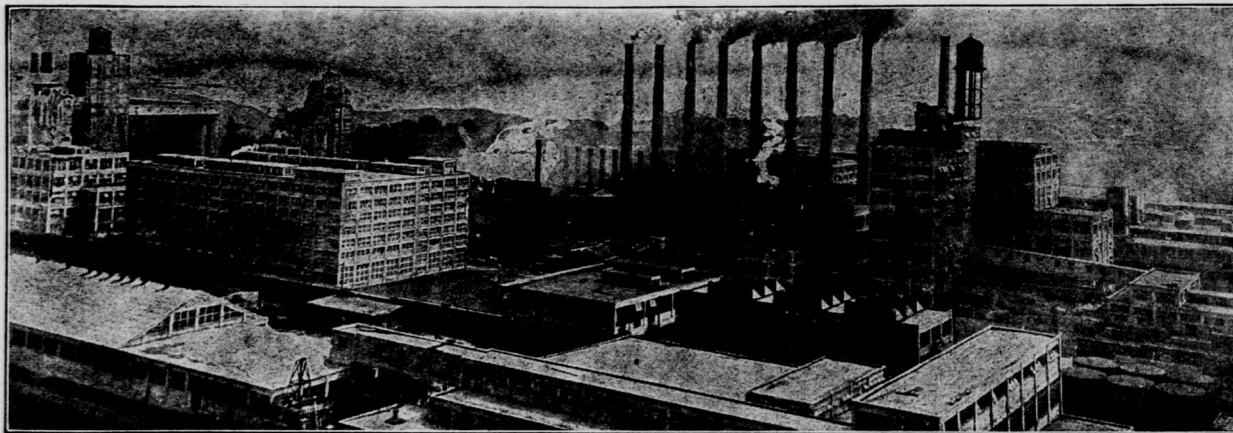


Kind Hearts

Kind hearts are the gardens,
Kind thoughts are the roots,
Kind words are the blossoms,
Kind deeds are the fruits;
Love is the sweet sunshine
That warms into life,
For only in darkness
Grow hatred and strife.



ARGO PLANT AT ARGO, ILLINOIS

The HOME of KARO—MAZOLA—ARGO

Covers 160 Acres—Has 50 Acres of Floor Space—Has 20 Miles of Railroad within the Grounds—Maximum Grinding Capacity 80,000 Bushels of Corn Daily—Uses 20,000,000 Gallons of Water and 1000 Tons of Coal per day—Produces a Million Packages of Grocery Products per day—Ships 75 Carloads of Finished Products per day.

The LARGEST SINGLE PLANT in the WORLD MANUFACTURING GROCERY PRODUCTS

CORN PRODUCTS REFINING COMPANY, 17 BATTERY PLACE, N. Y. C.

TIME TO PLANT CORN SOY BEANS MILLETS SUDAN GRASS

Write, Wire or Phone us for Prices
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STRENGTH

ECONOMY

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Representing the
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FIRE INSURANCE COMPANY
(MICHIGAN'S LARGEST MUTUAL)
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Combined Assets of Group
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20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 5, 1929

Number 2385

MICHIGAN TRADESMAN E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

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Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Weekly Bulletin of Jackson Home Owned Stores.

The following is the continuation of last week's Bulletin, reporting on the Home Owned Stores banquet held May 23.

H. M. Earle, chairman of the Board of Directors, opened the meeting and thanked Mrs. Ruth Jorgensen and her orchestra for the entertainment. He then spoke of the purposes of the organization, after reviewing some of the activities of the Association, the chairman called for the report of the manager.

The manager in his report first thanked the Board of Directors for their support and attendance at board meetings the past ten months. The following program was carried out:

Membership of the Association brought up to 117.

Every line of business represented in membership.

Twenty-nine weeks of advertising in three Jackson papers.

Letter writing contest on "Why I Trade Only With the Home Owned Store" brought eighty letters.

Window demonstration on "The Trail of the Dollar" showing thirty-three purchases made with the original dollar spent among different merchants.

Issuance of twenty Bulletins to the membership of the Association.

Sixteen addresses made to various clubs and fraternal organizations. Approximate attendance at all these meetings, 400.

Exposed misrepresentation in advertising of one chain store.

Made several purchases of merchandise to ascertain correctness of advertised prices.

The financial report is as follows for the eleven month period:

Income, \$4,116.50; all expenses, \$4,108.80.

Outstanding obligations made up of the expense of first banquet held one year ago, and the purchase of signs, \$155. This expense has been reduced to a balance of \$50.

With the closing of the twelve months' period the annual budget will amount to about \$4,300 as the expense of the Association.

With the organization now properly formed and the experience of the past year, the expenses curtailed to some extent, it is felt that the coming year with the same support given the movement, more personal contact with the consumer can be made, thereby the doing of more educational work will prove a benefit to the individual merchant.

The result of the last year's activities depend a great deal upon the continuance or following through with the same work carried on the past year, and it is necessary to reap the full benefits that come with an organized effort, that every member support the Association.

This Association is formed for the sole purpose of improving the condition of independent business in Jackson and for the banding together of the different merchants and to educate the consumer of the importance of making their purchases with the Jackson Home Owned Stores.

It is right that independence in business should be preserved, and when a movement has been started because it is right, nothing can stop the success of that movement. This Association champions the cause of the individual Jackson merchant and intends to carry out a constructive program in the interest of this community on the basis that the idea of trading at home is right.

You merchants are not in business as an experiment but are in business to earn a living and take a profit from your business, the same as any other investor. You render a service to the community in which you live, and by your honest dealings with the consumer, and your support and contribution to the upbuilding and the advancement of Jackson should and will cause all right thinking people to rally to this cause. Trade at home, support home owned business, and increase local prosperity. Jackson, not the biggest city, but Jackson the best city.

James A. Andrews, Manager.

President McLaurin Swats the Chain Store Propaganda.

At the thirty-seventh annual convention of the American Wholesale Grocers' Association, which was held at Memphis last week, President McLaurin made the following very pointed remarks on chain store foolishness:

If ever there has been demonstrated in this country, in any industry, the evil of overproduction, that evil is evidenced to-day, to a tragic degree, in the manufacture of foodstuffs, and at that, new factories are opening and

new brands of various commodities are almost daily being precipitated upon an already overfed market. Again, we have too many wholesale distributors, even though far less to-day than five years ago. We need fewer retail grocers and better ones. When I say fewer and better retail grocers, I do not refer to those institutions which are establishing themselves on local markets throughout the country, and by means of a few leading brands of food, sold at cost and less, are creating in the minds of food purchasers false impressions concerning savings to be made through purchases at these institutions.

Unless my analysis of the situation is entirely wrong, I foresee two conditions in the future in the industry of food retailing. One is fewer and better independent retail grocery distributors with stores operating on modern lines, and second, an awakening of the American public to the fallacy of economic preachments by the big grocery chains of the country, and likewise to the danger that lurks in the potential control of the country's food by one or more big interest. This state of monopoly was undertaken some years ago by Armour & Co. and other meat packers, and grew to such formidable proportions that the United States Government stepped in and protected the public by a decree that insured competitive conditions in food distribution.

I have never known any twelve months that have been so full of portentous developments as our association year of 1928 and 1929. Those manifestations of a changing order have come thick and fast. They mean that the grocery business, wholesale and retail, will never again be what it was.

One of these developments is the Grocery Trade Practice Conference. The trade practice conference and the eighteen resolutions which it adopted handled most of these evils. In that conference there was a consensus of opinion of the entire food industry in all its phases and divisions which outlawed these abuses. This is a vast step in advance, because now when your Association goes out to do battle against these evils, it has behind it the unanimous opinion of the food industry as to what is wrong. It is all the better equipped, and all the more power is given to its arm to combat these ancient evils. Both of these developments—the Grocery Trade Practice Conference and the Louisville Survey, have a large place in the proceedings of the convention. It remains now, only to apply those resolutions to specific instances of conduct.

The Federal Trade Commission, in announcing its rules, changed and modified some of the resolutions. I am not in thoroughgoing approval of all of

these changes, yet I would not say at the present time that it is the part of wisdom for your Association to oppose them; because what the Commission has done, it has done in a sincere attempt to aid the grocery trade in solving its problems and ridding itself of evils that hampered its usefulness, and the modifications made by the commission mark the limit to which the Commission believes it should go at this time.

We believe that every wholesale grocer and every retail grocer, and every manufacturer and agency connected with the grocery trade should observe both the letter and the spirit of these regulations. We think the observance of these rules should be practiced and preached and taught all the time, everywhere, and on all occasions.

A. & P. Reported Selling Wholesale.

The Great Atlantic & Pacific Tea Co., according to reports being circulated in the grocery trade in New York fairly generally, is selling to wholesale grocers some of the best known manufactured food products in the country at prices in small lots lower than these same goods can be bought from the manufacturers of them in car load lots. For instance, one well known wholesale grocer of the Bronx, who, for obvious reasons prefers to remain anonymous temporarily, reports that he lately bought 150 cases assorted of Campbell's Soups from A. & P. at \$3.85 per case, whereas the Campbell Co.'s price, after all discounts and allowances are made, is \$4 in carload lots. This wholesaler says that salesmen of the A. & P. call at his office and solicit his business on a delivered basis.

Other dealers say that they have bought "Sunset" packaged prunes at \$4.20 per case in small lots delivered, while the "Sunset" association price is \$4.70; and Quaker Oats at \$3, while the Quaker Co.'s price is \$3.15. Maxwell coffe has also been mentioned, but the figures have not yet been given.

Frank W. Wheeler, assistant to the president of the Great Atlantic & Pacific Tea Co., when questioned about these reports, refused to comment.—New York Journal of Commerce.

Five New Readers of the Tradesman.

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

American National Bank, Grand Rapids.

F. A. Clingen, Wayland.

C. T. Munro, Nashville.

George S. Clark, Grand Rapids.

Samuel Velich, Flint.

If it is to your employer's interest for you to work overtime uncomplainingly some days, it is to your interest, because you cannot separate your interests from those of the boss.

ROUND ABOUT.

Manager Hammond Meanders in Western Michigan.

Lansing, June 4—Sometimes merchants in the small towns of Michigan regret that an improved road is made to the larger industrial and commercial center and we have observed that the advertising done by merchants in larger towns draws from the nearby small towns; and yet in our travels this summer, we observe that shoppers do not all travel in the same direction.

Was gratified when calling on the J. C. Hicks store, in St. Johns, to observe that the company is having very substantial trade from persons in nearby larger towns, and we saw substantial evidence of it. The Hicks' store has been very much enlarged in size by the addition of a space formerly occupied by F. E. Minne. A fine floor covering department on the second floor, and ready-to-wear indicates that this company is wide awake.

If you want to get next to some real intelligent enthusiasm happen around and have a conference with Henry McCormack, of Ithaca, one of the directors of the Michigan Retail Dry Goods Association. Mr. McCormack can tell you of an organization of merchants in a territory of thirty miles' radius who meet regularly and study their mutual merchandising problems. Mr. McCormack is President of the co-operative buying organization and it would pay merchants living reasonably near to take a trip there and get the information regarding this buying organization first hand.

Being in Ithaca in the middle of the day, we were disappointed in not finding either W. L. Clise or C. M. Hays in their stores. We left some of our literature, had a good visit with the heads of the dry goods departments and proceeded Northward to Alma and St. Louis.

Sorry to record the passing out of business of the Brooks department store of St. Louis. C. M. Youngs now occupies the corner at St. Louis and his stock looks good.

Some changes are being made in the personnel of the Robinson store at Alma. We remember with gratitude the generous use of time and effort made by Mr. Robinson when we were organizing the Association in that territory. Mr. Robinson has served as Secretary of our Association, has been an energetic and hard-working merchant. We trust that future years will bring him a large measure of business and financial success.

Had a good visit with Mr. Olmstead, of the Hilsinger store, of Elwell. This company has been a loyal member of this organization ever since Robinson and I made our visit to his store ten years ago. We regret to report that Mr. Hilsinger is ill in his home in St. Louis. We hope to call on him some day soon.

Maxwell McIntosh, at Stanton, is already getting his summer cottage at Clifford Lake ready to occupy for the summer. We imagine ourselves in Scotland when we visit with Mac. He reminds us of some of our genial Scotch relatives. His store looks well and Mr. McIntosh seems to be prosperous and contented.

We are not able to give the exact figures, but about two-thirds of all of the stores in Greenville are marked with a printed sign Home-Owned Store. The Greenville merchants are wide awake and well organized. C. L. Clark, of the Greenville dry goods store, and Harry J. Lee, of the Style Shop, are among the merchants who are promoting booster meetings. We hope to attend one of these meetings within a few days and a more extended report will be made in the future news letters.

The Packard Brothers store, Abe and Paul, are successful young merchants. We called at their furniture and ready-to-wear store in Greenville. Heard them tell of their branch stores

in Belding and Ionia and of their success since arriving in Greenville a few years ago. In our opinion they will continue to succeed.

For ten years we have observed the energetic and intelligent management of the Greenville Dry Goods Co. by Miss Rose Fixel. Miss Fixel has managed the store nineteen years, is fond of the people in Greenville, but on account of her health must leave the business for two or three months at least to find rest and recreation. We happened there just as the remnants of her furniture were being moved from her residence. The store will be conducted for the present at least under the management of her brother, W. A. Fixel. We wish for her complete recovery.

We hastened through Belding on our way from Greenville to Grand Rapids to attend the meeting of the directors of our insurance company. Mr. Lloyd was busy at the counter and gave us a cordial greeting. At Wheeler's store we exchanged a few ideas, found the younger son in business with his father. The other son is already located in Cadillac, and Mr. Wheeler and I had a very interesting topic of conversation in common—the good opinion of our sons and our interests in their prosperity. We will stay longer next time.

E. W. Smith, of the Johnson-Smith Co., of Sparta, speaks in glowing terms of a combination of eight or ten dry goods and department stores in that section of the State which get together occasionally to discuss each others problems and to be of mutual assistance to each other. A meeting of store owners and employees of these stores was held recently in a public auditorium in Sparta addressed by Harry Newman Tolles, of Chicago. Mr. Smith attended our convention in Lansing and heard Mr. Tolles' address here and, through his influence, this meeting was arranged. Nearly 100 store owners and employees attended the meeting and all pronounced it a very great success from the standpoint of profit and encouragement to merchants and their helpers.

Mr. Sears, at Rockford, was as a "boy killing bumble bees," cashing checks for the employees of a local factory. His store looked good and Sears always has a good word for his town and community.

Mr. and Mrs. Pollock, at Cedar Springs, were both on the job. The store was busy with customers and the whole situation seemed cheerful and encouraging.

We gave ourselves the pleasure and honor of calling upon State Senator James A. Skinner, who is located in Cedar Springs at the head of a successful drug store and former President of the State Pharmaceutical Association. Mr. Skinner was a very valuable man in the Legislature of 1929. He was alert to the interests of the merchants of the State. We hope that the people in his district will return him for 1931 and for several terms thereafter.

Really I didn't know that L. E. Marshall had made such substantial progress. He greeted me with the remark, "You haven't called on me since we remodeled our store and put in additional stock." I was inclined to argue the question with him but after being piloted through, I explained that Grand Ledge was so near to Lansing that it always is a temptation to hurry through, going or returning from trips. Marshall also admits that he is getting some business from the larger towns nearby. The appearance of his store and the way he conducts his business would seem to justify the good sense of shoppers who patronize him.

Many of the outlying stores of Grand Rapids are prosperous, well managed places. The people of the city are not doing all of their business at the big city stores.

On a wet and rainy day we visited

several outlying places and found them busy and giving a good account of their business success. L. J. Ritzema, one of our directors, located on West Leonard street, has as courteous an organization of salespeople as it has been my pleasure to meet for some time. These merchants understand in a practical way their own systems of stock control and while they have not brought experts to teach them a definite system they know how to buy the goods which their customers want.

A few of the Grand Rapids stores belong to the Co-operative organization mentioned in the Sparta item in this news letter.

Anthony Vidro, a native of Bohemia, a splendid American citizen of his adopted country, passed away last Fall leaving his store to his son, F. A. Vidro. We had not had previous knowledge of Mr. Vidro's passing, but take this opportunity to speak of his splendid personal qualities. We always enjoyed hearing him tell of his experiences of coming to this country and getting a foothold in business in Grand Rapids.

The store of D. Stoll & Son, West Bridge street, is another place where business is prosperous. We regret that we saw neither the father nor son at the time of our call, but this disappointment gave us the opportunity to get acquainted with a young man, Mr. Earhart, who is a very loyal member of their selling staff. Mr. Earhart hopes to be a real proprietor of a dry goods store some day.

J. N. Trompen is the proprietor of four successful stores in the city of Grand Rapids and knows how to manage them all. It is worth a term at a business college to be able to have worked under Mr. Trompen's direction for even a few days.

Over at Galewood in Southwest Grand Rapids we found Dykstra skillfully trimming his store windows and he was doing a good job. We helped Dykstra out of a pattern squabble three or four years ago and he would not sever his membership with our Association for double the amount of his dues. His business is growing.

The Vanderveen store, on South Division street, is one of the same class of stores. Mr. Vanderveen asked our advice about building an addition to his store and expanding his business.

The Burton Heights territory in Grand Rapids, where the Vanderveen store is located, is a good business center. Sometime soon we are going to make the rounds of all of the other member stores there.

Otis Miner, at Lake Odessa, was home taking his noon day nap. His store looks fine. On the front door we saw another sign, Home Owned Store. Otis is the village philosopher. His son is postmaster. We suspect that Otis has voted the Republican ticket ever since the party was organized. We are glad to have him come to our conventions. He always contributes some worthwhile advice. We don't blame Otis for taking a nap in the middle of the day.

Shorno, at Woodland, says he is the only Swiss man by the name of Shorno between Switzerland and Portland, Oregon. He has a good country town store and asked for a copy of the book, the Story of Rayon and revealed in his conversation that he pays attention to the news letters from the Lansing office. That, of course, is an indication of his good judgment.

The Lillie store, at Coopersville, will be continued under the same name, with Mr. Lillie's efficient sons as managers. Ellis Lillie is in charge of the dry goods and clothing department and Lee Lillie the groceries and produce. A real bond of affection existed between the father and sons. Charley's absence will be sorely missed from his accustomed place around the store and the bank of which he was President.

Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The National Better Business Bureau finds recent advertising claims of the Sun Oil Co. for the knockless superiority of its "Blue Sunoco," not to be substantiated by tests.

An elaborate laboratory and engine test, conducted by Professor G. G. Brown of the University of Michigan, as well as two road tests conducted under the direct supervision of the National Bureau, failed to substantiate the Sun Co.'s claim that "Blue Sunoco's" knockless rating is not excelled by any other fuel, no matter what the price.

Other claims were—"Knockless rating equal to the best," and "From all standpoints, power, quietness of performance, miles per dollar, and knockless qualities the (Blue Sunoco) gives the very utmost."

The so-called "South American Service Bureau," the latest scheme of W. B. Gregory, Jr., of 14600 Alma avenue, Detroit, has been denied further use of the United States mails. A postal fraud order directed against this outfit was issued in the name of the Postmaster General under date of Feb. 18, 1929. Mail addressed to the concern is now returned to senders, marked "Fraudulent."

Gregory will be remembered as the father of the "Foreign Employment Bureau," and the "Foreign Bureau," also banned by the Post Office Department in the same manner after searching investigation by the Better Business Bureau and the Post Office Inspector Fraser.

Advertising throughout the United States in the "Help-Wanted" columns of various newspapers, the impression was given that the Bureau had jobs to offer. To those responding to this copy, a questionnaire was sent, and finally, in return for \$3 remitted Gregory, the inquirer was mailed a simple list of those firms employing American labor abroad. There were, of course, no jobs. Hundreds of complaints are on file in the Bureau's office.

Gregory is indirectly attempting to continue business under the name "Tropical Service Bureau," but complaints are already on file at Washington against his latest attempt to evade postal embargoes previously issued against him.

According to complaints, the investment house of S. F. Holzinger & Co., Inc., of Milwaukee, Wis., has been ordering stocks by wire and, when the market drops, refusing to pay for them.

A Detroit brokerage house reports that on March 6, 1929, it received a wire from the Holzinger Co., ordering one hundred shares of a well known automotive stock at 77½ limit. At Holzinger's request, the stock was shipped to the Milwaukee Commercial Bank, draft attached. Later, the Detroit broker was notified that the draft had been dishonored. In the meantime, the stock had dropped to about 66.

On April 23, the price had recovered at 74½, and a wire was received from

Holzinger, demanding delivery. Similar complaints have been received from other Bureau cities and the Railroad Commission of Wisconsin has denied the company's application for license.

Recent word from the Better Business Bureau of Columbus, Ohio, indicates that the Supreme Court of Ohio has handed down a decision sustaining the recent action of the Public Utilities Commission of that State in revoking the permit of the International Telepost Co. to issue and dispose of \$100,000 worth of its common stock in Ohio.

This company, with a line into Detroit, and with offices in Toledo and Chicago, has been under searching investigation for many months. The Commission found, after the presentation of much evidence to that effect by Ohio Better Business Bureaus, that "high-pressure" sales methods had been employed and misrepresentation of securities dealt in. It also found the corporation's methods "deserving of severe censure and invoking drastic action." The Detroit Bureau has served notice on the corporation that any attempt to qualify its securities in Michigan will be vigorously opposed, not only on the basis of its present financial statement, but on its past stock-selling record.

In a decision handed down on April 13, 1929, directed to the Raladam Co. of Detroit, and particularly its product, Marmola, the Federal Trade Commission issued a cease and desist order against its advertising claims.

Marmola, widely advertised as a fat-reducing preparation, was found by the Federal Trade Commission to be unsafe, for the purpose represented, unless taken under the advice of a competent physician.

Long under investigation by Better Business Bureaus and public authorities, Marmola has been widely attacked, because it contained the dangerous drug, thyroid extract. One Edward D. Hayes was the guiding spirit of the Raladam Co., itself. Hayes was formerly convicted of use of the mails to defraud in connection with the affairs of the Interstate Remedy Co., makers of a so-called kidney preparation.

Subsequent to this conviction the Marmola Co., which formerly manufactured the product, was the subject of a fraud order issued by the Post Office Department. Since that date, and because of that order, Marmola has not been shipped through the mails but sold direct by dealers.

As a result of the Bureau's findings, Detroit newspapers refused further advertising privileges to the Raladam Co. and its product, Marmola, several months prior to the issuance of the Federal Trade Commission's cease and desist order.

"Must have imagination," says a help-wanted advertisement. Probably a job of writing resort literature.

A young intellectual is one who thinks a Bible quotation clever if you credit it to Shakespeare.

Benton, California, Named After Benton Harbor.

Los Angeles, June 1—W. R. Benton, a Shriner from Iowa who claims that an ancestor was responsible for the naming of Benton Harbor, in our own State, took me out to Mona county, over memorial day, to show me another city founded by a grandfather, who was a forty-niner.

Sleeping peacefully in a pleasant valley, flanked by mountains that little town I speak of—Benton—which has now passed into the ownership of a single individual.

Grass grows in the main street in front of the Benton Trading Post and the feed stables across the way, where in the 70's freighters with their heavy wagons and six-mule teams jammed the thoroughfares until traffic was frequently blocked for hours at a time.

But now the little town dozes between the hills. Benton has a dozen Piute Indian families, a few white residents, a jail, store and hotel. Some of the older Indians have lived there all their lives and I met one who is accredited with having gone somewhat beyond the 100 year mark.

"It is quiet here now," declared the landlord, "but there was a time when these old hills echoed the noise made by thousands of busy men delving for silver ore, along with volleys of real picturesque cuss words from hard-boiled 'mule skinner' who hauled the freight and ore and believe me those lads knew their swearing."

Benton is one of California's old towns that made mining history. It had a population of more than 5,000 in the 70's and many millions of dollars worth of silver were taken from the adjoining mountains. The Queen mine alone produced \$6,000,000. Among the noted mines, some known the world over, were Comanche, Diana and the Eureka. Some of them even today are turning out a small production.

Although the glory of Benton has long since departed, its history holds a great deal of interest, as may be said of other towns active in the annals of Mark Twain, Bret Harte and Juquin Miller. There are many reminders of the roaring days fifty or more years ago. The center of the business activities in the early days was the Benton Trading Post, a staunch structure still in use. It was built in the early 60's and a part of it served for a time as the headquarters of the old Wells, Fargo & Co., express from which fortunes were shipped over dangerous routes by stage and wagons. Heavy steel shutters that to-day cover the windows and doors attest to the preparedness against attack by the lawless element. Across the street from this building are the ruins of a stone structure used as a bank for many years, and which at times was a veritable warehouse of treasure. But to-day nobody seems to know even who operated it.

On the side of a rough, brush-covered hill outside of the town limits, is the old Benton "boot hill." Some traces are still found of the early graves and rude fences surround those of recent years. There is a stirring story back of the origin of the cemetery.

Several convicts who had escaped from prison were hiding in the mountains not far from Benton. They met a youth 18 years of age who was carrying the mail on horseback. Fearing that he would betray their whereabouts, they killed him and buried his body. News of the atrocity filtered into Benton and the vigilance committee quickly turned out to capture the murderers. The posse cornered the convicts not far from town, and the first shot which was fired killed the sheriff. His body was brought back to Benton and buried in the hillside there, which was the start of the cemetery. History seems somewhat indefinite, as is the case in many of these stories of early pioneering, but there

is a small lake near town where the culprits received summary punishment. At least it is called Convict Lake.

An interesting feature at Benton is a mineral spring that bubbles out of the ground and is so hot that one cannot hold his hand in it. The water as in all cases of this kind, is declared to be of great medicinal value, but it is only used for irrigation purposes, it being run in ditches to small ponds, where it is cooled before being applied to the vegetation. Also it is said to be used for laundry purposes among the squaws, but this is somewhat problematical, and not disclosed by any material evidence which I discovered.

At one point we were shown the ruins of an old residence which had been built in early times by a Spanish prospector. It was formerly an adobe hut built against the hill close to the hot spring. The rear wall was a great soft rock, something like soapstone. The prospector had carved in this rock a room about seven feet wide and ten feet long. At one end, on the outside of the rock, he had also carved a rude retort, where he melted silver from the ore which he mined nearby.

There is always a tragic thought comes over one when he views evidences of former great activity, but there is also the redeeming thought that not all California towns are like this. Most of them are haunted with the notion that growth will never cease.

In all my wanderings I have never seen the desert so lovely, due, it is said, to an increased rainfall, somewhat above normal. The long whip-lash cactus—the ocotillo—is in full bloom, making a faint scarlet tinge across the landscape. The saguaro is sending out little white wreaths of flowers from the tops of its gaunt pillars that stand against the sky like the ruins of ancient temples. Even the villainous cholla, whose spines are like fishhooks and which will go through a heavy boot sole, are delicate and beautiful with blossoms.

It looks as though a large share of the celebrities of Hollywood will be arrested before the income tax authorities get through with them. It would seem to be the part of wisdom to lower the rate on such taxes and cut out the exemptions. On account of the complications which surround these collections the expense to the Government is simply terrific. If the public realized what proportion of their tax never gets to any useful place, but is soaked up in the business of collecting it, they would probably feel worse than they do now.

Just now there is the case of Grandma Mary Dennett, which is exciting civic organizations all over the country, all of whom claim they are trying to preserve some semblance of liberty. Under conviction by a Federal jury for sending through the mails a sex pamphlet which all of the social and moral experts declare to be legitimate and a fine and perfectly necessary publication, Mrs. Dennett faces imprisonment. Great is the protest against mal-administration of justice.

The cause is in a fundamental evil, as in the Teapot Dome cases—people qualified to serve as jurors shirking jury duty and the jury made up of the stupid, or bigoted. When juries can be found who free men declared by the United States Supreme Court to be party to a foul conspiracy to rob the Nation, jurors can be found who will jail a poor old woman for mailing matter that conflicts with their cramped views of morality. That the big ones get away and the little ones get into jail seems to be a perfectly legitimate and natural result of lawyers' smartness and judges' indifference when it comes to the selection of juries.

