who will continue the business.

Muskegon—Martin and Henry Casemier, who are in the meat business at Grand Haven, will open a branch meat market here at 20 East Broadway.

Detroit—Associated Laboratories, Inc., 525 Woodward avenue, has been incorporated with an authorized capital stock of \$150,000, \$15,000 of which has been subscribed and paid in cash.

Ecorse—The Sheffer-Mann Radio Corporation, 391 Salliotte street, has been incorporated with an authorized capital stock of \$10,000, \$1,050 of which has been subscribed and paid in in cash.

Ypsilanti—The Wallace-Lacore Funeral Home, 511 Michigan avenue, has been incorporated with an authorized capital stock of \$10,000, \$2,300 of which has been subscribed and paid in in property.

Detroit—The Michigan Raincoat Corporation, 19 West Woodbridge street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$2,400 has been subscribed and paid in.

Detroit—The Chromolite Sales, Inc., of Michigan, has been incorporated to manufacture and deal in tools with an authorized capital stock of 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Detroit—Stearns Fudge Shop, Inc., 3404 Woodward avenue, has been incorporated to deal in confectionery at retail with an authorized capital stock of \$8,000, \$2,200 of which has been subscribed and paid in in cash.

Lansing—The Lansing Finance Corporation, Chamber of Commerce building, has been incorporated with an authorized capital stock of \$100,000, of which amount \$34,400 has been subscribed and \$4,010 paid in in cash.

Detroit—Levett & Co., 308 Metropolitan building, has been incorporated with an authorized capital stock of 250 shares at \$100 a share, all of which has been subscribed. The company

will conduct a wholesale jewelry business.

Detroit—The Horrell-Corelick Co., 9300 Oakland avenue, has been incorporated to conduct a plumbing and heating business with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Detroit—The Frank E. Kennisten Co., 1754 West Jefferson avenue, has been incorporated to conduct a produce business on a commission basis with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Wolverine Supply Sales Co., Inc., 8634 Oakland avenue, has been incorporated to deal in sugar and other merchandise at wholesale and retail with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Lansing—Newell-Johnston, Inc., 1704 West Main street, has been incorporated to conduct a drug store with an authorized capital stock of 2,000 shares at \$1 a share, all of which has been subscribed and paid in, \$1,500 in cash and \$500 in property.

Detroit—The Golden Rod Ice Cream Co., 2827 Forest avenue, has been incorporated to manufacture and sell ice cream, baked goods and tobacco, with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—Lurie Bros., 8450 Grand River avenue, have merged their grocery business into a stock company under the same style with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in, \$1,000 in cash and \$11,000 in property.

Detroit—The George A. Hanes Co., 1805 West Jefferson avenue, has been incorporated to deal in fruits, produce and food products, with an authorized capital stock of \$20,000, \$11,000 of which has been subscribed and paid in, \$200 in cash and \$10,800 in property.

Detroit—Gavil Gassel, 206 Bagley avenue, dealer in hosiery, lingerie and novelties, has merged the business into a stock company under the style of G. Gassel, with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in in property.

Jackson—Wm. W. Bugg, 160 West Michigan avenue, has merged his jewelry, china and silverware business into a stock company under the style of W. W. Buggs, Inc., with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Beverly's of Birmingham, 8960 Grand River avenue, has been incorporated to deal in clothing, furnishings, trunks and bags, with an authorized capital stock of \$25,000 preferred and 100 shares at \$1 a share, of which amount \$15,100 has been subscribed and paid in in cash.

Jackson—The Howard & Solon Co., 500 Michigan avenue, wholesale and retail dealer in tobaccos, confectionery and beverages, has merged the business into a stock company under the same style with an authorized capital stock of \$75,000, \$54,000 of which has been

subscribed and paid in in property.

Grand Rapids—The lease of the J. C. Major store on Monroe avenue has been taken over by the Coralee Hosiery Shop, which will occupy the location as soon as the present stock can be disposed of. The organization already conducts two stores in Detroit and two in Cleveland. The business is owned by Leon Sternberg.

Manufacturing Matters.

Kalamazoo—Ver Wys & Co., Inc., 232 West Kalamazoo street, manufacturer of automobile parts, has changed its name to Frank J. Coders, Inc.

Bangor—The Jolly Kids Garment Manufacturing Co. has removed its business offices to South Haven and increased its capital stock from \$10,000 to \$25,000.

Flint—The Associated Die & Tool Co., 601 West Water street, has been incorporated with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in cash.

Detroit—Graham Bros. Implement Co., 8500 West Warren avenue, has been incorporated with an authorized capital stock of 5,000 shares at \$10 a share, \$50,000 being subscribed and paid in in cash.

Menominee—The Atlas Boat Corporation, Pengilly street, has been incorporated with an authorized capital stock of \$100,000, \$10,000 of which has been subscribed and paid in. The company will manufacture and sell boats.

Saginaw—Farmer & Tonks, Inc., 117 South Franklin street, manufacturer of eye glasses and spectacles, has merged the 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 in cash.

Detroit—Marine Motors, Inc., 6460 East Jefferson avenue, has been incorporated with an authorized capital stock of 1,500 shares of A stock at \$10 a share, 3,000 shares of B stock at \$1 a share and 4,500 shares no par value, \$6,311 being subscribed and \$6,000 paid in in cash.

Detroit—The Detroit Art Lamp Shade Manufacturing Co., 5247 St. Aubin street, has merged its business into a stock company under the style of The Detroit Art Lamp Shade Co. with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Detroit—The Parker Rust Proof Co., 2177 Milwaukee avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$191,550 preferred and 130,000 shares at \$2 a share, of which amount \$325,050 has been subscribed and paid in in property.

Must Keep Sidewalks Clear of Merchandise.

While a municipality is liable in damages for injuries resulting from its failure to keep sidewalks and streets in good repair, the owner of the abutting property also is required to keep the sidewalk clear of merchandise which may cause injuries to pedestrians.

For illustration, in *Wise vs. Maxwell*

Hardware Co., 271 Pac. 918, it was disclosed that an express motor truck delivered certain merchandise to a hardware dealer.

Because of orders of the police department, requiring sidewalk elevators to be closed during the midday rush hours, and by reason of the fact that the streets were crowded with Christmas shoppers, the driver was requested to put the goods on the sidewalk.

About two hours later, a pedestrian stumbled over the goods and was severely injured. The injured person sued the hardware merchant who attempted to avoid liability on the contention that he was privileged to use his sidewalks to receive shipped goods. However, in view of the fact that he had negligently permitted the merchandise to remain on the sidewalk for two hours he was held liable. The Court said:

"While it is true that an abutting owner on a street has the right to a temporary and reasonable use of the sidewalk in front of his premises for the reception of merchandise, the question of what is a temporary and reasonable use and the manner of its exercise are questions of fact depending upon all the circumstances of the particular case, to be determined by the jury under proper instructions. There was evidence to show that the street was a busy shopping district and the goods had remained on the sidewalk for over two hours."

Leo T. Parker.

Pajamas Like Overalls.

Even the day laborer serves as an inspiration to the modern fashion designer. This time his overalls have been copied to make attractive pajamas for the smart woman. They come made of red and white printed broadcloth with bodice in a bib effect and with a suspender back. A white jumper piped with red is worn beneath.

The navy also has provided an inspiration. A sailor-style pajama of blue broadcloth is shown with a jumper with sailor collar and tie trimmed with white braid. A tiny pocket decorated with a white anchor adds a bit of saltiness to the costume. The trousers are very wide at the bottom to conform to the traditions of the sea. Other pajamas for Summer are knee length and are shown made of bright prints in tuck-in and slip-over models.

Nine New Readers of the Tradesman.

The following new subscribers have been received during the past week:

Harry Hefty, St. Johns.
A. Bqars, Grant.
Frank Edgett, Augusta.
Wm. Talbot, New Lothrop.
W. J. Robertson, Caledonia.
Sherwood Field, Detroit.
M. Paskin, South Haven.
E. E. Durham, Corunna.
Y. Sundquist & Co., Hancock.

When a girl makes an assignment of her love her sweetheart is immediately appointed as receiver.

Almost any married woman will produce bread, cake or pie if her husband will furnish the dough.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.45 and beet granulated at 5.35.

Tea—India, Ceylon and Formosa teas continue to sell very well. Javas are firm and advanced 2c in primary markets during the week. The past week has been one of very fair activity in tea. Everything desirable, except the lower grades of India teas, which are easy, has shown an upward tendency. The general demand for tea is good.

Coffee—The market for Rio and Santos coffee, green and in a large way, is exactly where it was a week ago, although the undertone is none too strong. Rumors came from Brazil during the week that that country has floated a loan to assist it to maintain coffee prices. If this goes through the market will undoubtedly strengthen, but it has not strengthened yet. As to milds, they have shown practically no change since the last report. The jobbing market on roasted coffee remains unchanged for the week, with a fair demand.

Beans and Peas—The demand for dried beans has been quiet during the week. Pea beans, which declined last week, have reacted somewhat and are looking up again. Red kidneys are about steady. California limas fairly active at steady prices. Blackeye peas are steady with some demand.

Cheese—There is a fair demand for cheese and the market is steady on a comparatively light supply.

Canned Fish—A better demand for salmon is expected this month. There is considerable irregularity in the prices of pink Alaskas in Eastern markets. Columbia River chinooks are scarce and firm. Maine sardines are quiet and steady. Shrimp wanted moderately at steady prices.

Canned Vegetables—Some of the sizes of Southern tomatoes, particularly gallons, have advanced slightly since the last report. No. 3's are very scarce in first hands. Holders are predicting that as soon as gallons and No. 3's are exhausted in first hands, the trade will again turn to No. 2's and prices will advance. Future tomatoes are not especially wanted, but prices are steady. Quite a few have been sold so far. Spot string beans are easy in spite of comparatively light stocks. Corn has eased off a trifle during the week, on account of scarcity of the grades which buyers wanted. Speaking of tomatoes again, Florida tomatoes have almost all been sold and they are no longer a factor, but they certainly hurt the market for Maryland brands while they lasted. Peas are quiet and fairly steady. There is some difficulty finding the right grades. Futures are dull. It looks like a much larger acreage of peas this year than last, and buyers are keeping their eyes on this possibility.

Canned Fruits—Canned California fruits remain unsettled and, while some local operators are offering their goods for sale, the general attitude of the trade is to wait until the market is more settled. Most Coast packers are still withdrawn. Peaches are quoted firmly at \$1.90@1.95 for standard 2½

clings, with choice quoted at \$2.25. Northwestern fruits and berries are being offered at firm prices by packers, but not a great deal of active buying interest is manifested here.

Rice—The milling season is drawing to a close. One of the Houston mills, which has been a free seller for the past sixty days, has wired stating that its stock of Blue Rose is depleted and that it is finished for the season. Profitic, Japan and long-grain varieties are neglected and are offered by some of the mills at about one-eighth cheaper. Blue Rose prices are firmly maintained.

Dried Fruits—Prices on spot dried fruits have been very slow to advance as compared with the Coast market, and as a result it is almost impossible for a local operator to purchase from the source and sell his goods here at a profit as long as the levels here remain the same. In consequence there is little replacement business going on and Eastern as well as Middle Western markets are taking advantage of the situation by buying here. There are many prices in the dried fruit list which are practically the same as those quoted in California. Similar levels are quoted on certain sizes in prunes, apricots, peaches and a few others. Demand from the trade continues pretty active as reported by the jobbing trade. Prices on the whole are without alteration except for a few fractional advances in raisins. Top grades of peaches and apricots are quoted with greater degree of firmness as stocks on hand dwindled. The cold storage season, which became legally effective on Wednesday of last week, has no noticeable effect on the market. The prune trade has lately been disturbed by the presence of a couple of operators who have been offering prunes on their lists without giving a true description of the goods offered. One seller, for instance, lists "California prunes" without saying whether are 1928 or 1927 crop. Another lists are 1928 or 1972 crop. Another lists Santa Clara prunes when they are actually "splits." Such methods of trading are looked upon with disfavor by the majority of the trade, but nothing definite has been done about it. The market on currants has continued lifeless, though there has been no weakening in prices. Figs and dates have been without feature.

Nuts—Nuts in the shell are moving rather slowly, so far as the local market is concerned. There are no startling developments and no quotable change in spot prices. Nonpareil almonds continue to show firmness, and owing to the scarcity of supplies on hand and the good general demand, a further advance is anticipated. Holders, however, remained firm at 26c a pound. There are no changes in California walnuts. Brazils are higher at the source with 8½c a pound being paid for large washed Manaos, but the spot market was unaffected. Filberts continue to show weakness in the Spanish market, though supplies in first hands are very closely cleaned up. The market here is quiet and devoid of change in this item. The market on shelled nuts

shows considerable life, as compared with other weeks in the recent past. The manufacturing trade has begun to show an active interest in spot offerings for a change, especially in almonds. They pretty well cleaned up some sizes last week; medium nonpareils at least, are just about gone. Prices are firm, but there are no quotable changes. French cables on shelled walnuts are high, and offerings are sparing.

Salt Fish—The demand for mackerel and other salt fish is light just now. New shore mackerel are being offered, but at too high prices.

Syrup and Molasses—The demand for sugar syrup is poor. Some orders are being received every day, but not many and not large. In spite of this prices are steadily maintained. Compound syrup is selling to some extent, but the aggregate is light. No change has occurred in price. Molasses is quiet at unchanged prices.

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 box; Idaho Spitzenberg, \$2.75 per bu box. Asparagus—Illinois, \$3@3.25 per box for 2 doz.

Bananas—5½@6c per lb.

Beets—\$3.50 per crate for new from Texas.

Brussel Sprouts—30c per qt.

Butter—After a slight fractional decline, due to low advices from outside markets and quiet demand, butter has ruled for the most part firm during the past week. Jobbers hold prints at 45c and 65 lb. tubs at 44c.

Butter Beans—\$3.75 per hamper for Texas.

Carrots—Texas, \$3 per crate of 5 doz.

Cabbage—New from Texas, \$3 per 100 lb. crate; old, \$2 per 100 lb. crate. Cauliflower—\$2.75 per doz.

Celery—Florida commands 65c per bunch or \$3.25 per crate.

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

Cucumbers — \$2.50 for 2 doz. box from Illinois; \$4 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$9.75
Light Red Kidney	-----	9.00
Dark Red Kidney	-----	9.35

Eggs—The market for fine fresh eggs has been firm throughout the week and has advanced about ½c per dozen. No change has occurred in any other grade. Demand at this writing is taking all the receipts and the situation is firm. Local jobbers pay 27c per doz.

Egg Plant—18c apiece.

Garlick—23c per lb.

Green Onions—Shallots, 75c per doz.

Green Peas—\$3.25 per hamper for Calif.

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, 4s and 5s, crate \$4.50
Imperial Valley, 6s ----- 4.00
Hot house leaf, per lb. ----- 22c

Limes—\$1.25 per box.

Mushrooms—65c per lb.

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

126	-----	\$7.00
150	-----	6.50
176	-----	6.50
200	-----	5.25
216	-----	4.75
252	-----	4.75
288	-----	4.50
324	-----	4.00

Onions — Texas Bermudas, \$2 per crate for yellow and \$2.25 for white.

Parsley—75c per doz. bunches.

Pieplant—Home grown is now in market, commanding \$1.50 per bu.

Poultry — Wilson & Company pay as follows:

Heavy fowls	-----	32c
Light fowls	-----	30c

Radishes—60c per doz. bunches.

Spinach—\$1.85 per bu.

Strawberries—\$6 for 24 quart crate from Louisiana.

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

Tomatoes — \$1.50 for 6 lb. basket from California.

Turnips—75c per doz. bunches for Florida.

Veal Calves — Wilson & Company pay as follows:

Fancy	-----	20c
Good	-----	16c
Medium	-----	13c
Poor	-----	10c

Hints To Drivers.

As warmer weather approaches, it is well to remember that the heat indicator on the dash does not register overheating as suddenly as the motorometer on the radiator. The slow rise of the indicator in the upper range is a danger signal.

If the car is left with the ignition locked when stored in a public garage the battery is apt to be found partly discharged in the morning. Careless garage hands sometimes move cars around, using the starter-motor and the battery for propulsion.

If the engine does not need to be choked when cranking these Spring mornings, the carburetor mixture is too rich and should be leaned out.

Why stop at the top of a hill for the engine to cool off when, by going down the other side on compression, the job can be done more thoroughly and with no delay?

One way to judge the condition of a two-way detour is to note whether cars that come out of it are mud-splattered or dust-coated.

If the external contracting rear service brakes become hot and bind, it will make matters worse to use the internal expanding emergency. Just stop and let the drums cool off and contract. Frederick C. Russell.

You can catch more flies with molasses than with vinegar. In other words you can win more victories with smiles than with frowns.

If a married man admits he is a fool it is his wife's duty to agree with him.

How Southern Michigan Merchants Greeted Mr. Hammond.

Lansing, May 7—The week of April 15 was spent on the road in South-eastern Michigan. We called on twenty-five or thirty members and prospective new members. Have recently added a new member—A. Loeffler Co., at Wyandotte. This is an up-to-date store with progressive managers in charge. We met A. Loeffler the senior member of the firm, also managers W. R. Mehlhose, W. J. F. Thon and C. G. Calvin. Some new improvements are soon to be made on their store building and these gentlemen will take a trip through Southern Michigan to visit stores.

In Plymouth we met by accident C. S. Cochrane, formerly of Port Huron. He had just started out with his family to take a trip to California and Plymouth was his first stop. Mr. Cochrane is looking for a location in some wide-awake town. He tells me that E. E. Palmer is the manager of the Ballentine store in Port Huron.

Irving Blunk, who has spent the winter in California with his family will soon return to Plymouth. Both the Blunk and Martin stores are doing a good business.

The Uhlman store, A. G. Chisholm, manager, of Monroe, is another up-to-date store.

In Milan I called upon a new growing store, W. D. Blackmar, manager. He speaks of needing more room. We anticipate for Mr. Blackmar a successful career.

The store of Marx & Marx, at Manchester, shows much improvement. The Marx store in Ypsilanti has been closed and one of Mr. Marx's sons has secured employment as assistant cashier in a local bank. The younger son is now associated with his father.

A letter from Glenn E. Hile, formerly connected with the W. R. Knepp store, of Midland, tells us he is now a part of the Freeman Dry Goods Co., Durant. We congratulate Mr. Freeman on getting Mr. Hile to associate with him.

The A. D. Ellis Co., in Blissfield, is doing a substantial business. Had a good visit with the proprietors—Josenhans and Rothfuss.

At Morenci, had the pleasure of helping F. S. Alley close up his troubles with a pattern company. We think we have saved Mr. Alley enough money on this affair to pay his dues in the Association for more than ten years.

At Adrian found both Lewis & Coe in their office and reporting an increasing business since making the change from yard goods over to floor coverings.

At Hudson called on Chas. E. Kirkup. Mr. Kirkup suffered both the loss of his wife last year and his brother, who was employed by him in the store.

Spent a pleasant hour in the store of Fred L. Cook & Co., at Farmington. Mr. Cook was a protege of my old-time friend, Fred M. Warner, former State Senator, Secretary of State and Governor of Michigan. Mr. Cook remembered my calling there over twenty years ago to visit with Mr. Warner previous to the time Mr. Warner became a State officer. We paid our respects to the memory of Mr. Warner by a brief call at his grave in the Farmington cemetery.

The Kirschner store, in Monroe, has put on new life and things look encouraging for him. Mr. Kirschner is a member of the Monroe Credit Bureau and through his courtesy we visited the Credit Bureau office.

Both the stores in Fowlerville—C. D. Hamilton and A. H. Maurer—were busy when we called. Business is good in Fowlerville.

A visit was made to King's cash store, in Williamston. This is a first-class small store. The proprietor, Mrs. Anna P. King, was in Detroit on business the day of our call.

In making our call at the Blumrosen store, in Lincoln Park, we were sorry to learn of the death of Nathan Blumrosen, one of the proprietors of Arthur's ready-to-wear store in Pontiac. Mr. Blumrosen was a man hardly in middle life, a perfect specimen of physical strength when we called upon him recently. We extend to the family our sincere sympathy.

At Tecumseh we learned first hand of the political trials and responsibilities of our mayor-member, Albert B. Boyce. Tecumseh has a first page notice in the Detroit papers by reason of some resignations on the village council. Mr. Boyce will, no doubt, give Tecumseh a good administration.

Fred Rosacrans, senior member of the Rosacrans dry goods store, will soon return from his winter's stay in Florida. Gene and Leon are always on the job with their friendly greetings.

We were unfortunate in not being able to find L. A. DesErmia at either of his stores in Onsted or Saline. Mr. DesErmia is a live wire and also has a store in Britton.

At the Davis & Kishlar store, in Ypsilanti, we found Mr. Davis in his preferred corner of the store—the floral department. We miss the old-time friendly greetings of the late W. L. Kishlar. His place, however, is ably taken by Mr. Schneider, who is the manager of the dry goods department.

Through Mr. Nissly's invitation I had the pleasure of attending the final meeting of the membership campaign of the Ypsilanti Board of Commerce. There we saw Don Comstock and Ed Sweet; also Eckley, former Secretary of the Ypsilanti Board of Commerce. Many of our members will remember Mr. Eckley, who traveled in company with President Sperry and Celia R. Case in our series of group meetings in the fall of 1925. Eckley has a good position with a National organization of manufacturers of plumbers' supplies. He is happy and will continue his residence in Ypsilanti. Ypsilanti claims to be the banner city for Chamber of Commerce membership, having exceeded the record made by Santa Monica, California. They are the best organized bunch of business boomers in Ypsilanti of any town I know of. Some cities in Southern Michigan would profit by going to Ypsilanti to learn how.

We are always glad to visit the store of Oren Howes & Son, of Hudson. This is the same location as the old store of John K. Boies & Co., where my father and mother bought household supplies for their family fifty years ago.

The name of the Bengé department store, in Milan, has changed to the Todd department store. Both Bengé and Todd were my friends years ago in Hillsdale county. Bengé has got rich. We hope Todd will succeed.

C. A. Moine has retired from business in Waldron, but I. N. Corser is still doing business at the old stand. His place looks prosperous.

The G. H. Breitenwischer store, at Manchester, moves along in the same substantial, quiet way. The streets of Manchester have been improved by a fine new pavement. An extensive bridge is in the process of building. We prophesy better days for Manchester.

Palman's store, in Tecumseh, is improving in general appearance and the place looks prosperous. Father, three sons and one daughter constitutes the selling organization. They seem to keep busy. Jason T. Hammond, Mgr. Michigan Retail Dry Goods Ass'n.

Geo. B. Catlin Makes Some Suggestions To Hon. A. S. White.

I well remember that wheelbarrow ride of Rodney Sessions down Monroe street. It was one of the old-fashioned "Paddy-on-the-railroad kind,

brand new out of Mr. Gunn's stock. Rodney sat with his feet on the axle of the wheel facing forward with a small flag in each hand which he waved with enthusiasm while he wore his usual cherubic smile. Mr. Gunn trudged sturdily along between the handles, his face a shade or two redder than usual—if possible—but grinning like a good sport.

Somehow we seem to be losing out on such interesting town characters who added greatly to the joy of living in the smaller cities. Detroit had a score of them twenty-five years ago and now I know not one. Rodney Sessions had lived most of his life in the isolation of a farm South of Grand Rapids. He was intensively social by nature; loved his fellow men like Abou Ben Adhem and showed it in every deed and word. Settled in the city, he made up for his loneliness of the past by keeping in the front of affairs all the time. For several years he haunted the courts and always he sat as close as possible to the jurors' box, with one hand cupped to his best ear, listening to the testimony, the wrangling between attorneys and every detail of each trial.

One morning when a case was on in Judge Burch's court the judge gave the word for the case to proceed. A facetious attorney looked the jury over, then scanned the court room and remarked: "Your honor, I don't know as we ought to begin with our jury incomplete. Mr. Sessions, our thirteenth juror, has not yet arrived. The case went on and presently Mr. Sessions bustled in wiping the perspiration from his brow and wearing an apologetic smile.

Do you remember the fun Nathan Church used to have in the Times over utterances of "our Monroe street malaprop." I suppose many of the funny breaks of W. S. Gunn were purely fictitious, but they were always good fun. Lloyd Brezee took up the stunt after Church left Detroit, and carried on. Mr. Gunn, they used to tell me, had been a famous athlete in his day and a champion wrestler who would travel long distances to take a fall out of some ambitious rival, whenever one would appear on the horizon. He also had sleuthing ambitions. I remember when the Crouch murder occurred at Jackson and none of the detectives were able to solve the mystery of a wholesale killing, Mr. Gunn left his business in charge of his clerks and went to Jackson for a time in the belief that he could show up all the would-be Hawkshaws, but he, too, fell down on that job, which was supposed to have been an "inside job" and a strictly family affair.

The Heman Leonard incident occurred long before my time, but I remember the little white house in which he lived and died at the corner of Louis and Fulton streets. As I remember, he died of acute alcoholism. When I landed in Grand Rapids his sons, C. H., Fred and Frank, had a very fine crockery store on Monroe street, midway between Waterloo and the Pierce Tower clock. The Beau Brummel of Grand Rapids, Leo Fisher,

was their head salesman. Charles H. afterward made a clean-up in the refrigerator business and W. S. Gunn made a profitable venture in furniture and folding beds. I wish you'd write something about other town characters, men like Lowell Hall, Tanner Taylor, Saleratus Smith, Martin L. Sweet, the chronic litigant, who always arose at 5 a. m. winter and summer and was on the job all day. The magnate of the town in 1880 and weigher of garbage at his unfortunate close. Operated banks, stores, saw-mills, grist mills, grain elevators, holstein bulls, a big hotel and the Lord knows how many other enterprises in Kent and Newaygo counties.