The announced anxiety of France about her coming debt payment reminds me very much about the story of Negro Mose who went to a lawyer to confer about the possibilities of getting a divorce from Dinah. In the lawyers interrogatories as to possible proper grounds for such action, Mose stated that his consort was always asking him for money—"morning, noon and night." And what does she do with all the money you give her, Mose? "Oh, I don't done give her none yet."

As France obviously has no bona fide intention of ever repaying the money she borrowed at a time when she needed it mightily had, why should she stir up so much dust worrying about it?

I notice through the press that experimental laboratories in Halifax have for months been keeping cats alive by means of rubber hearts operated electrically. However, after spending these months in experimenting these learned men seem to agree that its use to humanity would be problematical. And in the case of the feline, endowed with nine lives, purely superfluous.

If these savants, or whatever you may decide to call them, would expend a little of their grey matter in trying to reach the solution whereby in one portion of the world farmers are groaning under a load of dollar wheat, and in another millions are perishing for want of food, they would confer rather more of a blessing upon mankind. Frank S. Verbeck.

Dry Goods Conditions.

Continued spottiness is still the report from retail trade. Some improvement has been noted, but a general gain continues to depend on more favorable weather. Conditions remain spotty by sections of the country, by stores in the one locality and by departments in the same store. This uncertainty in consumer buying has promoted the sale of seasonal accessories but has reduced the general demand.

Outside influences are probably to blame in some measure for unsatisfactory volume, and yet retailers feel that unseasonal weather is the chief handicap. Supporting this theory is the fact that sales run ahead well when weather conditions are favorable. Furthermore, it is pointed out that, since average results have compared fairly well with last year's figures despite the weather, general purchasing power must be in a healthy state.

In the wholesale merchandise markets some interest has been created by the showing of new fall lines. This is a very early date, of course, to expect much action on these showings, but at least they have the flavor of what is new and are patronized on that account. The markets are naturally backward because of laggard action in retail distribution, but warm weather is expected, and rightly so, to change all this.

Every nuisance might be worse. Suppose somebody should think of an "Eat More Spinach" week.

Perhaps the forests which got petrified contained more than the normal content of wood alcohol.

You know how she looks, without seeing her, if he brags on her wonderful mind.

MOVEMENTS OF MERCHANTS.

Bath—Guy Mead succeeds G. L. Smith in the grocery business.

Beulah—John Herron has sold his meat market to Mike Crawford.

Richland—E. A. Solomon succeeds F. E. Fisher in the grocery and meat business.

Laurium — Charles E. Strudel has taken over the grocery and meat market of the Piggly Wiggly Co. here.

Battle Creek—Henry R. Niergarth, for many years engaged in retail trade in Reed City and Battle Creek, died here last week.

Watervliet — William C. Spreen is closing out his stock of general merchandise and bazaar goods and will retire from trade.

Flint—George Beams, who is in the grocery and meat business at 5317 North Saginaw, will open a branch market on Lewis street.

Lowell—Mrs. Florence Lewis has purchased and taken possession of the Yeiter restaurant and will continue the business under the same style.

Luther—The Luther State Bank has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in cash.

Watervliet—Frank H. Merrifield, engaged in general trade here for over forty years, is closing out his stock at special sale and will retire from trade.

Grand Rapids—The Alfred J. Brown Seed Co., 25 Campau avenue, N. W., has decreased its capitalization from \$700,000 to \$100,000 and 35,000 shares no par value.

Detroit—The Atlas Fuel & Supply Co., 3100 Lonyo avenue, has been incorporated with an authorized capital stock of \$70,000, \$40,000 of which has been subscribed and \$26,600 paid in in cash.

Coldwater — James S. Chandler, 63 years old, lifelong Coldwater resident, died at his home here last week after a brief illness with pneumonia. Chandler was for several years engaged in the hardware business here.

Zeeland—The DeVries Biscuit Co., North State street, has sold a half interest in its business to Louis Kunst, recently of Grand Rapids. The output of the plant will be doubled by the installation of more equipment.

Grand Junction—Arthur Hill, whose store building and drug stock was destroyed by fire last winter, is erecting a modern brick building opposite his old location which he will occupy with a drug stock, etc., about June 29.

Plymouth—The Eckles Coal & Supply Co. has merged its business into a stock company under the same style with an authorized capital stock of 2,500 shares at \$10 a share, \$10,000 being subscribed and paid in cash.

Detroit—The Gratiot Fixture & Supply Co., 2451 Riopelle street, has been incorporated to deal in store fixtures, etc., as manufacturer's agent, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Ishpeming—The Munising Hardware Co., which purchased the Gordon J. Thoney stock, has moved it to Munising and Mr. Thoney will re-open the tin shop in the store, that being the

only part of the former business to be continued.

Howard City—William A. Brown, who has owned and conducted the Montcalm hotel here for the past four years, has traded it to his brother-in-law, Bert Wells, for a farm two miles north of Grant. Mr. Wells taking immediate possession.

Flint — Milt's Furniture Co., 615 North Saginaw street, has been incorporated to deal in furniture and household appliances with an authorized capital stock of 1,200 shares at \$50 a share, \$60,000 being subscribed and paid in, \$10,000 in cash and \$50,000 in property.

Muskegon Heights — Joe Nedeau, head clerk in the men's department of the A. S. Kraus department store for the past five years, has resigned his position and engaged in the clothing and men's furnishings business at 16 East Broadway, under the style of Nedeau's Men's Shop.

Detroit—The Rosebud Creamery Co., 4208 Grandy avenue, has been incorporated to manufacture and sell dairy products, with an authorized capital stock of 100,000 shares at \$5 a share, of which amount \$329,750 has been subscribed, \$1,463.13 paid in in cash and \$198,536.87 in property.

Iron Mountain—The Rian Hardware Co. stock has been purchased by an organization of which D. R. McDonald, manager of the Marshfield Lumber Co. of Marshfield, Wis., is the head. The business will be conducted under the style of the McDonald Hardware Co., with Mr. McDonald as general manager.

Menominee—The Twin City Electric Co., 609 State street, dealer in electrical apparatus, radio, etc., has merged its business into a stock company under the style of the Twin City Electric, Inc., with an authorized capital stock of \$25,000, \$18,000 of which has been subscribed and \$17,000 paid in in property.

Harbor Springs—Charles W. Taylor, who has been engaged in the heating and plumbing business here for the past thirty years, has sold a half interest in his stock to B. W. DeLaVergue, who has been in his employ for the past sixteen years. The business will be continued under the style of Charles W. Taylor & Co.

Marquette — Dagenais Bros. have closed their grocery store and meat market on Washington street and removed the stock to their store on North Third street, where they will have more floor space, more parking space and more room for their meat market. New fixtures and show cases have been installed.

Reed City—No trace has been found of John Puff, who disappeared in Saginaw, May 14. Mr. Puff went to Saginaw with T. J. Franke for a truck load of fruit. Mr. Puff left Mr. Franke at 10:30, telling him to stay with his truck until he returned. He did not come back. Police were notified and a thorough search was made. Mr. Puff was a wholesale fruit and vegetable dealer in Reed City.

Holland—Jacob E. Zwemer, who recently sold his interest in the hardware

stock of Deur & Zwemer to Jacob Zoerman, has formed a copartnership with Lewis Nykamp and purchased the store building at 29 West 16th street which they will occupy with a complete stock of hardware about June 12. The store is being remodeled and new fixtures, etc., installed. The business will be conducted under the style of the Central Hardware Co.

Ludington—H. C. Nielsen, who has conducted a general store at 1303 South Madison street, for a number of years, died at his home May 31, following a stroke of apoplexy, earlier in the day. Nearly forty years ago Mr. Nielsen entered the employ of H. C. Hansen in a general store at the same location where he conducted business at the time of his death. After the death of Mr. Hansen, he purchased the business and continued it.

Grand Rapids—It is reported that the liabilities of G. H. Ghysels & Co., the Grand Rapids and Detroit brokerage house which was recently placed in the hands of a friendly receiver, will amount to \$200,000. From present indications the creditors will be paid in full, but it is thought that there will be nothing left for the stockholders. The company owned 5,000 shares of the common stock of the Winters & Crampton Manufacturing Co., worth approximately \$20 per share, and a membership in the Detroit Stock Exchange, which is reported to have a present market value of \$80,000. No attempt will probably be made to revive the business.

Manufacturing Matters.

Grand Haven—The Challenge Machinery Co. has increased its capital stock from \$300,000 to \$400,000.

Sparta—The Sparta Foundry Co. has increased its capital stock from \$300,000 to \$300,000 and 100,000 shares no par value.

Jackson—The Malto-O-Matic Corporation, 939 Francis street, has increased its capital stock from \$5,000 to \$75,000.

Detroit—The National Twist Drill & Tool Co., 6522 Brush street, has increased its capital stock from \$1,000,000 to \$1,500,000.

Grand Rapids—The Wolverine Upholstery Co., Market and Oakes street, has increased its capital stock from \$100,000 to \$250,000.

Grand Rapids—The Kindel Furniture Co., 100 Garden street, has decreased its capital stock from \$179,300 and 2,500 shares no par value to 5,000 shares no par value.

Wyandotte—The Peoples Clasp Corporation, 12th and Sycamore streets, has been incorporated to deal in wood products, toys and novelties, with an authorized capital stock of 2,000 shares no par value.

Detroit—Washburn & Farwell, Inc., 13300 Mack avenue, has been incorporated to manufacture and deal in household appliances and musical instruments, with an authorized capital stock of \$25,000, \$4,000 of which has been subscribed and paid in.

Constantine — The Pierce Merritt Casket Co. has been incorporated to manufacture caskets, washing machines

and novelties, with an authorized capital stock of \$50,000, \$9,600 of which has been subscribed and paid in, \$2,500 in cash and \$7,100 in property.

Detroit—The Majesty Shoe Co., 17 Campus Martius, has been incorporated to deal in shoes and hosiery at wholesale and retail with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and paid in, \$2,500 in cash and \$10,000 in property.

Lansing — The Rotorex Appliance Corporation, 210 South Grand avenue, has been incorporated to sell washing, ironing and cleaning appliances, with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,500 paid in in cash and \$1,500 in property.

Detroit—The Landro-Summers Co., Inc., 12132 Woodrow Wilson avenue, has been incorporated to deal in rubbing and polishing compounds, waxes and dressings, with an authorized capital stock of 600 shares at \$10 a share, \$6,000 being subscribed, \$500 paid in in cash and \$3,000 in property.

Detroit—The Industrial Equipment Corporation, 2970 West Grand boulevard, has been incorporated to manufacture and sell industrial equipment, machinery supplies, with an authorized capital stock of \$25,000, of which amount \$2,500 has been subscribed, \$741.60 paid in in cash and \$1,758.40 in property.

Detroit—The Consolidated Decorative Work Rooms, Inc., 1026 Maple street, has been incorporated to manufacture and install window draperies and other interior furnishings, with an authorized capital stock of \$15,000, of which amount \$4,500 has been subscribed, \$1,125 paid in in cash and \$1,005 in property.

Detroit—The Nelson Laboratories, Inc., 2705 West Grand boulevard, has been incorporated to manufacture and deal in synthetic resins, with an authorized capital stock of \$50,000 preferred and 15,000 shares at \$1 a share, of which amount \$36,500 has been subscribed, \$3,400 paid in in cash and \$10,000 in property.

Muskegon—Removal of one department of the Oxford Radio Corporation from Chicago to Muskegon has been announced by the industrial department of the Greater Muskegon Chamber of Commerce. The company manufactures radio loud speakers exclusively under the Lektophone Corporation patents and will be located in the building formerly occupied by the Sommers Machine Co. at Seventh street and Clay avenue.

Allegan—The Defender Manufacturing Co., of this city, which was reorganized last year and its capital stock increased, mailed out dividend checks this week to stockholders of 7 per cent. Allegan stockholders hold \$43,750 of the new stock and many expressions of satisfaction are heard. The company recently booked an order for auto bumpers which will take six months to turn out. The company has every evidence of a prosperous future.

Election: A process much like a player piano. The returns you get depend on the roll you put in.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.55 and beet granulated at 5.45.

Canned Goods—The canned goods market is without any new developments of importance, its principal state being that of inertia. In fact, so unimportant are the changes that marked the opening of another month that a report of practically any day during the last two weeks would serve as a fitting description of its main phases yesterday. In the words of one important market factor, the trade has not yet recovered from the recent holiday—which for some houses seemed to have constituted a four-day rest—to be able to give any definite word as to market improvement or new trends. Although some market spokesmen are of the opinion that times will soon become considerably more active than they have been lately, it is a more general belief that the month of June will not be noted for any greatly speeded turnover in products or for any noticeably important advances in market prices. The present market dullness, however, which was so much in evidence last week, is not undermining the market morale. The general feeling is that of ease, minus any tendency to worry over the future. As a result prices are continuing to hold firm, and there is no reason to believe, at the present writing, that there should be any break. Sellers are not willing to drop their figures and claim that conditions and the outlook are such that there will be no need to accept less than they had originally anticipated.

Dried Fruits—During the early part of the week packers' representatives anticipated possible price advances for raisins, seedless Thompsons being scheduled to move ahead $\frac{1}{2}$ c. It was characteristic of the market at that time, and throughout the week, that products were not being hurried into sale. In fact the tendency was to hold for a price, with the result that the markets succeeded in remaining firm without a break. That this attitude will continue at its present rate, if not even stronger, is indicated by reports of short tonnages of future crops on the Pacific Coast. This applies especially to Blenheims and citron; and a shortage in the European crop further indicates that prices will advance as the season develops. An increase in the price of California raisins is anticipated in the near future, and currents may move into higher price ground. Peaches remained satisfactory, and there is no belief that any really noticeable advance should be expected.

Nuts—The nut market during the current week has been characterized by price steadiness. On the whole, conditions in this field have shown but slight change, if any, from the preceding week. When the week opened moderately small stocks were reported to be carried, with walnuts rated as the most active movers. A demand was noticeable for almonds, which were available only in small quantities. Short crops of pecans and filberts were also noted, the prices being correspondingly high. As a result interest turned to Brazils, which became

even more attractive because of the low price range. As the week progressed buying generally became slower, due largely to the holiday on Thursday. Prices, nevertheless, remained firm. Foreign shellers were inactive as to their offerings, with resulting dull spot business. The outlook is barren for Sicilian crop, reports of the French crop are especially enthusiastic and a bumper crop is not anticipated in Spain. The international outlook for almonds anticipates light crops.

Olives—Queens are still reported to be scarce, with the single exception of bottling, favorable prices for straight lots. There is the same scarcity of various kinds of large-sized olives. This, of course, means that prices maintain their high level. No developments of interest are reported from foreign primary markets.

Pickles—News in the pickle markets parallels that in the olive market—no important developments this week. Manufacturers are reported to be satisfied with the trend of their industry to date, and anticipate improved conditions, which feeling is substantiated by the increasing demand for the bottled product as well as more sales of five-gallon jugs. Casks and kegs are well bought, especially by out-of-townners.

Sauerkraut—Sales for future delivery continue to be heavy, which is a natural seasonal condition. In other respects this market is practically the same as last week.

Vinegar—The vinegar market improved somewhat this week, due, in part, to more advantageous climatic conditions. A continuance of improvement is anticipated.

Review of the Produce Market.

Apples—Northern Spy, \$3 for No. 1 and \$2 for No. 2; Baldwins, \$1.75; Idaho Delicious, \$3.25 per bu. box; Idaho Spitzenberg, \$3 per bu. box.

Asparagus—Home grown, \$1.25 per doz. bunches.

Bananas— $5\frac{1}{2}$ @6c per lb.

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

Butter—The market is unchanged from a week ago. Jobbers hold prints at 44c and 65 lb. tubs at 43.

Butter Beans—30 lb. hamper from Texas, \$3; Climax basket, \$1.75.

Cabbage—New from Texas, \$1.65 per 60 lb. crate.

Cantaloupes—\$5.50 for Calif. standards.

Carrots—Calif., \$3.50 per crate of 5 doz.

Cauliflower—\$2.25 per doz.

Celery—Florida commands 70c per bunch or \$5 per crate.

Cherries—\$3 per box for Calif.

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

Cucumbers—\$3 for 2 doz. box fancy; \$3.50 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.50

Light Red Kidney ----- 8.80

Dark Red Kidney ----- 9.50

Eggs—The market is unchanged.

Jobbers pay 27c per doz.

Egg Plant—15c apiece.

Garlick—23c per lb.

Green Corn—65c per doz.

Green Onions—Shallots, 40c 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 ----- \$8.50

300 Sunkist ----- 8.50

360 Red Ball ----- 8.50

300 Red Ball ----- 8.50

Lettuce—In good demand on the following basis:

Imperial Valley, 4s and 5s, crate \$6.50

Imperial Valley, 6s ----- 6.00

Hot house leaf, per lb. ----- 18c

Limes—\$1.25 per box.

Mushrooms—65c per lb.

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

126 ----- \$6.75

150 ----- 6.75

176 ----- 6.75

200 ----- 6.50

216 ----- 5.50

252 ----- 4.75

288 ----- 4.25

324 ----- 4.00

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

Parsley—\$1 per doz. bunches.

Pieplant—Home grown is now in market, commanding \$1.25 per bu.

Potatoes—\$6 per bbl. for North Carolina stock.

Poultry — Wilson & Company pay as follows:

Heavy fowls ----- 30c

Light fowls ----- 25c

Radishes—20c per doz. bunches.

Spinach—\$1 per bu.

Strawberries—Missouri stock commands \$4.75 per 24 qt. crate; Southern Michigan, \$2.50@2.75 for 16 qt. crate.

Sweet Potatoes—\$3 per hamper for kiln dried Jerseys.

Tomatoes—\$1.40 for 6 lb. basket from California; 6 lb. basket from Texas, \$1.50.

Turnips—75c per doz. bunches for Florida.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 21c

Good ----- 17c

Medium ----- 14c

Poor ----- 10c

Water Melons—65c for Florida.

New Incentive For Trade Associations

Much good has been accomplished in recent years for industry by the many trade associations which serve it. Disputes of all kinds, price and wage troubles, matters of relations within a given industry or between that industry and the public have been handled, as a rule, with a degree of common sense seldom attained in previous years.

Now, with the establishment for the first time of an award for outstanding achievement of a trade association in its service to American industry and commerce, an incentive similar to that of the Bok advertising awards has been supplied.

Tangible and lasting results should accrue from the American Trade Association Executives' Award, the purpose of which, as outlined at the recent meeting of that body in Washington, is "to foster and promote true service to American industry, to arouse

the appreciation of the industry and the public in the trade association movement and to inspire the trade association executive with higher standards of effort to the end that he or she may guide the association in achievements that will reflect glory to American traditions."

Highway Casualties.

The total toll of death on the open highways has broken its own record again. About 27,500 persons were killed last year in automobile accidents in the United States, which is more than all the casualties in industry and nearly a third of the entire accident death toll. It is more than 6 per cent. worse than the record of the year preceding.

Automobiles have steadily become safer and stronger and more reliable. Yet more and more men and women are killed in them or by them. The figures are an indictment of our National and individual carelessness and a confirmation of the supposedly fantastic theory that man does not keep pace with his own machinery. They increase the evidence that sheer necessity will compel at last a far more rigid regulation both of those who walk and of those who ride.

It is familiarity that breeds the contempt for death betrayed in this casualty list. It is chiefly carelessness that overshadows the highway with death. Against this fatal indifference these figures are a grim warning.

Review of the Cigarette Law Practically Assured.

In line with their decision to attempt to overthrow the cigarette law, jobbers of cigarettes in Michigan have decided to ask for a referendum of the cigarette law and have had printed several thousand petitions, which they are placing in the hands of retail merchants who would be affected by the new tax law. It will require 67,000 signatures to bring the law enacted by the Legislature before the Supreme Court. The way returns are coming in it looks very much as though the jobbers would have over 500,000 names on their petitions within the next week or ten days. When this is accomplished they will take their cause to the Supreme Court in the confident belief that that tribunal will stay the operation of the law, pending an appeal to the voters of Michigan at the election next spring.

What "6-" Meant.

Some time ago we saw in a grocery store a fairly large sign, neatly lettered with the figure "67." Of course, we were curious to know what that meant.

"There's no catch to it," the grocer assured us. "I kept an account of individual sales one day, and found they averaged just 67 cents. I put the number up there as a sort of inspiration to my men. I find it really helps 'em make bigger per-customer sales."

Try averaging your over-the-counter sales for a day, and then post the figure in a conspicuous place, explaining to your clerks that any sale that is smaller than that is below the average. You will be surprised at the psychological effect such a sign has.—Fruit Dispatch.

Fifty Lansing Grocers Join State Association.

On Tuesday evening, May 28, the writer attended his initial out-of-town meeting at Lansing, which was attended by sixty-five enthusiastic Lansing retail grocers and meat dealers in the Swift & Company branch house.

After the regular routine business had been disposed of, M. C. Goossen, State Association director from Lansing, introduced the writer as the newly-elected State Association Secretary.

The writer complimented the Lansing Association on their splendid attendance, their evident enthusiasm and the fine cash balance in their treasury, which had been previously read by the Lansing Secretary, Orla Bailey, Junior, son of former State President Orla Bailey, Senior.

The writer outlined his conception of the duties of State Secretary as requiring more than a convention once a year. While it would be physically impossible to visit every city and hamlet during the year, he proposes to visit as many as the allotted time will permit and to give the retailers who may desire the benefit of the writer's experience as wholesale salesman, retailer of groceries and meats and as Secretary-Manager of the Grand Rapids Association for seven years.

The writer also called to their attention to the fact that no matter how earnestly and faithfully a Secretary may apply himself, it is absolutely necessary that the retailers co-operate in every possible manner they may be called upon from time to time in order to accomplish beneficial results.

The Lansing Association responded by paying the per capita tax to the State Association for fifty members, which places Lansing Association, in second position for total members enrolled, and speaks well for our Capitol Association.

Glen Harris, the genial manager of the Swift & Company Lansing branch, then invited all the members into the cooler and proceeded to cut up a side of beef for test purposes, showing the actual shrinkage in process of cutting and the cost of each cut from the front shank to the short loin, which is the choicest cut.

The purpose of this demonstration was to minimize the haphazard guessing at the costs of the various cuts and to aid the meat dealers to show a reasonable return from their investment and services.

Manager Harris merits praise for his constructive efforts, which it would be well worth while for other keen packing house branch managers to follow and incidentally improve their own business in so doing and making a better customer of the retailer.

The meeting ended up with the

serving of a real old fashioned Bareteria lunch, with Volstead beer as a substitute refreshment.

Whose next?

Herman Hanson, Sec'y.

Proved To Be a Dear Hair Cut.

Grandville, June 4—Sunday schools as well as occasional preaching service were in evidence in the lumber woods at an early day, and boys often played hookey from the former to go fishing, skating or steamboat looking as well as those of the more settled portions of the country.

Several boys slipped away from Sunday school to go down beyond the river bend to meet the first river steamboat that came up the Muskegon. It was a hummer of a boat yet the hardships of navigating that stream, with its logs and sandbars, proved too great an obstacle for continued service and the Newaygo, after a few trips, gave up the experiment and quit.

It was years later, after the great host of pine logs had been used up in the mills that a permanent steamboat line was established, the boats being far less pretentious than the initial venture. It is a fact that humans learn by experience and profit by it.

Sunday school was as much a matter of course as were the day schools of that early day. Usually these were held at the house of a settler, the superintendent being the mother of the family in whose hands the neighborhood children could be safely trusted.

Speaking of bobbed hair as it is in evidence to-day it is a fact that that was the style of cut half a century and more ago. Mothers bobbed their children's hair of both sexes, and nothing was thought of it until a new family moved in, the boys of which exhibited the latest style of haircut, a head neatly shingled.

For a long time these boys with the latest fad, shingled hair, were the envy of all their mates at school. "Bub, who bobbed your hair," met by the boy on the street was an insult that sent the blush of shame to the cheek of freckled young boyhood.

One family had a cousin visit them whose hair had the latest touch of the town barber's shears. He was regarded with awe by the woods lads who hated their own square bobbed hair and wished for a change. There were no barbers in the woods, however.

One day in midwinter one of the latest additions to pinewood society told Henry Peeling that one of the lumber shanties a few miles from the settlement had a real barber in the person of a Dutch cook.

"What say, Henry, if we go down and see him? Maybe he would cut our hair." The suggestion lingered a long time in the minds of those who heard the news.

Two lads, one cold Sunday winter morning, set out for Sunday school which was now held in a schoolhouse lately completed and which crowned the hill overlooking the Muskegon river.

"By George," said one of the lads, as they halted their walk before the door of the school building, "let's go to the Hills' shanty for a haircut." The suggestion was startling. To stay away from Sunday school for such an object as a haircut seemed irreligious and the other boy so suggested. "I am afraid Ma wouldn't like it."

However, the objections of Sam were overruled and the two boys skipped over another hill, taking a logging road to the deep pinery. They found the cook, a dapper little Dutchman, at home with a single companion. The crew had taken Sunday leave and either gone home or to other parts for the day.

Dutchy as he was termed was engaged in preparing dinner when the boys arrived. They seated themselves

on a pine bench until the potatoes were over for the boiling when the cook turned his attention to them.

One of the visitors was soon seated undergoing the first "shingle" of his life. Dutchy talked with his visitor, a Muskegon lumberman, while he manipulated the shears. The job was finally finished and the boys looking in the redframed mirror beheld two natty looking strangers.

And then they bethought themselves that they had only a few cents for school money which they offered to Dutchy. That worthy refused with a laugh. He assured them that they were welcome, at the same time urging them to stay for dinner, the noonday shanty meal.

Since it was too late to get to school the lads consented, and in due time were seated at a long pine table at which Dutchy, his Muskegon visitor and the two boys were served their meal.

This consisted of baked potatoes, fried fat pork, bread and cake with a few beans thrown in. The boys were hungry after their hasty tramp over the icy forest road and ate heartily, spreading the butter thickly over the liberal slices of bread.

Butter was usually very light in color during the winter months so that the boys had no wonder over the pure white of the butter Dutchy served. However, near the end of the meal he apologized to the Muskegon man for the unusual paleness of the butter.

"It's this way, you see. Our butter run short and the team from Muskegon will bring some to-morrow. One of the pigs got himself killed, and not wishing to lose anything, I fried out the fat and it makes very good butter don't you think?"

Whatever the man thought was not learned. Both boys sprang up and rushed out of the shanty. Ned the younger lost all he had eaten behind a bush, while his companion became deathly sick.

Without bidding their benefactor of the hair shingle good bye the two runaway schoolboys raced down the road in the direction of home. How they got there they hardly knew. It was a long time before they heard the last of that dear haircut. Old Timer.

Will Move To New Location.

Reed City, June 4—Plans are made by August E. Erler to move his grocery into the new brick and tile building he will build on the vacant lot next West of H. W. Hawkins & Son on Upton avenue.

The new building will be 22 by 80 feet, of one story height. Excavation already has been started and work on the building, it is expected will begin as soon as the contract has been let.

The new home is to be ready Aug. 1, the time when Mr. Erler must give possession of the building he now occupies.

The move into his own building will mark the beginning of the twenty-second year in which Mr. Erler has been a grocer in Reed City. He first was associated with George Berger for two years. Then he bought out H. J. Stowell & Son who operated a grocery where the Western Oil and Gas station is now.

That business was sold to his former associate, George Berger and his father, Ed. Berger. After a month's vacation Mr. Erler took charge of the grocery department of the Niergarth department store, conducting this for two years.

When he left the Niergarth organization he took a business trip through the West with Ernest Goulet but returned soon to buy the grocery department from Mr. Niergarth. For eighteen years Mr. Erler has been in the one location.

The father of twins may think he was given the double cross.

Revolution at Washington.

The revolutionary change in attitude between the Government and business was strikingly exemplified May 10 when a group of representative advertisers went to Washington as guests of the Department of Commerce.

Formerly, as pointed out by Secretary Lamont, business men rarely went to the Nation's capital except when they were summoned to appear at one of the numerous investigations for which that locality is famous. On these occasions their trips were almost invariably marked by misgivings as to the outcome.

During the last decade a quite palpable change has come over the Government and, particularly, the Department of Commerce. To Hoover, more than any other individual, must go the credit for giving this department its present important place in government and business affairs. Equally important is the present move to humanize the relations between the department and the class it was created to serve, and to bring the department and business closer into touch with each other for their mutual benefit.

Music Trade To Launch Slogan.

Members of the Music Industries Chamber of Commerce will launch their new slogan "The Richest Child is Poor Without Musical Training," at the annual convention of music manufacturers and dealers, which opened in Chicago on Monday. The slogan chosen from over 120,000 submitted in a contest held last year, has been incorporated in a design symbolic of the music industry and is intended to give expression to sentiments of music leaders who contend that true enjoyment of music comes from the playing of some instrument.

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&
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Investment Bankers

*Detroit
Grand Rapids
Chicago*

The well-balanced investment list should include high grade, income-producing bonds. We consider bonds attractive at present prices.



How Can We Help Save Lives?

How many readers of the Tradesman are listening to the safety talks broadcasted by WWJ, Detroit, at 6:15 Eastern standard time every Saturday evening?

This course of thirteen addresses was arranged by the National Council of Safety. It began April 27 and is sent through thirty-three stations. It is intended to give a better understanding of the whole situation and help in the solution of this great problem. Those who cannot hear the talks can obtain copies of each one from the Secretary of the National Council of Safety, Chicago.

The first speaker, Charles M. Schwab, dealt with prevention of accidents in the factories and industries. After years of planning and devising the U. S. Steel Corp. has reduced fatal accidents 86 per cent., there now being but fourteen fatalities where once there were 100. He told how workmen are co-operating with employers; how they are learning that the cost of care of the injured, the compensation for loss of limb and loss of time, the payment of death claims all come out of the workers' earnings; how the installing of safety devices and enforcement of regulations give a sense of greater security and tend to give more efficiency, increased production and higher wages.

Albert W. Whitney, of New York, an insurance official, told also of what had been accomplished in the same line. The DuPont factories are now safer for workmen than many other supposedly less hazardous occupations. A thread company with 250 employees had not a single accidental injury in seven years. One great railroad had last year one-third as many accidents as other roads of equal size and traffic. He claimed the two greatest causes of accidents are haste and carelessness. He refuted the false assumption that accidents will happen. There are few accidents without human instrumentality and we can overcome conditions in this regard just as we have overcome many other obstacles to human progress.

John H. Finley, associate editor of the New York Times, spoke of education as the great means of attaining safety. Begin with the children and build up a mental attitude for safety. Seek to establish a humanitarian spirit, a brotherly regard for every person. To-day the motorist disdains the pedestrian and one motorist harbors antagonism toward other motorists.

Rev. John F. Cowan, of Los Angeles, not on this program, a prominent religious writer, speaks of "the 24,000 auto murders each year in this country. If all are murders we ought to be seeking the criminals. Who are they?"

If an auto manufacturer builds cheaply and unsubstantially to undersell others, what is he? If men and boys in garages, without skill or training in mechanics, are hired to repair autos and do bungling jobs, injure, displace or fail to properly adjust parts again, who is to blame?

What about salesmen who press sales of autos on those who should neither own nor drive an auto?

What about parents who allow their

children to drive autos who are too young to obtain permits?

Then there is another great class who cannot be touched by appeal or argument or warnings. They are idle, wealthy, seekers of pleasure, adventure and thrills, wholly selfish in all their attitudes. There are many in all walks of life who are reckless, law defying and disregard laws and regulations except when they know that officers are at hand to see them.

One class of business men ought to be eliminated from their part in this tragedy. They are those who finance buying of autos by those who cannot afford them. They seem to me no better than the pawnbrokers who take the worker's kit of tools, household effects and clothing and furnish the pawn or seller money to buy liquor.

Now if we are to build up an attitude of safety in the minds of children, as one speaker said, we must discard some former tactics. We must throw contests out of our schools, our churches, our amusements and our business.

Some years ago we contributed an article on this subject to the Tradesman. It is too long to repeat here.

Since my earliest recollection this program of trying to stimulate children to study, to improvement in work, to greater skill in games and other things by beating some other person has been used and approved. There has always been more or less evil in it.

We are beginning to see that the true attitude should be to beat one's self, to beat former records, to study and labor for the things that will help ourselves without engendering a spirit of triumph over those who may be as earnest and diligent as anyone else, but fail of the highest credit marks.

As Albert Whitney said: "It depends on individuals. Everyone must enlist in this great effort to bring about safety. Do your share in your own place."

E. E. Whitney.

Listening To Salesman.

Among both retailers and manufacturers the importance of consumer demand is receiving plenty of attention these days. Like a good many ideas, however, the notion is not reduced in all quarters to its practical aspects. One might think that all resources would be used to know either what the public or the trade was buying or was in a mood to buy.

And yet how many salesmen still have fair grounds for complaining that their information and suggestions fall on deaf ears. They are the ones who are in direct contact either with the public or the merchants who serve the public. But they frequently find some outside agency engaged to render "expert" counsel when it would be a matter of minutes for them to point out where advantages might be pressed and mistakes rectified.

The tendency has been to talk to, and not to listen to, the salesman. He has been instructed, "pepped up" and harangued. Sometimes he has been asked for his ideas. He has given them at length. Often they are good and other times not so good. But if he were urged to discuss matters with his customers and bring back authen-

tic reports on those discussions, he would be performing an invaluable service. He would be accurately reflecting consumer demand.

Corporations Wound Up.

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

Lansing Baking Co., Lansing.
Frederick - Roberts - McKenny Realty Co., Detroit.
Skyles Metal Lath Co., Niles.
Steger & Sons Piano Manufacturing Co., Detroit.

D. G. Barr and Son., Inc., Mason.
Sheldon Granite Co., Detroit.
Detroit Ojibway Land Co., Detroit.
Domestic Coal and Coke Corporation, Kalamazoo.
Motschall Realty Co., Grosse Pointe Park.
Collins Asphalt Shingle & Paper Co., Morenci.
Blank Motor Truck Co., Detroit.
Republic Motor Truck Co., Inc., Alma.
American Transit Co., Carson City.
Curtis Detroit Co., Detroit.
Mary Charlotte Mining Co., Negaunee.

Hard cash is probably so called because it is hard to get.



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KEITH VAUDEVILLE

6 ACTS and SELECTED PICTURES

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10 Cents for Kiddies, All Matinees

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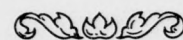
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HAVE YOU

Protected Your Life Insurance?

By arranging a Life Insurance Trust, you can afford your family the fullest possible benefit from your insurance funds.



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

UNFAVORABLE INFLUENCES.

The break in the stock market, the further slump in wheat prices, the reporting of a tariff bill replete with objectionable features, the rejection of banking effort to remedy the credit situation and the wobbling progress of pseudo-farm relief legislation were among the outside influences during the week that affected business sentiment adversely and emphasized the spirit of caution that has recently sprung up. To the more conservative element in business the British election result also was not edifying. Only the settlement of the reparations problem was a credit on the hopeful side of business prospects. And yet that agreement may prove an offset to all the unfavorable factors cited.

By business itself, the same story was told. The high rate of steel production, however, has drawn forth counsel against over-expansion even from leaders in that industry. Automobile output does not slacken much in spite of marketing doubts, but the rate of building construction has dropped even more abruptly, the latest figures show.

Although the carloading figures in recent weeks have been declining they are still showing good gains over a year ago and the assumption is that trade and industry, while spotty, are still holding up to a good business in the aggregate. Failure returns are also quite satisfactory. The slump in securities, however, acts to curtail luxury purchasing and the record low price of wheat with sympathetic declines in other cereals casts a deep shadow over future demand in agricultural sections which is not lightened by the relief measures now before Congress. Sizable reductions in farm, building worker and automobile employe purchasing power shake confidence in the outlook, particularly as speeding up in industry as the result of a higher tariff is not in immediate prospect.

CODE FOR CANDY INDUSTRY.

False or misleading advertising, subsidizing of salesmen through commissions, either with or without the knowledge of their employers, and the giving of premiums to promote sales are among the outstanding evils attacked in code of ethics that will come up for consideration this week at the annual convention of the National Confectioners' Association at West Baden, Ind. The convention will begin on Tuesday and continue through Friday.

Among the other unethical practices which will be passed upon is the obtaining of trade information from a competitor through misleading statements or misrepresentations. Obtaining such information through impersonation of an executive or through commercial spying will also be declared unfair business practice if the code is passed.

"Free deals," secret rebates, secret commissions and price concessions are all dealt with in the code, as are imitations of wrappers, labels and containers and of distinctive types of candy. Discussion of the premium question promises to be particularly interesting.

SCANTY BATHING SUITS.

One of the Lake Michigan shore resorts has issued a solemn decree that the old-fashioned bathing suit is barred from the beach because it is unsafe for swimming. At the same time it is recorded that in Ireland there is an organization, 10,000 strong, which is pledged against the scanty sea costume of to-day because it is unsafe for morals and good behavior.

It all depends on the intention of the bathing suit and the bather inside it. Those who go down to the sea to swim will prefer to be unencumbered by an excess weight of long skirts and stockings. Those who strut the sands to be seen will have other things in mind. The protest against the Lake Michigan ruling will come from the latter and not for the reasons that inspire the Irish organization.

It is an eternal and inescapable fact that too many men and women look their worst in a one-piece bathing suit. The grateful privilege of a certain irreducible minimum of clothing is not lightly to be surrendered by those whose personal architecture is not beyond reproach, and the storm that is likely to break over a few Lake Michigan resorts will come from that quarter. There are also grounds for reasonable protest from those whose esthetic sensibilities cannot endure the beach scenes of the modern mode. Probably these two reactions will prove more effective than moral indignation in keeping the bathing suit a safe distance from the vanishing point.

OUR LEGAL WILDERNESS.

Governor Byrd of Virginia has made a suggestion which deserves serious consideration. He proposes a session for every Legislature for the sole purpose of repealing unnecessary laws, a session in which no legislation would be passed except for the purpose of pruning the statute books.

It is a formidable fact that laws may die, but they rarely disappear. There are hundreds of enactments written into the statutes of the older states that have lost all point and application and are no more than curious monuments to vanished conditions. Yet they are still on the books and still the law, and once in a while they rise from their open graves to cause confusion and annoyance. No real attempt has been made to lay these ghosts of the past.

Governor Byrd's proposal recognizes the fact that unless the lawmakers become less prodigally productive the citizen will eventually lose a proper sense of responsibility in a tangled forest of rules and regulations.

VERY SPOTTED WEATHER.

The abrupt face-about in weather was greatly welcomed by retailers last week and it sent sales soaring with the added impetus supplied by holiday needs. Had the latter not been so pressing perhaps shoppers would have found the heat too uncomfortable to do much in the way of buying. The spurt in retail volume, however, was pronounced, and no doubt enabled

many stores to make a much better showing for the month than was expected. Up to the hot spell the sales figures were barely holding their own with a year ago in most instances. The cold weather this week has given retail buying of summer goods a setback.

With the greater activity in consumer demand, reorders picked up, notably in the wholesale merchandise markets, and indicated that there will be an excellent demand for summer goods despite the lateness of the season. Lightweight apparel of all kinds, sports wear and accessories figured prominently in the rush orders received last week. Early fall styles were shown on an increasing scale, but the interest in them may be expected to lag if immediate delivery merchandise continues to be sought.

COMMODITY STOCKS LOWER.

With the mounting rate of production in industry since late in 1927, the trend of inventories has followed pretty much its usual course with winter bulges and midsummer dips. It is to be remarked, however, that the rise in commodity stocks in the winter of 1926-27 was at a steeper rate than previously and was followed by industrial reaction in the latter year.

This index of the Department of Commerce reached a peak of 141.3 last December, but it has since receded to 126 in the April report just issued. The rise exceeded the last high point by enough to indicate that the productive rate may be lower in the near future as it was after similar jumps in recent years. The condition of stocks at the end of April was somewhat less satisfactory than in a year previous, but the surplus was heavier in raw materials, and the index of manufactured goods stood at 118, or one point under the April, 1928, level.

From the standpoint of unfilled orders, the leading lines of industry are much better placed than a year ago and the index gained a little from March to April.

FADING INTO HISTORY.

The passing of another Memorial Day brings sharply into view the sobering thought that one of three societies of our war survivors is rapidly fading into history. This band of patriots is, of course, the Grand Army of the Republic, whose members were participants in the great struggle between the North and the South.

The rapidly thinning ranks of the G. A. R. with the passing of the years foreshadowed the inevitable end, and when the Veterans of Foreign Wars and the A. E. F. came into existence following the gigantic struggle on the European battlefields their members were met by friendly advances from the grizzled veterans of the last century. As G. A. R. posts declined in membership to the vanishing point the younger organizations, including the Spanish-American War Veterans, were called upon more and more to assist their fathers and grandfathers in the perpetuation of this day which means so much to multitudes in all parts of the country.

WOOLEN INDUSTRY'S NEED.

At their industry-wide meeting during the week the woolen manufacturers heard some bitter facts concerning their lack of initiative in promoting sales of their products. They were told they lacked design creation, marketing effort and contact. The early openings were stamped "relics of the past."

Perhaps some of this criticism will receive attention in quarters that are awake to the new trend in business. Individual steps to correct the errors may be taken, but the industry as a whole waits on what the Wool Institute chairman offered as a plan of action. This was simply that all branches of the market gather and compile the facts on operations so that the industry can know where it always stands. As he pointed out, this is the method pursued by the newer and most prosperous industries, with the automobile line the shining example.

From this co-ordinated effort will spring all the co-ordination necessary to promote woollens fashion-wise. The facts are needed first.

"BIG BILL'S" BUILDINGS.

In 1925 and 1926 Chicago invested \$17,500,000 in new school buildings, a proud achievement of the program of "Big Builder" Bill Thompson. Subsequent satisfaction over this performance was considerably modied by the fact that the construction program bankrupted the school treasury, leaving insufficient funds to operate some of these expensive educational plants. Now, to make a bad matter much worse, the buildings are falling down. It is reported that of the thirty structures erected three or four years ago two have been closed as beyond repair, eleven are in advanced stages of disintegration and the rest show serious faults in construction. Chicago's investment in education is literally crumbling. Perhaps some civic reputations which have hitherto endured all sorts of stress and strain will go down with it. Chicago, like New York and other cities, has been indifferent to ordinary political exploitation, but is likely to resent the impudence of those who have cheated her comprehensively on her new schoolhouses.

HAZARDS OF HOSPITALITY.

Out in Arizona a youthful "hitchhiker," acting, as he says, on impulse, killed the driver of the car in which he was enjoying a free ride, concealed the body and drove away in the stolen car. The crime is not without precedent. The generous inclination of those who ride to give a lift to those who walk must recognize that there are risks in indiscriminate hospitality. Not only may the stranger turn out to be a most undesirable traveling companion, but the driver of the car becomes legally liable for the safety of his passenger. If he should happen to meet with accident, the chance guest of the road may harass him with claims for compensation. The hazards of highway hospitality are sufficiently serious to justify the driver in thinking twice before he responds to the pleading waggle of the hiker's thumb.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

One of the greatest pleasures I experience in this world is to meet a man who knows himself and his business so well and so thoroughly that you are at once impressed with the thought that you are in the presence of a master hand. I will cheerfully make a 100 mile trip any time to shake hands with such a man. A happy circumstance enabled me to repeat this experience one day last week.

When we were considering where we could derive the most pleasure on Decoration day, the good madam remarked, "Why not go to Pontiac and see the Heldenbrands? We have never been to Pontiac and never seen the new Hotel Heldenbrand." The suggestion struck me so favorably that Thursday morning found us headed for Pontiac via US16. The day was all that could be desired, except for the terrific heat, which was a feature we could not avoid. Unfortunately, we headed North just East of New Hudson, instead of waiting until we reached Farmington Junction, which route gave us five miles of gravel road we could just as well have avoided, if we had taken the Farmington route. This is a penalty we paid for taking the advice of an oil station manager at Howell who should have known better. We will know better next time. The near approach to Pontiac, with a continuous succession of beautiful lakes, was rendered somewhat tedious by the traffic jam which appeared to be quite as much in evidence on the cross roads as on the main thoroughfares. We in Kent county think we are peculiarly favored because we have 100 lakes, but Oakland county lays claims to 365 lakes, which explains why apparently half the people of Pontiac and a large percentage of Detroit people were out in the open, enjoying the fishing, boating and bathing afforded by the lakes.

The most striking feature of Pontiac is the unusual width of her main business thoroughfare—Saginaw street. I do not know when or under what circumstances Pontiac was founded, but the man who laid out the town certainly had in mind a city of large proportions, at least so far as many of the streets are concerned. Evidences of rapid and permanent growth are to be seen on every side. The new factories erected by the General Motors Corporation are marvels of beauty and utility and are almost staggering in size and ramification. After getting a superficial glimpse of the city and its environs, we repaired to the Hotel Heldenbrand, where we received a hearty welcome from the genial landlord and his capable son. Later we met the wife and daughter. On the conclusion of our dinner, Mr. and Mrs. Heldenbrand took us in their Oakland automobile for a two hour ride through the city and surrounding country, including Bloomfield Hills, which is certainly one of the most wonderful residential sections ever created in this

country. It is a constant succession of high hills, deep valleys, gullies and ravines, elevated plateaus, beautiful lakes and wonderful trees. The lakes appear to have two sources of supply—beautiful spring brooks and flowing springs in the lakes proper. The residents are, of necessity, mostly millionaires, because no one of moderate means could afford to acquire from 100 to 500 acres of wild land and subject it to embellishment by the landscape architect. I was told that many of the estates represent investments of several million dollars.

On our way back to the hotel, Mr. Heldenbrand remarked: "I came to Pontiac fifteen years ago. The city then had a population of 15,000. We now have 74,000. Considering the ratio of our growth we will soon pass Flint with her 160,000 people and Grand Rapids with her 175,000."

Mr. Heldenbrand was born in Massillon county, Ohio, April 6, 1865. His father was of German descent. His mother was a down East Yankee. When he was one year old the family removed to Kenton, Ohio, where he attended the public schools until he was 18 years old. The next four years were devoted to the development of an orange grove at Orange City, Florida, in company with his father. The death of the latter caused a change in his life plans and for five years he traveled in Wisconsin and Illinois for the H. J. Heinz Co. It was during this time that he decided to espouse the hotel business as a life occupation. In line with this decision, he secured a position as clerk in the Myers Hotel, Janesville, Wis. Two years later he changed to the Goodwin Hotel, Beloit, Wis. Three years later he entered into contract relations with the Baltimore & Ohio Railroad to conduct eating houses along the line of that road. He continued this relation fourteen years, when he leased the Whitney House, at Ann Arbor, which he conducted three years. Fifteen years ago he removed to Pontiac and took a lease of the Kenwood Hotel, which was erected in 1838. When it was opened it was the largest hotel in America, West of Buffalo. Mr. Heldenbrand soon realized that the Kenwood was not in keeping with the growth and importance of Pontiac and two years ago organized the Heldenbrand Hotel Co., with \$150,000 capital stock and a bond issue ample to enable him to create a modern hotel with 100 rooms, one-half with bath and the other half with toilets and running water. Mr. Heldenbrand is President of the company and manager of the hotel, ably assisted by his son, Howard, who conducted the Kimback Hotel, Bay City, for three years until the Hotel Heldenbrand was opened to the public. The new hotel is utterly devoid of any fantastic features. It is plain, simple and homelike. The furnishing are adapted to a moderate priced hotel. The housekeeping is exceptionally good. The dining service is all that could be desired. The hotel "help" shows careful training, is un-

usually efficient, and gives the guest the impression that he is welcome. A few hours in the hotel are sufficient to convince the most critical guest that there is a master hand in the background—a man who knows the game and plays his hand exceedingly well.

Mr. Heldenbrand was married thirty-two years ago to Miss Edith Brown, of Watertown, Wis. They have two children, Howard, a son, and a daughter, Elizabeth, who is unmarried. The family reside in their own home at 147 West Lawrence street.

Not only did Mr. Heldenbrand give us a great treat by showing us the features we most wanted to see in and around Pontiac, but when we came to part company with his model hotel the next morning he and his daughter kindly escorted us several miles out M10 to get us well started on our way to Flint. If we had been free guests at the hotel, this act could be reasonably explained, but as every Michigan landlord knows that I have never accepted the franking privilege tendered me at any hotel, the act must be attributed solely to the feature I mentioned in the first paragraph of this week's Out Around—that landlord Heldenbrand knows the hotel game from A to izzard and plays his hand accordingly.

The mushroom growth of Pontiac is plainly shown in two features—the absence of proper numbering on the stores and residences and the lack of attention given yards and lawns in the residence districts of people of moderate means. Considering the ratio of growth the city has had these features are not at all surprising, but a little more attention to such matters will add much to the pleasure of both residents and strangers.

A noticeable feature of the city is the foresight which the General Motors Co. exercises in preparing large tracts of outlying land which it has purchased for factory locations before it begins work on the creation of a new building or battery of buildings for manufacturing or storage purposes. As careful attention is given to the architectural appearance of all new construction of this character, the effect is very remarkable. In fact, I do not know of any large manufacturing institution which exercises more care and thoroughness in the creation of factory buildings than the General Motors Corporation. Flint, Saginaw, Detroit and Pontiac are all especially favored in this respect.

Flint, like Grand Rapids, gives the casual visitor an unpleasant impression on account of the narrowness of her principal streets. This drawback is especially noticeable nowadays when traffic conditions are so congested. Some of the main streets of Grand Rapids were created on old Indian trails and conditions in Flint lead me to believe that the same course was followed in that city. Chicago is the

only city I know of which has the courage to remedy the defects of early days and the mistakes made by pioneer city planners by widening streets and creating altogether new streets where such wonderful changes are deemed necessary, even though the cost of improvements run into many million dollars.

The men who planned Owosso evidently had in mind a city of some size, judging by the broad and comprehensive manner in which the town was originally laid out. The new National Hotel is now about half completed. It is being erected on the location of the Old National Hotel on the main business corner of the city.

I found Col. Bob Seeley, manager of the great Roach canning plant, very busy preparing for the coming season's run. I also learned, incidentally, that he had recently purchased a home in Owosso, which naturally leads to the belief that he is to become a permanent resident of the capital of Shiawassee county.

I found Wm. M. Watkins, 1015 West Main street grocer, very happy over the fact that he reads the Tradesman religiously, especially the department known as Realm of Rascality. He recently received a call from a cheat who had already hooked about a dozen Owosso merchants who do not take the Tradesman. Because he did not belong to that class, he was posted on the true character of the swindle and promptly marched the crook to the door and showed him the way to the street. Mr. Watkins is about \$100 to the good because of the advance information he thus obtained from his favorite trade journal.

Saturday's Out Around included brief calls on Tradesman patrons at Caledonia, Middleville, Hastings, Nashville, Charlotte, Potterville, Lansing, Grand Ledge and Portland. Called on Hon. Cassius L. Glasgow, at Nashville, long enough to receive his assurance that he would not be a candidate against U. S. Senator Couzens when the latter comes up for re-election next year. This leaves the field clear for Hon. Fred W. Green if he decides to enter the race, which I hope he will conclude to do. If Mr. Green were a member of the U. S. Senate, Michigan would be most ably represented, instead of only half represented as is the case under existing conditions. At Charlotte I met Geo. H. Spencer, who was my long-time patron as a member of the grocery firm of Lamb & Spencer. He now devotes his entire time to the Eaton County Savings Bank, of which he is President. I also called on Albert Murray, President of Michigan Shoe Dealers Mutual Fire Insurance Co. ever since it was organized and who has been engaged in the shoe business at the same location—110 Cochran avenue—for the past forty-three years. I obtained data for a biographical sketch from Mr. Murray, which appears elsewhere in this week's paper.

E. A. Stowe.

MEN OF MARK.

V. J. Byerlein, Manager Lee & Cady, Saginaw Branch.

The Tradesman announced last week that V. J. Byerlein had been appointed Manager of the Saginaw branch of Lee & Cady in place of F. J. Fox. As this promotion entitles Mr. Byerlein to special consideration at the hands of the Tradesman, an appeal was made to a friend of Mr. Byerlein to send us data for a biographical sketch in our Men of Mark series. Following is the result of this request:

While young in years it can well be said, he is a worthy graduate from the exacting school of experience and the college of hard knocks and although his particular knowledge of merchandise and merchandising methods has been gained through his association with Lee & Cady, of Saginaw, for nearly nineteen years, he has also been a close student of human nature and attributes the good will and loyalty of his friends to the fact that no task was a hardship, no sacrifice too great, when the needs of others called for his services.

His early education was received at the Ricker School in Buena Vista, Saginaw county, which he attended until the completion of the seventh grade, following which he entered St. Mary's high school of Saginaw, from which he graduated in 1910 with high honors. At the senior banquet, place cards bearing various slogans were distributed and the one which he received bore this inscription: "Nothing great was ever achieved without enthusiasm." This thought seems to have had deep rooted significance and close application to the years that followed for those who know him intimately will readily agree that this valuable characteristic, so frequently underestimated, has been ever prominent in his career, and of which it can safely be said, has inspired others to proceed along similar lines.

His first earned dollar was the result of three days of back bending labor in the employ of a neighbor, pulling mustard weeds out of an oat field. Evidently he has ever since been culling out the weeds which grow by the wayside of life and replacing them with the flowers of friendship and service which emanate from a kindly heart. The world needs more such men and much hope must abound in the thought that his happy family of three boys and a girl will be benefited in a large measure by his experience and success. He was fortunate, too, when he met Miss Blanche Kirsch, to whom he was married on June 7, 1922, following a romance which started just a few months after his return from overseas service as sergeant in the 340th infantry. Miss Kirsch, a graduate nurse, had also been abroad during the kaiser's war in the Red Cross nursing service, and naturally they had much in common.

His early lessons in obedience, taught by his beloved mother, fitted him for the many subordinate duties which he has performed, and his ability in learning to do the little things well now clearly exemplifies the thought that "No man can safely command, save he who has learned to

obey." His willingness in accepting responsibility, coupled with his capacity to carry them out, has made him a leader in the community and an efficient organizer.

Up to a few years ago he was particularly active in various positions in Boy Scout work and at one time was Scoutmaster of Troop 13 of St. Mary's school, which carried off the city championship under his leadership and it is a source of particular pride to him to observe that many of the boys who benefited by his training are now holding responsible positions in the business and professional world.

Mr. Byerlein is active in affairs of the Board of Commerce, principally through his connections with the Wholesale Merchants Bureau of which

which takes a prominent part in the civic affairs of Saginaw.

While his enthusiasm for baseball is on the wane, he is becoming interested in golf, which bids fair to round out his spare moments.

Lee & Cady are also to be congratulated on this occasion of this appointment, for if his past record is any indication of his future possibilities, there is much to be gained by all concerned in this expression of confidence.

He was born October 17, 1894, and previous to his association with Lee & Cady was in the employ of Morley Brothers and the Saginaw News-Courier.

You can't push ahead by patting yourself on the back.



V. J. Byerlein.

he is past President. Recently he was appointed chairman of the Bureau's bulletin committee.

He headed several of the trade extension and good will tours conducted by the Wholesale Merchants Bureau of Saginaw.

He is a member of Saginaw Council No. 593, Knights of Columbus, having been active for the past seventeen years. In fraternal affairs he has likewise demonstrated his ability as a leader, and while serving in the capacity of presiding officer during 1924-25 he inaugurated the annual picnic to St. Vincent's farm, a charitable enterprise which has been highly successful, organized the annual Christmas basket distribution for needy families and organized the Kay-See dinner club,

Don't Forget About Summerweights.