The Godfreys, Freeman and Silas, were other town characters, as different as two brothers could possibly be. I remember an acidulous old man named McGurrin, uncle of the Colonel, who owned a hardscrabble farm down the river which would hardly grow white beans. Freeman Godfrey made him a rather philanthropic offer for the farm and McGurrin grabbed the price like a hungry trout. Later—alas, too late—he learned that Freeman had been spending weary nights boring deep in his soil to ascertain the depth and area of a large gypsum deposit of which Mr. McGurrin had no suspicion. The old town is just oozing with interesting character stories and other folk lore which will soon be lost. Do get busy, or, at least keep busy.

My early recollections include scenes on Almy street, named for Judge Almy, Calder and Summit streets and Waterloo, all gone now or disguised under new names. The doors bore names of women like Georgie Young, Susie Cain, Lou Anderson et al in letters a foot long so that the way-faring man though drunk, might not err therein. And the plank sidewalks were all picked up and splintered by the impact of spiked boots of the lumber-jacks who consorted with such quite noisily and flagrantly. Summit street was renamed Ellsworth avenue and Waterloo became Market street.

Soon after my arrival in Grand Rapids there was a manifest desire on the part of leading citizens to do a little house-cleaning, so they nominated George Steketee, a doughty Dutch druggist who had advertised himself quite extensively as the implacable enemy of pin worms. His availability for the situation was apparent to all, for a man who will fight pin worms is a friend of the afflicted, likewise a man who is not negligent of small annoyances and, moreover he could command the vote of the Hollandish-Gesprocken element which had become very strong in Grand Rapids. Steketee was elected by a good majority and set out manfully to make the saloons respect the law and other lawless elements take notice thereof. But, Oh Mama! the things that the tough element did to Steketee were a shame to relate and they would fill a book. Rev. S. C. Graves, of Fountain street Baptist church, was a valiant paladin of the law and order element and fierce in his denunciation of the liquor dealers. One day a liquor truck halted

before his home at noon hour and the driver, quite ostentatiously carried a keg of booze around to his back door. Of course, the donation was spurned with contumely but the incident gave everybody a good laugh, including the men who had sent the keg for dramatic effect. The elemental conflicts of long ago make good reading these days and tickle our ribs at times. The trouble with me is that I have no terminal facilities when I start writing.

Geo. B. Catlin.

Real Reason For Closing the Flivver Commissaries.

The principal reason advanced for the closing of the Fordson plant store in Detroit is that space it occupies is required for automobile manufacturing purposes, but those acquainted with Mr. Ford's methods and policies will find this explanation inadequate and will be inclined to accept it with the proverbial grain of salt. They will regard it rather as a contributory cause than as the fundamental reason for the abandonment of an idea upon which its sponsor looked with much favor.

The Ford commissaries, conceived as a means for helping the company's employees and their families to combat the then-much-talked-of High Cost of Living first opened their doors in 1914. In the fall of 1926, when it was found difficult to limit sales to employees and their dependents, the stores were thrown open to the general public. The public straightway came in to the number of 10,000 daily, clicking the cash registers to the tune of about \$30,000 per diem. This aroused the ire of independent retailers, not only in Detroit but elsewhere, who protested that Ford was endangering the life of the corner grocery. This agitation culminated in a series of open meetings sponsored by retail groups, when the closing of the stores to the general public was requested. The policy of selling to all comers was finally discontinued on April 18, 1927, with a resultant heavy falling off in business.

During the past year or so, employees have not been favoring the commissaries with the large scale of patronage necessary to enable them to pay their own way, and therein doubtless lies the real reason why Ford plans to fold his tent and steal away from the retail distributive field. The commissaries, to quote Mr. Ford, "stand for the sort of profit-sharing in which we believe." But how share profits when "there ain't no sech animal?" Besides the veteran automobile manufacturer is too hard-headed a business man to operate anything at a loss.

But why the apathy of employees, who once were wont to keep the commissaries crowded sixteen hours a day?

One need not go far afield for the answer. The truth is that the commissaries have lost caste since the location of a variety of chain stores in outlying sections where Ford employees for the most part reside.

The commissary is simply a highly efficient vehicle for the distribution of various and sundry articles of necessity at low prices, which are its only appeal. Customers of company stores in a number of instances have been

known to tire of them and buy elsewhere despite the distinct economies afforded. The Ford commissaries have operated on a strictly "cash and carry" basis and have made no attempt to supply all those little attentions and courtesies upon which modern retailing places so much stress.

Then along come the chains, with their low prices made possible by mass operations, their much-advertised "eye appeal" and their courteous attention to the whims of customers, together with their supplying of service to a degree measured by clientele preferences, as the chains see them. They have thus "stolen the stuff" of the commissaries and preordained their passing.

Mr. Ford, of course, would be the last to weep copious tears over the demise of these children, conceived and reared to help his great family in the factories. If, as now seems the case, the commissaries have outlived their usefulness, the space they occupied and the investment they entailed can both be put to productive use in other enterprises. Thus more men can be employed, or wages of those already employed increased, to the end that his workmen can consume more of the merchandise purveyed by chains and independent retailers.

The commissary experiment at any rate has served to impress upon the individual retailer the necessity of performing a service which pleases the public, of meeting the demands of competition, or of preparing to pass out of the economic picture. Perhaps it was with the teaching of this lesson in mind that Mr. Ford decided to enter the retail distributive field. Certainly he can have no primary intention of harming the small retail merchant, or of going into the retail grocery or butcher business on a large national scale, as many professed to fear. But the howls of protest that went up when the commissaries were opened to the general public showed the self-recognized impotence of the average independent to meet such competition.

The chain store movement was well under way when the Ford commissaries first felt the sunlight of public favor. But the commissaries were an early object lesson of what could be done in the field of mass merchandising. So just as Ford was one of the great pioneers in mass production methods, he must also be credited with foreseeing its natural concomitant, mass distribution.

As for the chains, they were not fearful of commissary competition, but took the bull by the horns, enlarged upon Mr. Ford's suggestion and by the injection of science into retailing not only succeeded in meeting but in beating this new competition.

C. W. Staffler.

Card From Secretary Hanson.

Grand Rapids, May 6—Kindly permit me to express my appreciation for the publicity extended me in connection with my selection as State Secretary of the Retail Grocers and Meat Dealers Association of Michigan in last week's Tradesman. As a result, I have received numerous letters of congratulations from various cities in Michigan.

Permit me, also, to express a few words of appreciation for the noble and faithful accomplishment of my predecessor, Paul Gezon, who gave his time and efforts at a time the State Association most needed same. The sound basis and respect enjoyed by the State Association is due in no small measure to Mr. Gezon's efforts and every retailer should share in extending their appreciation.

I sincerely hope and trust that I may continue the good work and be of assistance to inspire retailers and to share in the reconstruction of the retailers' morale. I sincerely believe the task is not so difficult at this time as it has been in the past, as the consuming public in general are realizing, more and more, the importance of their co-operation as a matter of self preservation and it is now up to the retailers to adapt themselves to the situation, responding to the trend of the times and reclaim their own.

My installation will be effective May

15 and as soon as I can get matters properly outlined, expect to make personal calls, covering as much territory as my time will permit and will appreciate the opportunity of group meetings.

I will appreciate hearing from retailers throughout the State and earnestly solicit their suggestions and constructive criticism and trust they will bear with me, in my shortcomings, being human, have my allotted share. LET'S GO. Herman Hanson.

The scars of lost battles are as honorable as those of battles won. Failure is a forerunner of success if it teaches a lesson, for it opens our eyes to weaknesses which can be strengthened by study and hard work. He who has never failed cannot fully appreciate success. Fight each battle to win, but if you fail, never stop fighting, and never lose courage.

Uncle Jake Says—

"The man who is totally blind can see as much in a darkened cave as in the bright sunlight."

We are not talking to those who blind their eyes with prejudice, those who refuse to take advantage of improved methods and products, but to all others we respectfully call your attention to

KVP Delicatessen Paper

the paper that grocery stores and meat markets are now freely using.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN



Insure the proper management and investment of the Insurance money to be paid to your wife by naming The Michigan Trust Company as Trustee.

The MICHIGAN TRUST Co.
GRAND RAPIDS

"BACK-LOGS" HIGHER.

A combination of lower commodity stocks and larger unfilled orders is shown by the most recent figures of the Department of Commerce. In ordinary circumstances this would point to a healthy condition in industry and one that should portend continued activity. Thus, the stocks of manufactured goods at the close of March were indexed at 121, as against 125 in the preceding month and 120 in March, 1928. Raw material stocks were cut down in March, but stood at 143, as compared with 132 in the same month last year. This addition on the year would not be favorable if there were signs of slackening in industry, but with operations well maintained the assumption is that producers view the future with optimism.

Where unfilled orders are concerned, only the textile industry reported a lower amount for March than for February, and the decrease was slight. The indices covering this line, iron and steel, transportation equipment and lumber are all higher than they were a year ago. This must be construed as rather positive evidence that for the near future at least there is no anxiety over business reaction since these are firm orders and not based on possible shortages or the prospect of having to pay higher prices.

The ability of industry to forge ahead despite easing prices is a source of wonder to those who call up former periods when operations speeded only to the accompaniment of advancing quotations. The present phenomenon is no doubt linked very directly to the machinery of mass production and distribution.

PRESIDENTIAL RHETORIC.

President Hoover fired some hot rhetorical shot at that architectural monstrosity known as the State, War and Navy Building in his recent address before the American Institute of Architects.

The Congress which provided for the building, Mr. Hoover said, had excellent taste, for it directed that the new structure should be a duplicate of the Treasury Building, "but the Administration of that day delivered it externally over to an architectural orgy." He pictured the building as representing "the different types of architecture known to man."

Such picturesque language, falling from Presidential lips, is doubly effective. We don't expect a President to indulge in colorful rhetoric. Yet various Presidents have done so without any impression of impropriety.

Roosevelt had an unusual gift for the "winged word." His denunciation of what he dubbed "muckraking" added a word to our vocabulary and at the same time dealt a heavy blow to the practice he was criticizing. Cleveland was not noted for imaginative phrasing, but his "innocuous desuetude," "party perfidy and party dishonor" and "It is a condition and not a theory that confronts us" at once became established forms of expression.

Mr. Hoover's vivid and humorous characterization of the State, War and

Navy Building ought to be a powerful stroke in bringing about the alteration in its structure which is so much to be desired, just as his entire address should give irresistible impetus to the movement for making Washington the beautiful city of which its founders dreamed.

OUT OF THE BAREER SHOP.

If mere man has been unable to preserve a refuge for himself in either the barber shop or the cigar store, as we had occasion to note the other day, in the State of Illinois woman has comdescendingly offered him what he is not plucky enough to take for himself. She hands over to him the barber shop, shears, razors and all, with the proud announcement that she prefers her own beauty parlor.

This generous action resulted from a ruling which would have refused barbers' licenses to hairdressers and thereby, in the eyes of fifty thousand outraged women, have legislated them into barber shops if they ever sought to have their hair bobbed. "We feel," read their petition to the Illinois Legislature, "that the trimming of a woman's hair is part of a hairdress and that a woman should be allowed to have her complete hairdress by a woman in a hairdressing shop or beauty parlor if she so desires and not be compelled to go to a barber shop and be barbered by a man barber."

We applaud this attitude. Not only do we feel that the women of Illinois are right but we wish that they had gone further and absolutely refused ever to enter a barber shop.

And yet if ever anything illustrated the perversity of the female sex it is the action of these same women. Wherever man tries to protect the sanctity of the barber shop he finds his refuge invaded by an army of the bobbed, but let him so much as suggest that only licensed barbers may cut hair and woman scornfully eschews the barber shop and hurries to her hairdresser.

REFUSE TO MERGE.

Several manufacturers have stepped forward recently to tell bluntly why they have no intention of accepting the numerous merger propositions which are constantly put up to them. Against the din raised by promoters their views are refreshing and, no doubt, many merchants could be found with similar notions on the subject. There are advantages to large-scale operation and there are advantages in smaller and more flexible enterprises. A progressive independent retailer or manufacturer need have little fear that he will be overwhelmed by the giant corporation—experts testify to that.

What promotes the merger idea more than anything else, it would seem, is the growth of an enterprise past the stage where personal supervision is practical or desirable. Let emphasis be placed on the latter, because to-day there is less willingness to accept responsibility. Given a case, then, where the management of a business has grown impersonal, it is natural to suppose that a consolidation plan would receive ready attention. A good price clinches the bargain.

On the other hand, a business conducted under direct and positive control and where the personal element figures to an important degree is not so much machinery to be bought but a life work which yields a great deal more satisfaction than dividend checks ever can. The merchants and manufacturers in this class will prove beyond question that the independent can compete on more than equal terms with his large rivals.

MAINTAINS ITS PACE.

Indications a few weeks ago that operations in the key industries had about reached their peak prove unfounded on the basis of current reports. Advances from the steel and automobile lines emphasize a continued high rate of activity, with leading steel factors exceeding even their rated capacities. The motor manufacturers look for another record from the April output. Only in building construction is there continued reaction.

The present rate of industrial progress seems to set at naught the fears entertained concerning the effect of high money. But there can be no doubt of the ultimate result. In fact, the credit situation here is such that world-wide developments give some evidence of a crisis from which no country may expect to be immune. Since the Federal Reserve system has not been able to keep gold from flowing here, perhaps it will drop its international policy for a prompt correction of the domestic problem by raising the rediscount rate.

For the first time this year carloadings in the last week reported rose above the million mark. So far the 1929 loadings have been 3½ per cent. larger than over the corresponding period last year though below the total for 1927. Failures reported for April ran against the seasonal trend since they were a little higher than in March. This is the first time they have exceeded the 2,000 mark in April since 1922. The rise was 11 per cent. over April, 1928, but the liabilities were 7 per cent. lower.

SALES AND COSTS.

A highly interesting study of the ratio of selling and administrative expenses to total sales disclosed by 736 companies for 1927 and 1928 has been furnished by Ernst & Ernst, accountants and auditors. This compilation shows that while sales for the entire group rose 8.81 per cent. in 1928 over the preceding year, the ratio of expenses to sales was only a very little less.

There were 437 companies that did more business in 1928 than in 1927, but only 283 were able to reduce the expense ratio. Of the 299 that did less business, however, seventy-four managed to keep expenses lower. The companies that pushed up sales and lowered costs achieved, of course, the most enviable result. Rating next to them might be put those concerns which reduced expenses even on a decline in sales. And on the scale downward would come the units suffering both a loss of volume and heavier expense with the bottom rung occupied

by the self-hypnotized group that believes in more sales at any cost.

For some time past there has been considerable agitation of the evil of volume without profit, but as these figures prove there is still more discussion than action. Should a majority of manufacturers give up their unprofitable lines to-morrow the vexing problem of overproduction might easily be solved overnight.

RADIO HUMOR.

One of the radio broadcasting companies is about to establish an elocution school for its announcers. The school will give instruction in diction, word pronunciation and clarity of expression, and in general it will seek "to maintain and improve the present standards of radio announcing."

The standards of radio announcing have improved somewhat of late. But unquestionably there is plenty of room for further polishing off. The diction, pronunciation and general clarity of expression of the announcers are bettered. But many announcers still need to be instructed in the art of humor. Thousands of radio listeners will agree that much of the so-called humor indulged in by the announcers in introducing their programs has been pretty hollow. The voices of the air are given too much to dull and smiling talk of the orchestra leader, the color of the singer's eyes or to apocryphal yarns about the way to fame in the musical world.

When some one finally begins to sing the patience of the radio audience is exhausted. These well-intentioned but misguided humorists of the microphone should stick to their job, which is merely to announce the programs. When they fail to do this they almost inevitably merit the condemnation of Shaftesbury's aphorism: "He who laughs and is himself ridiculous bears a double share of ridicule."

DRY GOODS CONDITIONS.

From all indications, there is considerable spottiness in current trade results. Some of the large and progressive retail concerns report gains, but the general run of stores have found the unseasonal weather too much of a handicap and their volume is running below the results of last year. This holds true for most sections of the country, according to advices received in this market.

In New York the April weather record disclosed only five clear days. The temperature for the month was slightly above the average, but only because twelve days were especially warm. With so much depending upon weather conditions at this time of the year, the inference is that trade suffered enough from variations in temperature and excessive rain to leave only the extra day's business as an asset.

Activity in the wholesale merchandise markets has only been fair, as might be expected in view of backward retail trade. Primary markets have been dull, with less buying by wholesalers and a good deal of marking time in manufacturing quarters.

The best man-understanders make the best managers.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In soliciting a contribution from a local millionaire for a philanthropic institution which I have aimed to assist ever since it was established here, the gentleman remarked:

"I am glad to join you in this matter, because your project appears to be giving real service to the community. It is comparatively new and the promoters are full of enthusiasm and are practically devoting their lives to the cause as a labor of love. By and bye the present officers will grow tired or die off and new men will come into the organization who will be actuated by entirely different motives. Instead of working for nothing, as you and your associates are doing, they will be actuated solely by the ambition to see how large salaries they can draw and how little real service they can render in return.

"The same condition is now becoming very apparent in the Grand Rapids Association of Commerce. When you and Sidney Stevens, George Whitworth and Gay Perkins were directing the work of the old Board of Trade, it pleased me to give liberally to that cause, because I knew that you and the other men associated with you were accomplishing large results at small expense; that you gave the organization the best you had at no cost to the cause; that your only recompense was the satisfaction you must have felt over the wonderful things you accomplished and the applause of your own souls. The present dominating factors have five times as much money to expend as you did and appear to be content to let things drift. They go out and make speeches about the Furniture Capitol of the World and send out circulars and booklets full of statistics which no one reads, but they do not go over to Chicago and other cities and grab off the manufacturing enterprises which are constantly pulling up stakes and seeking locations in the smaller cities of Michigan, Indiana and Wisconsin."

Reading the drastic criticisms of the Association of Commerce in the daily papers of Grand Rapids during the past week reminded me of the above conversation and caused me to conclude that my millionaire friend spoke from the knowledge of a seer and the foresight of a prophet.

I have no grievance of a personal character against the Association of Commerce, but, in common with nine-tenths of the business men of Grand Rapids, I feel that the money so generously contributed to the support of the institution has been practically wasted, because it has been largely devoted to the payment of large—altogether too large—salaries, without any adequate return. It is now proposed to increase the income of the organization, but unless there is a complete change in the official staff (by which I mean the men who sit at desks and draw pay for services which are not performed) additional funds will only add to the sum total that is annually expended, without any compensating

result. "By their fruits ye shall know them."

The result of inaction and lack of accomplishment are plainly shown by the 3,000 vacant homes and 650 vacant stores now in evidence in this city. The city is growing to be sure; new houses and new store buildings are being erected in all parts of the city, but new factories and additions to present factories are not keeping pace with the addition to our housing condition. What is the use of erecting more homes when we have not enough renters or buyers to occupy the 3,000 vacant houses already in existence?

When City Manager Locke found he was out of step with the voters of Grand Rapids he gracefully stepped aside and effaced himself from the picture. Perhaps it would not be a bad idea if the same programme were observed in connection with those employees of the Association of Commerce who have not functioned one-half as satisfactorily as City Manager Locke did.

Under the present management the Association has gone out of its legitimate province to strike down local industries which have a right to exist and prosper in the community. This perversion of authority is probably due to personal pique and resentment which ought not to be tolerated a moment by the directors. The proper province of the Association of Commerce is to build up—not to tear down.

It gives me no pleasure to write what I have recorded above. I was a charter member of the original organization; I served it two years as chairman of the industrial committee and two years as President; I furnished it office rent free for several months while its building was being rebuilt; I have charged off to profit and loss \$250,000 which I devoted to keeping the wheels going round in Grand Rapids; I never drew a penny from the organization for salary and expenses. In view of these conditions which I have presented, I think I have a right to find fault with the way in which the money of the people of Grand Rapids has been wasted—worse than wasted—under the present regime. To pour more money into the organization under existing conditions would result only in adding fuel to the flames.

Other Michigan cities, such as Muskegon, Kalamazoo, Battle Creek and Lansing, keep their secretaries (or other authorized representatives, in the big cities most of the time, inviting dissatisfied industries to locate in their towns. The result is manifested in changes which are constantly taking place—changes in which Grand Rapids is not participating.

It is very generally conceded that the manufacture of airplanes will shortly rank along with the production of automobiles. Grand Rapids is better adapted for this branch of business than any other city in the country, because we already have a factory (Haskelite Manufacturing Corporation) which produces wings for planes. Why has no attempt been made by the Association of Commerce to se-

cure this adjunct to our manufacturing industries? It had the same opportunity when the automobile industry was being established, but the organization confined its activities to making speeches and sending out circulars until all the good concerns had been located. Then the organization devoted itself to securing weak concerns, all of which soon found lodgment in the bankruptcy court.

I had a call this week from a man who served one term on the board of directors of the Association of Commerce. I asked him why he did not stand for re-election when his term expired. He replied: "I am no puppet. When the financial report is handed to the board there is one copy. You can glance over it and pass it on to the next director. It is not itemized. I never could ascertain what salary was paid the manager, because he had an adroit way of covering it up. I believe with Webster that a director is 'one who directs.' Since I could not function as a director should, I got out."

I met a leading politician of the Republican faith on the street the other day. He said: "I had to laugh at your article on Groesbeck wherein you stated that Tom Bailey would accept \$100 to put a cause through the Michigan Securities Commission. His price was from \$500 to \$5,000. He would not look at \$100. He got more than \$5,000 in many cases. No one could get a State contract during the Groesbeck administration without paying dearly therefor. If an applicant approached Groesbeck, he was told to 'See Tom Bailey.' Bailey protested he was not in partnership with Groesbeck, but he occupied the same offices as Groesbeck's legal firm did. In my opinion, the receipts of the Bailey branch of the Groesbeck legal firm were not less than \$1,000,000 during the years Groesbeck served (God save that use of the word) the people of Michigan as Governor."

The wretched fiasco attending the raising of funds for the Belknap memorial, embarrassing alike to the family and friends of the grand old war hero and every loyal citizen of Grand Rapids, places the city in a very unfortunate light. Of course, the matter will not be allowed to sleep permanently. Some day some one who knew the deceased and realized the value his influence and example were to the city of his adoption will put the proposition across, but in the meantime the city suffers in the estimation of those who would like to see it acquit itself more honorably in furnishing tangible expression of its appreciation of the deceased.

Governor Green has done himself great credit by appointing Howard Hurd, of Flint, a member of the Michigan Board of Pharmacy, to take the place of J. E. Way, of Jackson. Mr. Hurd will accept the appointment and attend the next examination session of the Board next month in Detroit. In making a selection to fill this vacancy the Chief Executive was confronted

with a peculiar condition. A worthy citizen of Corunna, who has conducted a reputable drug store for many years, sought to obtain the appointment through political pressure. Nearly every man in Central Michigan prominent in the rank and file of the Republican party was importuned to see or write the Governor in behalf of the Corunna candidate, who would, undoubtedly, have been appointed if the position had been a political one. It is not a political job by any means. It is a professional position, pure and simple, and was so regarded by Gov. Green, who bided his time until the proper person was brought to his attention. When this occurred the appointment was made within three days after Mr. Hurd's name, antecedents and qualifications were presented to the Governor, who handled the contest between the professional and political factions with care and patience. I hope he is able to find an equally good man to succeed J. C. Dykema, whose term of office expires Dec. 31. Kent county already has one representative on the Board, so it is not unlikely the appointment may go to a representative pharmacist located elsewhere in Western Michigan.

From all I can learn Gov. Green is "tired of his job," which is not surprising, considering the hard work he has put in and the storm of criticism he has received from many sources. It was expected that the Groesbeck forces would do all they could to discredit Gov. Green, in order to distract the attention of the public from the wholesale crookedness which prevailed under the Groesbeck regime. Criticism from such a source means nothing to honest men who realize the handicap Gov. Green has been under in the work of cleaning up the nasty condition which was precipitated and maintained by Groesbeck and his cohorts in the plan of public plunder—an undertaking which would stagger a less resolute man. Gov. Green has made mistakes because he is human, but they have been mistakes of the head and not of the heart. No ill gotten gains stick to his fingers or stain his career as an administrator. He has put in long days and longer nights in rescuing the public service from the muddy mire in which it was plunged by his predecessor. I think he will go down in history as the most faithful and painstaking governor Michigan has ever had. I shall be satisfied if his successor does half as well as Fred Green has done.

E. A. Stowe.

See Record Fall For Velvets.

A Fall season for transparent velvets that will be one of the most active in recent years is foreseen by leading producers. Orders have been placed in large volume, reflecting the interest of both dress manufacturers and retailers in covering their Fall needs. Part of the eagerness being displayed is held due to the difficulties buyers experienced in obtaining transparent velvets a month or so ago when mills declined to accept additional business for Spring delivery.

NOTHING TO FEAR.

Independent Merchant Can Beat Chain Store Propaganda.

From the standpoint of an unbiased observer, there is a definite place for the independent merchant in the distribution system, a place where he can render definite service to the customer and therefore have a protected position. Among other proofs of the stability of the position of the independent merchant was approximately \$41,000,000,000 annual trade of the United States in 1928, 67.5 per cent., according to one of the estimates frequently quoted, was paid to independent retail merchants. Department stores alone, according to the estimate, received more business than chain stores and mail order houses combined, department stores receiving 16.5 per cent., chain stores 12 per cent. and mail order houses 4 per cent.