Have you been keeping up a persistent, consistent drive for men's summerweight business, since you first advertised them last month? Too many stores let the idea drag, and then wonder why it doesn't take hold of the public fancy more readily.

June is really the month to cash in on your summerweight advertising. You started the thing in May, but it really requires some hot June days to convince most men that there must be something to the summerweight idea.

Keep up your advertising of Summerweights, at least once each week. Give the window space. Talk them up to your customers and you'll find the demand growing.

Keeping Abreast of the Times.

The advertising value of popular trains, even more than the revenue they produce, is moving railroad companies to active measures to recover ground lost to automobiles in short haul passenger traffic. It is an old story that freight is the bread and butter of most of the carriers, and for that reason the greatest part of their resources available for betterments in recent years has been devoted to meeting the rapidly growing demands of industry for quick and regular transport of goods. Having arrived at a condition of great efficiency in this respect, the far-seeing managers among them are giving thought to the element of good will that goes with the reactions of the human being. The more well-filled coaches there are the more long trains of box cars there are likely to be. This thought has led a number of railroad companies to try the effect of increasing the attractions of the ordinary cars they use in trains that cover distances within the radius of modern highway travel. The luxury formerly reserved for Pullmans is now to be found in not a few coaches, for which there is no extra charge, and wherever possible pace has been speeded up so as to emphasize savings in time. The expense involved in these changes has been considerable, but the direct results so far seem to justify the outlay. More important, however, in the view of railroad officers concerned, are favorable reports of public opinion in communities served by these improved trains. People who use them talk about the railroad that is abreast of the times, and this tends to augment prestige which is at once the fruit of and contributor to good business. Here we have a peculiarly interesting example of the ever-recurring lesson of competition whether among industries or products. Those that under pressure stick to old methods are likely to lose in an age of ceaseless change, while those that are ever on the alert to keep what they have up to date are pretty sure to hold or increase their advantage.

Long on Fox Knowledge.

She was in Alaska, looking over a fox farm. After admiring a beautiful silver specimen, she asked her guide: "Just how many times can the fox be skinned for his fur?"

"Three times, madam," said the guide gravely. "Any more than that would spoil his temper."

Father Tom Burke, the famous Irish Dominican, had a great fondness for riding on the top of an omnibus. Once, when doing so, after a long service in Dublin, he produced his Breviary and was soon deeply absorbed in prayer. A non-Catholic sitting near by took occasion to comment upon the act. "The Lord tells us," he said, "that when we pray we should not be as the hypocrites who love to pray in public, so that they may be seen by men. When I pray, I enter into my room, close the door, and pray in secret." Without looking up, Father Burke replied aloud: "Yes, and then you get on top of an omnibus and tell the world about it."

Arkansas Natural Gas Corporation

(Subsidiary of Cities Service Company)

Class A Common Stock

The Class A Common Stock is authorized in the amount of 4,000,000 shares without par value similar in all respects to the Common Stock of the Corporation, except that the Class A Common Stock has no voting rights other than as provided by law.

TRANSFER AGENTS.

HENRY L. DOHERTY & COMPANY, NEW YORK, N. Y.
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THE ATLANTIC NATIONAL BANK OF BOSTON
BANK OF ITALY NATIONAL TRUST & SAVINGS
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REGISTRARS:

THE NATIONAL PARK BANK OF NEW YORK
THE BANK OF PITTSBURGH, N. A., PITTSBURGH, PA.
THE FIRST NATIONAL BANK OF BOSTON
WELL FARGO BANK & UNION TRUST COMPANY,
SAN FRANCISCO, CALIF.

For further information regarding the Corporation and the Class A Common Stock, attention is called to the letter of Mr. Henry L. Doherty, president of the Corporation, copies of which will be furnished on request, and from which it will be noted, among other things, that:

COMPANY Arkansas Natural Gas Corporation, a Delaware corporation, was formed by merger of Arkansas Natural Gas Company, Natural Gas and Fuel Corporation and Industrial Gas Company, and acquired through stock ownership the natural gas property of Southwestern Gas and Electric Company and certain other properties in 1928. The Corporation and its subsidiaries are hereinafter referred to as the "COMPANY."

The properties are located in eastern Texas, northwestern Louisiana and central Arkansas, and include 1,800 miles (of which 82 miles are held under lease) of natural gas pipeline and distribution mains and are in a territory extending from Shreveport, Louisiana, to Little Rock, and Clarksville, Arkansas, a distance of approximately 300 miles. The pipeline system transported during the twelve months ended March 31, 1929, a daily average of 109,000,000 cubic feet of gas and the Company supplies gas at retail to over 44,000 customers in 52 communities. The population of the territory served is estimated at 442,000. Among important cities served are Shreveport, Texarkana, El Dorado and Little Rock. In addition, gas is supplied at wholesale to Hot Springs, Camden and Clarksville, Arkansas. The Company has a present daily production of about 4,300 barrels of crude oil, and owns six natural gasoline plants having an average daily output of 22,000 gallons of high grade gasoline.

The Company owning the gas distribution system at Little Rock, Arkansas, having a population of about 123,000, has been acquired since January 1, 1929, as well as other gas pipeline and distributing properties in Arkansas and Louisiana. These acquisitions will add over 21,000 retail customers and over 400 miles of distribution lines and trunk pipelines to the system of the Company. The Company plans the construction during 1929 of a 20-inch pipeline from Shreveport to the Monroe gas fields, a distance of about 100 miles.

The principal franchises and similar permits of the Company are satisfactory for its operations and contain no unusual or burdensome restrictions.

CAPITALIZATION The consolidated capitalization of the Company and subsidiaries outstanding as of December 31, 1928, after giving effect as at that date to the recent issuance of Class A Common Stock as more fully described below, is as follows:

STOCKS	Shares Outstanding
6% Cumulative Preferred Stock (\$10 par value)	2,191,510
Minority Interest in Subsidiary Preferred and Common	
Stocks (\$25 par value)	78
Common Stock (no par value)	4,084,225
Class A Common Stock (no par value)	1,021,056
FUNDED DEBT:	
First Mortgage 6% Gold Bonds, due 1943	\$13,000,000*
Underlying Gold Bonds, due serially to 1931	9,000
Two year 6% Notes, due 1930	2,934,774
*Issuance of additional bonds restricted by provisions of Trust Indenture.	

The Class A Common Stock is authorized in the amount of 4,000,000 shares, without par value, similar in all respects to the

common stock of the Corporation, except that the Class A Common Stock has no voting rights other than as provided by law. The above stated 1,021,056 shares of Class A Common Stock have become outstanding through the exercise of rights offered holders of the common stock of record April 16, 1929, and sale of the shares not so subscribed for. Additional shares of Class A Common Stock will become outstanding. The proceeds of all such shares of stock have been or are to be used in connection with the acquisition of properties, permanent improvements or betterments to properties, or for other corporate purposes. The acquisition of properties and permanent improvements to properties since December 31, 1928 together with those then and since completed and under way, and contemplated, involve an expenditure of more than \$10,000,000. Certain of the recent acquisitions have outstanding liens aggregating \$2,204,000.

EARNINGS The consolidated earnings of the Company and subsidiaries, including predecessor Companies, for the twelve months ended December 31, 1928, irrespective of the dates of acquisition, as certified by Arthur Young & Company, were:

Gross Earnings	\$8,591,708
Operating Expenses, Maintenance and All Taxes	4,448,533
Net Earnings	\$4,143,175
Fixed Charges, including annual interest on outstanding bonds	1,058,821
Balance for dividends, reserves, etc.	\$3,084,354
Annual dividend requirements on \$21,915,100 6% Preferred Stock	1,314,906
Balance available for depreciation and other reserves, and dividends on common stock	\$1,769,448

The above statement does not give effect to the acquisition of properties which the Company has purchased since January 1, 1929, the operations of which together with other important developments are expected substantially to increase the earnings.

GAS SUPPLY The gas is obtained principally by purchase under favorable long term contracts from other producers in Texas and Louisiana which is augmented by the Company's production. The Company owns approximately 16,000 acres of proved gas leaseholds and 124,000 acres of other leaseholds.

TERRITORY The territory reached by this gas pipeline system has had a steady growth for several years. In addition to the cotton industry and cotton seed oil mills there are timber mills, railroad shops, iron foundries, brick plants, tile works, cement factories, and refineries throughout a wide territory and indicating possibilities of increasing demands for gas for industrial purposes.

MANAGEMENT The Arkansas Natural Gas Corporation is a subsidiary of Cities Service Company and its operations are supervised (under the direction and control of the Board of Directors) by Henry L. Doherty & Company.

Price on application

Legalities in connection with the Class A Common Stock have been passed upon by Messrs. Chadbourne, Stanchfield & Levy, New York, and by Messrs. Frueauff, Robinson & Sloan, New York

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The statements herein have been accepted by us as accurate but are in no event to be construed as representations by us.

FINANCIAL

1929 Earnings Tide Mounts.

Amid the uncertainties of credit come fresh and unmistakable evidences of profit gains in early 1929 that exceed all expectations and that actually get better as more reports come in. Usually tabulations on annual or quarterly earnings become worse as time goes on. Corporations have a tendency to put their best foot forward. Those with handsome gains generally report promptly. Those with slim gains or actual losses linger long over their statements before publication.

Consequently it is illuminating to find that 1928 was a better year in industry than anybody supposed. Virtually all of the important concerns now have turned in reports. Net corporate profits for 621 industrials mounted 29 per cent. over the year previous—certainly a smart improvement. Similarly public utilities last year earned 18.8 per cent. more than the year before and the railroads 12.5 per cent. more.

Still more interesting is it perhaps to find that with important reports on earnings for the first 1929 quarter in, it appears that 342 industrial concerns earned 36.5 per cent. more than in the same period last year. Nor was this extraordinary improvement a result of spectacular gains by such giant corporations as General Motors and the Steel Corporation sufficient to swell the total. Actually the total was pulled down by inclusion of these two major corporations. The quarterly gain becomes 44.8 per cent. if these two giants be eliminated. That surprising difference reflects the loss of General Motors in the first quarter.

Ninety-two public utilities in the first quarter gained 13.7 per cent. over a year ago and forty-seven railroads gained 42.2. Taking the 481 industrial, utility and railroad corporations as a whole the net earnings increase for the initial 1929 quarter over that in 1928 was 32 per cent.

Breaking the industrial earning gains into component groups we find that increases were shown of 122.9 per cent. by the aircraft corporations, 105.5 by the coal companies, 148.1 by copper, 111.4 by tin, 98.6 by steel, 83.8 by oil and 53.9 per cent. by the machinery concerns.

What this all signifies is that 1929 prosperity reflects no accidental or abnormal gains by particular industries or particular corporations. It represents rather a general improvement in the earning power of American industry resulting from a combination of favorable influences shared by the majority. That is of course another way of saying that the present prosperity has been built on a solid foundation.

Paul Willard Garrett.

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Market Enthusiasm Chilled By Decline in Agricultural Values.

With the approach of June money rates turned easier instead of firmer but this unexpected favorable shift did not arrest the steady liquidation movement in the stock market. Indeed except for the substantial waves of selling in the last ten days the Memorial Day and May month-end withdrawals would have produced a condition

similar to that a month ago. Stabilization for the time of call rates at 6 per cent. reflects essentially the increased flow of funds released through market liquidation. That the stock market has not reversed its downward trend with the relaxation in money means either that the market had not up to yesterday persuaded itself that liquidation had proceeded far enough to satisfy the Reserve system, or that it was perplexed over wheat's sweeping decline, labor's British victory, tariff revisions and reparations.

In addition to the credit problem that still hangs over the market now is presented the first real sign of a possible business recession in the uncertainties surrounding the drastic reduction in agricultural commodity values. Wheat below a dollar is down at its lowest level in fifteen years. The decline has been precipitous. It was \$1.36 a bushel three months ago and \$1.45 a year ago. Farmers had been advised to hold their product for higher prices this year and did not therefore take advantage of their usual export market. Outgoing shipments from this country up to May 1 totaled only 137,000,000 bushels as against 187,000,000 a year ago. Consequently the current visible supply of the commodity is twice what it was at this time last year with virtually no hope that a sufficient export demand will develop to prevent a burdensome carry over. Wheat's decline was accelerated by that in the stock market, and the stock market's decline gained momentum with the drop in wheat.

What this reduction in agricultural values will mean in terms of purchasing power and how, therefore, it will affect business remains to be seen, but it looms as an important deterrent to 1929 prosperity that must be reckoned with. The implications of this somewhat unsettled development have been grasped rather quickly in a market that has not been so prompt to evaluate the O'Fallon decision, tariff revisions and reparation settlements. In a broad way the latter must be set down as a constructive movement of world-wide importance destined to create new confidence in international affairs. In market places the hope is expressed that a reparation settlement will necessitate the flotation of a sizable German bond issue on this side, and that to prepare for such an offering the Reserve will find itself obliged to reverse its money policy.

Paul Willard Garrett.

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Insurance and Bank Stocks.

A theory advanced by many market observers that insurance stocks are relatively cheap because they have not advanced proportionately with shares of New York banks is unsound, in the opinion of the Standard Statistics Company, which recently issued an exhaustive analysis of insurance stocks.

The belief that a comparison exists between the two classes of stocks may have been based on the fact that the shares are traded in principally over the counter. Otherwise, there is no similarity. Their lines of business are distinctly different.

Price movements of insurance shares have more nearly followed the trend



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of industrials, according to the survey prepared by Standard Statistics.

Comparing prices of representative stocks in industrial, insurance and bank groups, the survey shows industrials and insurance shares have maintained virtually the same curve, while bank stocks, especially in the last year, have shot far ahead.

"Whereas the industrial and insurance shares are, on the average, about 97 per cent. above the 1926 average in each case," says the survey. "New York bank stocks are up 207.8 per cent. The insurance shares are 26.8 per cent. above their 1928 lows, the industrials about 47.8 per cent. higher, and the bank shares fully 112 per cent. higher. There is, therefore, no direct comparison between the relative movements of the bank and the insurance shares, but rather a parallelism in degree between the moves of the insurance and the industrial shares.

"Of course, all three groups show almost precisely the same directional trend, as would be expected since the same fundamental factors govern all major stock groups."

"Banks derive earnings from the performance of distinctly individual functions," the analysis points out in comparing the two groups further.

"Insurance companies, on the other hand, although ostensibly in the insurance business, actually merely obtain from their insurance activities the capital funds wherewith they operate in the securities markets. Their incomes are obtained mainly from dividends and interest on the securities held, with additional gains from the appreciation in the general market, and more specifically in the particular stocks they hold.

"In the final analysis, therefore, the trend of the insurance stocks will inevitably reflect the trend of the industrial issues—the speculative group—the movement of which most directly influences the value of their security holdings." William Russell White.

[Copyrighted, 1929.]

Possibility of Reduced Form Purchasing Power.

With the arrival of June the country's business prophets begin to see the first real signs of a seasonal contraction in industrial activity and to judge whether the record prosperity of 1929 to date is to drift into recession or whether except for the normal declines incident to the season it will hold.

Up to now the surprises have been on the prosperity side. In all three of the Nation's key industries—which is to say in the motor, steel and building trades—the pace of action has been maintained beyond any expectations held in conservative quarters at the year's turn. Yet this very record rate at which the wheels of industry are turning is in itself disturbing to some for the strong suggestion it carries that when the setback comes it might be sharp. If this be so there is strikingly little basis in underlying conditions at the moment to suggest what is ahead in the form of trouble. Nowhere is the sky dotted with such unsettling forces as commodity inflation and unsafe inventory positions as

eventually brought down the house of cards after 1920.

Indeed if there is any lesson to be learned just now from the commodity situation it is quite different in character. With the advent of dollar wheat for the first time in recent history and the recent reduction in important agricultural products is presented a problem not in inflation but in losses likely to be sustained by the farmer that may affect vitally the purchasing power of the rural sections.

Every so often the National Industrial Conference Board takes an inventory of the gains and losses in business to ascertain the likely movement in affairs. In its study published to-day it summarizes its views as follows: "Taken as a whole, trade and industry, particularly in industrial centers, continues at levels not far below the records of the first quarter of the year and are likely to continue at these levels for some weeks to come. In agricultural areas, a depression seems to be in the offing. It is not unlikely, therefore, that the downward correction from recent high levels in industrial operations which may be expected in the near future, and which otherwise might have been of an orderly character may become accelerated through the untoward circumstances which are developing in agriculture. A sustained recovery in the building industry and an easing of money rates would mitigate this possible recession."

Paul Willard Garrett.

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Explains Our Gains.

It is a highly optimistic report that the President's Committee on Recent Economic Changes in the United States presents to the Nation. The studies do not uncover new factors, but the emphasis appears to be properly given to the faster tempo in American industry and trade, out of which have come the advantages which the country enjoys.

"Acceleration rather than structural change is the key to an understanding of our recent economic developments," the committee declares. An acceleration gained through our increased use of power and machinery, the expanded use of credit and the spread of consumer demand. In short, we have greatly increased output, reduced prices, pushed up earnings and thereby created greater demand. Turnover is the answer.

"As long as the appetite for goods and services is practically insatiable, as it appears to be, and as long as productivity can be consistently increased, it would seem that we can go on with increasing activity," the committee believes. But it emphasizes, too, that the technique of balance must be developed. And for this the first essential is in having important statistics which are not now available—statistics to cover consumption, distribution, employment and other very necessary factors.

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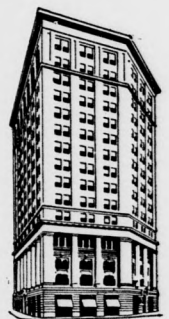
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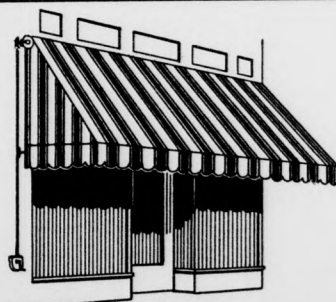
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GEORGE G. STEKETEE.

Sidelights on His Career in Grand Rapids.

Southwick & Rand were dealers in crockery and tableware in Grand Rapids in the year 1864 and during the decade that followed.

The city of Grand Rapids owned a lot on the Northwest corner of Commerce and Monroe avenue. A small brick building erected for the purpose afforded protection for a cute little fire extinguisher, hose and a cart. A volunteer organization who operated the machine when needed was known as Alert Fire Engine Co., No. 1. The municipality purchased a tract of ground on Lagrave avenue preparatory to the erection of a larger fire house thereon.

Francis D. Gilbert purchased the city's lot on Monroe avenue and erected a three-story brick building thereon. The ground floor was so constructed as to be suitable for stores. These were readily leased to merchants. The upper floors were planned for hotel purposes.

Charles H. Southwick, of Southwick & Rand, desired to change his occupation as a merchant, which had been but moderately remunerative, and induced a brother to purchase his interest in the firm of Southwick & Rand. Mr. Rand's interest was purchased by Charles W. Wright. C. H. Southwick then leased the upper floors of the Gilbert building, furnished to accommodate the public, and opened the plant under the name of Hotel St. Denis. Mr. Southwick had been a guest of a hotel in New York which bore the same name and was pleased with it. The hotel was quickly occupied with permanent guests. When space was available it was occupied by commercial travelers. A few years later when opportunities for larger activities in the Southern states beckoned Mr. Southwick, he sold his interest in the St. Dennis and moved to Asheville, N. C. Gilbert razed the St. Denis and erected a large store and office building on its site.

C. H. Southwick acquired a tract of land lying between Cherry and Wealthy streets, Henry and Eastern avenues, and divided it into lots. Buckeye street bisected the tract in its center, East and West. John Calkins, an astute dealer in real estate, purchased the lots that adjoined Buckeye street. Cunningly he decided to seek action by the courts for the purpose of closing Buckeye between Eastern and Henry avenues. No one appeared to object to the proceeding and in due course of time Calkins legally acquired the ground after the court had granted an order vacating the street. Calkins gained four valuable lots which he sold later for \$3,000 without investing a cent in the property.

Southwick & Wright retired from the crockery business. Wright purchased an interest in the firm of Nelson, Matter & Co. and Southwick died. The store was taken over by George K. Nelson & Sons, who added books, stationery, wall papers and kindred goods.

E. L. Montgomery engaged in the sale of dry goods and notions during one of the years of the last decade of

the past century. Notions was a comprehensive term in those days. It included almost every article that merchants carried in stock except piece and ready-to-wear goods. The location chosen by Mr. Montgomery was surrounded by able merchants in his line of trade. Voigt, Herpolsheimer & Co., R. C. Luce, Wilkes & Smith, Spring & Avery, William McConnell, James Lyman and Doornink & Steketee were of their group. Mr. Montgomery found the field an active competitive one. An opportunity to engage in a manufacturing enterprise presented to Mr. Montgomery was so attractive that he decided to sell his stock of merchandise and invest his means in a line of production. Jacob Barth, a dealer in art goods and notions would buy the goods, provided Mr. Montgomery would accept as part payment for his chattels stock certificates which represented a considerable sum in the Grand Rapids Chair Co. The company had not paid a dividend since its organization and its stock was generally considered as worthless. Mr. Montgomery accepted the stock, closed the deal, threw the certificates into the back end of his safe and tried to forget them. In the meantime John Mowatt and E. H. Foote had undertaken the seemingly impossible task of making the factory a money-maker instead of a money-loser. Their success is a matter of history. Stock that had been purchased for 25 per cent. of its face value suddenly rose far above par.

Much to his surprise, Mr. Montgomery received a handsome dividend on his chair stock. He remained with the company and received during several years dividends equal to two per cent. a month on his investment. When the company's charter expired and a re-organization became necessary, Mr. Montgomery "stayed in" and has since enjoyed ownership of the stock he had once considered worthless.

George G. Steketee, of the numerous families of Steketees, born in the Netherlands, accompanied his parents on their emigration across the seas and through the sparsely settled Eastern states to Michigan. He had learned the tailor's trade in the old country and acquired expertness in fashioning clothing for men and boys. Arrived in Grand Rapids about 1850 he sought for employment. James W. Sligh, the father of the late Charles R. Sligh, and Charles H. Naylor were operating small custom shops when Mr. Steketee made his appearance. "Hard times" prevailed in the little village. The people were wearing old clothes inside out. Mr. Sligh thought he could give Mr. Steketee more or less work to do, for which he would pay 50 cents per day, no more. Steketee accepted the work and the starvation wage offered and served Mr. Sligh faithfully upward of one year. Dutchmen, everyone knows, who have observed the life of those sturdy, self-reliant frugal people, possess surprising ability to subsist nearly a full week on an income that would not suffice to provide the needs of the average American a single day. Mr. Steketee so managed his personal affairs as to live fairly comfortable on his meager earnings and to be able to open a shop on his own account within

a year. The quality of his workmanship and the materials furnished were good and a fair volume of business eventually rewarded his enterprise. Later he joined two of his brothers and opened a general store in Holland, Michigan. An excellent wife and a group of children furnished the joys and trials of his home. The wife died a few years later.

With his children to train and educate, Mr. Steketee decided he must have a companion to take charge of his home. He remembered the appearance of a lady, whose home was in Vermont, who had spent several months in Holland as a guest of friends. Obtaining her address Mr. Steketee mailed a letter to the lady, explaining his situation and his need of a woman to assist in training his children and offered his hand in marriage. Her surprise, upon reading the letter was as great as Priscilla Mullins of the Plymouth Colony experienced when John Alden offered her the hand of Miles Standish. After due consideration of the proposal, the lady replied to Mr. Steketee, suggesting that he pay a visit to her home. Six weeks after he had buried his first wife, Mr. Steketee and the Vermont woman were married. She proved to be an excellent wife and mother.

Mr. Steketee sold his interest in the firm at Holland, moved to Grand Rapids, entered into a partnership with M. B. Kimm, an expert chemist, and engaged in the operation of a drug store and the compounding of medicines, cures for neuralgia, pin worms, etc. The firm prospered. An extensive sale of their preparations was established.

Mr. Steketee entered actively into politics and won elections to the common council and the mayoralty. As an alderman he unearthed crookedness in the police court and effected punishment of the offender.

As a mayor he attempted to revive and enforce the dormant blue laws of the State. The city was stirred into factions as never before. He was beset by detractors and impractically supported by those who defended him. His administration was a failure, so far as the rigid enforcement of the liquor laws was concerned, but he accomplished much in the face of bitter opposition. He died a score of years ago, respected by everyone who knew him.

Arthur Scott White.

The Mere Order Taker.

C. Harold Smith, who has made so large a fortune in lampblack that he is now busy trying to find out how to give away ten million dollars to the best advantage, got his start as a salesman. He made most of his money as a salesman, and his selling activities have covered a large part of the world, including China. Presumably he knows something of the art; he himself calls it a fine art. What he says of the qualifications for its successful practice is interesting and should be valuable, whether familiar or not: "A good salesman must be a business builder, not just an order taker. He must gain the confidence of those to whom he sells and be able to influence the buyer to favor him and his goods. Of all the qualities most desirable in a sales-

man perhaps the most necessary is enthusiasm." It should not be necessary in this day and generation to emphasize what Mr. Smith says about mere order takers. All experienced salesmen know what they lead to. But not all young salesmen can be persuaded that admonition of this kind, especially when it comes from the head, is more than a theory which sounds better in utterance than it works in practice. Their cynicism may be overcome, however, if they will stop to consider how Mr. Smith associates this idea with enthusiasm, a gift of youth which age is not always inclined to assess at face value. Obviously the enthusiasm he refers to is the enthusiasm of settled conviction and not the easily pumped-up ardor that springs from immediate self-interest. The mere order taker bubbles with it on the slightest provocation. The business builder, by which Mr. Smith means, of course, the builder of the customer's business, derives his fervor from patient study of facts that lead to logical conclusions. He is convincing to others because he has convinced himself; not because he must be convinced but because he has found solid reasons for belief in his judgment.



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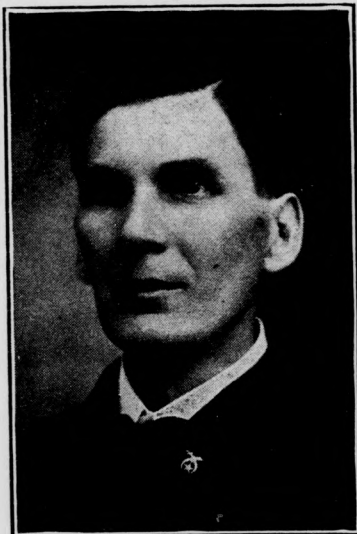
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MEN OF MARK.

Albert Murray, Pioneer Shoe Dealer of Charlotte.

Some men seem to take naturally to the shoe business and of this there are uncounted instances among the merchants of the day. It does not always follow that their ancestors were shoemen, but such is the case often and it is to be noted usually that the son of a shoe dealer or of generations of shoe dealers usually excels in that pursuit. It is pretty generally understood that in some branches of industry the business is transmitted from father to son and there are other kinds where this hereditary succession is not observed. The shoe trade is conspicuously one that appears to offer superior attractions over all other commercial lines to the second and in many cases the third and succeeding generations of those who hewed their fortunes from the sole of footwear.

It cannot be otherwise than a source of much satisfaction to any man, however much he may affect to disregard the pride which others take in



Albert Murray.

or pirates or engaged in callings not reputable, but were citizens of prominence of at least standing and respectability and were esteemed among their fellows. The man who is not proud of his lineage, if he has one that has been creditable, is not a well balanced individual. On the other hand, their ancestry, to know that his forbears were what are termed good people—that they were not highwaymen the man who continually talks and brags about his progenitors is usually worthy of slight consideration. People of good family may well show their breeding by their reticence on that identical subject, however much they may converse on other personal topics. William Makepeace Thackeray wrote: "As you like your father to be an honorable man, why not your grandfather and his ancestors before him?" The point is well set forth so that there can be a clear line of demarcation drawn as to the proprieties of the case. A man, however well fathered or grandfathered, may not with fluency prate about it; but the historian is privileged and as a faithful portrayer of his subject should

fully describe the strains and tempers that combine in the makeup of the subject who is under review. It was only Napoleon who could afford to say, "I am my own ancestor."

Albert Murry was born on a farm in Ashland county, Ohio, Feb. 8, 1857. His father was of Irish descent. His mother was descended from Pennsylvania Dutch stock. When he was 18 months old the family moved to Eaton county, Michigan, locating on a farm six miles Southeast of Charlotte. Mr. Murray obtained his education in the public schools of Charlotte. On the completion of his school course, he entered the dry goods store of James Shepherd, in Charlotte, with whom he remained four years. He then transferred himself to the dry goods store of R. C. Jones, with whom he remained six years. In 1886 he formed a co-partnership with Mr. Daron and engaged in the shoe business at 110 Cochran avenue, where he is still located. Two years later he bought out his partner and has since conducted the business in his own name.

Mr. Murray was married May 5, 1881, to Miss Minnie Wheaton, of Charlotte. They have had four children, two sons and two daughters. One son, Robert, is in the store with his father. The other son, Donald, is Superintendent of Schools at Mason. The two daughters are married and live in Charlotte. The family reside in their own home on East Lawrence avenue.

Mr. Murray is a 32nd degree Mason and is a member of the Shrine. He has been a member of the Congregational church nearly fifty years and served the organization as trustee thirty-five years. He has served eighteen years on the school board and two terms on the Common Council. He is vice-president, director and trust officer of the Eaton County Savings Bank. He has been Eminent Commander of Charlotte Commandery, No. 37. He was one of the founders of the Michigan Shoe Dealers Mutual Fire Insurance Co. and has served as President ever since the company was organized.

Mr. Murray owns up to but one hobby, which is to keep his garden on the back end of his lot full of flowers. This has been a hobby which has amounted to almost a passion with him for nearly fifty years.

He attributes his success to sticking to it and using people right.

Corporations Wound Up.

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

F. L. Johnston Corporation, Detroit.
Victor Body Corporation, Lansing.
Kelsey-Hayes Wheel Corporation, Detroit.
David Rutter & Co., Detroit.
I. Cohen Manufacturing Co., Detroit.
F. & I. Dry Goods Co., Charlotte.
Delta Title Land & Loan Co., Escanaba.
Dearborn Chevrolet Co., Dearborn.
Gratiot Land Co., Port Huron.
Borculo Creamery Co., Zeeland.
Lincoln Hotel Co., Detroit.
L. H. Gilmer Co., Detroit.
Walker Seating Co., Detroit.
Gray Knox Marble Co., Detroit.

Age makes some men wise to their lack of wisdom.

Sees Better Silverware Sales.

That sales of small sets of sterling silverware, running from four to eight pieces, are a splendid foundation on which to build future business was asserted yesterday by one of the leaders in this branch of the trade. In addition they are supplying a constantly increasing source of revenue to the silversmiths. This man said it had been his experience during the past year to

see a number of young couples who had started off with a simple purchase of flatware return for additional pieces of the same pattern with the idea of accumulating a full set as time went on. One important thing these sales have done has been to make thousands of young people "sterling conscious," with the promise that holds for the future.

Labor costs more than material.

MILLER PEANUT PRODUCTS CO.

Michigan's Greatest Exclusive Peanut Products
Manufacturers and Distributors to the Jobbing Trade

OUR LEADING BRAND — PLAYERS PEANUTS

1996 GRATIOT AVENUE

DETROIT, MICHIGAN

The Oldest Bond House in Western Michigan

A.E. KUSTERER & Co.

Investment Securities

303-307 Michigan Trust Building

A MICHIGAN CORPORATION

Capital and Surplus

More Than \$450,000

ARTHUR E. KUSTERER
President

GEO. L. O'BRIEN
Vice President

ROGER VERSEPUT, JR.
Sec'y and Treas.



"And I'll take these, too"

It's surprising how often people say just that when they see the Beech-Nut label. Catsup—Peanut Butter—Mustard Dressing—Pork and Beans. No self-respecting pantry shelf should be without its reserve supply. Keep these staples well displayed and they'll move themselves—fast.

Note: Beech-Nut is on the air. Every Friday morning at 10 (Eastern Standard Time) over 19 Stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen is telling leading home makers about Beech-Nut Food Products. Urge your customers to tune in.

Beech-Nut
FOODS OF FINEST FLAVOR

MUTUAL FIRE INSURANCE

Protection Available For Profits After the Fire.

History alone can tell the true story of insurance and its relation to business, for insurance and business have, throughout the ages, been inseparable. From the time the Rhodians obtained mastery of the seas in 916 B. C. to today, insurance has been the protector of the merchant and has adjusted itself as occasion demanded, to meet his every need.

Fire insurance, while it had been practiced on a small scale prior to the great fire of London in 1666, did not become a world factor, as did that branch dealing with marine losses, until after its necessity was set forth by the tremendous loss sustained in London, but, since its inception as an enterprise, it has served its client, business, in a far greater capacity than merely furnishing indemnity against direct fire losses. It has secured business, which factor has permitted one to invest his own capital in an undertaking as well as guaranteeing others seeking to make loans. Without such security it would force business to operate on a much smaller scale than it does to-day.

At the outset, indemnity, was required only for direct property damage. The merchant or manufacturer had no extensive establishments and his trade was confined to a relatively small territory, and competition was at a minimum. To-day, however, with competition at its high state and economical operation almost demanding a nation wide trade, large plants are maintained and losses by fire are far more serious than the mere loss of the property. To cope with this situation fire insurance has broadened its scope to offer indemnity against contingent as well as direct losses.

Insurance demands the seeker of indemnity to have such an interest in the subject insured as will cause him to suffer the burden of the loss, if loss occurs—an insurable interest. To have such an interest does not necessarily indicate that a direct interest is required, for interests are such that an individual may not own property but in event of its destruction, he will be a loser. Such a condition in years gone by was remote but with business, as it is to-day, it is not uncommon for an individual living in one locality to be affected by a loss in another locality.

This condition is becoming more and more of a factor and, to meet the ever changing conditions, coverage is provided so that practically all forms of contingent losses can be protected. Everyone fully appreciates the necessity of protecting direct losses, but only during recent years has the demand been made for contingencies such as loss of rents, profits, leaseholds, earnings, etc.

One's existence is made possible only through the income that is derived from his endeavors and should his fruit be destroyed, his income is jeopardized. Insurance recognizes this factor and provides protection against loss of earnings, earnings which would have been received had fire not destroyed the property which made them possible. In insurance parlance, this

is known as "Use and Occupancy Insurance."

Policies of this form provide for loss of earnings, consisting of:

Net profits which are prevented and Such fixed charges and expenses as must continue after a fire.

Naturally in effecting this coverage, the peculiarity of each specific business must be taken into consideration for earnings are constant throughout each day, week or month of the year or they fluctuate during different periods of the year. Forms have, therefore, been devised which will meet practically every condition which may be found.

Insurance is predicated upon the basis of making restitution for actual loss sustained so while this coverage protects earnings it limits indemnity to the actual loss.

It is peculiar to this form of coverage that the insured need have no direct interest in the property. He may be a merchant, commission man or manufacturer, located at some distant point from the property under consideration. He must, however, be dependent upon the existence of the property with reference to his earnings to the point that if it be destroyed his income will be affected.

Rent insurance, another form of contingent coverage, is insurance against loss of rents which would have been received had the property not been rendered untenable by fire. In effecting this type of insurance the probable replacement period of the premises is taken into consideration and policies are issued which pay loss of rents over periods from six months or two years. In other words, if the probable replacement period is six months, a policy representing the rental value of the property for six months is issued, with a clause limiting the liability of the insuring company to one-sixth of the face of the policy for each month. This gives the insured ample time to rehabilitate his property without loss of income during the period of rehabilitation. It is a coverage which should be purchased by individuals or estates deriving income from the renting of property.

Profits and commissions insurance is designed to protect individuals against losses of profits or commissions on goods held for sale, if through their destruction there is an actual loss of sale. Naturally goods held for sale which are readily replaceable and if destroyed by fire would cause no loss of sale because of their replaceability, would cause little or no loss of profits or commissions to their owner or consignee, but if not replaceable, and actual sales are lost, the owner or consignee would be the loser by the difference between actual selling price and acquisition cost. Policies are written to cover loss of either net or gross profits.

The cost of any service is a subject of great import and a subject which is generally unappreciated. Insurance accumulates funds to meet uncertain losses of capital and insurance costs are such as to create a fund which is necessary for insuring organizations to operate on a sound basis. The actuary apportions the income comprising this fund upon each policyholder

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

Affiliated with

**The Michigan
Retail Dry Goods Association**

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

**THE GRAND RAPIDS MERCHANTS MUTUAL
FIRE INSURANCE COMPANY**

320 Houseman Bldg.

Grand Rapids, Mich.

How Many Dollars

Depend Upon How Much Sense—

The number of dollars that will be left to your widow and your children will depend entirely upon how much sense you now use in providing them with life insurance protection. While you are well and strong and young, your life insurance costs will be at a minimum.

New Era Life Association offers you sensible policies at reasonable rates.

New Era Life Association

(Legal Reserve)

Second Floor, Grand Rapids Savings Bldg. Grand Rapids, Michigan

HOME OFFICE

in accordance with the probability for loss in his particular risk. This method of apportionment is the only equitable means that can be employed. The probability for loss is directly dependent upon the hazard inherent in a risk, for as the hazard increases the probability increases and conversely, and as the hazard decreases the probability decreases. Rating schedules as applied throughout the country distribute this income according to the hazard inherent in each individual risk.

These schedules consider the four major elements of hazard—structure, occupancy, exposure and protection. Each of the four elements are, in turn, analyzed as to their causativeness and contributiveness of hazard. Definite charges and credits are affixed and after the rating has finally been established, it measures the relative cost in each specific instance.

Insurance is essential to the prosperity of any community. It guarantees stability at a cost which in itself is small for, without insurance, our entire business structure would be entirely changed.

It secures independence and peace of mind for with its protection investments, earnings, etc., are protected after the embers are extinguished and nothing remains but the debris.

Raymond T. Nelson.

English Sparrows Compared With Chain Stores.

A gaily plumed robin recently arrived from its winter home on Mobile Bay, dropped unceremoniously upon a well nurtured lawn in Grand Rapids, uttered a short but musical song to express its satisfaction with the conditions of the weather, the bright sunlight, the gentle zephyrs and the budding flowers. The situation, as the bird viewed it, deserved and received its approval.

Beneath the heavy sod near the spot where the bird stood, a worm wiggled itself nervously, apparently with the feeling that its existence had become endangered by the presence of robin red breast, and endeavored to escape. The bird, however, was hungry. Regardless of the unhappy situation of the worm it thrust its sharp bill deep into the ground and caught the worm by the tail. The worm resisted with all its strength the efforts of the bird to pull it out, to be served on the breakfast table, in vain.

A saucy little English sparrow, sitting on a limb of a tree nearby, watched the movements of the bird. As it laid the worm on the grass and proceeded to clean its bill and to shake the dust out of it swings, as any genteel bird would do before eating its food, the naughty little sparrow swooped rapidly to the ground, snatched the worm and flew away, thereby depriving the robin of its breakfast.

A few years ago a worthy young man, employed as an express messenger on trains running into and out of Chicago, having saved a little money decided to retire from the express company's service and engaged in trade as a grocer. He selected an undeveloped region of the city as a field for operation. He leased a small store and opened a moderate stock of stand-

ard goods, such as his limited capital would permit. With the assistance of his wife and a young daughter, the task of creating a business in such an unfavorable located was undertaken. At first sales were but few in number and small in quantities. The merchant supplied a delivery service, carrying goods to the homes of purchasers by hand.

As time passed the district began to grow in numbers. The merchant's volume of trade increased. A horse and wagon were needed to deliver goods. By straining his credit immoderately the merchant was finally able to obtain a conveyance and to employ a young man to drive the horse.

With the passing of time the merchant prospered. The services of his wife were not needed in the store. Sales clerks had been employed. The daughter, grown to maturity, had married a worthy young man and moved to another city. Gasoline burning trucks made their appearance on the streets. The merchant's horse drawn vehicles no longer served his purposes. He must have two trucks—two of them, at least, to serve his customers promptly. These were purchased and put into use.

The merchant had been fairly well rewarded for his years of industry, self-denial and faithful, honest service rendered to his customers.

A bird with the vicious instincts of the sparrow appeared in the community. Its name was Piggly Wiggly. It opened a cash and carry store, offering inferior short weight merchandise at cut rate prices. A. & P., Thomas, K. & B., Kroger and Warner followed with stocks and cut prices. The trade of the old merchant began to dwindle. He had been a liberal supporter of the neighborhood association of business men, the eight neighborhood churches and the neighborhood newspaper. With the loss of customers he was obliged to withhold his usual subscriptions for the support of community enterprises. One by one his eight salesmen were discharged. A young niece volunteered her services as an assistant to the old man. One delivery truck was sold and there was not much employment for the one he retained. The chain stores kept their doors open late at night and most of the holidays.

The contest was too strenuous for the old merchant. With means exhausted and former customers patronizing the chains, he reluctantly turned his remaining stock and fixtures over to creditors, locked the door of his store, gave the key to his landlord and threw up his hands, a beaten, feeble old man.

Friends circulated a subscription list for his benefit. Six hundred and fifty dollars, quickly pledged and paid in, was placed in the hands of the old man, who accepted the purse gratefully with tears in his eyes.

A small tract of land in an adjoining county was purchased. The old man is growing vegetables for the local market. His wife serves chicken dinners to tourists.

The robin is not the only bird to suffer from the piratical practices of its neighbors, the sparrows.

Arthur Scott White.

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

WORDEN GROCER COMPANY
The Prompt Shippers

Ask Your Trade To Try

Morton House COFFEE

It Is A Sure Repeater

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

THE MICHIGAN TRUST COMPANY, Receiver.

DRY GOODS

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

A Camper's Regulation Outfit.

Kits for young women and girl campers follow much the same lists, with minor variations, depending on the camp. From several sources the following list has been assembled as one suitable for most of such holidays.

First, there is the sports suit or ensemble in which to travel, which may be of jersey, knitted wool, tweed or crepe, with a wool top coat; two suits of cotton or linen, with bloomers or shorts; two suits of the same type in wool, jersey, flannel or tweed; one lightweight jersey; four to six middies with or without sleeves; one bathing suit of lightweight wool and rubber cap; one bathrobe of cotton crepe, toweling or flannel; one raincoat, poncho or both; two suits of pajamas or nightgowns of thin wool or cotton; six pairs stockings, preferably wool; one hat of felt, one of rubberized material; two pair tramping or tennis shoes; one pair sneakers; scarf or neckerchief, and handkerchiefs and leather belt.

In addition to the wearing apparel each member of a camp usually provides her own pillow, bed linen, blankets, quilt or comforter, towels, laundry bag and coat hangers.

Among the accessories are being shown little kits that contain necessary toilet articles, soaps, brushes, a mirror, and on one side a compartment for the bathing suit. Most campers will want to take one or more of the following articles; canteen, camera, knapsack for short hikes, tennis racket and balls, hockey stick and fishing tackle.

Chic Summer Accessories.

The sports parasol comes to light this Summer in slightly longer lengths than formerly and with handles that have decidedly more dash and color. Both the straight and crooked types are smart and both have earmarks of the new vogue in designing. Crystal-like compositions, galalith, wood and imitation amber are favored. Some of the crooked handles have the ends finished with either animal or bird heads, while the straight handles favor odd-shaped knobs, squares and balls.

Crepe de chine handkerchiefs in between sizes are also among the smart accessories. They have rolled hems and are featured in solid colors only, although they are enlivened by fancy monograms, which take up a good part of one corner. These come in different colors.

The fad for matching one accessory with another is again in evidence in connection with the new silk stockings, which come with reptile designs painted on them. The different shades match those prevailing in the reptile shoes and include all-over patterns that range in the grays from pale to deep slate, and in the beige tones from light to very dark brown.

Stores Play Up Outboard Boats.

This Summer is expected to establish new records for the sale of outboard motor boats and canoes. Consumer favor for the outboard type of craft was quite definitely established last year, and this season the number of enthusiasts is figured as being much larger. In recognition of this department, some of the larger department stores, even in the popular-price class, are substantially expanding their boat and nautical supply departments. While the cost of both motor and boat run into a comparatively high unit sale, it is less than that of even a low-priced car, and the added volume expected is held likely to help the expanded departments show up well.

The Sun-Tan Suits.

A lily-white skin is out of fashion with the modern girl, who is devoted to out-of-door life, and the sun-tan back is all the fashion at the Summer resorts as it was at the Southern beaches. Women who were deprived of a Palm Beach season are said to have used violet rays to acquire the fashionable tan, and now bathing suits are cut with a decolletage as low as that of the modish evening dress. In some the back is non-existent, and the waist is held together with one or two straps below the shoulders. The neck is usually cut moderately low in front. This is one way of cultivating the chic Oriental complexion.

Sports Vanity Cases.

To use with the new sports handbags or carry in the pocket of a sports suit one of the shops is offering a vanity case for loose powder. The case itself is very thin and comes finished with bright-colored enamel. On the top is a novel cap the size of a push button, which unscrews and reveals a little compartment for holding either lipstick or a bit of rouge. This extra part is made of a bone composition, and is usually in a contrasting color. A black case may have either a red or green cap; a navy blue case red, orchid, white or gray cap.

New Cotton Bags.

Handbags of cotton twill, crash and pique are offered with top strap handles, black strap handles and thumb tabs in medium sizes. Colorful applique work is used in conventional floral patterns and with modernistic art. Some of the bags have unusual frames of colored composition to match the embroidery or applique work used in the body parts of the bags. White and the pastel shades are used for the backgrounds, with either white or matching linings.

Leather Market Activity Marked.

The quiet trend which marked the leather business generally since the first of the year has disappeared in a revival of confidence and interest in all types of leathers since the new tariff bill passed the House Tuesday. Orders for sheep, kid, calf and upper leathers generally were in larger volume yesterday than for some time past. The confidence in the stability of values, claimed to result from the new tariff proposals, has brought firmer prices and advances are being realized in many types.

Some Facts About the Rebirth of Poland.

Grandville, June 4—The world war was not without its compensations in some quarters. The old, iron clad despotisms of Europe were torn to shreds and a new era of peace and plenty dawned upon lesser Europe.

Many of us as boys read of the one time splendid kingdom of Poland which was despoiled of its nationality by one of the most high-handed crimes ever enacted in the political world.

Poland, a nation of Eastern Europe, excited the avarice of three of the larger nations, and these put their heads together and decided on the division of said nation among themselves, hence the story of the division of Poland became known as the one hideous crime of a century and more ago.

Mitchell's geography told the story in a few lines as the dividing of Polish territory into three parts among Russia, Austria and Prussia, thus at one fell stroke was that nation wiped off the earth.

Many romantic stories were told of the Poles, among others the saying that her women were the most beautiful in the world. The sympathy of every schoolboy and girl was excited in behalf of unhappy Poland. The loneliest lane has its turn, however, and it was so in this case. Unhappy Poland had her innings when the Huns of central Europe went down before the combined armies of the allies.

One has but to look at the map of Europe to-day to note the change that world conflict wrought in making history. Austria had long been the big robber government of Europe. Not only Poland but Switzerland and Italy felt the harsh cudgeling of her hand.

The Austrian state prisons held in their grip many of the most patriotic men of Europe. Austria suffered when Garibaldi liberated Italy, and the name Austrian was a synonym for all that was beastly and bad to the ears of little children even here in America.

To-day, however, the mills of the gods have ground exceedingly fine and the once proud old Austrian empire has been torn to shreds, scarcely a patch being left to bear the name.

Austria was with Germany in her desperate and wicked attempt to conquer the rest of Europe. As it turned out both Germany and Austria suffered heavily and deservedly. The former, however, is fast rebuilding her nationality under a republican form of government while poor old Austria has gone down to the bottom never again to be resuscitated.

From the debris of war Poland has again come into her own, and that nation is fast forging to the front in European politics. With thousands of miles of open frontiers surrounded by hostile countries which refuse to accept her present boundaries as definitely settled, Poland is rapidly coalescing into a country which has an excellent chance to become one of the European great powers.

With her latest experience this country has learned the lesson that pacifism doesn't pay. It was owing to a lack of military preparedness that Poland lay a helpless nation at the feet of her old time conquerors, and lost her national identity.

However dear a teacher experience may be it is a lasting one, and the nation which has furnished some of the best fighting men in the world is not likely to be again caught napping.

Drilling for army service is continually going on in Poland to-day. There will not be another division of that country without a long and bloody war. Russia, Prussia and dilapidated Austria are not to-day in condition to meet the united armies of reunited Poland. That nation is firmly resolved to not be caught napping a second time.

A nation of brave people, armed and ready for battle, usually are left to pursue their national career undisturbed. It is the pacifist element in a nation that leads to national disaster. History's every page proves this down from early history to to-day.

Even the kindly disposed old U. S. A. is not too powerful to forget this fact and govern itself accordingly. Most of our wars have found us, as was Poland in the past, unprepared, the result being a much larger sacrifice of human life than would otherwise have been necessary.

The Polish army is one of the best in Europe to-day. It is a gratifying thought that this is so. Tasting liberty and national freedom for a second time the Poles will not again be led to surrender to their enemies.

The Polish army on a peace footing to-day numbers nearly 300,000 men and will form the nucleus of more than a half million should the clarion of war again sound in that land.

The peace of the world is better secured by the reunited Poland than ever before. With Poland glorying in her gallant fighting army other nations, more especially Italy, will feel safer than when the Huns and Austrians dominated Eastern Europe.

The word has gone forth, put none but Poles on guard. All of Europe understands, and the three robber nations which once maimed and ruined Poland well understand that another partition of Poland cannot take place. The Polish desire to retain its nationality is in itself a godsend to the liberty loving people of Europe. Emperors and kings who once ruled with a tyrant hand have gone into the discard and the sunshine of a new day has dawned on the patriot common people of Europe.

The best wishes of all America goes out to resuscitated Poland in this her latest effort to weld a strong nationality.

Old Timer.

Await Summer Suit Activity.

While hot weather during the last few days has stimulated some consumer buying of men's Summer suits, the hot spell has not as yet continued long enough to create a real rush for merchandise. Retailers are still somewhat cautious, although the general belief is that there will be active re-ordering during the next few weeks. In the East and Middle West the trend is said to be largely to tropical worsteds, both with vest and with extra pair of trousers. Specialty cloths and linens dominate in the South, where turnover has been active. Light shades prevail.

Show Summer Jewelry Lines.

The separate Summer season idea has taken strong hold in the novelty jewelry field, where manufacturers are now featuring special lines for Summer sale. These items are light in weight and extremely colorful. Necklaces are outstanding in stone combinations. Choker effects dominate, the 17 inch size being offered, however, to eliminate the feeling of tightness occasioned by wearing the 15 inch styles. Colors being played up match Summer silks and stress yellows, blues, greens, coral, black and white and amethyst.

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

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.

Educate Women To Buy Corrective Shoes.

The requirements of health shoes have been investigated and selected by Miss Jane Bellows, head of the health department of the national board of the Y. W. C. A. Miss Bellows, who has spread the knowledge of good shoes as an essential part of a health program, has endorsed the following five shoe requirements:

1. A straight inner border to follow the line of the natural foot.
2. Room for the toes without crowding.
3. A broad low heel, not more than one and one-fourth inches in height.
4. A flexible shank, allowing action of the arch muscles and better circulation.
5. A low cut, permitting free use of the ankle and allowing for better circulation and ventilation.

To strengthen this shoe movement the New York office of the Y. W. C. A. has sent out the following letter to corrective shoe firms:

"Miss Jane Bellows, head of the Health Department of the National Board, has just returned from a tour about the country with the opinion that correct shoes are not being worn by enough women.

"Every effort is now being made by us to educate our women to buy correct shoes. To this end printed matter is being circulated. Plans for the national convention at Sacramento are being laid, and I have been asked to see what I can do through the pages of the Woman's Press and our 'Y' service.

"Our 'Y' service will distribute your circulars to the physical education directors when they meet at the convention. We can also place one in the hands of everyone employed by the National Board at 600 Lexington avenue. We have more than 300 girls here.

"The summer conference, with about 10,000 girls attending, is another field with which we can place you in touch. The 98,000 girls attending our 304 summer camps will be required to wear correct shoes, so this is an especially good field for you. We have the list of summer camps ready to mail to you.

"We have a list of 1,300 Girl Reserve secretaries and advisers. These will soon be adopting some types of shoes for their 500 Girl Reserves. They have just completed the adoption of a uniform. Everything from hats to stockings has been selected. I know that the subject of shoes would be welcome. Let me introduce your firm to our national head of Girl Reserves.

"These are merely suggestions. Perhaps you can think of a better way to interest our 600,000 women members, 500,000 Girl Reserves, 52,000 board and committee women and 2,946 secretaries.

With New York City as the center of its activity the corrective shoe movement is under country-wide observance.

More Vending Machines.

Installations of automatic vending machines in department stores have notably increased in the last eight months. Executives of the vending machine companies say that orders on their books call for many additional installations between now and the end of the year. Among the establishments in which machines are now said to be in use are the J. L. Hudson Company, Detroit; Bamberger's of Newark and the Boston Store of Chicago.

The installations range from thirty to one hundred machines, comprising from three to ten in a battery. The products sold include drug sundries, notions, candies, package groceries and cigarettes.

Reports regarding the business done by the machines are favorable, use of the machines now passing from the novelty to the utility stage. Inasmuch as the merchandise vended is of the "pre-sold" or convenience types, no consumer antipathy to their use is said to exist. Whether this would continue to be the case if more varied lines begin to be offered is held an open question.

Selling the Women.

In a suburban town near Chicago the shoe retailer held a sale. Each morning, when business was slow he used the telephone to reach local women and tell them about his sale.

In telephoning he particularly emphasized a \$6 special on men's shoes and urged the women to come in and get a pair on trial, suggesting that if they didn't look good to the man of the house he would cheerfully take them back. Of course most women didn't know what size to get but he got around that by suggesting they bring in one of the man's old shoes.

He sold a lot of shoes, for he had some real values. And he established a lot of new men customers.

Sun Tan Trend Still Strong.

No diminishing of the sun tan vogue is noted. In fact as the season advances the belief is that its popularity and influence will grow, particularly in the East. The vogue is at present notably effective as a sales stimulant in the cosmetic, dress and underwear field, in which almost entirely all of the new offerings show the sun tan or "sun back" influence. The more forward-looking of the manufacturers in these lines, however, are on the alert for the first signs of a major movement for Fall to succeed the sun tan trend and to compare with it in importance.

Knew What He Wanted.

A Southern storekeeper, who was also justice of the peace, was sitting in front of his store when a colored man drove up.

"Say, squire," the latter announced, "dat woman you married me to las' week has ten chillun, an' every one of dem plays some kin' ob musical instrument."

"Why, that 's a regular band, Mose," replied the justice. "Do you want me to send off and get you a horn, too?"

"No, suh," was the dismal response. "Ah wants to git disbanded."

ALL ABOARD! ALL ABOARD! ALL ABOARD!

Steam is up! Last good-byes are being said! The Grocers' Special Trains are all ready to glide out of the railroad stations from all important centers, on their way to the N.A.R.G. Convention at Portland, Oregon, from June 24th to June 27th.

But there is still time to make reservations on these trains before they leave. Get in touch with your local Transportation Chairman. Make your reservations through him. If you haven't got all the information you need about the summer tourist rates, the itinerary, or anything else, ask him. He knows!

There's no time to lose!
Make reservations today!
Bring your wife too!

Compliments of

THE FLEISCHMAN COMPANY
Fleischmann's Yeast
Service

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

10c

ALWAYS
POPULAR



SANITARY HANDY PACKAGES
FOR EVERY OCCASION

PUTNAM FACTORY
NATIONAL CANDY CO., INC., Grand Rapids, Mich.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Prompt Adjustments

Write L. H. BAKER, Secy-Treas.