In referring to competition, only between 2 and 3 per cent. of all commercial failures are attributed by the bankrupts to "competition," as shown in a report of records of one concern which collects such information. Approximately 75 per cent. of all business mortality is attributed in the report of "incompetence, inexperience and lack of capital."

The actual number of business failures, said to be about 2,400 in 1928, was very little greater than in 1914 and 1915, when chain stores were relatively few and was somewhat smaller in proportion to the number of stores in business at the time. The percentage of failures last year was only 1.08 per cent., as against 1.10 per cent. in 1914 and 1.32 per cent. in 1915, according to the January 10 report by R. G. Dun & Co.

The local retailer does not see this merchandising situation on so large a scale. He is concerned with the immediate necessity of meeting competition on certain items which he sells in his own neighborhood. Under these more urgent circumstances he is often discouraged from giving the problem the deliberate consideration which it deserves and is inclined to resign himself to lamentations and hopes for protective legislation.

The future of the independent retailer can hardly depend on protective legislation or public altruism. Solution of the independent retailers' problems lies very close to his own interest in helping himself—just an application of that old saying, "The Lord helps him who helps himself." It rests in the hands of the retailer himself. He must make a thorough check on just what he can contribute to the needs of the modern consumer and by what methods he can best serve these needs. If he hopes to depend solely on good will and aroused sentiment, he will probably find himself without support.

But how to serve the consumer—will it be credit and delivery and a select inventory against the cash-and-carry competition of the chain stores? Many independents have already answered the question successfully. In doing so they have depended on business facts—the fact that a profitable business proceeds equally from profit-

able inventory items, profitable customer accounts and profitable operating methods. There are too few, however, who know what it costs to extend credit, to offer delivery, to carry little demanded brands, etc., or how to set about determining such costs.

In pointing out some of the mistakes which merchants are making, one firm whose business was analyzed by the department was carrying 12,000 items in stock which was beneficially reduced to 6,500, was calling upon so many customers for business that a decrease of 50 per cent. to include only those whose purchases were sufficient in volume to pay their own way was necessary, and was covering about one-third too much sales territory to render maximum service most economically.

After changing these conditions, an operating test of three years in the restricted area with a reduced line and with the selected customers was found to decrease the volume of business, but at the same time increase profits by 15 per cent. and increase the relation of net profits to sales by 68 per cent. Operating costs were reduced by 4 per cent. of gross sales below the average for similar firms in this particular field.

Unscientific buying is a prevalent source of waste among merchants, as may be seen when results of practically every study of the retailers' inventory indicate that three-fourths of the business is done on one-fourth of the items in stock. In the department study of a retail grocer's problems it was found that 1,745 items were carried in stock, whereas only about one-fifth this number was carried by a chain store in the same city doing five times as much business.

The value of such a policy can be pointed out in the results of a certain independent grocer whose business was analyzed who does \$125,000 annual business on a \$3,000 average inventory, who has as his motto, "What is the hardest to sell, we have the least of."

Given natural ingenuity, an ability to purchase and manage wisely and a desire to be of some service to the community in which he is doing business, the retail merchant has little to fear that his business will be taken by other merchants. Perhaps the ingenious methods which he may devise will call for co-operative trade action, through buying associations and the like.

F. E. Simmons,
U. S. Department of Commerce.

Florida To Be Quarantined.

A Federal quarantine restricting the movement of fruit and certain vegetables from Florida to prevent the spread of the Mediterranean fruit fly, recently found established in parts of that State, will be issued within a few days, or as soon as the requirements of the Plant Quarantine Act can be complied with, it has been announced by the United States Department of Agriculture. Considering the presence of the pest a serious menace to the entire fruit and vegetable industry of the United States requiring emergency methods of control, the department

has asked Congress to authorize the transfer, for use in fighting the fruit fly, of \$4,250,000 from the unexpanded balance of a special appropriation made on account of the pink bollworm which is available because conditions have prevented its use for the original purpose. In the meantime, Secretary of Agriculture Hyde has authorized an "emergency" transfer of \$40,000 to provide for the preliminary steps which have been and are now being taken to control the new pest. The intensity of the infestation, according to the department, indicates that it will be necessary immediately to determine fully and accurately the area infested; to destroy all fruit in the infested area; to clean up infested groves, involving the spraying of the trees to poison the adult flies, and the destruction of pupae in the soil; to trace shipments of fruits which have been made from the infested area; to determine whether the pest has been distributed to distant points by means of infested fruit; in view of the uncertainty of the extent of spread within the State, to provide for the inspection and certification of all fruits and of all vegetables moving out of Florida, and as a further precaution approved by the representatives of the citrus industry of the State, to prohibit the movement of culls from all portions of the State—in other words to limit shipments to graded and boxed fruit moving in refrigerated cars. The concern which the invasion of the Mediterranean fruit fly has aroused throughout the United States was indicated by the large attendance at the public hearing April 22. Representatives of important associations of fruit and vegetable growers of the United States were present, together with members of Congress representing many of the states interested in fruit and vegetable production. Many leading producers and representatives of transportation companies of the Southeastern United States were also present. Expressions of concern and requests that the utmost be done by state and Federal agencies to stamp

out this pest were received also by telegram and letter from other states and interested bodies and persons.

Nature Makes Compensations.

"Nature," said the philosopher, "always makes compensations. If one eye loses sight, the other becomes stronger; if one loses the hearing of one ear, the other becomes more acute."

"I believe you're right," said an Irishman. "I've always noticed that when a man has one leg short, the other is longer."

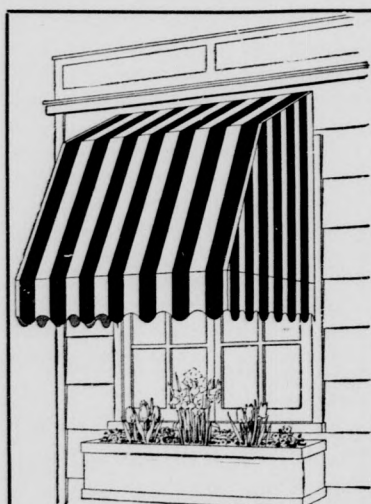


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CONDUCT CASH DEPARTMENT.

Match Chain Store Prices By So Doing.

No one will deny that grocers have lost a great deal of business to cash stores. The credit business with enforcement of prompt payment of grocery bills always will be desirable—but is cash business not more desirable?

While there are a large number of responsible people who prefer to buy from credit stores, there are a considerable number of families who, because of other obligations, are compelled to save every possible penny on some purchases to meet compulsory payments on others. Many people have compulsory payments to meet on autos, radios, washing machines, vacuum cleaners and furniture, and are watching every penny that is paid for food. When they have cash they patronize cash stores. When cash is scarce they patronize credit stores.

Most grocers are now doing all the credit business they can swing. Of course, there are some exceptions, but for every grocer whose resources are ample to justify a larger credit business, there are ten who have gone the limit in extending credit. Both could do a larger cash business with present facilities and present investment in both stock and capital. It is to this group to whom this is particularly addressed.

There are people of a saving disposition who want to get as much as possible for their money. This group, not from necessity, but because they have to save money, properly feel their cash should command lower prices. Another group who live up to their income, always manage to have a little cash to spend at cash stores, when their credit is exhausted with service grocers. Having but a little cash they feel that they must get as much for it as possible and so patronize cash stores. Still another group patronize both credit and cash stores because they have not sufficient cash available at all times for food purchases.

Grocers report that good credit customers are not buying as much from them as formerly. Grocers generally have lost cash business because they have exacted the same prices for cash as for credit business.

People are entitled to choose whether to buy for cash or credit. Therefore is it not both reasonable and sensible to cater to both? Having a cash department at slightly lower prices than can be given on credit and service, seems to be a distinct advantage, and will attract cash trade now going to other channels.

In these days when prices are so closely watched can anyone blame women for making cash purchases at stores that cater to cash trade, and attract cash trade with cash prices?

Generally grocers have enough customers but few if any of them buy all their food from one store. They split their business—credit purchases from individual grocers, cash at cash stores. By catering to cash business with attractive cash prices grocers can increase their sales per family.

Women who are regular customers of a credit grocer are often attracted to cash stores to buy the advertised leaders and some quickly form the habit of buying their goods there because they don't want to run around buying a few articles here and a few more somewhere else. Why not invite the cash trade of your regular customers with a cash department, and keep them out of cash stores altogether?

Just for an experiment ask your wife where she would trade if you were not in the grocery business. She will quickly tell you that if she paid cash she would trade at cash stores to get more for her money. Your customers are doing just exactly what your wife would do. They are spending their cash at stores that invite cash trade with slightly lower cash prices.

It is entirely practicable to have two prices in the same store. One for cash trade, the other for credit trade. Almost every other trade sells for less for cash except retail grocers. A coal merchant posts billboards "Discount for Cash." Several laundries advertise "Fetch-Cash-Carry-Save—20 per cent." Large electrical equipment stores advertise—"5 per cent. off for cash." Newspapers feature numerous offers of lower prices for cash. Every newspaper in the land carries large display cash store advertising, the object of which is to attract your customers to these stores with low cash prices. The best answer to this seems to be to start a cash department yourself to keep your present customers away from the other stores, and to attract new cash trade. On account of huge combinations and monopolies and consolidations, there is a public feeling against trading at chain stores. People prefer to trade at home-owned stores and will do so when all conditions are equal. And you can match chain store prices by operating a cash department.

There will always be desirable credit business. But what about the cash business? Are grocers going to allow chains to take this away from them without a fight. W. J. Mandell.

Death of Long-Time Merchant of Nashville.

Frank McDerby, who for a long time has been identified with the business, social and political interests of this vicinity, passed away at his home on April 25.

Mr. McDerby was born on a farm in Kalamo township, Eaton county, August 5, 1853, and received his education in the Eaton county district and Bellevue high school.

In 1869 he entered the employ of Gage & Hughes, general merchants, in Bellevue, where he remained for five years, after which he went to Cherry Valley, N. Y. Not satisfied with conditions there, he returned to Michigan after one year, and found employment in a dry goods and gents' furnishing store in Battle Creek.

In 1887 he came to Nashville and entered the employment of Aylsworth & Dickinson, in the building now occupied by Belson's bakery. He later worked for D. C. Griffith and L. J. Wheeler until February, 1886, when he purchased the George Francis gro-

cery stock in the building now owned and occupied by C. T. Munro. In 1895 he moved his stock to the store now occupied by E. C. Kraft, and later sold the same to E. B. Townsend & Co.

In June, 1898, he purchased the W. E. Buel stock of groceries, and in 1899 he erected the building now occupied by the A. & P. and Frank Caley stores and I. O. O. F. lodge, into which he moved in the spring of 1900, and there continued to do business until he sold out to Frank Caley in September, 1926.

He was married to Miss Elizabeth M. Bullen, of Parma, Mich., to which union four children were born, of whom Clara L., Dent W. and J. Clare remain, Carl F., the oldest son, having died in October, 1918.

Mr. McDerby served several terms as supervisor, also clerk of this township, member of the board of education, and also served one term as county clerk. He was a charter member of the Pythian order, all of which evidenced the regard and high esteem in which he was held by his friends and the community in general. He was in rather poor health for the last five years, and his retirement from the activities of this village and community was keenly felt.—Nashville News.

When a young girl does not look with favor on a young man's suit he should change his tailor.

The price of liberty often depends upon the judge.

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If you haven't got your reservations yet for the N. A. R. G. Thirty-second Convention at Portland, Oregon, don't delay another day.

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FINANCIAL

Corporate Profits First Quarter Top Year Ago.

With the passage of time the situation if anything becomes more rather than less difficult to unravel and surprisingly few men to-day profess to understand where the year will bring us. The advent of May introduces no fundamental change in the credit situation but it finds prosperity in still fuller bloom than before. So if the second quarter to date is disappointing in its failure to lead the market to definitely cheap money the news is encouraging for the record pace in industry revealed. Consequently the market weighs the distinctly bearish aspects of the credit situation and the distinctly bullish aspects of the business situation and advances or recedes according as the emphasis for the moment directs. Lately the market has crept forward repeatedly to the old peak levels but it has not yet been able to push through for a new high without meeting more stock than it could readily absorb.

Not many quarters in all history exhibit a more brilliant earnings record for American corporations than the first three months of 1929 for which reports now are coming in. Net profits of the 226 leading industrial concerns that have issued their quarterly statements rose 32.1 per cent. above the same period in 1928, and, if General Motors be deducted from the computation, the composite gain for the remaining 225 concerns is 46.2 per cent. Such amazing results cannot fail to impress a market that is by nature bullish and that is quick to note the high rate at which industry still is running. These surprising gains represent improvement not in one or two leading industries but in a wide variety of enterprises. Even the railroads that have so far reported show a net income for the first quarter 47.6 per cent. greater than that a year ago whereas the utilities earned 12.9 per cent. more than in the first three months of 1928.

That the credit stress has not yet greatly injured American business is plain to any one who examines the first quarter earnings reports and who follows the industrial statements on current operations. With the steel industry running at capacity, the motor industry making more cars than even the optimists had predicted and the building industry maintaining a high level of activity it is difficult to become apprehensive over business. High money rates have not hurt American business since the stock market has provided a convenient vehicle through which corporations by the sale of stock might raise ample funds. Yet the last four months have revealed the possibility of trouble in the next six months or year if money continues hard through an adverse effect on foreign trade. Seven European central banks have been compelled to raise their rediscount rates since the year's turn to check a serious depletion in their reserves that was in process.

Paul Willard Garrett.
[Copyrighted, 1929.]

Our Money Pinch Hits Europe.

With the passage of time those wanting guidance are turning the spotlights of inquiry more searchingly on the scene overseas created by tightening money rates here.

For a long time Europeans have looked to a change in money conditions on this side as the one sure cure for their own growing financial pains but not until recently have Americans begun to see that this country by rocking the boat in international finance might unsettle the foreign demand for goods here that has contributed to the prosperity of recent years. Up to the beginning of 1929 the pinch of high money rates was not felt so severely abroad.

Since the year's turn seven different European central banks have been compelled to raise their rediscount rates to prevent a serious depletion in their own reserves subject to the suction of dear money rates here. Italy in two moves has raised its rate since the beginning of the year from 5½ per cent. to 7 per cent., England has gone from 4½ to 5½, Netherlands from 4½ to 5½, Poland from 8 to 9, Austria from 6½ to 7½, Hungary from 7 to 8 and Germany from 6½ to 7½ per cent.

That these moves upward represent a desperate effort by Europe's central banks to maintain their reserve positions is undisputed. The changes were made in the face of recognized perils to trade. At first Europe thought a liquidation in the security markets on this side would come in time to check the depreciation in its currencies. That hope it finally abandoned.

How conditions here have increased the pressure abroad is roughly told in the story of a \$410,000,000 loss in gold and foreign exchange reserves since the beginning of the year by Europe's central banks at a time when normally those banks expect to build up reserves in anticipation of the fall demands. Partly in gold but primarily in foreign exchange reserves Germany's holdings have fallen \$158,000,000 since the year's return, Netherlands \$75,000,000, France \$67,000,000, Czecho-Slovakia \$21,000,000, Switzerland \$17,000,000, Sweden, \$10,000,000, Austria \$10,000,000, Denmark \$10,000,000, Belgium \$9,000,000. In all 18 central banks lost \$4,000,000 in gold since the beginning of the year and \$406,000,000 in foreign exchange—an aggregate reduction of \$410,000,000.

If this unfavorable trend persists it will present a real problem in the fall and presumably will act as a deterrent to foreign purchases at a season of the year when we look to Europe to take substantial portions of our agricultural surplus.

Paul Willard Garrett.
[Copyrighted, 1929.]

More Hopeful Outlook For Oils.

In spite of some doubts over the effectiveness and practicability of the proposed world-wide conservation of oil resources, the impression is growing that much good can be accomplished through co-operation of leading producers.

For one thing, no one seems to doubt

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the wisdom of avoiding wasteful production. Uncertainty has developed over the best method of making effective the aims sought. With leaders of the industry conscientiously striving to accomplish results, stockholders are less likely to become discouraged and dispose of their holdings.

A hopeful view of the situation is based on the sympathetic attitude of Government agencies, the danger of financial losses from overexpansion of productive capacity and the fact that demand for petroleum products is steadily growing.

"Gasoline demand represents one of the encouraging factors in the industry," says the New York Trust Company's Index in commenting on the situation.

"Approximately 40 per cent. of crude petroleum production goes into the manufacture of gasoline, and it takes in excess of 50,000,000 gallons of gasoline a day to supply the 24,500,000 automotive vehicles in the United States. While the production of gasoline has increased 100 per cent. in six years, consumption has made an even more rapid increase, and accordingly this phase of the petroleum industry has taken care of itself.

"It is with the remaining 60 per cent. of crude oil production that the relative difficulty lies. About half the total output of crude oil is being sold at a loss. It is presumable, however, these prices are at bottom levels, and whatever changes may take place should be in an upward direction. Nevertheless, the average of this year's prices may not equal those of 1928, and hence for companies whose operations are largely confined to crude oil production the outlook is not so favorable as for refiners.

"Despite improvement in the industry last year, it is evident that much remains to be done before its organization can be called satisfactory," continues the review.

"The president of the American Petroleum Institute has estimated that the industry as a whole has not earned in excess of 3½ per cent. on its investment for many years. It is true that during 1928 virtually every important company recorded at least moderate improvements in earnings as compared with 1927, and one estimate of thirty-two companies showed an increase in earnings of 96 per cent. as compared with 1927. The comparison, however, is with a very unfavorable year, and the 1928 figure represents a smaller income than in 1926."

William Russell White.
[Copyrighted, 1929.]

Retail Business Flow Quickens.

Back of the present active pace in industry is a retail demand for goods that last month ran 8 per cent. heavier than the year before, or, if allowance is made for one less business day than in March, 1928, we must conclude that department store sales in this district rose 12 per cent.

This highly encouraging report on retail business is one presented by the Federal Reserve agent at New York after his monthly canvass of department store sales. In the bank's May

bulletin he characterizes the department store gains for this district in March as "the largest increase in sales, as compared with a year previous, since August, 1926." That the early Easter contributed to the improvement is a common sense view but even the Reserve agent goes out of his way to say that "the increase was probably more than can be attributed to this factor alone."

Certainly it is significant that the department store sales in every reporting locality throughout this Reserve district were larger than for the year before. Nearly all classes of merchandise sold in larger volume. Starting with a 26.7 per cent. increase in net sales of shoes during March as compared with a year ago the principal gains in order of their importance were in sales of toys and sporting goods, musical instruments and radio, men's and boys' wear, women's and misses' ready-to-wear goods, luggage and other leather goods, women's ready-to-wear accessories and men's furnishings. Significant it is that smallest increase over the year previous shown by any of these classifications was 14.6 per cent.

The statistical position of the retailers was improved by a shrinkage in stocks of goods on hand that was almost as universal as the gain in sales. With two or three exceptions the department stores record a smaller stock of goods on hand than a year ago for their important classifications.

Not so striking is the improvement in wholesale trade although it too despite one less working day than in March last year reports progress. Substantial seasonal gains were recorded over February. Net wholesale sales of men's clothing, silk goods, machine tools, paper, diamonds and jewelry were larger than a year ago.

What future reports will show nobody knows but it is difficult to see any indication of a recession in business based on high money rates from the Reserve agent's new survey of retail and wholesale conditions in this district.

Paul Willard Garrett.
[Copyrighted, 1929.]

Prospect Is For Easier Rates in Money.

April's rate of industrial production sets a new high for that month in history, but not until the figures all come in during the next two weeks will we know whether it will likewise established a record for all time.

The flow of industrial activity has been accelerated steadily since the beginning of this year with no indication yet of any abatement in business. Fresh peaks in industrial production for all time were set in January, February and March in the face of predictions at the year's turn that industry soon will begin to feel the pinch of dear money. If the index of industrial production for April does not actually top that for March—April had fewer working days and a New England holiday—it probably will exhibit a sharper improvement over the same month a year ago than in March.

Consequently May presents no fresh



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signs for alarm in industry, but on the contrary it does present a sustained flow that had not been anticipated. The steel mills are running at capacity. The pace of automobile production continues higher. And in the building industry, that had shown signs of recession earlier in the year, there are now indications of improvement. Yet it must be confessed that fundamentally the credit position which worried many at the beginning of the year has undergone no fundamental statistical change.

That the Reserve has not been successful in reducing member bank loans on securities more than \$200,000,000 since early February does not mean, however, that its efforts have been in vain or that still dearer money lies ahead. On the contrary the February-March-April adjustments have moderated the public's speculative fever. If the market has not submitted very willingly to liquidation efforts it has turned more temperate in its demands for funds.

Now that the seasonal peak in the demand for funds in industry has been reached the presumption is that the pressure on the country's credit structure will lighten and that money from now on will become easier rather than firmer. The substantial cut in the Reserve's bill holdings reduced the portfolio below its level at any time in recent years so when the autumn demand for funds appears the Reserve will be in a strong position to ease conditions through its bill purchases.

Paul Willard Garrett.

[Copyrighted, 1929.]

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 30—We are just beginning to notice that spring is here, this being the first week we can find no snow piled in places where the sun could not make an impression. Some of the trees are budding and the warm rain has given the grass a start, but we seem to be about one month behind, as compared with Lower Michigan cities, so we have a shorter spring, but the good old summer time seems to make up for late springs. The country roads are now all in good condition, with the frost all out of the ground, making automobile travel a pleasure.

The Soo Automobile Club held its annual banquet at the Hotel O'Jibway Monday night with Capt. W. S. Gilbreth, of Detroit, and Grover C. Dillman, State Highway Commissioner, as guests of honor and the principal speakers. Francis McDonald, the local president of the club, acted as toastmaster. A discussion as to the feasibility of the operating by the local club within limited zones of an emergency road service was part of the evening programme. There was also presented suggestions to increase the annual membership dues to \$5. Delegations from the Ontario Motor League, Soo, Ont., were guests at the banquet.

John Fehner, one of the popular merchants of Raber was a business caller last week, taking back a load of supplies.

The police department is doing a rushing business since the notice was given that the traffic law would be enforced. There is a long list of the fines collected daily, and most all are old drivers who should know better. The speed limit and stop signs don't mean maybe, so it will soon be safe to travel within the city limits.

The W. L. Cherry clothing store, 618 Queen street, East, Soo, Ont., has sold all of its stock to A. L. Virene & Sons. This will give Mr. Virene two stores, one at either end of the city.

The advantage of the competitive capitalistic system is that no device or method lasts long when something better is offered.

Sixty new cottages are to be built at Albany Island this year by the Naomikong Club. Plans have been completed for the enlarging of the present club house by the addition of a large living room and a modern kitchen. The improvement program includes refurnishing throughout. The Naomikong Club has been presented to the National headquarters of the Isaac Walton League of America, which has approved of the organization. Repeating a plan that was in effect last year, any boy selling one membership in the Naomikong Club will be rewarded with a free trip and vacation at the Club during the coming summer. A boys' camp was operated last year.

The New St. Marie Hotel opened for the season last week. For the past month the decorators have been busy repapering rooms, painting and varnishing the floors and the hotel opened entirely redecorated. C. G. McIntyre, manager and one of the owners, was here for the opening. He has been managing the Northern Hotel, at St. Ignace, during the winter. Mr. McIntyre feels very optimistic as to the business here this year, which promises to be the best tourist season yet.

R. G. Ferguson, President of the Soo Hardware Co., returned last week from Florida, where he and his wife spent the winter. He has enjoyed the cold season in the South and returned in the best of health, but pleased to get back to his home town for the summer.

To balance your budget you have to do one of two things—spend less or earn more. William G. Tapert.

Empty Railroad Seats.

Railroad passenger receipts touched in 1928 the lowest point they have reached in the last twenty years, and passenger agents are out scurrying for business. As usual, the automobile is blamed for the losses. Some of the roads have checked its inroads by improving the comforts and luxuries offered. In other cases control of bus lines has served the purpose. On the whole, however, there is a distinct tendency on the part of the old order to give place at certain points to the new, and it is not clear that much can be gained by trying to stem the tide. Incidentally, also, the airplanes have still to be reckoned with. But the place of the railroads is secure as far as can be foreseen. The great mass of travelers must still use them, and in spite of the motor trucks, general internal freight distribution is not feasible except by rail. What the railroads need most are a complete understanding of their case by the public at large, adequate terminals, and consolidations in the interest of economic operation. They will gain nothing if they lost sight of these essentials while scrambling for a few extra passenger fares.

What the back-yard gardener would ask of the scientist is that he discover a method of transmuting empty tomato cans into good fertilizer.

The talking movies, of course, will become more intelligible when they learn to speak English.

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Real Valuation, official estimate\$29,295,388

Assessed Valuation, 1928 23,729,264

Total Bonded Debt, including this issue 857,000

Total Bonded Debt less than 3.62% of Assessed Valuation

1929 Population, official estimate—12,000

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MUTUAL FIRE INSURANCE

The Background of Mutual Insurance.

Something of the worth of an idea may be judged by its background. History has its value for thoughtful people. No project gets far without soil and roots, and in its relation to the life of to-day history is a study of these essential things. When such study reveals to us that existing institutions had their origin in human need, and were developed by the unselfish thought of great minds, the disclosure enhances our estimate of their worth—and rightly so.

Modernists though we may boast ourselves to be, if we are possessed of any measure of caution we do not lay aside a certain degree of suspicion in our enquiry when we approach consideration of the new-fangled overnight development, the mushroom project. It may prove on investigation to be of great merit; to be an inspired answer to some immediately pressing problem. But as to that we need to be satisfied by thorough test. We must await the trial to which time and experience will put it.

But a different mental attitude may well accompany approach to an institution with a history which traces its birth to the labors of great intellects, and to the sponsoring of lives marked by devotion to the public welfare. When such an institution has persisted for nearly two centuries, winning ever wider acceptance and increasing steadily in its usefulness, the presumption unquestionably is in its favor. The suspicious element in our enquiry may be discarded safely.

Mutual insurance had its origin in human need. Obvious as that statement may be it deserves emphasis, because insurance in this form has an eye single for the satisfaction of need, and none for its exploitation. That has not always been true of institutions arising out of the necessities of life. Many of them have been created for the main purpose of making the necessities of others as a means of profit. There is virtue in motive. We can be a little more certain of the plan which is primarily designed to serve than we can be of that which is primarily designed to sell. The focus of attention on its conception and elaboration is more friendly to the user.

Mutual insurance in the United States dates back to the middle of the eighteenth century, when the nature of building construction, the methods of lighting and heating, and the primitive provision for protection in case of fire made the hazard of loss through conflagration a constant anxiety to the home owner and the merchant. Here was a need which was keenly felt. Many a good citizen had seen the labor of a life-time destroyed in a few hours, and had been forced to begin again from a veritable zero hour—an hour when he could count nothing as his own.

It was in this situation that one of the greatest minds America has produced, a mind more versatile than any other in the annals of her great sons, began working on the problem which it presented. Benjamin Franklin,

printer, statesman, inventor, philosopher—the man who put to the test and proved the truth of the old Scriptural saying, "Seest thou a man diligent in his business. He shall stand before kings"—turned his profound but essentially practical intellect to devising an effective method for providing against the tragedy of fire loss.

Franklin has been called the philosopher of thrift, and his interest in this problem was but a phase of that instinct which made him indignant always at the sight of waste. There can be little doubt that often when he retired to his bed chamber carrying a lighted candle, or sat over his books at night reading by some flickering flame, or kindled a blaze on frosty Philadelphia mornings in the stove which he had invented, there was present in his thought the fear that some mischance might make him the unwilling incendiary of his own fortune. Beyond question he had heard the alarm at midnight, and hastily donning garments had run to the aid of some neighbor whose home or place of business was being devoured by fire.

Out of his thinking came the Philadelphia Contributionship in 1742, which by its very name conveys the mutual principle on which it was founded. Franklin had no idea of making money out of his neighbors when he called them together. His one purpose was to organize them for mutual protection. He and they would have easier minds; would face the hazards of the future with greater confidence, if the joined hands for the united safeguarding of the fruits of toil and thrift. The essential feature of the plan was a pooling of contributions upon a basis which forethought guided by experience, could furnish, in order that if any one of them suffered from fire there would be a common fund from which he might be reimbursed, at least in part.

That has remained the essential feature of mutual insurance. There has been great improvement in method, but the principle is unchanged. Time has proved its worth. To-day it is providing a larger measure of security at less cost than any other system of insurance. Experience and science have given to the element of forethought, by which the measure of the contributions—or premiums—must be gauged, a far sharper precision, and the principle has been extended to many other hazards than that of fire.

Another great intellect which was associated with the beginnings of mutual insurance in the United States was that of Chief Justice Marshall, whose vast knowledge of jurisprudence and extraordinary keenness of mind, rank him among the world's ablest thinkers. That his approval should have been set upon the mutual method is conclusive testimony to its soundness.

With such a background mutual insurance justly calls itself American insurance. Its roots are bedded deeply in American soil, and have in them the finest fiber of American life.

Giving birth to an idea is one thing; raising it to maturity is another.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

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LANSING, MICHIGAN

FACTORS OF SAFETY

Which Carry Us Through Times of Crisis.*

You have asked me to discuss what may be the factors of safety in financial crises. May I say that if I had a solution for this problem I would not be working as a country banker in a small city, but I would be in demand as an authority in some large financial center.

After all, if we try to analyze what those factors may or should be and to see what particular factors we should employ to protect all of us from losses in any sort of financial upheaval, I can not but believe that we must go back to the simple rules which have obtained through all time and which begin with the care the individual takes in handling such capital as he has, in order that by proper turn-over of it and proper management of it he can not only protect the capital with which he started, but constantly add to it an increment of profit. The first principle is for each one to know exactly what he has in the form of assets to operate with and he must know that, not only at the start of his operation, but must continue to keep such careful account as will enable him to know at frequent periods exactly where his operations are tending.

I think we can feel that with all the modern mechanisms that have been established for determining the costs of operation of all sorts of industries, including all sorts of retail as well as manufacturing and larger industrial ventures, that the factors necessary for the profitable operation can be pretty well forecast and that given a certain amount of capital and a certain volume of business, we can expect that there will be approximately certain fixed expenses to be met according to this volume.

Let us take the shoe business, or any retail business as an illustration. A man has a certain amount of capital to put into the shoe business; just what the unit of capital investment in merchandise is for a successful investment in merchandise is for a successful operation, I do not know, but assuming for the moment that the man has \$10,000 with which to start a small operation; out of this he must put a part of it into the arrangement of his store, into fixtures and into preliminary expense necessary to enable him to display his goods in proper form so that the trade is willing to patronize him, and that he can keep track of his stock and be ready to fill the requirements of the trade. He has perhaps exhausted 25 per cent. of this \$10,000 in getting started and getting his equipment ready. He then, we will say, invests \$6,000 in a stock of merchandise and keeps a cash reserve of \$1,500. If a stock of \$6,000 is a fair stock for him to carry and he is in shape to replenish his stock frequently from the manufacturers so that he does not have to carry a larger stock than this and he can turn this stock over frequently enough so that the gross profit in such

turnover enables him to pay his running expenses out of it and to add a factor of profit besides, all well and good. If on the other hand he finds it necessary to carry a stock of \$12,000 and goes in debt to his factories for the extra amount of stock that he has to carry, he must then figure this extra carrying charge. I am not attempting to give an actual situation because I am not familiar with the retail shoe business nor do I know what stock one must carry nor what volume one must have in order to produce the desired results.

No merchant or manufacturer, in my judgment, should extend himself beyond his own cash capital by any obligations which he can not pay promptly

peace-time occupations. The result was that every merchant and every manufacturer suffered enormous inventory losses on any goods he had in stock and the Nation as a whole ceased to buy products in any such volume as it had heretofore consumed. It is argued that if the country had continued for another period in active production and consumption that these factors would have all taken care of themselves; that the factories would still have been able to liquidate their stocks of merchandise at a profit and all would have gone well. But there would have come, sooner or later, the required readjustment. I have in mind certain particular industries which were particularly affected by the sharp drop-

merchants a stock of goods which are out of season or out of style, but leaves the merchant ready to take up with any new kind of merchandise which pleases the public fancy for the moment. The manufacturer also keeps his stock down to what he can promptly move.

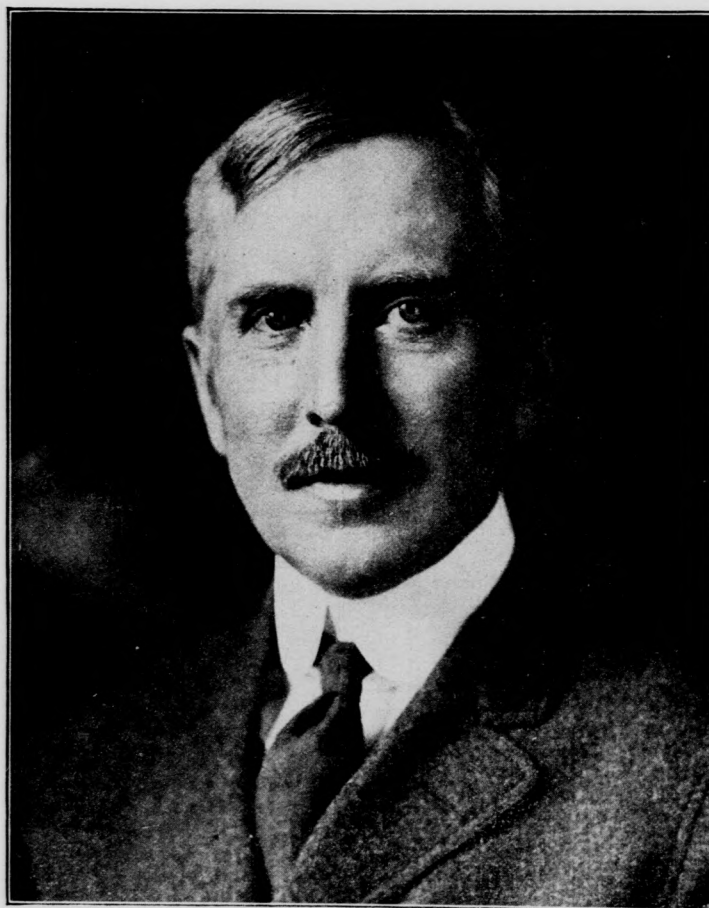
The typical position which any merchant or manufacturer should take with a given amount of capital for a given industry has been pretty well standardized. Men can now tell in advance about what their fixed expenses should be in a given industry with any given amount of capital. There will always enter in, however, the personal equation as to the ability of one man to operate with a given amount of capital as against another man with the same amount of capital in a given industry. Some men are instinctive managers of properties; others are not. The habits of thrift and executive ability are always very important.

We see now a tendency in business for the employment by great organizations of chain stores to handle most of the standard products which people want. We find these chain stores establishing themselves in all communities and we appreciate certain advantages that they have in the matter of buying large volumes of goods and getting price discounts. The smaller merchant must buy in very much smaller volume and oftentimes is not permitted to get as low a price. The small merchant therefore must economize in other ways and must keep his overhead expense down in order that he may compete with the larger organization, and he must add a factor of personality and enthusiasm which the ordinary employee does not have. But in both of these forms of operation, there must be careful management, avoidance of waste and strict attention to the economies in order for either one to make money.

What relation does such an operation have to financial crises? I think the only relation it has is that every one must prepare to operate largely within his own resources and be in shape to liquidate his outside debts within a reasonable time, no matter what crises may occur. He is then proof against bankruptcy and failure in business. There are numerous exceptions of men who by taking a large speculative chance and as we say, "riding out on the end of a limb" have still been able to get by and by dodging the periods of serious business depression have accumulated large fortunes while violating the principles which I have laid down; but year in and year out, these are the principles which are permanent and necessary for the average man to follow if he would make a success of his business.

One should not speculate outside of one's own business unless it is with funds not necessary for the protection of one's business and where a possible loss in such ventures would cause embarrassments to that business.

One of the danger signals for the merchant is the accumulation of dead merchandise which does not move and which has absorbed so much of his



Clay H. Hollister.

when due, and he should be financed in such a way as will enable him to take all available discounts. If a merchant can by liquidation of his own merchandise take care of the obligations over and above his own capital investment within a reasonable time of their maturities, he need have no fears about financial crises.

In 1921 we faced in this country a very serious crisis, brought about by the fact that we were endeavoring to sell a volume of products in this country far in excess of the actual needs of the country. We were carrying over into a peacetime production the extravagant facilities which had been built up during war-times for the purpose of taking care of an enormous destruction of property, causing waste and overproduction of goods which must necessarily sooner or later be liquidated in

ping off in inventory values. The retail trade was in the habit of keeping on its shelves enormous stocks of goods; they bought merchandise for their probable selling needs for months ahead; assuming that because they had always bought merchandise in this fashion, that the same method would always obtain. The result of the last ten years of experience has brought about a great change in methods of merchandising, so that now a merchant throws back on the manufacturer the need of keeping the surplus stocks. The retailer buys from hand to mouth; he buys in small quantities; expects prompt shipment and buys only what he expects to sell within a very short period. The working of this system is after all a very much healthier and better plan than the old plan because it does not leave on the shelves of

*Paper read before Grand Rapids Credit Men's Association by Clay H. Hollister, President Old Kent Bank.

capital in more less permanent fashion. The same danger is with the manufacturer who has built merchandise which does not move or when it moves, has to be sold at a large discount.

These are standard danger signals which are manifest to all of you but which apparently have always to be reviewed in order that one operating a business must continually keep, as the ignoring of them is liable to cause them the greatest trouble.

To-day there is a vast amount of detailed information available for the conduct of business. We have statisticians who compile all sorts of data from which we can make deductions which may or may not be helpful in our business. We have not time in the ordinary course of human affairs to absorb all these facts and to direct our conclusions into a course of action. But I think we do feel that more and more the great business houses are passing on such information to the smaller operators as will be most helpful to them and keep them from making mistakes in their operation.

Financial crises in a particular industry are often brought about by flood or fire or some calamity. Of these we need not speak. We can carry insurance to protect us against the ordinary hazards. We cannot carry insurance to guarantee that business shall be run with efficiency and brains. It would be very helpful if we could. There are factors of safety which the prudent operator will employ in building up reserves which are not used and which are outside of his business perhaps, which can be called upon in case of unusual stress in his business. The same controlling idea is that which impels the provident man to accumulate for his old age funds which will enable him to live comfortably after his active years are over. The ordinary hazards of business which can be protected by insurance, should be so protected.

I quote from a recent article "Forecasting and Planning is the essence of modern day business management."

"It is not the function of an individual or a department; it is the conscientious co-operative work of an organization. The American manufacturer can no longer determine his course according to his ability to purchase the necessary raw material and the capacity of his manufacturing facilities. No longer may he rest assured that there will be buyers for his products so long as he can manufacture them with reasonable cost efficiency and barring a general business depression. Competition is keen and the cost of manufacture is not the only factor determining the success of the manufacturer. The efficient employment of capital is of considerably greater importance and a sound economic method of distribution adapted to the particular circumstances is essential. Forecasting and planning is nothing more or less than a system of control whereby production, purchase of materials and the employment of capital are co-ordinated with sales requirements. Budgetary control is an apt phrase except that it is likely to imply a rigidity that

must be guarded against. Flexibility is a prime requisite so that there may be a quick response and thus a possibility of adjustment throughout the system to the requirements of changes of situation that are inevitable. The focal point of the system is the sales outlet. The ultimate consumer demand is the fundamental factor absolutely controlling the continued sale of any product."

I think we cannot regard the so-called business cycles as containing the handwriting of Fate. There is elasticity and must be; new factors all the time enter in to change any forecast based upon what has happened in the past. A business man therefore must be ready to adapt himself quickly to a change if he would avoid discouragement and distress. So I get back to the proposition with which I started and which throws upon the individual the need of using thrift and care in his plan of operation, of keeping his liabilities down so that they are within his own ability to meet within a reasonable time and that he does not undertake to so expand his business without proper protection of his capital, so that anything untoward may precipitate a crisis in his affairs. If one is willing to keep to this line of operation as a basic plan, one can to a very great extent avoid the necessity of consulting the various forecasts and prognostications. He is then in shape to handle himself in an independent fashion. While he may be able to get assistance from all of these factors which are available for any student of business affairs and may get a great deal of assistance out of them, at the same time he is operating on sound principles as a basis and will be able to meet any sort of a financial crisis.

A Business Man's Philosophy.

An old economic fallacy keeps bobbing up, to wit: That by raising wages demand for goods can be so increased that the productive machinery of the country will be kept busy.

This is a logical statement, provided the increase in wages so stimulates workers that they work more efficiently and produce enough more goods to offset the advance in pay.

But if production does not increase, then the additional wages must be added to the price of the goods, and it will simply take more dollars to maintain the same standard of living.

The real hope of general improvement of the living standard lies less in wages than in efficiency.

William Feather.

Experts Look For Hot Summer.

Retailers in Boston were recently addressed by weather service experts and were advised to plan for a Summer that will be hotter than normal. May and June, it was said, may be cool, and this is likely to lead the stores to under-estimate the demand for hot weather goods that will develop later. The Summer season, the experts said, will come in full force in July and August, and hence mark-downs should be taken later than usual this year.

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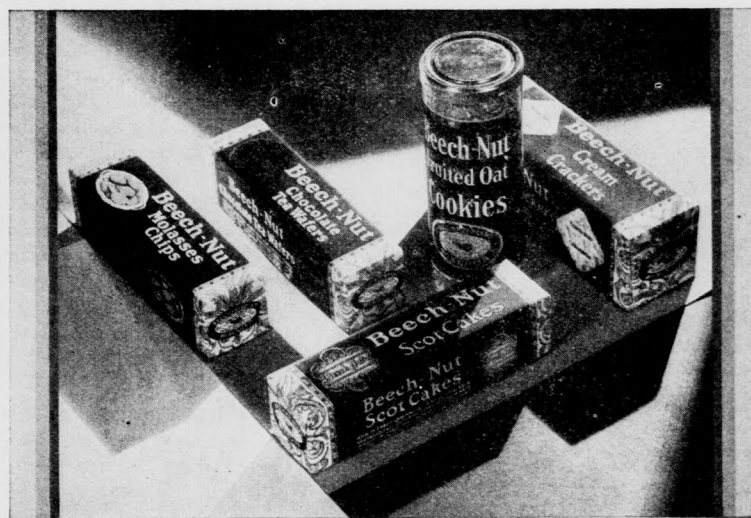
It Makes Friends For The Dealer

WORDEN GROCER COMPANY

Wholesalers for Sixty Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.



They call them "Biscuits" in England

Crisp, tempting crackers . . . with all the character of imported biscuits and at domestic prices. A perfect biscuit for every occasion.

Fruited Oat Cookies, the ideal between-meal snack for youngsters and grown-ups. Scot Cake to serve with ice cream and preserves. Tea Wafers and Molasses Chips for afternoon tea; and the crisp, flaky Cream Cracker to serve with soup, salad and cheese.

Sell the Beech-Nut Biscuits as an assortment.

Note: Beech-Nut is on the air every Friday morning. Over 19 stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen is telling leading home makers about new and fascinating ways to prepare and serve Beech-Nut Foods.

Beech-Nut

FOODS OF FINEST FLAVOR

DRY GOODS

Michigan Retail Dry Goods Association.
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First Vice-President — G. E. Martin,
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Secretary-Treasurer — John Richey,
Charlotte.
Manager—Jason E. Hammond, Lansing.

The Handbag For Plus Sales.

As long as the ensemble idea dominates the mode, just so long will costume accessories retain their importance as style items rather than as merely practical articles of dress. Since Paris has launched the new dressmaker mode as the logical development of the ensemble idea there seems to be little doubt but that a brilliant method of exploiting merchandise for greater volume of sales, will be continued indefinitely.

The dressmaker mode of the spring reflects the growing tendency on the part of fashionables to patronize the "little dressmaker" who designs custom-made clothes and assists in the selection of suitable accessories for each costume. These are ensemble costumes in the best sense, and many of the dressmakers in Paris, as well as the important couturiers design their own jewelry, handbags and hats for each costume, even designating the exact shades in gloves and hosiery to be worn, and the shoes to complete the outfit.

A perfect flood of new designs has been the result—in handbags, couturier jewelry and millinery. Unfortunately these accessories have been separated from their companion costumes in the general excitement of being imported to this country, and the favorite new game is trying to match them up again. This is so difficult that most women give it up, and use color as their guide to assembling a wardrobe.

This is where the shoe retailer can step in and capitalize the ensemble idea, with matching shoes and handbags, with buckles and ornaments to match couturier jewelry; sometimes as several shops are doing, with scarfs, hats, bags and shoes, all of the same material.

Four years ago saw the beginning of the vogue for matching shoes and bags, and retailers who inaugurated it reaped more grief than profit. But those were the days when shoes and bags actually did match, not only in material, but in design and trimming details as well. This was not easy for the retailer, and the special-order game was bad for the manufacturer. But to-day the whole merchandising method is much simpler.

The designs for the most successful bag fashions originate in Paris—in addition to couturier styles there are designs for bags sponsored by the famous jewelers, bottiers and milliners of the Rue de la Paix. The smartest bags are made in shoe leathers, and the sagacious retailer can have them copied in the leathers and colors that he uses for shoes. It is totally unnecessary to change the design to conform to the trimming details of the shoes. The clasps, the decorative handles, the shapes, of these new bags, represent their fashion appeal.

By a simple process of style exploitation women were educated first to buy bags and shoes in the same colors, and they are buying them now in the same color and material. There is really no reason under the shining sun why shoe retailing should not include the exploitation of bags in very simple leathers; in shoe leathers and shoe colors. These bags are available in styles copied from the best French originals, in every line of handbags in the market. These can be bought to retail at prices from \$2.95 to \$35. A curious twist of the feminine mind makes it possible to sell a bag for \$15 to wear with shoes that sell for \$12.50. Groans from the grandstand!

Prominent shops in Manhattan feature ensembles of shoes and bags as a matter of course, and occasionally they sweeten their regular offerings with ensemble sales of shoes, bags, buckles and stockings. Now, with jewelry to match shoe buckles and ornaments, in wood, colored stones and metal, they can add jewelry to the ensemble list. Few stores would care to go drug store in the modern manner and add gloves in the new pastel color doeskins and washable suedes, but a few have been known to do it, and don't forget the scarf, shoes, hat, bag ensembles.

To-day neither the manufacturer of handbags nor the manufacturer of other dress accessories is afraid to play with color. Some of the smartest new gloves include those in pale pastel leathers—blue, chartreuse, mimosa yellow, pink—which echo the costume color but do not match it. Taking their cue from successful retailers who brought over their own importations of bags in costume colors they could not find here, the bag manufacturers are now featuring their best numbers in both slate and marine blue as well as navy, in two or three shades of green, in reds and purples and the sunburn shades like cafe au lait, caramel bisque and golden beige. These in addition to black and brown, and all of them in soft boxed calf or smooth shoe calf, as well as novelties like diced calf and other glazed leathers.

The larger department stores paved the way. They were the first to capitalize the growing demand for accessories in costume colors, in colors that are part of the fashion picture. These wise merchants were the first to discover too, that women no longer buy accessories for occasions, they buy them for costumes. One large establishment has an ensemble department where all the accessories, that should be worn together, are assembled with the apparel. Ask any saleswoman in the bag department of a big store how customers shop for handbags. Do they ask for a practical bag for shopping, or for travel, or do they want some special type for dress wear? No, they ask for a bag in a certain color, or a particular leather, or bring a dress sample to be matched, or choose it to harmonize with their shoes.

Ruth H. Kerr.

What is now required is a place for motorists to park while they go to look for a place to park.

"DOOM"

Special Profit Offer

"Doom" spells sure, quick death to insects.

Here is a big DOOM profit deal for you—a waiting profit! Fill in the order blank. Satisfactory results are guaranteed your customers, for DOOM insecticides will make good—or we will. The only insecticides that are sold on a "NO RIDDANCE NO PAY" basis.

6— 40c Roach Doom
4— 75c Roach Doom
1— \$1.25 Roach Doom
6— 50c Liquid Doom
10— 75c Liquid Doom
10— 25c Doom Sprayers
6— Mouth Sprayer N/C

Special Offer Price \$ 9.95
Regular Cost ----- 12.66

You Save ----- \$ 2.71
Retail for ----- \$19.65
Your Profit ----- \$ 9.70

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Counter Card and Display Material Free!

MAIL THIS ORDER TODAY

EDGAR A. MURRAY COMPANY,
2701 Guoin Street, Detroit, Mich.

Please ship special "Doom" combination order, No. One.

Date Wanted -----

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

They Accept It

Offer your customers Carnation Milk, what happens? Why, they accept it instantly, because they know and trust it. And they like your store better for offering them the best seller among all the scores of brands of evaporated milk.

Carnation Milk Products Company
Carnation Bldg., Oconomowoc, Wis.



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\$1,000,000 of Assets.

14th Successful year.

State-wide Organization.

April shows large increase in business.

Over 6,500 cars insured and renewed during the month of April.

Over \$6,000,000 paid in claims since 1915.

See local agent or
write to

Citizens'
Mutual Automobile
Insurance Company
Howell, Michigan

SHOE MARKET

Michigan Retail Shoe Dealers Association
President—Elwyn Pond.
Vice-President—J. E. Wilson.
Secretary—E. H. Davis.
Treasurer—Joe H. Burton.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

"In the shoe store of 1929, special feature lines offer a wonderful opportunity to build sales and add to net profits," convincingly remarked John H. Waller, manager, shoe department, Crews-Beggs, Pueblo, Colorado.

"An orthopedic customer, rightly sold, is a customer for life. This customer comes to you with a problem of comfort and health. You solve it. If you sell this customer right, you correct the foot trouble, you give the customer what she wants in respect to price, and you satisfy the desire which every woman has for appearance.

"Customers who repeat are the ones who count in the retail shoe business. And there is no one like the orthopedic customer who can so surely, and in such large numbers, handled with expert attention, be made into a many-time repeater.

"I have a platform for successful promotion of orthopedic shoes. It has been successful in rapidly increasing our volume, and in making our store the headquarters for orthopedic shoes in the Pueblo territory.

"First, offer superior service in lines. We have three lines in my department. One of these is what I consider the best-known line by long odds. The customer can obtain in this of us anything from quadruple A to D and from 4½ to 10. There is no question whatever that a great many orthopedic buyers have been misfitted in the past. The store which has superior service in lines has no fundamental reason for not giving a perfect fit.

"Our three lines give the customer an orthopedic shoe at the price he wishes to pay. If it is \$7, he gets it—as he does, too, if it is \$12. And he gets the shoe which, in appearance, satisfies. As practical shoe men we cannot discount the tremendous opportunity in orthopedic sales which the superior style service of to-day affords us.

"Incidentally, let me mention that in our bargain basement shoe department, managed by Frank E. Leonard, the store offers another line of orthopedic shoes at \$5.85.