Lansing, Michigan

P. O. Box 549

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

We Make Our Friends Carry Excess Burdens.

Manhattan Island surely is a place apart, and some locations on it are even more so. A few days ago I was attracted by some nice looking grapefruit in a fruit stand in the Grand Central Station. The displays in the place were wonderfully well done and I knew the rent was high. I picked up a smooth-skinned, juicy specimen of about a 64 size and looked about for somebody to sell it to me. I noticed a man cashier behind the desk—and, of course, men cashiers cost money. He rang a bell to attract a salesman's attention—and such trimmings cost money, too. The clerk emerged from behind a pyramid, a bright, pleasant, smiling young man, expensive "help," no doubt. Mentally I raised my bid from ten to twenty cents and prepared to stand the gaff.

But quietly, though speedily, I replaced the fruit where I had found it when he said: "Those bright Floridas? Thirty-five cents." "Thirty-five cents apiece?" I asked, startled. "Yes"—still brightly smiling—"thirty five cents each." It came home to me that I was again on Manhattan Island. The incident shows that you never can tell what you may meet up with until you have the experience.

It is such a pleasure to get into a store like Drislane's in Albany. I mentioned Drislane's last week. The finest trade in Albany goes there. But as it was ten years ago when last I saw it and as all wakeful stores are everywhere, here I found merchandising of fruits on the 1919-1929 plan.

Here are prices I copied from the citrus and other fruit sections: Lemons, dozen, 39c; oranges, 59c; 69c; 79c; 89c per dozen; apples, 6 for 39c; grapefruit, 4 for 29c; 3 for 49c; 6 for 89c.

Let those who cleave to the notion that folks do not care for odd prices take heed of those pricings. Remember here is the highest grade grocery store—none higher grade anywhere. Fact is, odd pricings are up-to-the-minute in method and effectiveness. The grocer who fails to note this is holding himself back.

Think not? Think such plans appeal only to women? Every shirt shop in the country is to-day displaying windows full of shirts priced at \$1.95. Why? Does not every man know that this is a \$2 shirt, unless he is maybe wise enough to know it is a \$1.85 shirt when regularly priced. Well, the answer is that such pricings result in sales of ten shirts where \$2 would sell one. If it is results a merchant seeks, let him open his eyes and see.

A fancy luggage shop much higher grade than a place where baggage is sold prices fine Gladstone bags at \$29.95 and other items like that. If the 5c concession from "regular" pays such a shop, will not also pay the grocer? Why ask foolish questions?

A development now being noticed is

that while there are perhaps 70,000 grocery stores owned to-day by chains, there are probably 70,000 individual grocers banded together in voluntary chains.

The largest wholesale grocery house in Cincinnati is grocer-owned. It is an old house. Some of its owners—individual grocers—are retired men whose fortunes range up to \$250,000.

The outstanding exemplar of to-day's grocer-owned wholesale houses is that in Frankford, Pennsylvania. The Frankford Grocery Co. has 1,700 grocer members.

Out of three—maybe four—grocer owned houses in San Francisco one, the San Francisco Grocery Co., has only 75 members; but it is about the most closely knit, friendly, completely co-operative body of merchants I know of. The others are successful, as are the three in Los Angeles.

An old, solid, substantial house is the Boston Wholesale Grocery Co., grocer owned.

There is a strong, successful house in Providence. A big one in Louisville is grocer owned. The grocer owned house in St. Louis is famous for its accomplishments.

Those houses—I had almost forgotten a fine one in Oakland, California though I am listing just a few that come to mind—operate on various plans; but results come down to this: that their members buy as closely as any chain buys. Not one asks any odds of anybody. Their members sit pretty, secure as ever in past history of grocerdom.

I write in Lancaster, Pennsylvania. The Lancaster Wholesale Grocery Co. was established as a fledgling when I was here last, some nine or ten years ago. To-day it has about 400 members, 325 active grocers, the others retired merchants who retain their stock. The company owns its home, which is large and substantial. It has siding for three cars at once and shelter for two loading trucks. This to be expanded soon to take care of three or four. Its buildings are old tobacco warehouses, hence so substantially constructed they would cost four times what the company paid if it built them now. So its property cost little compared to its real value.

This company delivers all its goods to members and its cost of operation is just about its margin, 5 per cent. It carries a stock of \$200,000 and turns it some seven times with its \$1,500,000 of annual sales. Its members own their goods as cheaply as any chain. Sugar to-day, for example, costing \$5 in Philadelphia, is priced by the house at \$5.20 delivered to members. That is as cheap as the chain units can own it, delivered on chain trucks from Philadelphia.

The history of this house is like that of others. Much valuable service not appreciated or backed up by its members. Ten years ago, when this was a struggling enterprise, members attended meetings diligently. Now that they are prospering by the work of the house, they stay at home.

Worse than that, they forget to what they owe their present state of well being and neglect support of the house they themselves own. The house

(Continued on page 31)

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

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
"Yellow Kid" Bananas, New Potatoes, Strawberries, Sunkist Oranges, Lemons, Fresh Green Vegetables, etc.

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.

"Prime Cut" Not Always Prime Stuff.

From the questions frequently asked us, it becomes apparent that the terms used to describe cuts of meat by some retailers cannot always be accepted at their face value. We are asked the meaning of such terms as "Prime Cut", "First Rib Cut", etc. We wonder if retailers who freely use such terms ever stop to think of their significance, or if they have automatically become a part of their advertising and displays.

The "First Rib Cut" refers to the section of the rib set nearest the loin and is considered the most desirable for oven roasts. It may consist of from one to three ribs, or perhaps four. At all events it is the first cut to be removed from the small end of the rib set, and whether the roast is small or large there can be only one such cut to each rib set. Not in all cases is the name so well used and in some markets it is applied to a section of the rib set further down toward the chuck. There are some housewives who really want the particular cut nearest the loin, and if they get a section further away they are deceived. Deception in the meat business is no more commendable than deception in any other business and it is highly probable that it never did any business any lasting good.

The term "Prime Cut" is one not so easily explained. Frankly we are unable to say just what many retailers do mean when they use it, any more than we know what they mean when they advertise Jersey pork or Maryland chickens and then sell pork and chickens that never saw the state mentioned. If the quality of the meat is satisfactory and priced right there may be no real harm done except that again we have deception in business. It may be harmless deception so far as it is possible to have any deception harmless, but still there is a lack of one hundred per cent. frankness and fairness, just the same.

The term "Prime Beef" has grown up around the short loin and the seven rib sections of the carcass—especially those possessing high quality—and when the term is used many have no thought of really telling people that they mean the beef is of prime grade. In trying to trace back the origin of the term, we were told that it originated when the cuts mentioned were first sold separately from other parts of the carcass. We were told that well-to-do trade demanding the best in beef wanted the steaking and oven roasting portions in more liberal quantities than the others, and inasmuch as the meat was cut from what were considered prime steers the name stuck to the cuts.

In the beginning probably there was no deception, since the cuts were of prime grade, or very closely approached it. As the demand continued and lower grade beef was used to provide these extra cuts there was less truth in the term. Everyone seems to know

that "Prime" stands for very high quality and it would seem, a meaningless way, consumers should take that fact into consideration when making their purchases and look their steaks and roasts over with care.—Prepared by N. Y. office, Department of Agriculture.

Chain Store Methods.

Do you keep an eye on the business methods of the various chain stores. There's many a good lesson to be learned, even in stores in other lines.

For instance the stock keeping methods of any of the big 5c to \$1 chains can give any merchant pointers. And you can also profit by being as careful in the use of supplies as the chains require their stores to be.

Some stores require all their salesmen to wear a uniform whipcord coat, furnished by the store. The effect is very pleasing. Perhaps this might be an idea for you. And any chains require each salesman to wear a little badge bearing his name while on duty. This is an idea any store can copy to advantage. Most customers like to know the name of the man serving them.

The chain stores believe in keeping things clean, and freshly painted and brightly lighted. How about your store? Does it compare favorably with the chains in this regard?

Warning Is Issued on "Health Foods."

Beware of "health foods," "life grains," etc., says W. G. Campbell, Chief of the Food, Drug and Insecticide Administration, Department of Agriculture.

The administration believes the use of the word "health" in connection with foods constitutes a misbranding under the food and drug act. The use of this word implies that these products have health-giving or curative properties, when, in general, they merely possess some of the nutritive qualities to be expected in any wholesome food product.

The chief offenders, according to Campbell, are cereals and salts.

Like Stopping Clock To Save Time.

The Buy-Rite Market, of Joliet, Ill., gave prominent display in a recent newspaper advertisement to the following paragraphs:

"Do you like good meat?

"Foolish question, isn't it? We know you want good meats. BUT you want them at the lowest possible prices. With this thought foremost in our mind, we are striving to give you the best for the least.

"Remember—Buying real cheap meats to save money is like stopping the clock to save time."

He Mollified the Dog.

A meat dealer's boy was delivering meat at a house where a fierce dog was kept. The lad entered the back yard, when the dog at once pinned him against the wall. In a minute or two the mistress of the house ran out and drove the animal off.

"Has he bitten you?" she asked.

"No," said the lad. "I kept him off by giving him your suet, and you just came in time to save the beef."

Two can't live, so cheaply as one if one continues to live at the old rate.

MICHIGAN BELL TELEPHONE CO.



Rescued . . . from embarrassment

Guests arriving unexpectedly just before dinner need not cause you embarrassment. There may not be enough ice cream and cake to go around, but you can call the corner grocer and order more, unknown to your guests. You can do it, that is, if you have an extension telephone—in the kitchen, for example. Then you cannot be heard in other parts of the house.



**An extension telephone costs only
a few cents a day**

GUARANTEED
UNIFLOW
"THE PUMP SUPREME"

**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**

Don't Say Bread

— Say

HOLSUM

HARDWARE

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

Suggestions in Regard To the Window Display.

The window display is the hardware dealer's most direct and effective means of appealing to his public. Yet it is possible to become discouraged on the subject of window display by expecting too much in the way of direct results from a particular window trim.

One hardware dealer emphasizes this point from his own experience. He says:

"A merchant told me once, 'We have had goods in the store which remained on the shelves for several years, but immediately after displaying the goods in the show window we had scores of enquiries.' His case may be an exceptional one, but I think he must have been a bit too enthusiastic in his statement. He may have had quite a number of enquiries, but I cannot conceive of any man securing scores of enquiries as a result of a window display of a line of goods which for several years had represented dead dollars on the store shelves.

"I realize the value of good window display, for I have dressed many windows and have secured good business by doing so. I think the well-cared-for show window is one of the best sales mediums at the disposal of the retail merchant; but I do not think the trade should expect too much from the show window. I believe the merchant should expect a great deal—but not too much.

"I remember the first window trim I ever put in. I had just finished reading an article written by a window trimmer. He told of the way he had arranged his window display and of the large number of sales which resulted. I thought I would follow out his play and I arranged what I thought was a cracker-jack display, as nearly as possible like the display described by the window trimmer. After the display had been arranged I watched for the inrush of customers—but lo and behold, they did not come in. We had a few enquiries, of course, but I can tell you we did not have scores of enquiries. I was rather discouraged and inclined to suspect that window displays were hardly worth the labor.

"Although rather discouraged, I kept on arranging seasonable displays from time to time and trying to improve each display as I went along. I found out by experience that with the exception of bargain windows, very few displays drew the large number of enquiries that some people would lead you to expect. I have found that—excepting bargain windows—the average hardware window trim pulls and pulls strongly but does not jerk.

"I want to offer a word of encouragement and at the same time of warning to the many window trimmers who dress window after window but do not receive the flood of enquiries some trimmers claim. I have spent a good many years in the business and I know that my show windows have paid

splendid dividends, but they did not pay in jerks. They pulled steadily, and I know they are still pulling. It would be hard to enumerate the many instances of window-pulling power that have come to my notice during my years in the hardware business, but I know that my show windows are a paying proposition. I do not claim to be an expert window trimmer by any means, but I know that by tastefully displaying seasonable goods in season and using attractive show cards and price cards with prices shown in plain figures I have pulled in a lot of business. I know there are many other merchants in my class.

"To the beginner in business or the clerk who has just been allotted the task of looking after the show windows I want to say, 'Do not get discouraged if your display does not draw an inrush of customers—the window with the biggest crowd around it doesn't always sell the most goods.' Originality in display is an important factor in successful window trimming and every trimmer should try to work in original ideas—but not freaks."

A small town dealer whose trims are rather exceptional thus discusses the ideas and problems of window dressing in his experience:

"The construction of the window is an important matter to the trimmer. In my opinion the window that is cased in but, built in such a way that it can be easily removed, if necessary, has a decided advantage over the open one. Of course, it depends largely upon the articles to be displayed. But take for instance a cutlery or Christmas trim, and compare the one that is cased in with a good background, keeping the goods clean and the window glass clear in frosty weather, with the one not cased in.

"I think you will find the one cased in with a background centers the attention of the onlookers on the articles shown, whereas with the open window the attention is distracted by reason of the view obtained of the interior of the store, especially at night when the lights are on. Our windows are not cased in, but for Christmas and other special trims I arrange a board background covered with cloth. For paint displays I use white cheese cloth, and so on, to suit the trim.

"Fixtures such as display boards and shelves can be easily made of different designs and sizes. It is a good idea to have a varied assortment of these boards on hand. They do not take long to make. If I have not a good variety, it is difficult sometimes to work the same ones into two different displays. I find that boxes about 20 x 16 inches and 6 inches deep are very useful for the floor, as they can be either laid flat or stood on end. Thus you can arrange steps to take off the flatness that sometimes presents itself in a cutlery or tool trim.

"Articles to be displayed should be classified separately in each trim, such as cutlery, tools, tinware, graniteware, stoves, etc. In showing tools, for instance, all sizes of, say, chisels or screw-drivers of one kind should be placed together, and in rotation, so that the onlooker can see that the store carries a full line of the articles shown,

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

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

"Do not overcrowd a window, but at the same time show a sufficient quantity so it will not look as though the stock is limited. It is important to impress upon the public that there is a first class selection of everything in the store.

"Price tickets are an important factor in a window trim. If the goods are marked at the right price, the tickets cannot help but bring more custom to the store. It is from the price ticket system that the benefits of window dressing are very largely derived.

"Sales are repeatedly traced by this means, for customers can readily see how much an article is. They more often buy when they know how much they have to pay. Otherwise they might not bother to ask, thinking the price would be too much. When a customer enters and says, 'I want to look at those \$2.50 carvers,' you know that the window display has brought him in.

"I am a firm believer in realism in window display—realism and originality. Have your windows different from the rest and possessing some quality which will not only draw people to look, but give them something afterward to think and talk about.

"Last fall, during fair week, I designed a hunting window. I made it as realistic as possible, believing that the people at the fair, who were out for a holiday, would be more apt to give attention to a display of that kind than to an arrangement of store goods, no matter how creditable the latter might be. When people are out for pleasure, the window dresser who desires to catch their attention must have something designed to give pleasure.

"In the background I placed a log cabin, with the door open, so that one could see the table set within. There was a light inside and at nights this was turned on. To one side was a rocky made of large stones and moss. A stream of water trickled over the rocks and ran in a direct course to the front of the window. The water was brought up from a water pipe at the rear, and its bed consisted of a half piece of conductor pipe, but none of these 'inner works' appeared on the surface. The use of moss and leaves made the stream look quite rustic and natural. Gold fish had been placed in the water to give a still further touch of nature. On all sides were stuffed animals—deer, bear, fawn, porcupine, grouse, raccoon, crane, wild duck and even a snake curling over the stones. The idea that the animals were attracted to the watering place was made quite apparent. A camp fire added the final realistic touch. The results I aimed at with this display were achieved. All who visited the fair came to see the display. It was talked about a great deal, and advertised the store far and near."

The basic idea of this trim could at the present season be adapted to outing displays, which right now are timely.

It is quite in order to link the window display with some topic or event prominently before the public mind, provided that topic or event is not a controversial one. Controversy should

be avoided by the hardware dealer in giving his displays this "news" slant.

Within the next two months, old boys' reunions, old home weeks, and similar events will be held in a good many communities. In one community a hardware dealer put on a reunion display, the central feature of which was a locomotive and tender constructed entirely of articles comprised in the hardware stock. The boiler portion of the locomotive was a galvanized iron tank, surmounted by a smokestack (small stove pipe) headlight (dark lantern) and bell. A large tin ice box placed upon an express wagon and surmounted by a topping of charcoal represented the tender. The engine cab was also shown by a large tin box, while the wheels were represented by rubber hose, with register-grates in the center, and staves representing piston rods. A square, connected with the front of the engine by means of pocket rules, formed the cow catcher. Other minor details were furnished from articles in stock; while three lines of twine, strung from the prongs of a couple of upright pitchforks, stretched from one end of the window to the other, represented telegraph wires. The locomotive was labeled: "Willard's Special—Hometown or Bust."

The foreground was given to a display of various tools, each with a catchy sign card attached. Thus, with a level, "We do business on the level," etc.

In such displays there is one danger, that of losing sight of the practical objective in stressing the pictorial aspects. The purpose of the window is to help sell goods, and this should be kept in mind. A striking window will, however, help to bring the store prominently before the public, since people will talk about the display; and this undoubtedly has some value, quite apart from the immediate sales the display may produce.

Victor Lauriston.

Competition in Sporting Goods.

The season is seeing a more competitive retail level on certain sports equipment and accessories than heretofore. The greater attention which chain stores are giving the merchandise is held a strong factor in this, together with the increasing popularization of sports formerly confined to a comparative few. Golf equipment was mentioned as one line in which competition has grown notably keen. As yet, however, the market for high grade golf balls was claimed to be unaffected. A similar situation was said to exist in tennis goods.

Model Planes For Children's Day.

Model airplanes capable of rising from the ground are among the Children's Day novelties which have been ordered in quantities during the last few weeks, according to toy dealers. The airplanes are made to retail at from fifty cents to \$15 and those in the lower and medium priced ranges are receiving the most attention. A glider launched from a sling-shot arrangement and manufactured to retail at 5 cents is another airplane novelty which is enjoying a steady call for current sale.

Change in Silverware Orders.

A radical change in the public's buying tendencies in relation to sterling silver flatware has brought complete sets suitable for four persons into most popularity, according to reports now reaching the Sterling Silversmiths' Guild of America from retailers who participated in the recent Nation-wide showing of sterling silver. The tendency in former years to purchase twelve spoons or forks at a time and eventually to acquire a complete set suitable for twelve persons has been generally discarded, the sales reports show. Orders well above those of last year were received on all types of sterling silver during the showing, it is claimed.

At conventions many of the best ideas remain unexpressed because their possessors lack the nerve to arise and open their mouths.

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

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

Nucoa

KRAFT  CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
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Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.

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

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SEELY'S FLAVORING EXTRACTS
SEELY'S PARISIAN BALM

Standard of quality for nearly 70 years
SEELY MANUFACTURING CO.
1900 East Jefferson. Detroit, Mich.

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  CHEESE

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JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

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209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra mans work

No more putting up ice

A small down payment puts this
equipment in for you

F. C. MATTHEWS & CO.

111 PEARL ST. N. W.

Phone 9-3249

HOTEL DEPARTMENT

Court Order Gives Tuller Hotel To Creditors.

Detroit, June 3—A decision passing control of the Tuller Hotel into the hands of W. H. Lalley, receiver for Lew W. Tuller, was handed down in Circuit Court by Judge Vincent M. Brennan Saturday, marking a period to more than a year and a half of effort on the part of Tuller's creditors to lay hands on enough of his property to satisfy claims of nearly \$1,000,000.

The Tuller Hotel yesterday was said to be valued at "more than \$5,000,000," and to be a profit-making enterprise. No decision has been reached whether to sell the hotel or operate it for the benefit of creditors.

The \$1,000,000 in claims against Tuller were said to arise from real estate deals and promoting and building three smaller hotels, the Park Avenue, the Eddystone and the Royal Palm.

The decision yesterday, in effect, gave to Lalley the stock in the Properties company, a corporation which Mr. Tuller owned and which in turn owned the Tuller Hotel Company. The Tuller Hotel Company was the owner of the hotel. Judge Brennan declared the two corporations to be dummies set up by Tuller and ordered the "corporate fiction" disregarded. Attorneys for the plaintiffs were Campbell, Bulkley and Ledyard, who represented Lalley, and a committee of bondholders who were the original applicants for the receivership.

Edward N. Barnard represented Tuller, who is out of the State. While the court ordered control of the hotel to be given immediately to the receiver, it is expected that an appeal to the State Supreme Court will be filed.

Lalley was appointed receiver in December, 1927. He represented to the court that Tuller had been out of the State continuously since that time and that he had been unable to obtain possession of any property to satisfy the creditors' claims. The three minor hotels built by Tuller had each been foreclosed, and the Tuller was the only property left.

The bondholders' committee, in which the Security Trust Company was interested, was formed of holders of \$58,000 bonds of the Park Avenue Hotel. Through court action they obtained foreclosure of the Park Avenue, but the foreclosure sale at which this committee were the only bidders has been held up by Judge Alfred Murphy, of Circuit Court, and the case has now been appealed to the State Supreme Court.

Judge Brennan's decision states that Tuller apparently has purposely absented himself from the State in order to tie the hands of the receiver, while at the same time he has been fully informed of the legal moves made in his behalf and has instigated them.

Veteran Traveler Credits Car For Raising Moral Standard.

Madison, Wis., June 1—Did you ever hear the story of the traveling man in the hotel? Sam Hill, Madison salesman, who helped found the Gideons 40 years ago, is anxious that the world should know it.

Briefly, Hill's story is that no class

of workers has raised its moral standards higher in the last twenty years than traveling men.

Of course, he gives some credit to the Christian Commercial Travelers' Association, better known as the Gideons. But he also recognizes another factor which has been charged with having the opposite effect on the younger generation. It is the automobile.

Prior to the popularity of motor cars, traveling men often were away from home months at a time, Hill declared, adding that the majority of them now get home every week end, or at least more often than they did years ago.

"Nothing does more to maintain high moral standards than the associations of home and home life," Hill said.

Long periods away from home, lonely evenings spent in hotel lobbies and bars, and association with companions who tried to live up to their general reputation as "rounders" served to hold the commercial travelers' moral standards on a lower plane in past decades, Hill explained.

"Undoubtedly, the fact that a man traveling by automobile gets home more frequently makes him a better man," said this veteran knight of the grip.

The part played by the Gideons in this uplift was to "popularize Christianity," according to Hill's explanation.

Members wore badges. The insignia was a white pitcher, like those in many of the hotels where they stopped. Other traveling men enquired concerning the meaning of this emblem. The answer was that it marked the wearer as one who stood ready to do Christian service, like Gideon. Later they placed Bibles in hotel rooms.

"When we started the Gideons in 1899 we could name only thirty traveling men among our wide acquaintance who were church men. Twelve of them were interested enough to become charter members, but only John W. Nicholson, now of Denver, Colo.; W. J. Knights, of Wild Rose, Wis., and I were present when the first convention was called.

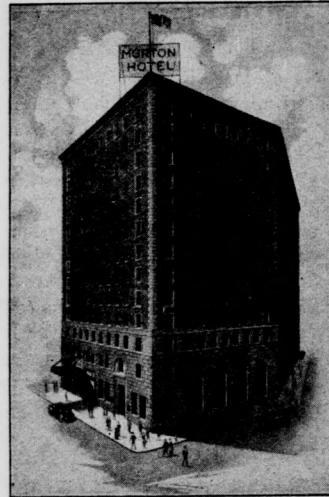
"To-day nearly every commercial traveler professes affiliation with some church."

Chain Store Owner Protests Chain License Act.

The owner of a chain of stores in Indianapolis has filed suit in Federal court to have the Indiana chain store licensing law declared unconstitutional. The law was passed at the last legislature and provides a scale of taxation on stores ranging from \$3 for each single store in the State, to \$25 a store for chains of more than twenty stores owned by any one company.

The suit seeks to enjoin the State board from enforcing the law or spending any money in preparing to enforce it. The suit asserts that under the new law, the filer of the suit would be compelled to pay 1,800 times as much tax as a single store owner and that the license fees for his 225 stores would amount to \$5,443.

Much of the useful knowledge we can get must be caught on the fly.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

MORTON HOTEL

ARTHUR A. FROST

Manager



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER, Distributor
816-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

WESTERN HOTEL

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

NEW BURDICK

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

Wolverine Hotel

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

HOTEL OLDS

LANSING
300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
Under the Direction of the
Continental-Leland Corp.
GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel

KALAMAZOO
Good Place To Tie To

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

Michigan Hotel News and Gossip.

Los Angeles, June 1—At Hamlin Lake, just North of Ludington, they used to have a hotel called the Bugg House. Many travelers used to patronize it and revel in the use of its stationery, which was headed with the line: "am stopping at the Bugg House." Out here in California, on a recent trip to the desert, I discovered a caravansary entitled, "Alms House." The prices charged, however, were absolutely removed from any charitable motives.

Charley Clements, who conducts the Hotel Palmetto, Detroit, and is well known to all the old timers, has been making a lot of improvements in his hotel, among which are the refurnishing of the public rooms, as well as many of the guest chambers, changing the location of its dining room, and turning a cafeteria into a coffee shop.

A matter of moment in the annals of Michigan hotel history, is the fact that the Hotel Mason, at Mason, is an institution of 70 years' standing. One feels like speaking of it with reverence as it has been the scene of social activities for at least three generations. It is certainly one of the State's historic places, for while it may not have been one of Michigan's first hotels, it is the one of longest existence in the practical. While it has changed management many times since its original construction in 1855, yet for more than the allotted time has it served the public. Until the advent of the auto it was the custom of its proprietors to advertise that "this tavern gives shelter and entertainment to man and beast." For in the rear of the old tavern is a large barn which also has its place in history. Its career, in fact, inseparable from the tavern since the old barn was built as an adjunct to stage coach days and provided shelter for the tired horses, and even oxen, of the pioneers which came from Ohio and "York State and who were headed North through a wilderness to make homes and seek fortunes. Many a bone-weary and homesick man and woman, riding all day in the jolting wagon over the roughest of roads, or in those days, trails, have experienced a thrill and found hope revived when the lights of the old tavern shone through the circle of trees surrounding it. The old hotel, then brand new and considered pretentious, was the end of the days trail for many young men and women seeking homes in Michigan's wilderness. It was in the old barn in the rear of the hotel that the first ball was held in the community. This was shortly after a Mr. Griffin had erected the building in 1855. The supper was served in the hotel proper but the mazy waltz, schottische, polka and quadrilles were performed on the barn floor. No one seems to remember just what the menu for the banquet really offered, but it may be assumed, however, that beef was the piece de resistance, augmented by pork delicately flavored with the acorns and beech nuts upon which the swine of that day were fattened. It is also to be presumed that various wines and possibly more potent liquors were in evidence on that momentous occasion. The old barn, still standing sturdily, once housed a blacksmith shop and the proprietor thereof made wagons for Ingham county pioneers. Of course it has assumed the more pretentious title of "garage" which takes away a measure of sentimentality, though it was once the military headquarters for the county seat, and housed the Cartenus Guards, since drifted into oblivion. The original guards, at the time of the Civil War eventuated into other units, which quite likely accounts for any record of achievement being hard to discover. The Hotel Mason has passed through many hands during its career, but two

years ago Mr. and Mrs. W. G. Cameron acquired control of the property and are making for it a reputation which will add luster to its history.

Dixie Inn, at West Lake, just South of Kalamazoo, has been leased to C. W. Kimball, and will be conducted by him under the name of "Kim's Inn, West Lake, on the Highway." Mr. Kimball is now engaged in repainting and in other ways renovating the property, which, with proper attention ought to become very popular with tourists.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 4—It may be interesting to our newer subscribers and readers to know that the caption under which these articles are written was instituted about fifteen years ago and for some time these notes occupied a considerable space in the Michigan Tradesman oftentimes consuming a page or more. Since its inception we do not think there has been a single issue of the Tradesman that has not contained at least one item under the name Gabby Gleanings from Grand Rapids and the writer wishes to congratulate the editor, Mr. Stowe, for his persistent determination not to allow this column to become extinct. We are accordingly seized with an urge to assist our fighting editor in fanning the breath of life into this once popular page for at least one more issue of the Michigan Tradesman.