"Second, let the public know the orthopedic department is a major one with you. There is never a time that a visitor to my department hasn't our service in orthopedic brought to her attention. We use mounted advertisements of our leading line, from prominent magazines. These are placed, with a thought for harmony, about the department, upon the carpeted floor. We may not have every style, but we usually have most of them. Some of the national advertising of orthopedic shoes is especially good. Colors are sometimes run on to lend appeal. We have one easel, of the common window display type, which we keep in use. At our cash register is a dealer help—a modeled foot—of one of our lines.

"We make liberal use of mats and other newspaper advertising aids furnished us by makers of our orthopedic lines. I personally prefer Sunday insertions.

"Then our orthopedic lines are represented in window displays. One of my policies is to display without price cards. As I have already suggested, we plan to cater to the customer, giving her exactly what she wants, including an orthopedic, at the price in her mind; but we keep the price in the background in our merchandising.

"Third, fit the customer right. That sounds like the obvious, doesn't it? My observation is that failure to fit properly is one of the reasons why some stores fail to make progress in orthopedic lines. With the scientific devices now available for use in fitting, there is no excuse whatever for incorrect fitting.

"It is a question, only, of exercising due care in working with the customer.

"Fourth, guarantee all fittings. We do not make this a talking point, but invariably a customer who comes back with a complaint that the fit is not satisfactory is immediately, and without any argument, taken care of.

"The shoe man who will spend much time on the floor, keeping close check of his salespeople; who doesn't hesitate to make necessary changes in the interest of increased efficiency, will correct any disposition on the part of salespeople to be careless in fitting. If the employee will not be trained, then he should be supplanted by someone else.—John T. Bartlett in Shoe Retailer.

Watch Reptile Leathers For Fall.

Outside of the marked rise which has occurred in the price of reptile leathers, as compared with a year ago, quotations on women's shoe leathers have been fairly stable. The craze for watersnake continues a feature, but some in the trade believe it has now reached its apex and is being affected by its use in cheaper shoes. The view is taken that while reptile effects will, according to all indications, be good for Fall, favor will swing to different types. It is expected that the trend in this direction will become defined in the next few weeks.

President Hoover certainly made a bad mistake when he continued Jimmie Davis in office as labor commissioner. No union propagandist has any claim on such a job, because only two per cent. of the working men and women of America belong to the union. Under President Coolidge Davis spent most of his time away from home, talking unionism and seeking members for the Loyal Order of Moose, of which he is the official head. Under Hoover Davis remains in Washington and tends to his business, if there is such a thing as business in the labor bureau under a man who excuses the murders daily committed by union thugs and arsonists as essential to the amelioration of mankind through the leadership of union labor.

The more interest you put into your work the less tired you become.



America's foremost coffee for more than half a century

*It is a matter of record in the history of the coffee trade that Seal Brand was the first coffee ever packed in sealed tins.



CHASE & SANBORN'S SEAL BRAND COFFEE

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

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.

Putnam's

OUTING BASKET OFFER

WITH Marshmallow Fish

Retail value of
Candy ----\$6.60
Basket --- 1.50
You make 65%
PROFIT on the
Candy and have
the Outing Basket
in addition.

GET YOURS
NOW.

Offered by
National Candy
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PUTNAM
FACTORY
Grand Rapids, Mich.



DIMENSIONS, 20 IN. LONG,
13 IN. WIDE, 10 IN. HIGH

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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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.

How a Reading Grocer Built Up Business.

What has become of the advantages that were to accrue from the Van Camp-American Can case? Or is it discovered that differences in prices charged "regular" grocers contrasted with what chains pay do not, in fact, amount to much?

Gaining a point at law is like securing a copyright or patent: The gain is merely the privilege to fight for our rights on new grounds. To attain any advantage we still have to do our own fighting. I wonder if failure to stand up and fight may not be a chief weakness with grocers.

Following on the discovery that chain retail prices differ from what individual grocers charge by only about 2 per cent. comes one who points to another change which has crept silently upon us. That is what is called "voluntary chains." These are numbers of grocers who join forces voluntarily to buy or to sell on the same basis. Such organizations devoted to buying are common. Some look after both buying and selling. That of Petersburg, Virginia, of which I wrote an account last week, is the only one I know of devoted only to selling.

But already, we are told, there are as many grocery stores linked together in "voluntary chains" as there are grocery units in all the chains. Here then, is a balance of power of which we have taken scant notice to date.

Eight or ten years ago I paid my last visit to Reading, Pennsylvania, where this happens to be written. Headquarters wrote special instructions that I should surely visit the store of Sam Richards, already famous as a retailer of fruits and vegetables. I remember his store struck me forcibly because it contained virtually no fixtures whatever. If the stock were removed, the store would be like a barren barn. Yet it was a wonderfully attractive store by reason of the abundance of fresh perishables displayed with the true simplicity that is real art, every item absolutely perfect in condition, all priced correctly in line with their value.

Memory was a bit hazy after all these years and much travel in many states, but I seemed to know there was a fine fruit store in Reading, and sure enough I found it again. It would be useless to try to describe the piles, pyramids, open boxes, wrapped crates, skillful use of crepe paper and excelsior to set off the colors and character of the wonderful stock; but no display anywhere could have been more tempting.

New furniture and suitable fixtures have been installed and the stock now includes a choice assortment of the fanciest groceries; but the beauty of

the whole is the complete absence of dust, disorder, decay or imperfection; and all that means work—hard work and lots of it.

When I report on such a store I get the answer: "O, yes, I know. You can have such a store in a big city"—but this is in Reading, a city of 115,000. Or the response is: "O, yes; but Richards has all the millionaire trade of Reading."

But as usual neither answer satisfies. For the fact is that Richards holds the position he does because he has earned that position and he retains it because he works to hold it. And that means that—as usual—the instructive point is not that Richards has the millionaire trade of Reading, but how he got that trade. For when he started, twelve years ago, say in 1917, he had the proverbial nothing and no trade at all. He got that trade by deserving it through having the best merchandise, skillfully displayed and by rendering the right kind of service.

Richards renders service. He has never catered to the "cash trade," which always is cheap and bargain hunting. He has always devoted himself to the legitimate field of the neighborhood food merchant, the family, telephone, credit, delivery trade—the best trade in any town or city.

Make no mistake about it: the best in goods and service is the winner always and ever. The man who fears he may get too fine stock cuts himself off from his own best opportunity.

But this recipe happens also to be good in any line. Here is some history of the operations of the perishables buyer of a chain of sixty or so grocery stores:

Beginning in 1923 with twenty-one stores, he sold what cost \$156 weekly in each store, nearly half the business of many of them. This was sold with little profit because the effort was to build the business. Next year—1924—profits, net, were 10 per cent. part of the year and 15 per cent. part, with sales which averaged \$152 per store with margin just over 25 per cent. average.

In 1925 heavy competition developed, so sales were cut to \$131 per week, but margin was maintained at 22.8 per cent. Effort was made next year to enhance the mark-up. That cut sales to \$125 weekly per store, but margin was kept at 26 per cent. In 1927 average sales in larger number of stores was held at \$125 per week with margin of 32.42 per cent. Next year—1928—management demanded more margin, so sales were cut to \$112 per store but margin was 35.88 per cent.

"Now," asks the perishables manager, "how was it possible to get these results which a total increase of more than 25 per cent. in margin, with competing chains handling virtually same lines at practically cost? Here's my answer:

"I gave them good stuff all the time. Days when merchandise was not up to my standard I passed it up. This meant that some days we did not have a full line, but what we had was fit to sell and to eat. I never broke my neck to get the first shipment of any

(Continued on page 31)

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.

The Toledo Plate & Window Glass Company
Glass and Metal Store Fronts
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.
Agency for Remington Cash Register Co.
Call 67143 or write

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

GRAND RAPIDS PAPER BOX CO.

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

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.

Cooler Weather Meat Favorites.

Pork sausage, like oysters, is no longer a strictly seasonal dish and considerable of this delicious meat product is manufactured throughout the year. However, it is not generally sold in retail stores during the warmer months since its keeping qualities are not so good as other kinds of sausage and there is less demand for it. Wholesalers, however, commence their manufacturing and packing earlier than formerly and during September when the weather is reasonably cool good sized supplies are made available to consumers.

The keynote of the manufacturing process at the present time is quality, and production managers try to outdo each other in putting out the kind of sausage that the public really wants. Of course there are some pork sausage even to-day that are made cheaply, but the greater part of the total supply is as good as manufacturers know how to make it. The inferior product may be readily recognized by those who study the appearance of the high quality product. Pork sausage should be made entirely of pork to bear the name and the proportions of fat and lean pork should be just right to make a product lean enough to cook out without excessive loss and yet it should contain enough fat to make it juicy and moderately soft.

Sausage that is made properly presents a pinkish-red appearance due to the presence of the lean meat in sufficient quantity. Even among the highest quality brands, however, the color may vary according to the fineness of the ground pork, but even when the meat is finely ground—which gives it a lighter color—the bright, attractive appearance is always present in strictly fresh sausage.

Some manufacturers add small amounts of ground beef or veal. The addition of beef gives the sausage a color that is somewhat less pale than when not used and unless the product is consumed within a day or so after manufacture this color increases so that it becomes quite pronounced, especially in spots where the links—when prepared that way—touch each other. The veal, on the other hand, gives sausage a moderately pale color unless the veal happens to be quite red. The addition of beef and veal is not permitted when sausage of this kind is manufactured under Federal inspection—as much of it is to-day—unless the fact of its presence is stated on containers.

While some manufacturers have built up quite a reputation on sausage containing moderate amounts of beef or veal other makers see no advantage in its inclusion. At all events strictly high quality sausage can be made without the addition of these products. Too much fat or the addition of such cheapening products as beef tripe or

hog stomachs produces a pale looking product and can be quite readily identified.

Unless stomachs and tripe are particularly finely ground a small amount of uncooked sausage in the mouth will detect their presence by the feel of a coarseness on the roof of the mouth, somewhat as coarse meal would feel. Some manufacturers of cheap sausage of this kind add cereal and its presence can be instantly learned by simply touching the meat with the moistened cork of an iodine bottle. If the iodine does not change in color none is present, but if present the color will become very dark instantly. This is a simple and interesting experiment that every housewife should be familiar with.

Cost of Changing Models.

Henry Ford hasn't said anything about it, but the balance sheets his company has to file in Massachusetts throw some light on the subject. We learn at least that during the two years involved in the operation surplus went off 115 million, reserves nine million and cash 138 million dollars. How much, if anything, was paid in dividends is not disclosed. Assuming that the company preferred to conserve all its resources—an assumption that is merely a guess—these figures give us a tolerably accurate idea of the problem mass production on the largest scale must face when it undertakes to keep pace with fashion.

If we go back far enough in the record we get a glimpse, too, of what opened Ford's eyes to the need of a new model. From 1923 to 1925, inclusive, his surplus had been growing at the rate of about 115 million dollars a year. In 1926, best year of all, the addition was only 75 million. Apparently the demand for Model T was petering out. The momentous decision to get into line with popular preference for good-looking, more substantial cars of varied hue was made early in 1927. The company was at its strongest. Its surplus was 698 million, its cash 414 million dollars. It could afford to take a chance with Model A, even if Ford didn't know to a day how long he would be out of production or to a dollar what bills for new machinery and tools he would have to pay. The world has never seen such a scrapping of out-of-date stuff, such a demonstration of Ford's own dictum, that industry cannot afford to hang on to implements and ideas that have been superseded. Now that we know something about the price, all sorts of questions arise. Did Ford wait too long? Was he taken unawares when he might have been ready? Was he unnecessarily lavish? Not that such questions throw doubt on the ultimate outcome of his new investment. But because in circumstances not wholly dissimilar Chevrolet seems to have done a pretty big job of like character at very much less expense of time and money.

There can be knowledge without wisdom, but there is no such thing as wisdom without knowledge.

Better set your mark too high than not set one at all.

MICHIGAN BELL TELEPHONE CO.

LONG DISTANCE—

Rates are lowest on Station-to-Station calls—i. e., when you are willing to talk with anyone who answers.

LONG DISTANCE—

Calls can be used advantageously by salesmen.

LONG DISTANCE—

Calls may be made collect if the person receiving the call agrees to accept the charges.

LONG DISTANCE—

Calls frequently are more economical than letters.

LONG DISTANCE—

Calls are speeded when the telephone number is furnished. If you do not know the number—ask Information.

LONG DISTANCE—

Rates are surprisingly low.



Don't Say Bread

— Say

HOLSUM



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

HARDWARE

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

Possible Side Lines For the Hardware Dealer.

Apart from recognized hardware lines, there are numerous sidelines which hardware dealers may find it advantageous to handle. There is no uniform rule as to what will be found profitable. Some dealers find a plumbing and tinsmithing department worth while; others do not. Some dealers link farm implements and small hardware; others find it better policy to concentrate on the latter. The matter is one, partly of business aptitude, and partly of the response that may be expected from the community the dealer is serving.

There are less usual side lines than these, however, that dealers here and there have found it worth while to handle.

For instance, some dealers sell baby buggies in competition with the furniture dealers. Others do not. Of those who do sell them, the larger proportion are hustlers; while others are mere order-takers. Naturally, the hustlers secure the most satisfactory results from this trade.

Few hardware dealers give much attention to baby buggy repairs. As a rule, when anything goes wrong the purchaser goes to the dealer from whom he bought. The latter does not carry spare parts in stock. He rummages through his everyday stock, and if he can find a nut or thumb screw more or less suitable for the purpose, he supplies the deficiency in some sort of fashion. If a more important part is required, he will order from the manufacturer, this involving a tedious wait of days or weeks on the part of the customer, and costing the dealer a great deal of time spent in answering enquiries as to why the missing part has not arrived and when it is expected.

Here and there a hardware dealer takes the attitude that the business worth handling at all is worth handling properly; and that this applies to baby buggy repairs quite as much as to more important lines. Hence the dealer carries a small but comprehensive stock of parts likely to be required for repair work, and develops a sort of repair department which is usually delegated to a member of the staff who shows aptitude for the work. Dealers who handle bicycles and do bicycle repairs most naturally gravitate to this class of work.

As with the bicycle, a good feature for the hardware dealer handling such a department is the spring overhauling. Unlike the bicycle, the baby buggy or go cart is apt to be in use all winter; but whether in use or consigned to the lumber room, the spring overhauling is equally needed. The woodwork needs shining, the axles require cleaning and oiling, here and there a wire spoke needs adjustment, while the metal work should be polished. Far less work is required than on a bicycle; but there is not one go-cart in

a thousand that will not be the better for a good overhauling. The hardware dealer with an efficient mechanic in charge of the work will not merely be able to handle the job but will also be able to quote a price likely to appeal to the busy housewife.

"As bright as new" should be the watchword of the hardware dealer in catering to this line of trade; and his aim should be to turn out each renovated go-cart in as handsome style as possible. The appearance of the finished job will mean a lot to the folks who have to push the perambulator.

There are various methods of going after this business. The dealer should have a list of people who have bought go-carts from him. These can be reached by circular, or even by telephone. A paragraph or two in connection with a spring housecleaning circular, calling attention to the dealer's facilities for overhauling baby buggies, will help.

In the dealer's newspaper advertising, reference can be made to this line of service; possibly a few "local readers" can be used to advantage. Once started, customers will do a great deal to advertise the department.

Very little investment should be necessary; the initial expense being merely the amount required for a small stock of parts (which will be ultimately used in any case) and a small quantity of oil, varnish and metal polish, all carried in stock. The only other necessary item is an appliance for fitting wheels with new rubber tires, together with a small stock of the various sizes of hard rubber. The demand for new tires to replace those which wear out is pretty steady, particularly after a hard spell of winter.

Catering to the spring overhauling will generally bring the dealer any subsequent repair trade; and will help to bring business in new buggies.

Some large dealers make furniture of all kinds an important side-line. It is, of course, a line that requires special study and a pretty sound knowledge; yet it is a line which can often be handled in conjunction with hardware.

Refrigerators of various types are a recognized hardware line; and there is good business to be done in the electrical and gas types of refrigerator. Here the dealer has to compete to some extent with the electrical shops and the gas and electric companies themselves. Yet considerable business can be done.

On the other hand, the trade in kitchen cabinets lies between the hardware dealer and the furniture store. The kitchen cabinet has become a necessity in the modern home; it is just as common a feature of kitchen equipment, almost, as the kitchen range. Even where the hardware dealer does not handle furniture, the kitchen cabinet is a logical item in his household department, and it is through this department that feminine customers can be quickly and effectively reached.

There is a sound reason for this. The average woman visits the household department of the hardware store

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

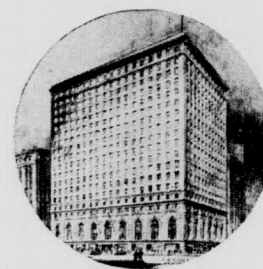
Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

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)

Direction Bowman Management

WM. J. CHITTENDEN, Jr., Managing Director

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

ten times for once she visits the furniture store. Every few days she needs some little article for the kitchen. Every time she comes in to buy a saucepan, a nutmeg grater or a pie pan, she sees the handsome line of kitchen cabinets; and if she has not one already, it is not long before she becomes interested. In fact, the wide-awake clerk will seize the first opportunity to tactfully direct her attention to the line.

One hardware dealer referring to his first experience in handling kitchen cabinets, says:

"The amount of business we did went far beyond our expectations. Although the profit is a generous one, we consider the publicity and the fact that the line attracted many new women customers to the store, is also an important feature. Women who came in to see the cabinet—we were featuring a new type—were readily interested in other lines as well."

The dealer who handles the line should, of course, push it aggressively, particularly if it is a new line with him. To merely stock the cabinets and wait for business to come is not enough. The line should be advertised in the newspapers, circularized and demonstrated.

The spring house cleaning season is a good time to push the sale of metal polishes. There are very few homes that have not some article in need of polishing. Many householders will buy the smaller sizes, some will take the larger cans, and letters and samples sent to auto owners and hotel keepers will usually bring a good response.

There has been a big increase in the consumption of metal polish in the past few years. Hardware dealers and garages are doing a lot of business with car owners. Hotels and apartment buildings are also large users. The increase in the use of brass and nickel plated articles necessitates the purchase of polish. Banks and public institutions of various kinds, fire departments, stores and motor boat owners are all possible markets for polish.

The trade with householders is also increasing, as a result of the increasing sale of brass jardinières, fern dishes, umbrella stands, and similar articles, and the more general installation of solid-cast locksets.

Some dealers have worked up an exceptionally large business in this line. One firm a few years ago sold mostly the smaller sizes, and none larger than 50c. A large number of these small orders came by telephone, necessitating delivery; which made the business rather expensive.

The firm decided to push the sale of larger sizes. A good-sized stock was put in, the largest can retailing at around \$2. and a can half that size at \$1.10. The smaller sizes were of course stocked; but the salespeople were instructed in all cases to point out the economy of buying the large sizes. Many customers took kindly to the suggestion, with the result that many large tins were sold to customers who had previously bought in the smallest sizes. To the suggestion that customers would spend less money for

polish through getting a larger quantity for their money, the dealer stated that the purchaser with a large can was less sparing with the polish, used it right along instead of spasmodically, and got better results; while the dealer benefited by avoiding the necessity of frequent deliveries of small orders.

In catering to the business, the dealer made regular displays of metal polish, usually featured by showing a tarnished jardinière or other article partly polished, the contrast making the display very effective. Small samples of polish supplied by the manufacturer were handed out to customers and prospects. Motor car owners were circularized, the dealer's letter explaining the merits of the polish, urging the economy of buying the large size, and giving the car owner the privilege of taking home a gallon can on trial. If, after trying it out, the customer was not entirely satisfied, he was privileged to return the can and get his money back. Though a lot of polish was sent out on this basis, in not one instance was a can returned. Hotel keepers were personally canvassed; and a demonstration was given in the store.

Considerable business can be done in the spring and early summer in spraying materials and equipment, particularly in fruit growing districts. The line is one which requires a little study, but fits in very well with other hardware lines. Small hand sprays for rose fanciers and flower and vegetable growers, together with insecticides of various kinds, are readily saleable.

Victor Lauriston.

Builders' Hardware Sales Off.

Almost continuous rains throughout April in a considerable part of the country retarded business in builders' hardware. This was especially true of the types which go into small homes, particularly those of the suburban variety, and was due to the inability of builders of these dwellings to carry on their Spring activities in a normal way. Another factor which has held back building this Spring is the difficulty of obtaining first mortgage money. This was attributed to the large sums being diverted to call loans, which have indirectly taken toll of builders' hardware sales.

Cherry Buds.

I knew that you would come again
To beautify my tree
I knew that you would come again
In nature's imagery
And furthermore your buds would open
To satisfy both faith and hope
And prove their destiny.

For life there is, succinct secure
Within a cherry tree
And life there is which will secure
The hopes of you and me;
Like when a harvest brings a sheaf
It but intensifies belief
In continuity.

I watched you through the bitter snows
Which overcast the sky
I watched you through the winter snows
When others passed you by;
But winds which blew through branches bare
Shall later waft your sweetness where
It yet will glorify.

I cannot ever think a tree
Is not a human thing
Nor do I ever pass a tree
When it is blossoming
But what my faith receives a thrill
Which quickens hope—I hope until
The last awakening.

Charles A. Heath.

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

Nucoa

KRAFT K 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

Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

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.

Link, Petter & Company

(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING

GRAND RAPIDS, MICHIGAN

The Brand You Know
by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

There is nothing better than our
FULL COVERAGE POLICY.
American Mutual
Automobile Insurance Co.
701-2 Building & Loan Bldg.
Grand Rapids, Michigan.

When you want good cheese
ASK FOR

KRAFT K CHEESE

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra man's 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

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

Stonehouse Carting Co.

GENERAL TRUCKING

338 Wealthy St., S. W.

Phone 65664

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.

NEW ERA LIFE ASSOCIATION

Grand Rapids.

SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, May 10—The recent educational conference, held at Lansing, under the auspices of the Michigan Hotel Association, proved to be an outstanding success. It was given full recognition by the faculty of the State College, and had the full co-operation of many of the leading hotel men of the State. The preliminary work of organization was in the hands of Miss Ruth Myhan, manager of Hotel Shamrock, South Haven, and it was exceedingly effective. Aside from regular programmed addresses by speakers of prominence, a number of short talks were made by active hotel men occupying different spheres of activity. In fact the three days were unusually full of good and effective work. Such conferences are a good thing for the fraternity at large as well as for embryo hoteliers growing up under them, and should be encouraged.

A hotel manager told me the other day that notwithstanding the fact that the last Congress passed a law legalizing the return of hotel keys by mail "collect," there is but little abatement of the trouble and but very few keys are returned by this method. In fact, it is a matter of moment, that at a recent convention of hotel men in a middle state, a very large percentage of participants were offenders.

Some systematic operators are now paying good money for the inspection of their hotels by outside individuals who call themselves hotel doctors. They make criticisms accompanied by practical suggestions, and if the operator is wise, he carries them out to the best of his ability. I know a very successful resort hotel operator who yearly installs a society "bud" in his establishment, for the sole purpose of finding out just what his guests think about his service—something he would have small chance of discovering himself owing to the reticence of patrons. When his inspector reports adverse criticism to him, he at once, without embarrassing anyone, proceeds to make corrections and he receives many compliments for alleged thoughtfulness.

Greeters everywhere are arranging for visiting Detroit next month for the annual National convention of that body. Los Angeles members are going by a special train, and I notice that Seattle's organization are planning a trip by airplane. The big show will certainly draw some attendance.

The recent action of the Michigan Legislature, whereby the State undertakes to duplicate with its dollars such amounts as may be raised by community and other organizations, seems to have struck a popular cord, and there is much evidence of activity everywhere. California, one of the best advertised states of the entire galaxy, years ago adopted similar methods and now it has become a regular program. Michigan has very much to recommend it, in many ways, and this new method of further publicity ought to prove a whirlwind.

Detroit hotel men don't propose to be imposed upon by fly-by-night advertising schemes. Hereafter the solicitor for special advertising will have to provide himself with an identifying card, issued by the secretary of the Detroit Hotel Association, without which he will find he cannot make sufficient noise to get anywhere. Personally I think as a rule hotel men are unsophisticated in the art of advertising. To be sure there are some who patronize publications which reach the class of people they are catering to, but many confine their efforts to pub-

lications designed only for hotel operators—not cash customers—and wonder why they cannot show results.

The New Adrian Hotel, Adrian, conducted by Roll Sweet, recently deceased, for many years, has passed into the hands of Robert L. Powers, of that city, who will continue its operation. Mr. Powers expects to add fifteen rooms to his equipment and make various other improvements. Heretofore the New Adrian has catered to men only, but henceforth both sexes will be entertained. Roll Sweet will be remembered as the individual who locked up his establishment every Friday afternoon, giving his help a week-end vacation, re-opening each Monday following. It is said that whenever a "hang over" guest was on his hands, he would convey him to some other local hotel and call for him on Monday.

One hotel journal intimates that the price charged for strawberry shortcake in many catering establishments, is inadequate. If the delirium constructed on the French pastry order, is what he is referring to, may be so. It is rather more or less of a souvenir, and might be priced accordingly, but I would hate to pay the price. When it comes to the good, old-fashioned kind, made out of short biscuit dough covered with oodles of ripe berries, why then there is a chance of its being under-priced, especially as epicures regard it as invaluable.

The announcement of a new hotel to be built on the site of the present Park Hotel, at Monroe, has been made. The new hotel will contain approximately 150 rooms and will cost upward of half a million dollars. It will be a financial success if the present operator, C. B. Southworth, remains in charge. He has demonstrated his ability covering a service of many years, in the present Park.

The Harvey eating houses are branching out in an Easterly direction, and arrangements are completed for their occupying the new union depot, at Cleveland. The Harvey system is certainly an institution. In all my travels I never discovered their equal. No matter where you find them, in the larger town or the desert wastes, they are always the same—purveyors of the finest, seasonable foods, at fair prices and officered by individuals who are trained to meet the public with satisfaction.

A few years ago we used to find the drug stores designated by globes of various colors in the windows. If you chanced out at night to get a prescription filled, you knew from the signs just where to head for. Now, instead of paragonic or iodine, you are likely to run foul of clam chowder or pumpkin pie, and instead of a registered pharmacist—a cook. To-day when a man meets you on the street and asks you to direct him to a drug store, you have no means of knowing whether he requires provender or physic. Who ever hears of rolling pills or crushing herbs any more? Very soon the cigar stores will be following suit, and you will have the amalgamation of strawberry shortcake and "barking dog."

In the matter of cashing checks for strangers it is well for hotels to be emphatic, something along the line of the observation confronting the guests in an Arrowhead Lake Hotel, that—

We will crank your car,
Or hold your baby;
We cash no checks—
And don't mean maybe!

Or similar to the restaurant which put up the sign that "We have an arrangement with the First National Bank whereby they serve no food and we cash no checks."



HOTEL BROWNING

150 Fireproof Rooms
GRAND RAPIDS, Cor. Sheldon & Oakes
Facing Union Depot; Three Blocks Away

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"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

"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.



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.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Charles Renner Hotels

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

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

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

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

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

St. Joseph and Benton Harbor hotel men are going to pool their advertising efforts into one jack-pot of \$5,000 and spend it judiciously. The move is in proper hands and will undoubtedly be the means of securing delivery of the bacon.

What interests me is to know whether the new movement favoring five instead of three meals for day is sponsored by the "Society in Favor of Tipping," or for the purpose of producing horrible examples among dyspeptics.

The Detroit Hotel Association has been invited to hold its next session at Flint, as the special guests of Harry R. Price, general manager of Hotel Durant. Their last blowout was held at the Norton-Palmer, Windsor, Ontario, as the guests of Preston D. Norton, as manager.

I have just learned, with much regret, that Eugene Lachance, who was very largely responsible for the return of Grand Hotel, Mackinac Island, to the list of dividend-payers, has disposed of his interest therein. He is one of the best fellows it has ever been my pleasure to catch up with, and while he never claimed to know much about the minutia of hotel operation, the public generally liked him for what he really was—a high grade gentleman, and an ideal mixer. I hope he remains in Michigan and continues to minister to the wayfarer.

J. William Porter, who was connected with various Detroit hotels, and for some years secretary of Detroit Greeter Charter, is now connected with the Greenbrier Hotel, at White Sulphur Springs, Virginia.

Frank S. Verbeck.

What a Preacher Thinks of Chain Stores.

I am a pastor in the mid-West. I face a two-fold problem in this section. In the center of an agricultural territory I am dependent for financial support on a community which hardly ever thinks except in terms of coal mining. When the mines run the community is prosperous. When they shut down it is not.

And the prosperity of the community is reflected in the work of the church. Just now it is the lack of prosperity that is thus reflected. And the results are well nigh disastrous.

Into this community of which I speak there have come three chain stores. These stores have brought low prices and a lowered morale among the business men of the community. Their offerings cover the field of groceries, general merchandise, notions, clothing (men's and women's) fruits and meats.

During times of prosperity our merchants gave liberal credit to their customers, and now they watch these customers spending their ready cash at the chain store, while the old accounts remain unpaid.

Now, the crux of the situation as far as the church is concerned came rather forcibly to my attention in the last few weeks. In spite of our stringency we are boldly proposing to put up a new church building. Overcrowded condition makes this imperative.

So we turned to our most liberal givers, who, not surprisingly, were the substantial merchants, business and professional men of the town, and presented the matter to them. The re-

sponse was sincere and in many cases sacrificial. But in every case there was the facing squarely of the situation created by the chain store.

This fact suggested to me that I write to the management of these stores which had precipitated the situation in the community, and suggest that they show their interest in our religious enterprise by making an actual contribution to our work, equal to the average at least. I quote herewith a paragraph from the reply of one of their executives:

I am sponsoring several projects of magnitude either of a philanthropic or semi-philanthropic nature which require large financing. It is therefore necessary that we conserve our funds very carefully in order to carry our own projects to completion. For this reason, I am finding it necessary to decline financial assistance to many worthy causes with which I am in entire sympathy.

As a matter of fact, this paragraph explains several things to me. Out of my limited experience as a pastor I have found that a great share of the financial burden of the church, benevolent and local, has been borne in the past by our local business men. Today these same business men are watching the money honestly owed to them by their debtors being spent at the chain store.

And this money is thereupon diverted away from the community into channels which are naively designated "our own projects." I know that in this community the chain store is costing us each year as a church the difference between \$700 and \$1,200 in world service money, and perhaps the difference between an adequate church building and a delayed building program just now.

Benjamin A. Schwartz.

Dealer Not Liable For Selling Explosives To Minor.

Many states have enacted laws regulating the sale of explosives. In the majority of states, however, hardware dealers are permitted to sell explosives to whom they desire, but they may be held liable in damages for injuries sustained by persons who are mentally deficient or too young to appreciate the dangers when handling the explosives.

On the other hand, in litigations of this kind, hardware dealers can avoid liability by proving that the person who purchased the explosives, or other dangerous devices or apparatus, possessed sufficient mentality to realize the hazards.

For illustration, in *Bolar vs. Maxwell Hardware Co.*, 271 Pac. 97, it was disclosed that a boy 15 years of age purchased 35 cents worth of black gun powder at a hardware store, intending to use it in a homemade toy cannon. He loaded it with the powder and when the fuse was lit, the cannon exploded, throwing the boy to the ground, breaking his right kneecap and severely injuring him otherwise. The injured boy's parents filed suit against the hardware company to recover damages, contending that the latter was responsible and liable for the injuries because the explosives should not have been sold to the small boy.

The hardware company contended

that the boy was negligent in loading the dangerous cannon, considering his age, education, intelligence, knowledge, and experience.

It is interesting to observe that although the lower Court held the injured boy entitled to recover damages in the sum of \$7,500, the higher Court, in view of the hardware dealer's contentions, reversed the lower Court's verdict, saying:

"Children, as well as adults, should use the prudence and discretion which persons of their years ordinarily have. The law imposes upon minors the duty of giving such attention to their surroundings and care to avoid danger as may fairly and reasonably be expected from persons of their age and capacity. In the present case he must be presumed to have had all the qualities ordinarily belonging to a person of his age. While a minor is not to be held to the same degree of accountability as an adult, still he may, under certain circumstances, be guilty of contributory negligence, and he is held to the same degree of responsibility as a normal, ordinary boy of his own age, unless the presence of special circumstances, such as mental inferiority, excepts him from application of the rule."

Leo T. Parker.

Farm Auction Conducted Eighty Years Ago.

L. Balsbaugh, of Mt. Morris rural route, No. 1, has in his possession the following item telling of an auction sale in Kentucky eighty years ago.

Having sold my farm and as I am leaving for Oregon territory by oxen team on March 1, 1849, I will sell all my personal property except two oxen teams, Buck and Ben, Lon and Jerry, consisting of the following: 2 milk cows, grey mare and colt, 1 pair oxen, 1 yoke, 1 baby yoke, 2 ox carts, 1 iron plow with wood mould board, 800 feet of poplar weather board, 1,000 three-foot clap boards, 1,500 10-foot fence rails, one 60-gallon kettle, 85 sugar troughs made of white ash timber, 10 gallons maple syrup, 2 spinning wheels, 20 pounds mutton tallow, 1 large loom made by Jerry Wilson, 300 poles, 100 split hoops, 100 empty barrels, one 32-gallon barrel of Johnson-Miller whisky, 7 years old, 20 gallons of apple brandy, one 40-gallon copper sill, 4 sides of oak tanned leather, 1 dozen wooden pitch forks, a one-half interest in tan yards, one 32-calibre rifle, bullet molds and powder horn, rifle made by Ben Miller, 50 gallons of soft soap, hams, bacon and lard, 10 gallons of sorghum molasses, 6 head of fox hounds, all smooth mouthed but one.

At the same time I will sell my six negro slaves, 2 men 35 and 50 years old; 2 boys 12 and 18 years old; 2 mulatto wenches, 40 and 30 years old. Will sell all together to same party as I will not separate them.

Terms of Sale—Cash in hand or note to draw 4 per cent. interest with Rob McConnell, security. My home is two miles south of Versailles, Kentucky, on McConnell Ferry pike. Sale will begin at 8 o'clock a. m. Plenty to eat and drink.

Seasoned Sense.

This is Spring! Don't you love it! Every thing! Heaven above it! Every cloud which holds a shower Every bud which folds a flower Fascination every hour! Where is any one to doubt it Life would lose a thrill without it I am crazy just about it Showering, bowering Lowering, lowering All the Spring.

"S", "p", "r" and "i", "n", "g" Spell the thing! Don't you see! "S" is sunshine; "p" producing; "R" is rain and "i" inducing Nature's gifts: "n", "g" (reducing). There is not a season like it Anywhere you ride or hike it Hill and dale or prairie pike it Thrilling, stilling Filling, spilling Is the Spring.

Oh! The Spring! Don't you love it! Every thing! Heaven above it! Every cloud which rides a shower Every bud which hides a flower Fascinating every hour Who would ever dare to doubt it Life would lose its thrill without it Aren't you crazy too, about it Showering, lowering Bowering, lowering In the Spring.

Charles A. Heath.

It makes a spinster mad every time she hears of a widow's marrying again.

Fenton Davis & Boyle

Investment Bankers

Detroit
Grand Rapids
Chicago

We invite consultation regarding investments. Do not hesitate to take advantage of our facilities and experience, in creating a well-balanced list of income-producing securities.



HOTEL CHIPPEWA

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.

Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up
60 Rooms with Bath \$2.50 and \$3

CODY HOTEL

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

CAFETERIA IN CONNECTION

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.

Dried Yeast in Bread.

S. G. Willimott and F. Wokes have made extensive feeding experiments with standard vitamin B free diet to which dried yeast or yeast extract were added. In their discussion of results they summarize previous work on the relative diatetic value of white and brown breads, and point out difficulty which would arise from a milling point of view in any considerable alteration in the relative proportions of white and brown bread consumed. A practicable via media is offered by the method of adding dried yeast in proper amount to ordinary white flour. An average dried yeast is several times more potent in vitamin B than the fresh yeast employed in bread making. Such a product, used in the proportion of 2 to 4 per cent. of the flour, would yield a bread containing as much vitamin B as is found in the finest wholemeal product. A white bread fortified by the addition of dried yeast can be quite palatable and in no way offend aesthetic susceptibilities. Since dried yeast is a by-product in large industrial processes, supplies are readily and clearly available. This method of supplying vitamin B, as well as phosphates and other valuable constituents missing from white flour, necessitates no expensive new plant, nor the scrapping of that already in operation. Often the physician desires to administer larger quantities of vitamin B to make good, as rapidly as possible, a serious deficiency. In such cases yeast extracts appear to be very satisfactory because they can be easily administered in large, controlled doses. A potent yeast extract can be made, under properly controlled conditions, by a simple inexpensive method. The dried yeast which is to be employed in bread making should be examined for its constituents and specially tested for its content of vitamin B. The authors' experiments indicate that the employment of dried yeast, even in high proportions, is free from the danger of introducing toxic constituents such as are found in wheat germ. Another consideration is the growing practice of "bleaching" flour. Among the chemicals used for this purpose are ammonium persulphate, nitrogen peroxide, nitrogen trichloride, benzoyl peroxide, and chlorine. Apart from the probable inimical effects of these substances on health, which would be cumulative, their presence in bread would serve to lessen through oxidation the amount of active vitamin.

Stabilizing Anaesthetic Ether.

F. W. Nitardy and M. W. Tapley

find that peroxide formation in ether can be prevented by storing in containers in contact with copper in some form. The experiments indicate that copper surfaces act by preventing formation of peroxide rather than by removing peroxide when it has formed. Ether stored in glass or tin containers invariably develops traces of peroxides after several months, which process is accelerated by heat or light. Adequate contact with strips of copper, copper alloys, tarnished (oxidized) copper definitely inhibits peroxide formation, whereas tin strips in amber bottles have no effect. So far a complete understanding of the reactions has not been arrived at, but it is satisfactory to know that marketing of ether in copper-plated containers eliminates a difficulty hitherto universally encountered. The discovery enables the anaesthetist to be reasonably sure that an ether stored in contact with copper is peroxide-free regardless of its age and other storage conditions.

Tin Substitute Sought.

Not long ago a number of prominent engineers from all parts of the country gave considerable time to a discussion of the tin can. To those who look upon the tin can as useful only to supply the professional jokesters with something to tie up with the kitchenette housewife to amuse the readers of farm papers, this serious deliberation may be something of a surprise. Dr. E. E. Free has said that the tin can is one of the greatest of man's inventions. It enables him to store foods in a manner and for a length of time which would otherwise be impossible.

A certain food supply is the thing upon which all civilizations must be built. Eight billion tin cans are used each year in the United States, and the metal is becoming rarer. It is obvious that sooner or later a substitute will have to be obtained, as the cans must be cheap.

Alcohol From Sawdust.

As early as 1819 a French chemist showed that grape sugar could be made from linen rags, and since that time fermentable sugars have been made from many similar materials. In 1910 Arthur D. Little, Inc., made a comprehensive study of the problem and obtained data in a commercial plant, with conditions not under strict control, that indicated a yield of about ten gallons of 95 per cent. alcohol per cord, or sixteen gallons per ton of sawdust.

Somewhat later a patent was issued to Dr. Little on a process for converting a part of the cellulose into sugars through the action of a small amount of hydrochloric acid. This was subsequently converted into common salt, which was left in the food, increasing its palatableness to animals. Plants in both Germany and Switzerland are now making stock food by a similar process.

Lightning Not Wasted.

"With all that has been learned of electric energy—even the fact that every substance, every atom of matter, is composed of electrons, there seems

to be in nature no sort of waste, from man's utilitarian standpoint, equal to that of electricity." "In the form of lightning, electric energy to an enormous extent is dissipated in a mere fraction of a second to a degree which seems incredible when expressed in the exact terms of science."

But the electricity of lightning is not wasted. It performs a great service in the fixation of nitrogen which is washed into the soil, adding to its fertility. We can readily see the plants shoot up after the storm in a manner which cannot be imitated with the garden hose. There are many forces in nature to be tamed before we worry about the wasted energy of lightning.

Cleaning Out Old Stock.

A good method to clean out old stock is to select a dozen articles and display one of each, properly price-tagged, on a table in the middle of the store.

Advertising copy should announce that for the next ten days a dozen articles each day will be closed out at exceptional prices; that it will be worth the time of the customer to drop in and take a look.

"This plan," says a Toronto druggist, "will help keep stock clean and will make many sales of regularly-priced merchandise."

Provides Clerks With a Daily "Push List."

A druggist in Montreal has been successful in getting unusual co-operation from his sales force. He does it by means of a typewritten list of articles, which he hands to clerks as they enter the store in the morning. This list contains the names of five or six items, together with the price and a few selling remarks, which he wishes to have pushed during the day. The experience of this druggist suggests that many of the customers who enter the store can be sold at least one additional article if it is presented in the right way.

Preservation of Anesthetic Ether.

F. Bicknese reports that the addition of 1 Gm. of finely powdered iron (Fe) to 100 cc. of freshly distilled anesthetic ether prevents formation of peroxides. Samples kept for nearly two years were found to be free from peroxides. To ether containing peroxides, powdered iron was added; when tested nine months later the peroxide had disappeared. It is claimed that the iron powder does not interfere with narcosis, as the bulk remains in the bottle, and a small quantity on the mask.

Adrenaline Insoluble in Oils.

Adrenaline is insoluble in vaseline and in olive and castor oils. A stable, homogeneous emulsion of adrenaline hydrochloride suitable for therapeutic use may be prepared by dissolving 1 Gm. of adrenaline in 10 Gm. of alcohol with the aid of the smallest possible quantity of hydrochloric acid, adding the solution to 100 Gm. of castor oil, and making the mixture up to 1 litre by the addition of olive oil.

Let your work do your bragging—it's more convincing.

Civil War Against the Bug.

Grandville, May 7—The battle against the bug is now on.

Scientists tell us that the annual loss through destructive insects is not less than \$2,000,000,000. How does that range alongside the devastation of war?

It must be remembered that our fight against this enormous loss from insects is in the United States alone, and beside many deaths results from diseases conveyed by these bug enemies. It is a question that well may excite the interest of every citizen, rich or poor, and since the ravages of bugs and worms are on the increase it stands the American citizen in hand to look into the subject and start a war on the insect pests that are getting such a foothold in this country.

More energy and more scientific knowledge is necessary as well as active war on the bugs. It is a condition and not a theory that confronts the American citizen right now.

The Audubon society has been holding an election to decide which is to be hereafter designated as the Michigan bird. The robin has been selected, since no doubt redbreast was the best known bird by the people of the State.

Now that the question of a State bird has been settled we must not sit idly down while Mr. Bug and his sister Worm get in their ravages on our State crops and as well on the lives of many of our people.

Naturally when we mention birds we cannot help thinking of insects of which the feathered songster's food is largely composed. With enough birds there would be no bug question to agitate the public mind. Our citizens have themselves been largely to blame for the insect danger which confronts our State and Nation to-day.

Everybody knows that millions of dead sparrows, robins, chickadees and others of the bird family have been heartlessly slaughtered because our State Legislature so willed it. That legislature is now in session and it behooves the people to get busy and demand that a law be passed to the effect that everything that wears feathers is protected by law. Petitions miles long should stream into Lansing demanding the protection of our birds, from the lowly sparrow and sapsucker to the owl, hawk and crow.

Will the people take heed in time? The coming year is to see the greatest war in our history, the war on insects which unless waged to the death is to leave our people at the mercy of the bugs.

It is dangerous to mince matters. We must fight the bugs, conserve bird life or else see famine and pestilence sweep over the land. Now is the accepted time to begin the war. Hesitation or bungling will bring condign punishment to a great state.

Never was a war more imperative than this one to be staged against insect life. How this destruction of insects is to be accomplished must be left to the scientists and when the modus operandi is decided upon the hostilities should begin.

The fact that indiscriminate bird slaughter has been unwise has long since begun to creep into the legislative intellect, and undoubtedly our law makers will take kindly to methods calculated to save Michigan crops and lives and millions of dollars, so that it ought not to be a hard matter to get action for bird protection.

Had this been brought about years ago when the State teemed with large flocks of insect-devouring birds the task would not be large, nor prospect of loss so great as to-day confronts us. It has been said that it is never too late to mend which applies forcibly in the present instance.

Scientists may discover methods of warfare that will serve to wipe out a large class of bugs and worms, yet it is not expected that complete demolition

of these pests will be brought about.

Another saying, "eternal vigilance is the price of liberty," is apt in this case also. A people who are ever on the alert for danger are not as likely to be pressed into war as are those who sit around and let nature take its course.

Michigan people have done too much of this sitting around carelessly permitting the enactment of vicious laws which are fast proving our undoing. The tide of danger is now at its full and we must not wait until it has flooded the land in merciless devastation.

Poison sprays have been much in evidence which would need never have been necessary had our birds been left to their own work. The past, however, cannot be recalled. What has passed is beyond recall, but no time need be wasted in making amends for past foolishness.

The woods are full of statesmen who can tell all about wars and tariffs, and the proper manner of amending constitutions, but very few who are ready to don the armor of battle and take up arms in defense of our feathered inhabitants.

Even should the present threat of insect despoliation be noted and acted upon much of loss has been experienced, and it will require years to remedy the situation and bring back our old army of birds in plenitude of numbers sufficient to save the State from expensive insect wars.

Billions of money and a people's health preserved is worth a good strong battle which we believe the people of Michigan are ready to wage.

Old Timer.

Victory Goes With Unity of Control.

Business men may find inspiration to unity of effort in what has been said of Marshal Foch's supreme achievement. There may be differences of opinion among military experts as to the part played by the host of our fresh troops in the battle arena. Proponents of sea power may continue to believe that control of ocean-borne commerce was decisive. Importance is attached to the effect of President Wilson's utterances in breaking the morale

of German's fighting spirit. But all agree that what brought the war to a speedy end after the dubious days of the spring of 1918 was the masterly use made by Foch of the supreme power which was entrusted to him after four trying years of divided counsels among the Allies. The history of great commercial enterprises is replete with illustrations of the same principle. Success attends organization of efforts through many channels directed to the main objective under plans which reduce to a minimum any lack of harmony that interferes with concert of action. Great executives who accomplish notable results are those who make of common aim the mainspring of everything done under their direction. Foch's duties as generalissimo were short-lived because he used every force at his command with vigor and singleness of purpose. He made sure that the units were able to function with maximum efficiency and then drove forward as a coherent whole. This is the essence of leadership, whether it be concerned with armies of soldiers or armies of factory operatives and salesmen. They must be induced to work together if greatest triumph is to be achieved, a fact which is still ignored by many who ascribe to ill luck what is due to failure to realize one of the chief prerequisites to success.

Easy To Please.

"I'm afraid my husband hasn't any sales resistance."

"What's he done now?"

"In the first place, he let a man sell him a lot of land that was two feet under water, and when I insisted on his going and getting his money back, the man sold him a gasoline launch and copy of Golden Days in Venice."

Self-denial often is its own reward.

INSECTICIDES FOR 1929

Paris Green

Arsenate of Lead

Fungi Bordo

Dry Arsenate of Calcium

Dry Lime and Sulphur, etc.

Largest stock in Michigan. Stock now in, you can buy by the pound or a truck load if you are a dealer.

HAZELTINE & PERKINS DRUG CO.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	9 @ 20	Cubebs	5 00@5 25	Benzoin	@2 28
Boric (Xtal)	9 @ 20	Eigerson	6 00@6 25	Benzoin Comp'd.	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
Ammonia		Lavender Gar'n.	85 @ 1 20	Digitalis	@2 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25	Gentian	@1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@ 85	Guaiac	@2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 83	Guaiac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld. less	95 @ 1 08	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	92 @ 1 05	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,	3 00@3 50	Nux Vomica	@1 80
Peru	3 00@3 25	yellow		Opium	@5 40
Tolu	2 00@2 25	green	2 85@3 25	Opium, Camp.	@1 44
Barks		Orange, Sweet	12 00@12 25	Opium, Deodor'd	@5 40
Cassia (ordinary)	25 @ 30	Organum, pure	@2 50	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Organum, com'l	1 00@1 20	Paints	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 00@3 25	Lead, red dry	13 1/2 @ 14 1/2
Soap Cut (powd.)	20 @ 30	Peppermint	5 50@5 70	Lead, white dry	13 1/2 @ 14 1/2
35c		Rose, pure	13 50@14 00	Lead, white oil	13 1/2 @ 14 1/2
Berries		Rosemary Flows	1 25@1 50	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Sandelwood, E.	10 50@10 75	Ochre, yellow less	3 @ 6
Flsh	@ 25	Sassafras, true	1 75@2 00	Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	Sassafras, arti'l	75 @ 1 00	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Spearment	7 00@7 25	Putty	@ 5 8
Extracts		Sperm	1 50@1 75	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Tany	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Tar USP	65 @ 75	L. H. P. Prep.	2 55@2 70
Flowers		Turpentine, bbl.	@ 60 1/2	Rogers Prep.	2 55@2 70
Arnica	1 75@1 85	Turpentine, less	68 @ 81	Miscellaneous	
Chamomile Ged.	@ 50	Wintergreen,	6 00@6 25	Acetanilid	57 @ 75
Chamomile Rom.	@ 75	leaf		Alum	56 @ 12
Gums		Wintergreen, sweet	3 00@3 25	Alum, powd and	
Acacia, 1st	50 @ 55	birch	75 @ 1 00	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, art	75 @ 1 00	Bismuth, Subni-	
Acacia, Sorts	20 @ 25	Worm Seed	3 50@3 75	trate	2 25@2 52
Acacia, Powdered	35 @ 40	Wormwood	20 00@20 25	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Potassium		powdered	05 @ 13
Aloes (Cape Pow)	25 @ 35	Bicarbonate	35 @ 40	Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75 @ 80	Bichromate	15 @ 25	Calomel	2 72@2 82
Asafoetida	50 @ 60	Bromide	69 @ 85	Capsicum, powd	62 @ 75
Pow.	90 @ 1 00	Bromide	54 @ 71	Carmine	7 50@8 00
Camphor	90 @ 95	Chlorate, gran'd	23 @ 30	Cassia Buds	30 @ 35
Guaiac	@ 60	Chlorate, powd.	16 @ 25	Cloves	40 @ 50
Guaiac, pow'd	@ 70	or Xtal	16 @ 25	Chalk Prepared	14 @ 16
Kino	@1 25	Cyanide	30 @ 30	Chloroform	53 @ 60
Kino, powdered	@1 20	Iodide	4 36 @ 4 90	Chloral Hydrate	1 20@1 50
Myrrh	@1 15	Permanganate	22 1/2 @ 35	Cocaine	12 55@13 50
Myrrh, powdered	@1 25	Prussiate, yellow	35 @ 45	Jocoe Butter	65 @ 90
Opium, powd.	19 65@19 92	Prussiate, red	@ 70	Corks, list, less	30-10 to
Opium, gran.	19 65@19 92	Sulphate	35 @ 40	40-10%	
Shellac	65 @ 80	Roots		Copperas	03 @ 10
Shellac	75 @ 90	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@1 75	Blood, powdered	40 @ 45	Corrosive Sublim	2 25@2 30
Tragacanth	2 00@2 35	Calamus	35 @ 35	Cream Tartar	35 @ 45
Turpentine	@ 30	Elecampane, powd.	25 @ 30	Cuttle bone	40 @ 50
Insecticides		Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Arsenic	08 @ 20	Ginger, African,	30 @ 35	Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@ 08	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/4 @ 17	Ginger, Jamaica,	60 @ 65	Emery, Powdered	@ 15
Bordea, Mix Dry	12 @ 26	powdered	45 @ 60	Epsom Salts, bbls.	@ 03 1/4
Hellebore, White	13 @ 30	Goldenseal, pow.	7 50@8 00	Epsom Salts, less	3 1/2 @ 10
powdered	13 @ 30	Ipecac, powd.	4 50@5 00	Ergot, powdered	@ 4 00
Insect Powder	47 1/2 @ 60	Licorice	35 @ 40	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/2 @ 30	Licorice, powd.	20 @ 30	Formaldehyde, lb.	13 1/2 @ 35
Lime and Sulphur		Oris, powdered	45 @ 50	Gelatine	80 @ 90
Dry	08 @ 22	Poke, powdered	35 @ 40	Glassware, less	55%
Paris Green	24 @ 42	Rhubarb, powd	@1 00	Glassware, full case	60%.
Leaves		Rosinwood, powd.	@ 50	Glauber Salts, bbl.	@ 02 1/2
Buchu	@1 05	Sarsaparilla, Hond.	@ 1 10	Glauber Salts less	04 @ 10
Buchu, powdered	@1 10	ground	@ 1 10	Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30	Sarsaparilla, Mexic.	@ 60	Glue, Brown Grd	16 @ 22
Sage, 1/4 loose	@ 40	Squills	35 @ 40	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Squills, powdered	70 @ 80	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Tumeric, powd.	20 @ 25	Glycerine	20 @ 40
Senna, Tinn. pow.	30 @ 35	Valerian, powd.	@1 00	Hops	75 @ 95
Uva Ursi	20 @ 25	Seeds		Iodine	6 45@7 00
Oils		Anise	@ 35	Iodoform	8 00@8 30
Almonds, Bitter,		Anise, powdered	35 @ 40	Lead Acetate	20 @ 30
true	7 50@7 75	Bird, Is	13 @ 17	Jace	@1 50
Almonds, Bitter,		Canary	10 @ 16	Jace, powdered	@1 60
artificial	3 00@3 25	Caraway, Po.	25 @ 30	Menthol	8 50@9 50
Almonds, Sweet,		Cardamon	2 50@3 00	Morphine	12 83@13 98
true	1 50@1 80	Coriander pow.	40 @ 25	Nux Vomica	@ 30
Almonds, Sweet,		Dill	15 @ 20	Nux Vomica, pow.	15 @ 25
imitation	1 00@1 25	Fennel	35 @ 50	Pepper, black, pow	57 @ 70
Amber, crude	1 25@1 50	Flax, ground	7 @ 15	Pepper, White, pw.	75 @ 85
Amber, rectified	1 50@1 75	Foenugreek, powd.	15 @ 25	Pitch, Burgudry	20 @ 25
Anise	1 25@1 50	Hemp	8 @ 15	Quassia	12 @ 15
Bergamont	9 00@9 25	Lobelia, powd.	@1 60	Quinine, 5 oz. cans	@ 59
Cajuput	2 00@2 25	Mustard, yellow	17 @ 25	Rochelle Salts	23 @ 40
Cassia	4 00@4 25	Mustard, black	20 @ 25	Sacharine	2 60@2 75
Castor	1 55@1 80	Poppy	15 @ 30	Salt Peter	11 @ 22
Cedar Leaf	1 00@1 20	Quince	1 00@1 25	Seidlitz Mixture	30 @ 40
Citronella	4 00@4 25	Sabadilla	45 @ 50	Soap, green	15 @ 30
Cloves	27 1/4 @ 35	Sunflower	12 @ 18	Soap mott cast	@ 25
Cocanut	1 50@2 00	Worm, American	30 @ 40	Soap, white Castile,	
Cod Liver	2 00@2 25	Worm, Levant	6 50@7 00	case	@15 00
Croton	2 00@2 25	Tinctures		Soap, white Castile	
		Aconite	@1 80	less, per bar	@1 60
		Aloes	@1 56	Soda Ash	3 @ 10
		Arnica	@1 50	Soda Bicarbonate	3 1/2 @ 10
		Asafoetida	@2 28	Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@1 20
				Sulphur, roll	3 1/2 @ 10
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure	2 25@2 50
				Zinc Sulphate	04 @ 11

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

California Peaches

DECLINED

AMMONIA

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



APPLE BUTTER

Quaker, 24-12 oz., doz. 2 25
Quaker, 12-32 oz., doz. 3 35

AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
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 35
Calumet, 5 lb. doz. 12 75
Calumet, 10 lb. doz. 19 00
Rumford, 10c, per doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb. doz. 12 50

K. C. Brand

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
3 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 ----- 8 50
Red Kidney Beans ----- 11 00
White Hand P. Beans ----- 11 75
Col. Lima Beans ----- 15 50
Black Eye Beans ----- 14 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

Dbl. Lacquer, 1 gross pkg., per gross ----- 15

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Pep, No. 208 ----- 3 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, 13 ----- 3 90
Cream Barley, 13 ----- 3 40
Ralston Food, 13 ----- 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, ----- 2 85
Ralston New Oats, 24 ----- 2 70
Ralston New Oats, 12 ----- 2 70
Shred. Wheat Bis., 36s ----- 3 85
Shred. Wheat Bis., 72s ----- 1 55
Triscuit, 24s ----- 1 70
Wheatena, 18s ----- 3 70

BROOMS

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

BRUSHES

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

Stove

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

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 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 ----- 5 40
Apple Sauce, No. 10 ----- 7 50
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 ----- 7 50
Blueberries, No. 10 ----- 15 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 75
Peaches, 10, Cal. ----- 9 50
Pineapple, 1 sli. ----- 1 45
Pineapple, 2 sli. ----- 2 40
Pineapple, 2 br. sli. ----- 2 35
Pineapple, 2 br. sli. ----- 2 40
Pineapple, 2 1/2, sli. ----- 3 00
Pineapple, 2 cru. ----- 2 60
Pineapple, 10 crushed ----- 11 00
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 1/2 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. ----- 2 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
Lobster, No. 1/4, Star ----- 2 50
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 15
Salmon, Med. Alaska ----- 2 40
Salmon, Pink Alaska ----- 2 25
Sardines, Im. 1/4, ea. ----- 10@23
Sardines, Im. 1/4, ea. ----- 25
Sardines, Cal. ----- 1 35@2 25
Tuna, 1/2, Curtis, doz. ----- 4 00
Tuna, 1/2, Curtis, doz. ----- 2 30
Tuna, 1/2 Blue Fin ----- 2 25
Tuna, 1s. Curtis, doz. ----- 7 00

CANNED MEAT

Bacon, Med. Beechnut ----- 2 70
Bacon, Lge. Beechnut ----- 4 50
Bacon, No. 1, Corned ----- 2 65
Beef, No. 1, Roast ----- 3 00
Beef, No. 2 1/2, Qua., sli ----- 1 65
Beef, 3 1/2 oz. Qua. sli. ----- 2 15
Beef, 5 oz., Am Sliced ----- 2 90
Beef, No. 1, B'nut, sli. ----- 4 50
Beefsteak & Onions, s ----- 3 70
Chili Con Can., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 30
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 70
Potted Meat, 1/2 Libby ----- 52
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Qua. ----- 85
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1/2 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 1 05
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 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 40
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. ----- 1 85
June ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
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 1/4 ----- 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass ----- 3 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@3 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 35

OYSTER COCKTAIL.

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

CHEESE.

Roquefort ----- 45
Kraft, small items ----- 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, sm. tins ----- 2 25
Camembert, sm. tins ----- 2 25
Wisconsin Daisy ----- 25
Wisconsin Flat ----- 25
New York June ----- 34
Sap Sago ----- 42
Brick ----- 33

CHEWING GUM.

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

CLEANER

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

COCOA.



Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 35
Droste's Dutch, 5 lb. ----- 40 50
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Palms De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
Bons ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/4 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



COFFEE ROASTED

Worden Grocer Co.
1 lb. Package
Melrose ----- 37
Liberty ----- 26
Quaker ----- 43
Nedrow ----- 41
Morton House ----- 50
Reno ----- 38
Royal Club ----- 33

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

Leader, 4 doz. ----- 7 00
Eagle, 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 ----- 3 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 ----- 25 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 Dellosos ----- 130 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 ----- 10 00

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 ----- 1 75
Nibble Sticks ----- 1 75
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 ----- 28

Lozenges Pails

A. A. Pepp. 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 Bxs

Putnam's ----- 1 35
Smith Bros. ----- 1 50

Package Goods

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

Specialties

Pineapple Fudge ----- 19
Italian Bon Bons ----- 17
Banquet Cream Mints ----- 25
Silver King M. Mallowes ----- 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 Lav, 24, 5c ----- 75
No-Nut, 24, 5c ----- 75

COUPON BOOKS

50 Economic grade ----- 2 60
100 Economic grade ----- 4 00
500 Economic grade ----- 20 00
1000 Economic grade ----- 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 43

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 ----- 14
Evap. Ex. Fancy, P.P. ----- 16

Pearl

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

Raisins

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

California Prunes

60@70, 25 lb. boxes ----- 10
50@60, 25 lb. boxes ----- 11
40@50, 25 lb. boxes ----- 12
30@40, 25 lb. boxes ----- 13
20@30, 25 lb. boxes ----- 16
18@24, 25 lb. boxes ----- 18

Hominy

Pearl, 100 lb. sacks ----- 3 50

Macaroni

Mueller's Brands
9 oz. package, per doz. ----- 1

GELATINE

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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	36
-----------------	----

OLEOMARGARINE

Van Westnbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 50
*Reliable, 144	3 60
*Federal, 144	4 75
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Fancy Mixed	25
Fluberts, 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@25
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	
125 lb. bags	12
Fluberts	32
Pecans Salted	80
Walnuts Manchurian	55

MINCE MEAT

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

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
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, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz	2 75

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

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

PETROLEUM PRODUCTS.

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

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

16 Gallon, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

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

PIPES

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

Battle Axe, per doz.	2 65
Torpedo, per doz.	2 25
Blue Ribbon, per doz.	4 25

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif.	24
Good Strs & Hf., 15 1/2	@22
Med. Steers & Heif.	20
Com. Steers & Heif.	15@16

Veal

Top	20
Good	18
Medium	16

Lamb

Spring Lamb	31
Good	30
Medium	28
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	15
Loin, med.	24
Butts	23
Shoulders	19
Spareribs	15
Neck bones	06
Trimnings	14

PROVISIONS

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

Lard

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

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb. @28	
Hams, Cert., Skinned	
16-18 lb.	@27 1/2
Ham, dried beef	
Knuckles	@44
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@42
Mincing Hams	@21
Bacon 4/6 Cert.	24 @32

Beef

Boneless, rump	28 00@38 00
Rump, new	29 00@32 00

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

Silver Flake, 12 New	
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 10

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

Middles	20
Tablets, 1/2 lb. Pure	19 1/4
doz.	1 40
Wood boxes, Pure	30 1/2
Whole Cod	11 1/4

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

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
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	3 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT

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



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

BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Naphtha, 100 box	5 50
Flake White, 10 box	4 20
Grdina White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 124	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	60
Williams Mug, per doz.	48

CLEANSERS



80 CAN CASE, \$4.80 PER CASE

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	3 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00

Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 30
Sunbrite, 50 doz.	2 10
Wyandotte, 48	4 75

SPICES

Whole Spices	
Allspice, Jamaica	--- @25
Cloves, Zanzibar	--- @38
Cassia, Canton	--- @22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochon	--- @25
Mace, Penang	1 39
Mixed, No. 1	--- @32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@46

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 22—We have today received the schedules, reference and adjudication in the matter of Lawton D. Smith, Bankrupt No. 3769. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Woodland, and his occupation is that of a druggist. The schedules show assets of \$3,248.80 of which \$500 is claimed as exempt, with liabilities of \$2,929.93. 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:

C. D. Garn, Grand Rapids	\$885.00
General Motors Acceptance Corp., Grand Rapids	140.00
Fay C. Wing, Woodland	16.15
F. B. Elevator, Woodland	30.15
Woodland News, Woodland	68.10
Woodland Tele Co., Woodland	1.60
Consumers Power Co., Lake Odessa	6.56
Dan Green, Woodland	65.00
A. C. McClur Co., Chicago	9.09
National Grocer Co., Lansing	77.55
Parke, Davis & Co., Detroit	64.45
C. F. Skinner & Sons, Kalamazoo	115.53
B. W. Glaspie, St. Johns	136.04
Heyboer Co., Grand Rapids	60.51
Dr. Hess and Clark, Ashland, O.	140.60
Chas. J. Herbert, Traverse City	30.00
Johnson Paper Co., Kalamazoo	8.94
Detroit Times, Detroit	5.85
Elliott Grocer Co., Lansing	46.20
Great Lakes Coca Cola Bottling Co., Lansing	57.75
General Cigar Co., Chicago	7.70
Longmans Green & Co., New York	7.01
Hazeltine & Perkins, Grand Rapids	356.57
Herald, Grand Rapids	1.37
Bauer & Black, Chicago	8.97
Butler Bros., Chicago	45.73
X. Cigar Co., Grand Rapids	1.93
Upjohn Co., Kalamazoo	17.75
Vanden Berge Cigar Co., G. R.	7.86
U. S. Line Co., Westfield	16.44
Wm. R. Warner Co., St. Louis, Mo.	54.09
Zerlits Pharmacal Co., St. Joseph	20.66
Camera Shop, Grand Rapids	1.22
Frederick Stearns & Co., Detroit	40.84
Carroll Dunham Smith Pharmacal Co., New York	12.00
Triangle Art Co., New York	8.44
Houghton Mifflin Co., Chicago	25.94
Lyons & Carnahan, Chicago	18.90
J. B. Lippincott Co., Philadelphia	11.77
Hall & McCreary Co., Chicago	30.31
John Winston Co., Philadelphia	19.59
World Book Co., New York	19.32
Row Peterson & Co., Evanston, Ill.	24.80
Miller Ice Cream Co., Eaton Rapids	19.00
Jos. Schlagheck, Toledo	15.50
A. E. Briegleb, Grand Rapids	6.10
Vadco Sales Corp., New York	49.32
D. Appleton & Co., New York	7.14
Michigan School Service Inc., Lansing	12.74
Memillan Co., Chicago	27.66
John Wiley & Sons, New York	32.00

April 16. We have to-day received the schedules in the matter of Glenn P. McHugh, Bankrupt No. 3740. This is an involuntary case. The schedule shows assets of \$8,496.15 with liabilities of \$40,414.95. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Nat. Cash Register Co., Dayton	\$260.00
Pantlind Hotel Co., Grand Rapids	2,241.12
Cora Blodgett, Grand Rapids	500.00
Hart-Nash Motor Co., Grand Rapids	385.00
Press, Grand Rapids	92.56
Herald, Grand Rapids	250.00
S. S. Kresge Co., Grand Rapids	1,125.00
Watkins Letter Shop, Grand Rapids	11.10
G. R. Textile Mach. Co., Grand Rapids	15.00
Quimby-Kain Paper Co., Grand Rapids	2.25
Merchants Service Bureau, G. R.	37.38
Morris M. Berman, Grand Rapids	15.00
Consumers Power Co., Grand Rapids	32.11
G. R. Store Equipment Corp., G. R.	300.00
Bender Zimfner Co., Milwaukee	25.69
Van Baalen, Heilbrunn & Co., N. Y.	178.36
Henderson & Ervin, Charlottesville, Va.	590.67
Edw. V. Faasen, Grand Rapids	18.73
Robert G. Hankin, Inc., Amsterdam, N. Y.	150.00
Mich. Bell Tel. Co., Grand Rapids	5.03
Stern-Auer Co., Cincinnati	345.60
Phillips-Jones Corp., N. Y.	107.77
F. E. Lederer, N. Y.	355.60
Slidewell Neckwear Co., New York	48.71
G. R. Garages, Grand Rapids	44.62
Cluett, Peabody & Co., Chicago	137.72
Aetna Window Cleaning Co., G. R.	70.00
Y. W. C. A., Grand Rapids	20.00
Shopping News, Grand Rapids	145.40
Spade Tire Co., Grand Rapids	9.45
Hood Rubber Products Co., Watertown, Mass.	66.95
Morgan Knitting Mills Co., New York	24.00
Shapiro Bros., New York	58.96
M. Bonn Co., Pittsburgh, Pa.	49.98
C. B. Slater Shoe Co., South Braintree, Mass.	6,019.11
Franc-Stromenger & Cowan, N. Y.	547.86
Pioneer Suspender Co., Philadelphia	93.35
Faultless Nightwear Corp., Baltimore, Md.	173.32
C. E. Long, Grand Rapids	27.38
Byington Studios, Grand Rapids	1.90
City Treasurer, Grand Rapids	7.25
Catholic Vigil Pub. Co., Grand Rapids	64.60
Marion Rubber Co., Grand Rapids	148.61
Ben Kraus Co., Grand Rapids	15.29
Wide Cooper Shoe Co., Grand Rapids	832.95
Riley Shoe Mfg. Co., Columbus, O.	412.08
Merhan Co., Rochester, N. Y.	292.55
James Shoe Co., Milwaukee	715.93
U. S. Shoe Co., Cincinnati	848.45

Krippendorf-Dittman Co., Cincin.	4,792.69
Sidney LaBarge, Grand Rapids	94.22
Hemholtz Shoe Co., Milwaukee	75.00
Charles A. Coye, Grand Rapids	3.00
Mrs. Walter Smith, Grand Rapids	34.20
G. R. Savings Bank, Grand Rapids	2,500.00
Payette Neckwear Co., Detroit	unknown
Fran & Loewner, New York	36.50
Franklin Fuel Co., Grand Rapids	144.26
Norwood Market, Grand Rapids	140.00
Hart-Nash Motor Car, Grand Rapids	385.00
Dr. O. B. Frye, Grand Rapids	82.00
Dr. L. C. Watt, Grand Rapids	102.25
St. Andrews School of Music, G. R.	52.10
Tanner & Tepper Hdwe. Co., Grand Rapids	7.66
Irish Enterprise Corp., New York	47.00
Mr. and Mrs. Fred Young, Chicago	95.00
Edes Robe Tanning Co., Dubuque, Iowa	410.07
G. R. Savings Bank, Grand Rapids	500.00
Joseph H. Brewer, Grand Rapids	5,000.00
Jacob C. Rapaport, Grand Rapids	57.50

April 18. On this day was held the first meeting of creditors in the matter of Cornelius J. Heyboer, Bankrupt No. 3722. The bankrupt was present in person and represented by attorney L. D. Averill. 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 his filing fee on or before four months from date. The case was then adjourned without date, and will be closed and returned to the district court as a no-asset case upon the payment of the filing fee.

On this day also was held the first meeting of creditors in the matter of John Wingelaar, also known as John Winglar, Bankrupt No. 3717. The bankrupt was present in person and represented by attorney Robert H. Burns. One creditor was present in person. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of John Folkema, Bankrupt No. 3735. The bankrupt was present and represented by attorney A. S. Hinds. Creditors were present in person and represented by attorneys Dickema, Kollen & Ten Cate and F. E. Wetmore. Claims were proved. The bankrupt was sworn and examined without a reporter. Walter H. Churchill, of New Era, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

April 19. On this day was held the first meeting of creditors in the matter of Lyle J. Witte, Bankrupt No. 3446. The bankrupt was present in person only. 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.

On this day also was held the first meeting of creditors in the matter of Menno P. Kooistra, Bankrupt No. 3738. The bankrupt was present in person and represented by attorney Menno R. Bolt. No creditors were present or represented. Claims were 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.

April 19. We have to-day received the schedules, reference and adjudication in the matter of Joe Hirsch, Bankrupt No. 3765. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a shoe dealer. The schedules show assets of \$14,518.38 of which \$4,250 is claimed as exempt, with liabilities of \$34,214.67. 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:

D. J. Campbell, Muskegon Hts.	\$9,150.00
First State Savings Bank, Muskegon Heights	500.00
Bloom Bros., Minneapolis, Minn.	331.50
Special Shoe Co., St. Louis	102.60
Holeproof Hosiery, Milwaukee	446.84
H. E. Johnson, Chicago	155.00
Wm. F. Mayo Co., Boston	1,311.04
Western Shoe Co., Toledo	310.00
Clinton Shoe Co., Clinton, Iowa	95.95
Columbia Shoe Co., Sheboygan, Wis.	30.00
C. J. Farley & Co., Grand Rapids	751.98
Endcott Johnson, Endicott, N. Y.	2,700.00
Hoekstra Shoe Co., Grand Rapids	286.10
Charles Maitz Shoe Co., Cincinnati	601.51
Blum Shoe Co., Densville, N. Y.	180.00
Wolverine Shoe Co., Rockford	108.71
A. S. Kreider Shoe Co., Elizabethtown, Pa.	297.60
Lurie Mfg. Co., Chicago	100.00
Mondl Mfg. Co., Oskosh, Wis.	212.10
Harold-Bertsch Shoe Co., G. R.	1,116.93
Mishawakee Wool Mfg. Co., Mishawakee, Ind.	1,150.00
Rice Hutchinson, Boston	165.00
L. & G. Slipper Co., Brooklyn, N. Y.	457.22
Mar on Rubber Co., Grand Rapids	214.70
United Shoe Co., Philadelphia	102.30
Burtman Rondaw Co., Boston	330.40

Butler Bros., Chicago	59.75
L. J. Jebaoz, Ludington	197.00
Wm. D. Hardp Co., Muskegon	175.00
C. W. Porter Co., Muskegon	51.00
Chronicle, Muskegon	306.74
Record, Muskegon Heights	50.00
Daily News, Ludington	46.24
W. J. Brinen Lbr. Co., Muskegon	6.04
Edwards Lbr. Co., Muskegon	350.00
Noble Buick Co., Muskegon	101.66
Richard Storage Co., Muskegon	29.75
Meier Agency, Muskegon Heights	291.00
Charles Dressen, Muskegon	270.00
Consumers Power Co., Muskegon	50.00
Blanch Outhwaite, Muskegon	275.00
Freed & Co., Chicago	48.06
C. W. Cunningham, Mus. Hts.	1,000.00
Isaac Grossman, Muskegon	700.00
Lauecker Sisters, Grand Rapids	1,100.00
Cnas. Forestland, Ludington	800.00
Peoples State Bank, Scottville	300.00
First State Bank, Muskegon Hts.	800.00

April 20. We have to-day received the schedules, reference and adjudication in the matter of Albert E. Muller, Bankrupt No. 3766. 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 clerk. The schedules show assets of \$360 of which \$250 is claimed as exempt, with liabilities of \$1,130.12. 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.

In the matter of Chester Rhodes and Curry L. Shaffer, individually and as co-partners, doing business under the name of Benton Harbor Tire Co., Bankrupt No. 3750. The sale of assets has been called for May 8, at the premises formerly occupied by the bankrupt, 229 West Main street, Benton Harbor. All the stock in trade consisting of tires and accessories will be sold, all of which is scheduled by the bankrupt at approximately \$700. All interested in such sale should be present at the date and time.

In the matter of John Fortuin, Bankrupt No. 3741. The sale of assets has been called for May 7, at the premises formerly occupied by the bankrupt, 907 Alpine avenue, N. W., Grand Rapids. All the machinery, tools, equipment and fixtures used in the conduct of a retail bakery, appraised at approximately \$700 will be sold, also all the right, title and interest if any, of said estate in and to a certain Graham truck, with license, appraised at \$275. All interested in such sale should be present at the date and time above set.

April 19. On this day was held the first meeting of creditors in the matter of Edward J. Larcom, Bankrupt No. 3736. The bankrupt was present only. No creditors were present or represented. 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 Charles A. Kerr, individually and doing business as Hastings Milling Co., Bankrupt No. 3739. The bankrupt was present in person and represented by attorney Kim Sigler. Certain creditors were present in person. Claims were filed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to April 26, to permit creditors to agree on a trustee to be named.

On this day also was held the first meeting of creditors in the matter of Harry Jacobs and Charles J. Bernstein, individually and as H. Jacobs & Co., also The Fair, Bankrupt No. 3742. The bankrupts were present and represented by attorney Charles H. Kavanagh. No creditors were present or represented. Claims were proved and allowed. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$2,000. The bankrupts offered terms of composition to their creditors of 20 per cent. to general creditors. The bankrupts were sworn and examined with a reporter present. The first meeting then adjourned without date, notices to be promptly sent to creditors of the composition offer.

April 22. We have to-day received the schedules, reference and adjudication in the matter of Geert Kiel, Bankrupt No. 3767. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$914.31 of which \$814.31 is claimed as exempt, with liabilities of \$630. 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.

April 22. We have to-day received the schedules, reference and adjudication in the matter of Howard M. Sutton, Bankrupt No. 3768. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Millett, and his occupation is that of a laborer. The schedule shows assets of \$10,905 of which \$5,550 is claimed as exempt, with liabilities of \$12,960.33. 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.

April 22. On this day was held the first meeting of creditors in the matter of Charles R. Falconer, Bankrupt No. 3720.

The bankrupt was present in person, but not represented. 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.

On this day also was held the first meeting of creditors in the matter of Charles L. Cook, Bankrupt No. 3592. The bankrupt was present in person and represented by attorney P. A. Hartesvelt. One creditor was present in person. 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 Harry Jacobs and Charles J. Bernstein, individually and doing business as H. Jacobs & Co., also The Fair, Bankrupt No. 3742. The bankrupts have offered a composition of 20 per cent. to general creditors, plus all secured and preferred claims, and administration expenses. Hearing on such composition will be had on May 8.

April 22. On this day was held the first meeting of creditors in the matter of Charles E. Towner, Bankrupt No. 3744. The bankrupt was present in person and represented by attorneys Watt & Colwell. No creditors were present or represented. Claims were 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.

April 22. On this day was held the first meeting of creditors in the matter of Burr B. Hollingshead, Bankrupt No. 3743. The bankrupt was present in person and represented by attorneys Person & Marshall. Creditors were present in person and represented by attorneys Watt & Colwell. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was named 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 Robert H. MacGregor, Bankrupt No. 3729. The bankrupt was present in person and represented by attorney Horace T. Barnaby. Creditors were represented by G. R. Credit Men's Association. Claims were filed. The bankrupt was sworn and examined without a reporter. The referee appointed S. C. De Groot, of Grand Rapids, as trustee, and placed his bond at \$100. The first meeting then adjourned without date.

April 22. We have to-day received the schedules, reference and adjudication in the matter of Harold L. Nagler, Bankrupt No. 3770. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Freeport, and his occupation is that of a electrician. The schedules show assets of \$665, of which \$250 is claimed as exempt, with liabilities of \$1,468.40. 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 Habib J. Howard, Bankrupt No. 3485, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 25. The bankrupt was not present or represented. The trustee was present in person. One creditor was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case completed, in due course.

In the matter of David B. Hagerman, Bankrupt No. 3456, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 29. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case without assets over and above expenses.

In the matter of Robert F. Hansen, Bankrupt No. 3749, the first meeting of creditors was held April 22. The bankrupt was present in person and represented by attorney Roy M. Watkins. Creditors were present in person and represented by attorneys George B. Kingston, Corwin, Norcross & Cook; Dunham & Cholette and C. Sophus Johnson, and by Grand Rapids Credit Men's Association and Fred G. Timmer, agent. Claims were proved and allowed. The bankrupt

was sworn and examined with a reporter present. C. W. Moore, of Belmont, was appointed trustee and his bond placed at \$5,000. The first meeting then adjourned to May 6, for further examination of the bankrupt and such other proceedings as were necessary.

In the matter of Charles H. Coy, Bankrupt No. 3425, the trustee has filed his return showing no assets and the case has been closed and returned to the district court, as a case without assets.

In the matter of John De Young, Bankrupt No. 3611, 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.

April 24. We have to-day received the schedules, reference and adjudication in the matter of George Albers, Bankrupt No. 3771. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedule shows assets of \$400 of which the full amount is claimed as exempt, with liabilities of \$2,022.04. 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:

Swift & Co., Muskegon ----- \$1,296.49
Oscar Mayer & Co., Chicago ----- 725.55

April 24. We have to-day received the schedules, reference and adjudication in the matter of Hollie E. Wolfe, Bankrupt No. 3772. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a residence of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$260 of which \$250 is claimed as exempt, with liabilities of \$81.54. 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.

April 25. We have to-day received the schedules, reference and adjudication in the matter of Harm Kuiper, Bankrupt No. 3774. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$1,447. 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 George Galy, Bankrupt No. 3487, the trustee has filed his return showing that there are no assets over and above exemptions, and the case has been closed and returned to the district court, as a case without assets.

April 26. On this day was held the final meeting of creditors in the matter of William F. Murphy, Bankrupt No. 3536. The bankrupt was not present, but represented by attorneys Linsey, Shivel & Phelps. One creditor was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

On this day also was held the final meeting of creditors in the matter of Harry J. Hage, Bankrupt No. 3373. The bankrupt was not present or represented. The trustee was present in person. One creditor was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. The bill of the attorney for the bankrupt was approved as filed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 20 per cent. No objections were made to the discharge of the bankrupt. The case then adjourned without date, and the file will be closed and returned to the district court in due course.

In the matter of Field's of Muskegon, Bankrupt No. 3680, the trustee has filed his first report and account, and an order for the payment of expenses of administration, preferred claims and a first dividend to creditors of 10 per cent. has been made.

In the matter of Glenn P. McHugh, doing business under the assumed names of McHugh Bootery and Pantlind Boot and Tugvery Shop, Bankrupt No. 3740. The first meeting of creditors has been called for May 13.

In the matter of Harold MacDonald, Bankrupt No. 3751. The funds have been received and the first meeting has been called to be held May 13.

In the matter of George Dykehouse, Bankrupt No. 3753. The funds have been received and the first meeting has been called for May 13.

In the matter of Joe Hirsch, Bankrupt No. 3765. The first meeting of creditors has been called for May 13.

In the matter of Robert D. Irwin, Bankrupt No. 3669. The funds have been received and the first meeting of creditors has been called for May 13.

In the matter of Walter J. Weldon, Bankrupt No. 3754. The funds have been

received and the first meeting of creditors has been called for May 13.

In the matter of Albert E. Muller, Bankrupt No. 3766. The funds have been received and the first meeting of creditors has been called for May 14.

In the matter of Glen E. McDonald, Bankrupt No. 3748. The funds have been received and the first meeting of creditors has been called for May 14.

In the matter of Afendulis George, Bankrupt No. 3762. The funds have been received and the first meeting of creditors has been called for May 14.

In the matter of Percy L. Henry, Bankrupt No. 3759. The funds have been received and the first meeting of creditors has been called for May 14.

In the matter of Lawton D. Smith, Bankrupt No. 3769. The first meeting of creditors has been called for May 14.

In the matter of Henry D. Anderson, Bankrupt No. 3761. The funds have been received and the first meeting of creditors has been called for May 14.

In the matter of Harold L. Nagler, Bankrupt No. 3770. The funds have been received and the first meeting of creditors has been called for May 15.

In the matter of Max M. Edie, Bankrupt No. 3760. The funds have been received and the first meeting of creditors has been called for May 15.

In the matter of Harm Kuiper, Bankrupt No. 3774. The funds have been received and the first meeting of creditors has been called for May 15.

In the matter of Howard M. Sutton, Bankrupt No. 3768. The funds have been received and the first meeting of creditors has been called for May 15.

April 26. On this day was held the adjourned first meeting of creditors in the matter of Charles A. Kerr, individually and as Hastings Milling Co., Bankrupt No. 3739. There were no appearances. David Z. Boyes, of Hastings, was elected trustee, and his bond placed at \$10,000. The adjourned first meeting then adjourned without date.

April 26. We have to-day received the schedules, reference and adjudication in the matter of Thomas L. Blodgett, Bankrupt No. 3775. 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 \$1,250 of which the full amount is claimed as exempt, with liabilities of \$2,081. 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.

April 27. We have to-day received the schedules, reference and adjudication in the matter of Frank E. Brunais, Bankrupt No. 3776. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Bear Lake township. The schedules show assets of \$7,730, of which \$230 is claimed as exempt, with liabilities of \$6,139.81. 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:

Citizens Bank of Bear Lake ----- \$5,700.00
A. Kann & Co., Manistee ----- 100.00

April 29. We have to-day received the schedules, reference and adjudication in the matter of Arthur Beane, Bankrupt No. 3777. 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 \$250 of which the full amount is claimed as exempt, with liabilities of \$718. 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.

April 30. We have to-day received the schedules, reference and adjudication in the matter of Cleveland G. Isaman, Bankrupt No. 3778. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Lowell, and his occupation is that of a merchant. The schedules show assets of \$844.87 of which the full amount is claimed as exempt, with liabilities of \$1,861. 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:

Elmer Murry, East Jordan ----- \$673.50
Armour & Co., Chicago ----- 19.00

Adirondack Tissue Paper Co.,

Utica, N. Y. ----- 15.08

Swift & Co., Grand Rapids ----- 6.00

C. E. Batdorff, Grand Rapids ----- 26.87

Bayuk Cigars, Inc., Grand Rapids ----- 12.20

Hekman Biscuit Co., Grand Rapids ----- 78.29

Wm. Bradleys Sons, Greenville ----- 44.50

VandenBerge Cigar Co., Grand R. ----- 18.45

Butler Bros., Chicago ----- 13.40

M. J. Dark & Son, Grand Rapids ----- 2.20

Durand, McNeil-Horner Co., Chicago ----- 88.53

Elmes, Milwaukee ----- 50.67

Ferris Coffee & Nut Co., Grand R. ----- 48.99

R. T. French & Sons, Middleville ----- 6.15

Fineis Oil Co., Lowell ----- 13.12

Lee & Cady, Grand Rapids ----- 130.93

A. J. Casper Co., Chicago ----- 32.50

King Milling Co., Lowell ----- 17.85

National Candy Co., Grand Rapids ----- 7.46

Schuste Co., Saginaw ----- 114.95

Rademaker-Dooce Co., Grand R. ----- 18.00

Steindler Paper Co., Muskegon ----- 39.39

General Cigar Co., Chicago ----- 3.85

Ionia Produce Co., Ionia ----- 58.23
Johnson Candy Co., Grand Rapids ----- 46.95
C. H. Runciman, Lowell ----- 34.00
C. W. Mills Paper Co., Grand Rap. ----- 22.37
I. VanWestenbrugge, Grand Rapids ----- 19.33
Standard Oil Co., Grand Rapids ----- 105.14
Village of Lowell, Lowell ----- 10.84
Mich. Bell Tel. Co., Lowell ----- 4.32
Mange-Taylor Ins. Agency, Lowell ----- 14.70
F. P. MacFarlane, Lowell ----- 5.53
A. H. Stormzand, Lowell ----- 4.21
Art Hill, Lowell ----- 6.00

April 30. We have to-day received the schedules, reference and adjudication in the matter of Edward J. Walsh, Bankrupt No. 3779. 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 \$1,655 of which \$500 is claimed as exempt, with liabilities of \$1,140.31. 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 Simon G. Folkema, Bankrupt No. 3647, the trustee has filed in said estate his return showing no assets over and above exemptions, and the case has been closed and returned to the district court as a case without assets.

How a Reading Grocer Built Up Business.

(Continued from page 20)

item—was willing to wait until it was developed where it was fit to eat; and the same way at the end of any season, I dropped it out before it got poor. The 'boys' used to ride me sometimes when they did not get what they thought they wanted, but I stuck to the idea of quality and condition first."

"I gave them early deliveries. The last man had his by 8 o'clock. Competitors had theirs from 9 to noon. In some cases our stores did half a day's business before the other fellows got their perishables. I cultivated personal touch with managers and showed them how to display. I use a saying that differs from 'well bought—half sold.' Mine is 'Goods well displayed are sold,' for, in truth, they sell themselves.

"But most important is the man behind the counter. The name over the door may bring a customer once, but the man inside is what brings her back. For instance, one manager sold \$350 average per week. Figure and see what that means. His high mark was \$550. He quit to go into business for himself. His successor was long on talk, but short on performance and his average dropped to \$175."

What comment necessary on that? Is there a single suggestion that does not or cannot apply in any single store? And if the man behind the counter in the chain is the deciding factor, how does that differ from the man behind your counter? Is not all this—this entire story—about the potency of goods, character, service to gain and hold desirable, profitable trade? Think it all over. It will pay.

Paul Findlay.

Silk Advertising Held Likely.

While unofficial as yet, reports indicate that the silk trade is likely to undertake promotional work to increase the potential consumer market for silks and silk merchandise. At the last annual meeting of the Silk Association H. Schniewind, Jr., president, urged that "serious consideration be given to means of increasing demand to consume production. Of these means advertising is considered by many as the most effective." Mr. Schniewind's suggestion has met with wide discussion, and the belief is current that the

silk trade will follow a procedure similar to that of other industries in co-operatively advertising their products.

Women's Neckwear Orders Gain.

Advance of the season has stimulated the demand for women's neckwear, the Spring vogue of which has been helped by the marked adaptability of current styles to this type of trimming. Most of the business being placed is in vestees and collar and cuff sets. Colors favored run to ecru and tan, with pastel shades also receiving attention. One feature of the demand that is gratifying to manufacturers is the strength of the call for better merchandise. Novelty scarfs for sports wear are also doing well.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Cement block store building and \$4,500 stock of general merchandise, twenty-five miles from Grand Rapids, on cement highway. Wm. Kleis, Bradley, Mich. 88

FOR SALE—General store, stock and dwelling. Will invoice about \$17,000. Good condition. Good farming, dairy and poultry section. Main store in town. Electric lights, high school, bank, flour mill, brick church, garage and other business. Owner wants to retire. Will bear investigation. Box 144, Otwell, Indiana. 87

FOR SALE—AUTO SERVICE SHOP FULLY EQUIPPED BLACKSMITH AND AGRICULTURE WOODWORKING SHOP; ELECTRICITY AND GAS POWER. INCLUDES A GOOD SEVEN-ROOM HOUSE WITH ONE AND ONE-HALF ACRES GROUND, with garden space. In rich farm cash and credit territory. Little competition. Wish to retire. Sell for cash \$5,000. Liberal discount. Write Auto Service Shop, Freeburg, Minn. 88

ALL FIXTURES—In Park & Shop Market. Glass showcases, grocers' counters, refrigerated butchers' cases, meat coolers. Toledo platform scales, cash register. Equipment used but six months. Big reduction. Complete cold storage plant for sale. Becker Auto Co., Grand Rapids, Mich. Phone 9-3335. 79

For Sale—HARDWARE stock, fixtures, and tools, located in good town. Good, going business, established location. John D. Lawson, Milan, Mich. 32

Want to negotiate for a hardware business in Western town five or ten thousand population. Address H. J. Fueler, Glenside, Penna. 70

CASH REGISTER—National, like new; electrically operated; four draws. Will sell at a bargain and take small register in trade. Capitol Shoe Rebuilders, 18 E. Fulton St., Grand Rapids, Mich. 60

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.

I OFFER CASH!

For Retail Stores—Stocks—Leases—all or Part. Telegraph—Write—Telephone

L. LEVINSON

Saginaw, Mich.

Telephone Riv 2263W

Established 1909

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—

Late News From the Michigan Metropolis.

The Yolles-Gilbert Co., wholesale notion and furnishing goods distributor, has moved from 307 West Jefferson into larger quarters at 310 West Jefferson avenue.

Of interest to Michigan business men and buyers is the announcement by the Pennsylvania Railroad of a new limited train to New York and other big Eastern points, leaving Detroit at 6:50 p. m., a more convenient hour, and well after the close of the business day, arriving in New York at 9:30 a. m. The new train will be known as the Rainbow. The new schedule went into effect April 28.

Charles L. Lambert, president of the Clayton & Lambert Manufacturing Co., has been elected a director of the National Bank of Commerce to fill the vacancy caused by the death of William P. Hamilton. Mr. Lambert is the third generation of his family to be affiliated with the Clayton & Lambert Manufacturing Co.

Harry D. Fenske, assistant director of the foreign trade department of the Detroit Board of Commerce, has been appointed manager of the transportation and export department of the Great Lakes Steel Corporation, effective June 1. Mr. Fenske has been with the Board of Commerce since November, 1925. Prior to that time he was connected with the Grand Trunk and Detroit & Toledo Shore Line railroads and the old Maxwell Motor Corporation. During his affiliation with the Board of Commerce he made many friends and his new appointment is no surprise to those who have had opportunities for following his activities for and in behalf of the Board.

Lloyd B. Huron, former secretary of the Detroit Retail Druggist Association, has been appointed advertising manager and director of publicity for the Michigan Drug Co. The department Mr. Huron will head is a new one and the organization of it will be left entirely in his hands. The Michigan Drug Co. is one of the many wholesale houses which has awakened to the necessity of advertising its own business as well as offering co-operation along the same line with its customers.

Gottesman's Economy chain stores have opened a new haberdashery store in the Barlum Tower building.

According to an announcement from the secretary's office, all future meetings of the Detroit Retail Jewelers Association will be held in the Hotel Fort Wayne.

S. Levin, proprietor of the Palmer Furniture & Hardware Co., at 5744 Hastings street, has opened a new store under the style of the Melbourne Furniture Co., at 8283 Oakland avenue.

Lifted from the Cracker Bar'l, a snappy column conducted by H. P. B. in the Daily News Booster: It seems that if all the alibis of salesmen for not getting that order were placed end to end, they would reach just slightly farther around the globe than all the sales talks written by their managers to get that order.

Mary Eliabeth Von Mach has become a member of the Detroit sales organization of the Curtiss Flying Service, Inc. Miss Von Mach is the first woman in Michigan to own and operate her own airplane and probably the first woman in the State to become identified with the aviation industry in the capacity of sales representative. C. V. Burnett, a former well-known advertising man, is vice-president and general manager of the Curtiss company.

Travelers who are anxious to make a "flying" trip to Cleveland and return, can do so in practice rather than theoretically, according to an announcement of the Thompson Aeronautical Corporation, 7700 Jefferson avenue, East. Four round trips a day will be made by the new Detroit-Cleveland amphibian plane service inaugurated by the company. The run over the ninety mile route will be made in 65 minutes. The fare is \$20.

Moses H. K. Malone, merchandise manager at Russek's Washington Boulevard store, women's wear, died Sunday in his room at the Book-Cadillac hotel after an illness of a few days. According to his physician, Mr. Malone's death was caused by heart disease. His wife and two sons survive.

O. L. Heath, sales manager of the John T. Woodhouse Co., wholesale tobacconist, representing the jobbers, appeared before Governor Green Monday to protest against the enactment into law of the Lennon cigaret tax bill. Mr. Heath stated that at least one-third of the tobacco jobbers would be forced out of business by the tax. He called attention to the expense of opening shipments and affixing stamps, saying that it would cost his house \$500 a week, in addition to the tax. Great volumes of business would be diverted to the mail order houses, he said, because the consumer could effect a saving by so ordering his cigarettes. The Michigan Wholesale Grocer's Association also voiced its protest through P. T. Green, of Saginaw, secretary of the Association.

E. F. Bach has purchased the Bauman pharmacy, at 841 Annin street, owned by W. J. Kirchberg and Edward Peckenpaugh. Mr. Bach was formerly connected with the Willis Pharmacy, at Willis and Third.

Carl Bishack has purchased a second drug store, this one from Alex Reid at 16184 Woodward avenue. Bishack's other store is located on Fenkell avenue.

J. M. Seigle has sold his 10c to \$1 store, at 11709 East Jefferson, to Louis Ossepaw, who has taken possession.

The Robert Gotfredson Truck Co. has been organized following the resignation of the original Gotfredson company in the American field and will make trucks for exclusive American sales. Robert B. Gotfredson will be president of the new company.

The growing volume of business in the Detroit area has resulted in the opening of a district office at 1964 Penobscot building. W. L. Yates, formerly associated with the Pittsburg

branch, has been appointed manager of the Detroit branch.

Floyd Quackenbush has moved his drug stock from 4144 Grand River to a new location at Turner avenue and Six Mile Road.

The Cliff Parke Cigar Co. has moved from 310 Jefferson, West, to new and more adequate quarters at 436 Cass avenue.

Lee & Cady has secured the Michigan agency for King Edward cigars and the distribution will be made through the Detroit house and all local branches. Al Ricketts is manager of the cigar department for Lee & Cady.

Automotive manufacturing plants are entering May continuing their high rate of production. The demand for cars throughout the United States and foreign countries does not appear to diminish. While complete figures for April production by all manufacturers are not available, undoubtedly all records were broken during the past month.

At the present time Ford is turning out approximately 8,100 cars a day, and this figure will be exceeded in the near future. Next comes Chevrolet with an output of 6,500 cars a day, which exceeds any record heretofore made in six-cylinder production.

Marquette is the name of the new low-priced car which will be put out by Buick early in the summer. It will be marketed through the present Buick sales organization. Officials of the company are reticent when it comes to giving out anything definite regarding this car, such as specifications and price. However, it has been undergoing tests for a considerable period at General Motors proving ground and is said to be perfected.

There will be no twelve-cylinder cars announced this year, according to officials and engineers in Detroit, who have been quizzed about rumors of such automobiles. It seems that some time ago an executive for one of the well-known companies had his engineers design and make for his personal use a twelve-cylinder car. He has been driving it for some months, but, it is said, the company has no intention of putting the model in production. This one automobile is reported to have cost the executive between \$35,000 and \$40,000.

James M. Golding.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Driveaway Co., Detroit. Martin-Densmore Funeral Co., Lansing. Rossville Co., Bay City. Michigan Indiana Cut Stone Corp., Lansing. Reliance Engineering Co., Lansing. Citizens Dairy Co., Flint. Richard Court Apartments, Inc., Detroit. Southlawn Theater Co., Grand Rapids. Davis Realty Co., Detroit. Visser Plumbing & Heating Co., Grand Rapids. Dort Motors, Inc., Flint. Central State Bank, Jackson. Peerless Manufacturing Co., Detroit. Crystal Falls Creamery Association, Crystal Falls. G. U. R. Co., Detroit. Detroit Motor Spring Co., Detroit. Halfway Hardware Co., Halfway.

Nicholl Chromium Co., Detroit. Universal Contracting Co., Detroit. Rent Discount Corp., Detroit. Rio Grande Valley Co., Detroit. Humphrey Mercantile Co., Ewen. Krenn & Dato, Inc., Detroit. Dietrich Petroleum Co., Saginaw. A. P. Munning & Co., Detroit. Cady-Iverson Shoe Co., Detroit. Newman Office Furniture Co., Detroit. Oakwood Investment Co., Detroit. Detroit Shipbuilding Co., Detroit. Fetz & Young Co., Inc., Detroit. W. O. Floing, Inc., Detroit. Universal Water Heater Co., Lansing. Michigan Rotoprint Corp., Detroit. Flo Flying Services, Inc., Ann Arbor. Piggly-Wiggly Johnson Co., Grand Rapids. Kelly-Springfield Truck & Bus Corp., Detroit. Niles City Bank, Niles. Flint Super Speedway Airport, Flint. Strellinger-Copeland Co., Birmingham. J. & J. Sandwich Shops, Inc., Grand Rapids. Michigan Dress Shop, Detroit. Hall Hardware Co., Detroit. Reliable Electric Co., Lansing. Cochrane Dry Goods Co., Port Huron. Purdy Manufacturing Co., Detroit. Lakeside Elgin Butter Co., Grass Lake. Greiner Land Co., Detroit. Newark Shoe Ishpeming.

Odorless Garlic Being Sought.

Odorless garlic has not yet been achieved by vegetable plant breeders, but there is still hope that even such a miraculous product as this may come out of the research and investigational work now in progress, according to W. A. Huelson, of the horticultural department, College of Agriculture, University of Illinois.

This work has been so promising that in the future many existing vegetables may be improved beyond recognition and out-of-season kinds, which are now quite expensive, made available to the public at more reasonable prices, he predicted.

Blouse Men To Meet Soon.

So active has the demand for women's blouses been this season, largely as a result of the widespread popularity of ensembles and the growing vogue for two-piece suits, that plans are now being laid for the first general membership meeting of the United Waist League of America in three years. Alfred Stern is chairman of the waist group. Speaking of the approaching meeting, he said the current season was the most promising for blouses in the past five years. "Dressy" models, he added, are in a particularly favorable position for wear with ensembles.

She Knew What She Wanted.

A negro woman walked into an insurance office and asked whether they dealt in fire insurance.

"We do," a clerk replied. "What do you want insured?"

"Mah husband."

"Then you don't want fire insurance," smiled the clerk as he reached for another application form. "What you want is a life insurance policy."

"No, Ah don't," exclaimed the woman. "Ah wants fire insurance. Mah husband been fired fo' times in de las' two weeks."

Television will also make it awkward for husbands who telephone the wife to say that they are detained at the office.



WHAT MAKES A “CUSTOMER”?

*A clean, orderly store . . . courteous
clerks . . . a wide variety of goods,
fairly priced? . . .*

That's a good beginning at least, for you can always count on these to attract people to your store.

But to make customers of these people—to keep them coming into your store—there's something still more important—**confidence.**

The occasional buyer becomes a customer when confidence in your reliability and in the reliability of the goods you handle has been established. A true customer knows that any claim you make for your goods is an honest claim.

No grocer who plays fair with his customers—who makes sure that this confidence is never violated—need ever worry about failure.

PROCTER & GAMBLE, Cincinnati, Ohio

IVORY SOAP

CAMAY

LAVA SOAP

STAR WASHING POWDER

GUEST IVORY

P and G THE WHITE NAPHTHA

CRISCO

CHIPSO

IVORY FLAKES

OXYDOL

Consistent advertising has built up for these Procter & Gamble products unlimited confidence in their quality and value. In calling your customer's attention to them you are adding to the confidence they now have in you and your store.

The better it's known, the easier it sells

HEKMAN ANNOUNCES

Wolverine Cookies

FRESH AND
PURE AS
MICHIGAN'S
CRYSTAL
WATERS

**4 Dozen Delicious Cookies -
in a protecting wax wrapped
package - only 25 cents
the biggest cookie value ever**

Such dainty, delicious cookies you never tried! Just the right size and shape to serve for luncheon, tea or supper. A light, wholesome sweet for children. A real economy too — 4 dozen cookies, packaged and wax wrapped to keep indefinitely, costing only a quarter! Truly here is the greatest cookie value ever!



Hekman Biscuit Co.
Grand Rapids, Mich.