Mr. and Mrs. R. P. Dolson, Ethel avenue, S. E., recently entertained a company of their friends, the main object being to practice a few appropriate council yells and songs to take down to the Grand Council convention at Jackson this week. And did these councilors yell and sing? Mr. and Mrs. Dolson interspersed the various vociferous linguistics with auction bridge and refreshments and proved themselves the arch entertainers we have always known them to be. Those present were Mr. and Mrs. Henry Albrecht, Mr. and Mrs. Robert E. Groom, Mr. and Mrs. W. E. Lypps, Mr. and Mrs. Walter S. Lawton, Mr. and Mrs. Allen F. Rockwell, Mr. and Mrs. Ray W. Bentley, Miss Bernice Murphy and Mr. Harry Lavey, of Detroit.

Mr. and Mrs. W. G. Bancroft motored to Rochester, N. Y. last week, the trip being one of business mixed with pleasure. Mr. Bancroft has, for a number of years, successfully covered Michigan territory for a Rochester concern and many of his friends know the names of Bancroft and Robeson-Shur Edge cutlery and percolators are almost synonymous.

Mr. and Mrs. Henry Albrecht spent the week end in Chicago, motoring through in their fine Lincoln car. Mr. Albrecht is one of the brand new members of Grand Rapids Council and devotes the major portion of his time going up and down the highways, expounding the many virtues of Mother Hubbard flour. It is reported, also, on very good authority that the name of Mr. and Mrs. Albrecht appears on the register of the Hotel Hayes as a reservation for Thursday, Friday and Saturday, June 6, 7 and 8, which we all should or will soon know. The dope's the Michigan Grand Council Convention. United Commercial Travelers of America.

Mr. and Mrs. Karl W. Dingeman are moving into their beautiful new home on Maple street, Lake Drive estates, East Grand Rapids. Karl and his architect and contractor have paid the closest attention to the minutest detail of beauty and convenience and we all wish him and his family many years of solid comfort and pleasure in their new abode.

We are happy to report that Mrs. Walter S. Lawton is very speedily convalescing from a serious operation for goiter at Butterworth hospital. Also that our loyal brother, John H.

Millar, is home from Blodgett hospital, where he also underwent a serious operation. John is one of the local veterans of Grand Rapids Council, his membership dating back to 1900.

We saw quite a goodly number of the members of Grand Rapids Council at the opening of the new bank last Saturday, which may account for the ease with which the officers disbursed their cigars and roses, and the swelling of the deposits to nearly the half million mark.

A few years ago the Michigan State Legislature passed an act known as the Henry law, making it mandatory for all hotels of Michigan to furnish their guests 90 inch sheets, fire escapes and linen towels. Many hotels evidently have forgotten that they are governed by such a law and accordingly have no fire escapes and only paper napkins in their lavatories. We suggest that the traveling fraternity of Michigan renew their efforts to secure a hotel inspector and enforce this very necessary act, which, at the present time, has apparently passed into innocuous desuetude.

Recent Business Changes in Indiana.

Anderson—J. R. Retherford has sold his grocery and meat market at 12th and Brown streets to C. Reddick.

Anderson—George W. Parsons is remodeling his grocery and meat market at 21st and Big Four streets.

Indianapolis—The S. & B. Grocery and Market has been opened at 231 West 30th street.

Knox—Masser & Wilken are the proprietors of the grocery and meat market which was formerly owned by Ed. Wilken alone.

Loogootee—Harry J. Livers is sole proprietor of the grocery and meat market formerly owned by Brown, Livers & Co.

Marion—F. J. Prior, manager of Our Grocery and Meat Market No. 1 at 1530 West Second street, announced the opening of store number two at 1004 West Third street.

New Castle—Bernard Gernstein, proprietor of a grocery and meat market here, will erect a one-story store building on I avenue.

Seymour—The Osburn Packing Co. has opened a meat market in the Leininger building.

South Bend—Zimmers market was recently damaged by fire.

Wolcottville—Charles Skinner has sold his Home Grocery and Meat Market to Arthur Brand and Vogal Miller.

Attention, Ladies.

Minister: "I wish to announce that on Wednesday evening the Ladies' Aid will have a rummage sale. This is a chance for all the ladies of the congregation to get rid of anything that is not worth keeping, but is too good to be thrown away: Don't forget to bring your husbands."

"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.

**CODY HOTEL**

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION**Warm Friend Tavern**
Holland, Mich.

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

E. L. LELAND, Mgr.

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

**HOTEL BROWNING**

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

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—John J. Walters, Saginaw.

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

Why Do People 'Phone the Drug Store?

We all know that the modern drug store is really a small department store. Why? This article by a drug store customer answers by saying "Service." And, incidentally, contains some tips for druggists who have not yet seen the light.

Drug stores have acquired the reputation of handling everything under the sun. A recent popular cartoon depicted a sad little man timidly enquiring of the drug clerk, "Do you fill prescriptions here?" It's not so far-fetched either. Frequently I hear people ask for the most ridiculous things with the explanation, "Well, drug stores handle so many things, I thought perhaps you might have started selling—tire pumps, incinerators, or whatever it might be."

Of course, this variety of merchandise was once a side line. Drugs, and prescriptions, constituted the piece de resistance of the drug store. But now it seems that the former by-products are the most important of the seven to ten thousand items carried by the average druggist. In order to sell the drugs and remedies the druggist puts on big special sales and, in his advertising, reminds people that they may need iodine, spirits of ammonia, turpentine, or whatnot.

I responded to one of these tempting special price advertisements last Saturday. But instead of buying only what I needed, or would soon need—toothpaste, Listerine, rubbing alcohol, and toilet soap—I found that I had purchased a box of stationery, a bottle of perfume, a new style vanity compact, an electric violet ray lamp and a package of patent medicine to make me slender. I wonder which were the more profitable to the drug store, the real, sure-enough drug items advertised at cut prices, or the other items I purchased, sundries I believe they are called, which were not advertised but which I nevertheless bought.

But I believe there is more to it than merely the wide variety of merchandise carried. Department stores, for instance, carry even a greater number of items. Why do people purchase the same articles from the drug store that they could secure at a department store, a man's shop, a beauty parlor, or somewhere else?

The other day I happened to break my scissors. Did I think of the department store? Of course I didn't. I 'phoned my neighborhood drug store and several pairs were delivered at my

door within fifteen minutes. I made my selection and the druggist's fast delivery made a sale.

Perhaps that's one of the reasons why people buy at drug stores. The service is so prompt. Had I called a department store the scissors would have been delivered possibly that afternoon but probably the next morning.

My husband need a pocket handkerchief. But he didn't buy it at the haberdasher's. On the contrary, he purchased it at a drug store. I asked him why and his reply was, "I don't know. Because it was handy, I guess." And drug stores are handy. Everywhere one goes one finds a drug store and usually it has pre-empted the best location. In office buildings, theaters, every important corner down town, and often the best location in the suburban community center.

Location, from the customer's standpoint, is merely another word for service.

The drug store has become the most necessary of all stores in the suburban business districts not because of the line of drug items it carries but because of the hundreds of other things it handles. I know of one drug store that carries tea and coffee, canned figs, preserves and jellies, cakes and cookies, and a number of other grocery items. Think what a boon this is to the harassed homemaker whose irresponsible husband without warning brings in two or three friends for an after supper card game.

She has merely to 'phone the drug store and it will promptly deliver by motorcycle a quart of ice cream, bottled cherries; preserves to make a sweet sandwich, relish to make a sour one, and so on. And if her family of gluttons has consumed all the bread perhaps the drug store will spare her a loaf from its soda fountain lunch counter.

If you don't think this is service it simply proves that you have never embarked upon a matrimonial career.

Most families, in the course of events, discover some fine Sunday morning that they are out of milk. The dairy, of course, is closed. But the corner drug store is open and it gladly sells the milk. The drug store may always be relied upon in an emergency—and that's service, too.

One of the most important reasons, to my mind, why people like to buy from drug stores is that, as a general rule, the druggist manages to have intelligent salespeople. My experience has been that the drug stores have the most courteous and efficient "help" of all. Many a department store or specialty shop could afford to use the drug store as a training school to teach its salespeople how to deal with the public.

Maybe it's because, especially in the suburban drug stores, the pharmacist helps out by waiting on the trade. Naturally he, or she, is educated and intelligent. But this argument hardly applies to the soda "jerk." Yet these youngsters are usually polite and attentive and, aside from their duties behind the fountain, ordinarily know the general stock surprisingly well.

And people usually feel "at home" in

a drug store—something that is rare in any other type of retail establishment. The atmosphere is friendly and sincere. The druggist or the clerk says, "Good morning, Mrs. Fowler." The store is clean. Somehow or other, I have a feeling that they like me there. And in every drug store I have visited the merchandise was within sight and within easy reach of the clerk which, of course, meant that he could serve me more quickly. But in spite of the wide variety of merchandise carried and which a druggist must, of course, sell I have yet to find a drug store where the clerks nagged me to buy.

Curb service, originated by the drug stores of Texas, I believe, has a lot to do with making a drug store popular. I've often wondered why other retailers don't use it more. Whether I'm dressed to get out of the car or not, I can always get an ice cream or package of dye or a pair of goggles or a vacuum bottle at the drug store because the clerk will bring it out to me.

The only excuse anyone has for being in business is to serve the public. The store which realizes this and observes it most completely is likely to be the most successful store. Most druggists seem to know this unwritten business law instinctively; at least they adopt every legitimate service idea. Not all drug stores are employing curb service as yet, but as the public is daily growing to consider this as its due, curb service is bound to become general. For, after all, it merely enables the druggist to capitalize on space on which no rental is paid.

The fountain, too, is an important factor. A whole book could be written on this one drug store feature. I believe it is one of the best trade promoters the druggist has, as the service it renders is to the insistent inner man. In the winter we are warmed by hot drinks and in the summer we are cooled by iced ones. The druggist has achieved the safest business formula: "Feed the brute and he will buy."

Ruth B. Fowler.

Paint Sales Run Well Ahead.

Despite a slump in sales of house paints around the country as a result of the unusually wet weather this Spring, leading manufacturers of paints and varnishes report business which, in volume, shows a nice gain over the first five months of last year. Sales of floor finishes, varnishes, lacquers and other "interior" products is held responsible for this. Both flat wall and stippling paints show very favorably with last year, notwithstanding the increasing vogue for wall paper. Contract business in the metropolitan district is ahead both in volume and money value, despite the reduction in prices last Fall. It is admitted, however, that this business did not "walk in."

Love is blind. That's why a man in love is unable to distinguish between an angel and a goose.

The disadvantage in breaking a date is that you must walk home after he's broke.

STOWE VS. MATHER

Long Contested Case Reaches Final Conclusion.

About six years ago E. A. Stowe caused the arrest of Carl Mather on a capias, alleging fraud in the sale of stock in the Grand Rapids Knitting Mills. The first trial of the case in the Kent Circuit Court resulted in a verdict for the plaintiff for \$2,500. The attorney for the defendant appealed to the Supreme Court and secured a reversal. A second trial in the same court before the same judge (Perkins) resulted in a verdict for \$3,100. In both cases the jurors were but a few moments in reaching their verdicts. Defendant took a second appeal to the Supreme Court, which this week handed down an opinion, affirming the second verdict. The full text of the decision is as follows:

The facts are stated in *Stowe vs. Mather*, 234 Mich. 385, where judgment for plaintiff was reversed and new trial granted. The second trial resulted in a verdict and judgment for plaintiff, and defendant brings error.

In this trial the declaration contains two counts, one on the theory of affirmation, the other on the theory of rescission. *Glover vs. Radford*, 120 Mich. 542. The plea is the general issue. A defense attempted is that by a former declaration there had been an election of remedies. This is an affirmative defense, which was not pleaded, and which was not therefore available. 20 C. J. 37. *Bryant vs. Kenyon*, 123 Mich. 151.

Plaintiff had a certificate of stock, for which he had paid \$2,500, and he had received dividends amounting to \$150. He tendered back before suit the certificate, but he made no tender of the \$150 and tender therefore is contended to be insufficient. The law is to the contrary. In *Black on Rescission and Cancellation*, 2nd Ed. No. 621, it is said:

"One seeking the rescission of a contract or other transaction is not required to make a tender or offer of restoration of that which he would be entitled in any event to retain, that is, either by virtue of an original liability of the other party if the contract should be rescinded or under the contract itself if rescission should be refused. And where it appears, in a suit to rescind a sale of land, that the defendant is indebted for rent and revenues to an amount greater than the purchase price paid for the property and interest thereon, no tender of the price on the part of the plaintiff is required before the institution of the suit. So, where one has been fraudulently induced to enter into a contract of employment and has performed services under it and has had a sum of money advanced to him under the contract, but less than the reasonable value of the services rendered, he need not offer to return it before rescinding the contract."

See *Zadel vs. Simon*, 221 Mich. 180.

In connection with the tender plaintiff made an offer of settlement, which we think not important. If the language be construed as a demand we think it did not exceed the sum then legally due plaintiff.

Defendant argues at length the first question decided in the former opinion relative to admissibility of testimony of third persons of like representations made to them by defendant near the time in question to induce them to buy stock. We are not moved to depart from the holding of that case and cases there cited.

It is urged that counsel for defendant were unduly restricted in cross examination of the plaintiff. Such cross examination, taking more than thirty pages of the printed record, is com-

prehensvie. We are not impressed that there is reversible error in this regard.

The court instructed the jury that in the event of finding for plaintiff "you may deduct" the \$150 dividends from the \$2,500 and render verdict for the remainder. This use of the word "may" is criticised as permissive merely. It was intended as a direction and, it is apparent from the verdict, was so understood by the jury.

Other matters are discussed by counsel for defendant chiefly under the head of "Many immaterial and prejudicial matters." These have had our consideration. They do not call for reversal. This case has been tried twice. In each trial a jury has rendered verdict in substantial amount for plaintiff. It may be said with confidence that another trial by jury will produce the same result. Justice will not be served by another trial, but will be more nearly attained by ending the litigation.

Affirmed.

The above opinion was written by Justice Clark, who is the same judge who wrote the previous decision reversing the first verdict. The argument was heard by the full bench, who acquiesced in the opinion of Justice Clark.

This action, which is final, so far as Mather is concerned, stamps the defendant for all time as a master criminal, who sold nearly \$400,000 of stock in the Grand Rapids Knitting Mills under false representations, turning none of the proceeds over to the knitting company. Mather is now a fugitive from justice, but the plaintiff is protected by a bond signed by Meyer May, the well-known clothing merchant, who will soon be called upon to make good.

CASH FOR CASH REGISTERS What have You?

H. HARRIS
1420 Sherman St., S. E.
GRAND RAPIDS, MICHIGAN

Seasonable Specialties

ELECTRIC FANS, PAPER PICNIC SUPPLIES, AUTO TRAIL MAPS, MOSQUITO INCENSE, VACUUM ICE CREAM FREEZERS, THERMOS ICY HOT UNIVERSAL AND STANLEY VACUUM BOTTLES AND FOOD JARS, GOLF AND TENNIS GOODS, BATHING CAPS, BELTS, WATER WINGS, WATER BALLS, FOUNTAIN SUPPLIES, ETC.

You will find our stock most complete.
Visit our new Greenadin daylight sample room and look over our sample lines

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

When On Your Way, See Onaway.

Onaway, June 4—Visitors have been pouring into our city since Wednesday night from different parts of the State and a few from other states, Alma, Flint, Pontiac, Detroit, Battle Creek and Lansing furnishing the greatest number, many of whom were former residents of Onaway.

A good many of these people own cottages on Black Lake and spend most of their time there, instead of in the city. Others enjoy the fine trout fishing on the numerous streams. Roy Lake, a former Onaway boy, now of Alma, brought in a nice 16 inch speckled trout and had him photographed. So numerous were the visitors that it seemed like a regular homecoming.

Andy Johnston has replaced his store front with new plate glass and the building is now receiving a coat of paint, making his market one of the whitest and most attractive places to be found in any city of this size.

The writer of the article in the Tradesman pertaining to the scarcity of bear in Michigan should come to Onaway and he would probably be rewarded by seeing a bear most any day. They are frequently seen in the open. This week Dr. McMillan met one. Miss Peterson also had the same opportunity and during the resort season tourists often report meeting them in different places. Occasionally one becomes bold or hungry enough to capture sheep and trapping has to be resorted to. Never an instance, however, where one has been found vicious or dangerous unless wounded or trapped.

A number of business places have had their store fronts lettered with attractive lettering this week. The work is nicely done.

Never mind the weather. Fearing that there will be no summer crops is all bosh. Everything comes in on the home stretch in this country; never knew it to fail. A late start means a quicker growing crop. It is time enough to get scared after it happens. Cheer up. Squire Signal.

A hick town is a place where a nice girl always explains the cigarettes are for her brother.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	9 @ 20	Cubebs	5 00@5 25	Benzoin	@1 44
Boric (Xtal)	9 @ 20	Eigerson	6 00@6 25	Benzoin Comp'd	@2 28
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.	@ 87	Gualiac	@2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 90	Gualiac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld. less	97@1 10	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	94@1 07	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 66
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 00@3 25	yellow	3 00@3 50	Opium	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	@1 44
Barks		green	2 85@3 25	Opium, Deodorz'd	@5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	12 00@12 25	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@2 50	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/2 @ 14 1/4
Soap Cut (powd.)		Pennyroyal	3 00@3 25	Lead, white dry	13 1/2 @ 14 1/4
35c	20 @ 30	Peppermint	5 50@5 70	Lead, white oil	13 1/2 @ 14 1/4
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	I	10 50@10 75	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75@1 00	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Spearment	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Flowers		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Arnica	1 50@1 60	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 50	Turpentine, bbl.	@ 61	Acetanalid	57 @ 75
Chamomile Rom.	@ 75	Turpentine, less.	68 @ 81	Alum	06 @ 12
Gums		Wintergreen, leaf	6 00@6 25	Alum, powd and	
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00@3 25	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, pow'd	62 @ 75
Pow.	90 @ 1 00	Bromide	54 @ 71	Carbaine	7 50@8 00
Camphor	90 @ 95	Chlorate, gran'd	23 @ 30	Cassia Buds	30 @ 35
Guaiac	90 @ 60	Chlorate, powd.		Cloves	40 @ 50
Guaiac, pow'd	@ 70	or Xtal	16 @ 25	Chalk Prepared	14 @ 16
Kino	@1 25	Cyanide	30 @ 90	Chloroform	53 @ 68
Kino, powdered	@1 20	Iodide	4 36@4 60	Chloral Hydrate	1 20@1 50
Myrrh	@1 15	Permanganate	22 1/2 @ 35	Cocaine	12 85@13 50
Myrrh, powdered	@1 25	Prussiate, yellow	35 @ 45	Cocoa 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 @ 85	Cream Tartar	35 @ 45
Turpentine	@ 30	Elecampane, pwd.	25 @ 30	Cuttle bone	40 @ 50
Insecticides		Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Arsenic	08 @ 20	Ginger, African,		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,		Emery, Powdered	@ 15
Bordea. Mix Dry	12 @ 26	powdered	30 @ 35	Epsom Salts, bbls.	@03 1/4
Hellebore, White		Ginger, Jamaica,		Epsom Salts, less	3 1/2 @ 10
powdered	18 @ 30	powdered	45 @ 60	Ergot, powdered	@ 4 00
Insect Powder	47 1/2 @ 60	Goldenseal, pow.	7 50@8 00	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/2 @ 30	Ipecac, powd.	4 50@5 00	Formaldehyde, lb.	13 1/2 @ 35
Lime and Sulphur		Licorice	35 @ 40	Gelatine	80 @ 90
Dry	08 @ 22	Licorice, powd.	20 @ 30	Glassware, less 55%	
Paris Green	24 @ 42	Orris, powdered	45 @ 50	Glassware, full case 60%.	
Leaves		Poke, powdered	35 @ 40	Glauber Salts, bbl.	@02 1/2
Buchu	@1 05	Rhubarb, powd.	@1 00	Glauber Salts less	04 @ 10
Buchu, powdered	@1 10	Rosinwood, powd.	@ 50	Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.		Glue, Brown Grd	16 @ 22
Sage, 1/2 loose	@ 35	ground	@1 10	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Squills	35 @ 40	Glycerine	20 @ 40
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Hops	75 @ 95
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	iodine	6 45@7 00
Oils		Valerian, powd.	@1 00	Iodoform	8 00@8 30
Almonds, Bitter,		Seeds		Lead Acetate	20 @ 30
true	7 50@7 75	Anise	@ 35	face, powdered	@1 60
Almonds, Bitter,		Anise, powdered	35 @ 40	Menthol	8 50@9 50
artificial	3 00@3 25	Bird, 1s	13 @ 17	Morphine	12 83@13 98
Almonds, Sweet,		Canary	10 @ 16	Nux Vomica	@ 30
true	1 50@1 80	Caraway, Po.	25 @ 30	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Cardamon	2 50@3 00	Pepper, black, pow	57 @ 70
imitation	1 00@1 25	Coriander pow.	40 @ 25	Pepper, White, pw.	75 @ 85
Amber, crude	1 25@1 50	Dill	15 @ 20	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50@1 75	Fennell	35 @ 50	Quassia	12 @ 15
Anise	1 25@1 50	Flax	7 @ 15	Quinine, 5 oz. cans	@ 59
Bergamont	9 00@9 25	Flax, ground	7 @ 15	Rochelle Salts	28 @ 40
Cajeput	2 00@2 25	Foenugreek, pwd.	15 @ 25	Sacharine	3 60@3 75
Cassia	4 00@4 25	Hemp	8 @ 15	Salt Peter	11 @ 22
Castor	1 55@1 80	Lobelia, powd.	@1 60	Seidlitz Mixture	30 @ 40
Cedar Leaf	2 00@2 25	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Citronella	1 00@1 20	Mustard, black	20 @ 25	Soap mott cast	@ 25
Cloves	4 00@4 25	Poppy	15 @ 30	Soap, white Castile,	
Cocanut	27 1/4 @ 35	Quince	1 00@1 25	case	@15 00
Cod Liver	1 50@2 00	Sabadilla	45 @ 50	Soap, white Castile	
Croton	2 00@2 25	Sunflower	12 @ 18	less, per bar	@1 60
Tinctures		Worm, American	30 @ 40	Soda Ash	3 @ 10
Aconite	@1 80	Worm, Levant	6 50@7 00	Soda Bicarbonate	3 1/2 @ 10
Aloes	@1 56	Seeds		Soda, Sal	02 1/2 @ 08
Arnica	@1 50	Anise	@ 35	Spirits Camphor	@1 20
Asafoetida	@2 28	Anise, powdered	35 @ 40	Sulphur, roll	3 1/2 @ 10
		Bird, 1s	13 @ 17	Sulphur, Subl.	4 1/2 @ 10
		Canary	10 @ 16	Tamarinds	20 @ 25
		Caraway, Po.	25 @ 30	Tartar Emetic	70 @ 75
		Cardamon	2 50@3 00	Turpentine, Ven.	50 @ 75
		Coriander pow.	40 @ 25	Vanilla Ex. pure	1 50@2 00
		Dill	15 @ 20	Vanilla Ex. pure	2 25@2 50
		Fennell	35 @ 50	Zinc Sulphate	04 @ 11
		Flax	7 @ 15		
		Flax, ground	7 @ 15		
		Foenugreek, pwd.	15 @ 25		
		Hemp	8 @ 15		
		Lobelia, powd.	@1 60		
		Mustard, yellow	17 @ 25		
		Mustard, black	20 @ 25		
		Poppy	15 @ 30		
		Quince	1 00@1 25		
		Sabadilla	45 @ 50		
		Sunflower	12 @ 18		
		Worm, American	30 @ 40		
		Worm, Levant	6 50@7 00		

GROCERY PRICE CURRENT

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

ADVANCED

Canned Peaches
Canned Pineapple
Cheese
Canned Lima Beans
Salmon—Red Alaska
Veal

DECLINED

Calumet Baking Powder
Canned W. Beans
Potted Ham
Pork

AMMONIA

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



MICA AXLE GREASE

48, 1 lb. 4 55
24, 3 lb. 6 25
10 lb. pails, per doz. 9 40
15 lb. pails, per doz. 12 60
25 lb. pails, per doz. 19 15
25 lb. pails, per doz. 19 15

APPLE BUTTER

Quaker, 24-12 oz., doz. 2 25
Quaker, 12-38 oz., doz. 3 35

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 85
Calumet, 16 oz., doz. 3 25
Calumet, 5 lb., doz. 12 10
Calumet, 10 lb., doz. 18 60
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 9 25
Red Kidney Beans 9 75
White Hand P. Beans 11 00
Col. Lima Beans 17 00
Black Eye Beans 16 00
Split Peas, Yellow 9 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. 304 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, 1/2 oz. 2 00

Post Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
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 14.4
Paraffine, 12s 14.4
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
Apricots, No. 10 8 50
Blackberries, No. 10 7 50
Blueberries, No. 10 15 00
Cherries, No. 2 3 25
Cherries, R.A., No. 2 1/2 4 30
Cherries, No. 10 13 00
Peaches, No. 10 Pie 7 20
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 2 90
Peaches, 10, Cal. 10 20
Pineapple, 1 sli. 1 45
Pineapple, 2 sli. 2 65
Papple, 2 br. sli. 2 35
Papple, 2 br. sli. 2 40
Papple, 2 1/2, sli. 3 20
Papple, 2 cru. 2 65
Pineapple, 10 crushed 12 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. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 25

Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, kless 5 25
Salmon, Red Alaska 3 25
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, Im. 1/4, ea. 10 23
Sardines, Im. 1/4, ea. 1 35
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4, Curtis, doz. 3 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned 2 65
Beef, No. 1, Roast 3 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 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 52
Potted Meat, 1/2 Libby 90
Potted Meat, 1/4 Qua. 85
Potted Ham, Gen. 1/4 1 45
Vienna Saus., No. 1/4 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
W. Beans, 10 8 00
Green Beans, 2s 1 65
Green Beans, 10s 8 00
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 1 25
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 45
Corn, No. 2, stan. 1 15
Corn, Ex. stan. No. 2 1 40
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 3 1 10
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 3 75
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60
Pumpkin, No. 10 5 00
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 1 75
Sauerkraut, No. 3 1 45
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 2 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 25
Spinach, No. 10 6 50
Tomatoes, No. 2 1 60
Tomatoes, No. 3 2 25
Tomatoes, No. 10 7 80

Asparagus.

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

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 20
Lilly Valley, 8 oz. 2 25
Lilly Valley, 14 oz. 3 25

OYSTER COCKTAIL.

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

CHEESE.

Roquefort 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisy 26
Wisconsin Flat 26
New York June 34
Sap Sago 42
Brick 35

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

COCOA.



Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 50
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastilles, No. 1 12 60
Pastilles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastilles 2 15
1 lb. Rose Tin Bon 13 00
Bons 13 00
7 oz. Rose Tin Bon 9 00
Bons 9 00
13 oz. Creme De Caraque 13 20
12 oz. Rosaces 10 80
1/4 lb. Rosaces 7 80
1/4 lb. Pastilles 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
Twisted Cotton, 50 ft. 3 50
Bralded, 50 ft. 2 25
Sash Cord 3 50



COFFEE ROASTED

Worden Grocer Co. 1 lb. Package 36
Melrose 26
Liberty 26
Quaker 42
Nedrow 40
Morton House 49
Reno 37
Royal Club 32

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
Caroline, Tall, 4 doz. 3 80
Caroline, 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 Apollos 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delicacies 135 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 60
Milk Chocolate A A 1 75
Nibble Sticks 1 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 22

Lozenges Pails

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

Hard Goods Pails

Lemon Drops 18
O. F. Horehound dps. 18
Anise Squares 18
Peanut Squares 17
Horehound Tablets 18

Cough Drops 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. Mallow 15
Handy Packages, 12-10c 80

Bar Goods

Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c 75
Malty Milkies, 24, 5c 75
Lemon Rolls 75
Tru Luv, 24, 5c 75
No-Nut, 24, 5c 75

COUPON BOOKS

50 Economic grade 5 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 43

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 18

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, F.F. 16

Peel

Lemon, American 30
Orange, American 30

Raisins

Seeded, bulk 07 1/2
Thompson's s'dles blk 07
Thompson's seedless, 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 30
9 oz. package, per case

GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plumouth, 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
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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 Tin, 144 box	5 00
Ohio Blue Tin, 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
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	30@25
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish	12
135 lb. bags	32
Filberts	80
Pecans Salted	30
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

1/2 lb.	34
1 lb.	32
2 and 5 lb.	20

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	
8 oz., 3 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 30
Parowax, 100 lb.	8.3
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



Semdac, 12 pt. cans	3 00
Semdac, 12 qt. cans	5 00

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 St's & H's, 15 1/2@22	
Med. Steers & Heif.	20
Com. Steers & Heif. 15@16	

Veal

Top	24
Good	22
Medium	20

Lamb

Spring Lamb	28
Good	27
Medium	26
Poor	20

Mutton

Good	17
Medium	16
Poor	13

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	15
Loin, med.	24
Butts	22
Shoulders	18
Spareribs	14
Neck bones	06
Trimnings	13

PROVISIONS

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

Lard

Pure in tiers	12 1/2
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 tiers	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.	@27 1/2
Hams, Cert., Skinned	
16-18 lb.	@27 1/2
Ham, dried beef	
Knuckles	@46
California Hams	@17 1/4
Picnic Boiled	
Hams	20 @25
Boiled Hams	@42
Mixed 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
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SALT

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



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

BORAX

Twenty Mule Team

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Napha, 100 box	5 50
Flake White, 10 box	4 20
Grdma White Na. 10s	7 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 bc	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	50
Williams Mug, per doz.	48

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	3 85
20 oz.	3 85
Sanl Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00

Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandotte, 48	4 75
Wyandot Deterg's, 24s	2 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@32
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochlin	@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	@44

Pure Ground in Bulk

Allspice, Jamaica	@35
Cloves, Zanzibar	@46
Cassia, Canton	@28
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	1 39
Pepper, Black	@55
Nutmegs	@59
Pepper, White	@80
Pepper, Cayenne	@3

HOME OWNED STORE IDEA.

How It Is Developing in Several Cities.

* As I promised last week, I have just completed a survey of the Home Owned Stores activities in Western and Central Michigan, having put in one of the busiest but most enjoyable weeks in my experience in this line of service. Tuesday was invested in making the rounds in Kalamazoo, where the Home Owned Stores program has been in operation for more than a year; Wednesday, I visited Lansing; Friday took me down through Paw Paw, to Benton Harbor and St. Joseph; and Saturday found me down Nashville way.

Before making a detailed report, I would like to indulge in a little selfish reflection, which may explain in some measure the degree of pleasure which these visits afforded me.

For several years, I have firmly maintained that the only lasting source of relief for the harassed independent merchant lay in public education. Buying clubs, co-operative advertising, and other behind-the-counter tactics certainly aid in giving the merchant an even break; but these are temporary at best. "Specials" and bargain events get the business this week; but only more of the same are required next week. After it is all said and done, the woman who trades with the local merchant only because she can "do as well or better" there than at the chain store is most unstable in her ways and will trot away to the chain store the moment the local merchant lets up on his bargain baits. She must be given other reasons for remaining with her local merchant through storm and sunshine; and these reasons, in order to be good must necessarily be selfish. Hence, public education of the customer as to the whys and wherefores of standing true to the local merchant at all times, and refusing to contribute to the coffers of trade pirates from distant places.

Five years ago I was nursing this hobby of mine in its new born infancy, while merchants and friends of mine laughed at me and said that I was merely playing with a wax doll. Merchants, just becoming intoxicated with the then new craze of buying clubs and advertising groups, refused to take me seriously. Educate the public? The public didn't care where they traded. Wherever they could save a penny, that's where they would trade.

That was the reaction of the merchant to my hobby. Yet I was certain in my own mind that I was right and that nothing could be done behind the counter to pull the merchant out of his predicament. His fight must be staged outside the counter and with other weapons than price tags and bargains. Merchants smiled and called me an idealist. One good friend of mine (and Earl DeKruif, out Grandville avenue, wouldn't object to me saying who it was) accused me of having more courage than judgment; and I still think he was right.

As I go about the State and talk with some of the few men who have tried out my hobby and found it to really work, while some of the previous tactics of the merchants are beginning

to fail, I derive a mighty wallop in seeing some of my dreams beginning to come true. Of course, unless you have some idealism in your system, you won't understand all this; but I haven't the moral stamina to withstand the temptation of saying, "I told you so!" Now for the report:

First thing upon my arrival Tuesday morning in Kalamazoo, I called at the office of James M. Wilson, who has a mighty nice insurance business there. Jim is also a member of the State Legislature; and not for nothing, either. But Jim's chief claim to fame is the fact that he was the man who took hold of the Home Owned Stores movement when it was first launched in Kalamazoo, more than a year ago. Perhaps it may strike you as strange that an insurance agent should be concerned about the merchant; but that is simple. Jim had just vision enough to see how his commercial policies were going with the increase of chain stores in Kalamazoo and he proceeded to take the boss of the herd by the horns while the taking was good. Which reminds me of certain short-sighted realtors in Grand Rapids who, two years ago, were boosters of the chain stores on the ground that they paid good rents, took the best locations and always paid promptly. Now that the Thomas-Kroger consolidation is going to vacate a lot of stores in town, with no prospective tenants to take the released quarters, the chain stores don't appear so sound as clients of the realtors of Grand Rapids. Which goes to show that selfishness is worse than astigmatism as an impediment to vision. And which also proves that an insurance agent may show even a realtor something when it comes to vision.

Jim Wilson has never lost a single trace of his original enthusiasm for the Home Owned Stores idea of public education. Remember, it is now more than a year since he first took hold of things in Kalamazoo. Listen to what he says now:

"There is no question but that Kalamazoo has the chain stores on the run if only we carry on the war to the bitter end and make a clean sweep of the whole thing. We have seen a chain store, for example, locate in the apartment house section of Kalamazoo and begin running two local merchants ragged. We concentrated on that store. For weeks and months it did an enormous business. But, slowly, the people began to respond to the educational matter which we placed before their eyes. Not so long ago, you could have stood in front of that store on Saturday and shot right through without hitting anyone but clerks. That store, an A & P, right on the corner, where a grocery store has operated ever since I was a kid, closed up and is for rent to-day. That's the way the chains are being treated in Kalamazoo."

Jim Wilson is located in the State theater building. If you want to know what he thinks of the Home Owned Stores idea and the principle of public education, write him a few questions and he will give you an answer. He is a very busy man, but it is always the busy man who can be depended upon to take time for such accommodations.

From Jim's office, I went to see D. Kennedy, who runs a grocery at 627 South Burdick street. I asked him what he thought of the Home Owned Stores and public education. He replied that there was nothing like it. I then dropped in on Guy Mahoney, who runs a fine grocery store on Portage street, downtown. Mr. Mahoney has just returned to his duties after a session with the surgeons in the hospital; but he is in full possession, apparently, of all his former pep and enthusiasm. When asked what he believed to be the greatest factor in the independent merchants' fights against the chain stores and syndicate developments, he replied that public education and the Home Owned Stores association's work was unquestionably the backbone of the thing.

I made several other calls in the Celery City, but space forbids further comment. I hastened on to Lansing, where I saw O. H. Bailey, one of the more active grocers of the capital. Bailey is keen for the Home Owned Stores idea and thinks there ought to be a State association. He said so in so many words, before I had a chance to ask him what he thought of it. A. A. Van Antwerp has long been a strong booster of the Home Owned Stores idea. However, I think there is one weak point in Lansing, judging from what I have been able to see from the outside. Most of the burden of the campaign has been carried on by the wholesalers and jobbers there. The retailers have done nothing, except for financial support from the Grocers' Association. This is all wrong. I believe. The retailer must get into the ranks and fight. The wholesaler cannot reach the public except through the co-operation and team-play of the retailer, just as the wholesaler's merchandise must reach the public through the retailer. Most cities are having a tough drag because the wholesalers won't play with the retailers. In Lansing, it has been the other way about, so far as I can find out. I have observed that no movement means much to the merchant until he has invested some of his own hard-earned cash in it. Then, he sees something in it because he is looking for it. There is a certain psychology involved and I certainly see no reason for even an excuse for the retailer lagging when the wholesaler is awake along this line.

I was agreeably impressed, when passing through Paw Paw, by the number of Home Owned Store emblems on display on the local windows. This alone influenced me to stop and see what was being done. I found, upon talking briefly with Mr. Tarbell and Mr. Adamson, meat dealer and grocer respectively, likewise secretary and president respectively of the local Commercial Club that nothing had been done to any extent beyond the mere display of the emblems. However, they seemed most agreeable to the suggestion of a Home Owned Store association for Paw Paw, and assured me that in all likelihood I assist in such a work. At any rate, would be called down there shortly to they want to have the Paw Paw merchants know what is being done along this line elsewhere, and what can be done there for them.

At Benton Harbor, I conferred with G. E. Martin, of Gilmore's department store, and at St. Joseph I was disappointed again in not being able to see Harry Rimes, of Rimes & Hildebrandt. This is the third time I have failed to connect with Mr. Rimes when in St. Joe-on-the-Lake. However, Mr. Martin was of the opinion that it might be very profitable for the merchants and commercial men of the twin cities to hold a joint meeting soon and have the program outlined before them, to see just how effective it might be in their localities.

Be it said that few towns and cities which I visit have less than their share of chain stores and mail order invasion. But, wherever public educational programs have been carried through in a persistent and tireless manner, very direct benefits have been realized. At Greenville, for instance, C. L. Clark, the dry goods dealer, and Roy Potter, the implement man, are frank to say that the Home Owned Stores program has worked wonders there already, and added benefits are accruing steadily.

Nashville will be considering a local program very seriously Monday night, I am told. It may interest readers to know that this report is being written en route to East Jordan. My good friend, Martin Helms, is accompanying me on a three-day tour of the Grand Traverse region, and he is at the wheel of my trusty "S-X", as I manipulate my sturdy Corona in the place where my back-seat driver usually sits. Just now, I am parked on Main street, Big Rapids, waiting for Mr. Helms to come back from a brief call on a customer of his. So I shall desist at once and mail this back to Grand Rapids while the mailing is good.

Next week, I shall report my findings at East Jordan, Charlevoix and Traverse City, since my visit there two weeks ago. I trust I shall be able to wind up my part in the Home Owned Stores work in East Jordan and Traverse City this time. At any rate, there seems to be every assurance that something will be doing up there very shortly along this line.

Meanwhile, any of you merchants anywhere in Michigan who happen to be interested in known what is going on in this battle against the syndicates and would like to have your local merchants informed for the purpose of knowing what may be done in your community may do so by arranging a meeting of your community's commercial men at a suitable date and I shall be glad to come and do whatever I may to co-operate with you in formulating some campaign that is both definite and found effective under test. As long as there is no cost or obligation involved, this service should be worth fully what it costs. If, by answering any questions or enquiries along this line, I can aid independent merchants in Michigan, I shall be more than delighted to reply to any communications sent me. More of the same, I hope next week.

W. H. Caslow.

Label every drawer plainly.

We Make Our Friends Carry Excess Burdens.

(Continued from page 20)

could save them all much more if they would give it preference in purchasing, but it is a peculiar quirk of human nature that we make our friends carry excess burdens and hand favors to strangers.

Members of the Lancaster house call its office for prices. Then they say to visiting salesmen, "If you can meet that, I'll buy from you." So the house furnishes protection and gets no benefit.

This, of course, is an illustration of the force of personal contact. The salesman is present in person. He is, perhaps, a likable sort of chap. Because he is present after an order and is such a likable chap, the grocer "hates to turn him down." So the man whose interest is not bound up at all with the grocer gets business that properly belongs to that grocer's own wholesale house.

We have a long way yet to travel toward ideal co-operation and the way is devious. This is also one of the reasons why I am always surprised not about the number of grocers who fail, but why so many hold on—they help themselves so little and with such limited intelligence.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 22—In the matter of Glen H. Sleight, Bankrupt No. 3452, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 29. There were no appearances. The trustee's final report and account was approved and allowed. Claims were proved 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 funds for dividends. Preferred labor and tax claims have heretofore been paid in full. 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.

May 17. We have to-day received the schedules, reference and adjudication in the matter of Floyd W. Miller, Bankrupt No. 3799. 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 druggist. The schedule shows assets of \$1,476.08 of which \$500 is claimed as exempt, with liabilities of \$5,026.70. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows: Midwest Comm. Credit Co., Kala. \$545.04 National Cash Register Co., Dayton \$7.50 Consolidated Cab.net Corp., G. R. 1,127.55 Auburn Greeting Card Co., Auburn,

Indiana	7.00
Armand Co., Des Moines, Iowa	32.50
Blatz Brewing Co., Grand Rapids	7.35
A. E. Brooks Co., Grand Rapids	13.89
Bayuk Cigar Co., Grand Rapids	1.93
Bauer & Black, Chicago	28.12
Brewer & Co., Worcester, Mass.	21.16
Butler Bros., Chicago	65.97
Crystal Candy Co., Grand Rapids	50.00
Freeport Elevator Co., Freeport	17.02
Ferrand, Williams & Clark, Detroit	52.20
Gitz Power Washer Co., Morton, Ill.	69.00
G. R. Store Fixture Co., Grand R.	15.00
General Cigar Co., Chicago	7.60
Guthrie Confection & Cho. Co., Chicago	41.00
Jennison Hdw. Co., Bay City	103.68
Johnson & Johnston, Chicago	44.89
H. A. Killen, Detroit	18.82
Dr. L. D. LeGear Medicine Co., St. Louis	50.80
William Koehl Co., Cincinnati	4.27
Mills Mutual Agency, Lansing	33.57
May & Maline, Inc., Chicago	18.51
A. C. McClurg & Co., Chicago	18.52
Nelson Baker, Detroit	18.00
McFadden Pub. Co., New York City	20.79
National Grocery Co., Grand Rap.	7.24
Parker Pen Co., Janesville	81.56
Vandenberg Cigar Co., Grand Rap.	7.14
Upjohn Co., Kalamazoo	51.37
H. Van Eenenaam & Bro., Zeeland	11.25
Worden Grocer Co., Grand Rapids	68.65
X Cigar Co., Grand Rapids	5.68
G. R. News Co., Grand Rapids	14.28
Dr. D. Rockwell, Kalamazoo	14.00
Mead & True, Kalamazoo	19.20
C. A. Curtiss & Son, Freeport	55.45
Hastings Bottling Works, Hastings	165.25
Leon Hank, Freeport	18.50

George Thompson, Freeport	25.50
Jim Hullbiger, Freeport	41.70
Freeport State Bank, Freeport	353.50
Fuller Lbr. Co., Hastings	8.70
American Elec. Co., Freeport	4.69
Walton's Garage, Freeport	4.49
Freeman Furrow, Hastings	15.73
American Elec. Co., Freeport	57.00
Great Lakes Cocola Bottling Works, Grand Rapids	4.75
C. B. Knappen, Richland	24.22
American Art Works, Coshocton, O.	30.00
Dr. Ferris Smith, Grand Rapids	75.00
Hazeltine & Perkins Drug Co., Grand Rapids	297.21

Dr. O. H. Schettler, Mansfield, O.	326.00
Cool & Dooley, Hastings	611.99
Victor Sisson, Grand Rapids	15.00
F. A. Brown Co., Hastings	55.00
Graybar Elec. Co., Grand Rapids	35.11

In the matter of Matthew Sadler, Bankrupt No. 3782. The funds have been received and the first meeting of creditors has been called for June 4.

In the matter of John Veenstra, doing business as Climax Creamery Co. and as Veenstra Butter Service, Bankrupt No. 3797. The first meeting of creditors has been called to be held June 4.

In the matter of Harvey W. DeYoung, Bankrupt No. 3796. The funds have been received and the first meeting of creditors has been called for June 4.

In the matter of Gerald J. Doran, Bankrupt No. 3790. The funds have been received and the first meeting of creditors has been called for June 4.

In the matter of H. Jacobs & Co., Bankrupt No. 3742, the creditors voted to accept the composition of 20 per cent. offered by the bankrupts and a certificate has accordingly been made and returned to the district court.

May 20. On this day was held the adjourned first meeting of creditors in the matter of Glen E. Hugh, individually and under the assumed names of McHugh Bootery and Pantlind Boot & Toggery Shop, Bankrupt No. 3740. The bankrupt was present in person and by attorneys McAllister & McAllister. Petitioning creditors were present by Corwin, Norcross & Cook. Certain creditors were represented by attorneys Boltwood & Boltwood. The bankrupt was further examined, with a reporter present. The adjourned first meeting then adjourned without date.

On this day also was held the adjourned first meeting of creditors in the matter of Robert F. Hansen, Bankrupt No. 3749. The bankrupt was present in person and represented by attorney Roy M. Watkins. The trustee was present in person and represented by attorney Seth R. Bidwell. The bankrupt was further examined with a reporter present. The meeting then adjourned without date.

May 18. We have to-day received the schedules, reference and adjudication in the matter of Walter E. Ihling, Bankrupt No. 3800. 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 salesman. The schedule shows assets of \$31 of which the full amount is claimed as exempt, with liabilities of \$3,982.30. 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.

May 22. In the matter of Pain Publishing Corporation, Bankrupt No. 2782, the trustee has filed his final report and account, and a final meeting of creditors was held May 7. There were no appearances. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 14.8 per cent. Preferred tax and labor claims have heretofore been paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Stanley M. Young, doing business as Young Jewelry Co., Bankrupt No. 3634, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date has been made.

In the matter of Martin E. Maher, Bankrupt No. 2662, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration to date.

In the matter of New Era Spring & Specialty Co., Bankrupt No. 3745. The sale of assets has been called for June 6, at the premises formerly occupied by the bankrupt, 51-55 Cottage Grove street, S. W., Grand Rapids. All the stock, raw and finished materials, furniture, fixtures, machinery, tools and equipment, will be sold, also the land and building, appraised at approximately \$228,548.93, together with patent and manufacturing rights. The above concern manufactured automobile springs, horns and bumpers. All interested in such sale should be present at the date and time.

In the matter of Michigan Box Co., Bankrupt No. 3057. The final meeting of creditors has been called for June 7. The trustee's final report and account will be approved at such meeting and there may be a small first and final dividend to creditors.

In the matter of Frank H. Van Auken, Bankrupt No. 3638, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date, has been made.

May 22. We have to-day received the schedules, reference and adjudication in the matter of Forest A. Cain, Bankrupt No. 3802. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$549.73. 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 Porter-Barron Hardware Co., etc., Bankrupt No. 3715, the trustee has filed his first report and account, and an order for the payment of expenses of administration and a first dividend of 10 per cent. to creditors and taxes in full, has been made.

In the matter of Fred Mallett Walker, Bankrupt No. 3454. The final meeting of creditors has been called for June 7. The trustee's final report and account will be approved. There may be a first and final dividend to creditors.

In the matter of Westlund Lumber Co., Bankrupt No. 3458. The final meeting of creditors has been called for June 10. The trustee's final report and account will be approved at such meeting. There may be a first and final dividend.

In the matter of Lambert J. Jolman, Bankrupt No. 3533. The final meeting of creditors has been called for June 10. The trustee's final report and account will be approved at such meeting. There probably will be no dividends paid in this estate.

In the matter of Ralph Daly, Bankrupt No. 3455, it has been determined that there will be no assets and the estate and the same has been closed and returned to the district court, as a case without assets.

In the matter of Joseph Sobie, Bankrupt No. 3541, it has been seen that there was no assets in said estate, over and above exemptions of the bankrupt, and the case has accordingly been closed and returned to the district court, as a case without assets.

May 27. On this day was held the first meeting of creditors in the matter of Lewis A. Sperry, Bankrupt No. 3791. The bankrupt was present in person and represented by attorney Allan B. Wallower. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Geert Kiel, Bankrupt No. 3767. The first meeting of creditors has been called for June 13.

In the matter of Walter E. Ihling, Bankrupt No. 3800. The first meeting of creditors has been called for June 13.

In the matter of Herman L. Triestram, formerly doing business under the firm name and style of Kalamazoo Vulcanizing Co., Bankrupt No. 3794. The first meeting of creditors has been called for June 13.

In the matter of Clara Fellows, Bankrupt No. 3785. The first meeting of creditors has been called for June 13.

May 27. On this day was held the first meeting of creditors in the matter of Ray Cook, Bankrupt No. 3763. The bankrupt was present in person and represented by attorney Willard G. Turner, Jr. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. 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.

May 27. We have to-day received the schedules, reference and adjudication in the matter of Christ Johnson, Bankrupt No. 3803. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedule shows assets of none with liabilities of \$1,174.12. 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.

On this day also was held the first meeting of creditors in the matter of Ferdinand Spencer, Bankrupt No. 3781. The bankrupt was present in person and represented by attorneys Person & Marshall. 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 present. 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 John J. O'Connor, individually and as a partner in the firm of O'Connor & Daly, Bankrupt No. 3450, the trustee's final report and account has been filed and a final meeting of creditors was held May 17. The bankrupt was not present or represented. No claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and

for the declaration and payment of a first and final dividend to creditors of 1.5 per cent. 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.

May 28. On this day was held the first meeting of creditors in the matter of Cornelius M. Bremer, also known as Casey Bremer, Bankrupt No. 3758. The bankrupt was present in person and represented by attorney Emil B. Gansser. 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 George Albers, Bankrupt No. 3771. The bankrupt was present in person and represented by attorneys Galpin, Smedley & Dunn. 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.

Most people think they are not getting what they deserve, for which many of us ought to be duly thankful.

The fellow who puts on a good front is not very apt to get a kick from behind.

It doesn't much matter what we think, so long as we do not think out loud.

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.

EXPERIENCED DRY GOODS AND chain store man desires position. Fifteen years experience. Address No. 96, c/o Michigan Tradesman.

BROOM CORN PRICE ADVANCING—Buy brooms which were built BEFORE the raise. Up-to-date finish. Priced to sell. Sunflower Broom Factory, Cedar Vale, Kansas.

For Sale—Well-established grocery and meat business in live Northern Michigan city. Modern fixtures and good stock. Also notions. Doing about \$27,000 yearly cash business. Net profit last year \$3,500. Five-room house and store, each separate, rents for \$35 month. Owner will sacrifice to sell immediately on account of business interests elsewhere. Price \$6,500 all or part cash. Address No. 93, c/o Michigan Tradesman.

For Sale—Solid oak tables, desks chairs and other office equipment. Used only a few months in office of a local broker. Cheap for cash. On display at our office. Tradesman Company.

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. LEVINSOHN

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.

Abram Parsons Sherrill, for many years President of Edson, Moore & Co., died Saturday at Miami, Fla., after an illness of two months, it was learned here yesterday.

Mr. Sherrill was born at Pike, N. Y., January 19, 1850, the son of Abram P. and Elizabeth Saxton Sherrill. As a high school student he came to Pontiac, giving part time to a clerkship in a bank of which A. A. Lull was president.

Soon after the wholesale dry goods firm of Edson, Moore & Co. was organized in 1872 Sherrill entered its employ as book-keeper. He remained with that organization throughout his business career, becoming a member of the firm at a subsequent reorganization and later president, which office he held for 18 years prior to his retirement from active business in 1926. His associates in the firm at that time included Frederick Stockwell, Gaylord W. Gillis, Fred D. Keller, Henry J. Phelps, Albert H. Woodley and William B. Hazelton.

Mr. Sherrill was a member of Damascus Commandery, Knights Templar, Detroit club, Detroit Athletic club, Detroit Boat club and Pine Lake Country club. Throughout his residence in Detroit, he was a member of Fort Street Presbyterian church and for many years served as an elder.

Subject to the approval of stockholders at a special meeting June 10 the National Grocer Co. will offer stockholders of record May 20 rights to subscribe to 300,000 shares of additional common stock at \$10 a share on the basis of six-sevenths of a share for each share of common (par \$10) held. Rights expire July 6.

New capital will be used to finance expansion plans which call for establishment of company's own chain of National Grocer stores. It is estimated 500 stores will be in operation by the first of the year. Operations, which at the outset, will be limited to Michigan will in time be extended to adjoining states.

The company now owns and operates thirteen wholesale grocery houses in as many cities in Michigan.

Carlton C. Virgil, chairman of the board, in a letter to stockholders, said:

"The National Grocer Co. does a gross annual business of over \$13,000,000. Business from January 1 to May 1 this year showed an increase over the corresponding months last year of \$390,179 or 10 per cent.

"The balance sheet, as of December 31, 1928, showed current assets of \$3,248,877 and net working capital of \$1,562,269, while real estate and warehouses carried on the books at \$1,115,799 have a present estimated depreciated value of \$1,569,752. Except in 1920 and 1921 the company has earned a net profit each year for the past 25 years. Dividends have been paid uninterruptedly on preferred stock during this entire period and over \$1,000,000 has been plowed back into the business. Current dividends on common stock are at rate of 40 cents annually.

Four new directors will be added to the board at the June 10 meeting of

stockholders, filling vacancies, and increasing membership of board to 11 from 10. New directors will be Frank W. Blair, president of Union Trust Company; Cramer Smith, president Pontiac Commercial Savings Bank; C. Haines Wilson and M. B. Whittlesey.

The automobile industry was never in a more favorable condition than it is at the present time. Production and sales during the last four months have reached new high levels and, while there has been a slight tapering off in output at a few plants, the majority of the manufacturers report large numbers of orders on hand for June deliveries.

Talk has reached here that country bankers in some sections have been tightening up somewhat, but, if this is true, no reflection of this condition has reached manufacturers.

Executives in the industry point out that leading companies are carrying large cash balances and surpluses well in excess of requirements. There are no excessive stocks of cars anywhere in the country. In fact, stocks are low for this time of the year. A sixty day stock is not considered excessive and, although a thirty-day stock is considered ideal, it is practically impossible to keep to this figure.

Detroit manufacturers have expressed themselves as greatly pleased over the announcement that "stock cars" may be the feature of the Indianapolis race in the future. The 500 mile grind will give makers an unusual opportunity to learn about the speed and durability of their products.

The body of Harvey F. Osborne, 63 years old, sole owner of the wholesale crockery and glassware house of the H. F. Osborne Co., who died Sunday in his home, 2321 South La Salle boulevard, will be taken to Wooster, Ohio, Wednesday for burial.

Mayor John C. Lodge Tuesday night vetoed the ordinance closing grocery stores on Sunday and forbidding the "sale or distribution of foodstuffs." The ordinance was passed a week ago by a vote of five to four and with Councilmen Arthur E. Dingeman, William P. Bradley, and Sherman Littlefield against the legislation, Mayor Lodge's veto was sustained.

Considerable confusion arose in the council when Councilman John A. Kronk sought reconsideration of the ordinance, a procedure contrary to the rules of the council, and, as Mayor Lodge pointed out, not in accordance with parliamentary procedure. The ordinance already had been reconsidered and then passed, following the reconsideration.

Kronk insisted he had the right to make such a motion and said that Clarence E. Wilcox, corporation counsel, had so advised. John Witherspoon, assistant corporation counsel, declined to give an opinion without going into the question. William P. Bradley, who presided, ruled Kronk could reconsider and this action was taken. President Nagel was not present.

A motion by Councilman Arthur E. Dingeman to postpone further ac-

tion indefinitely, a move designed to kill the ordinance for all time, was lost on a tie vote. The ordinance now will go back to the committee, where it will be forgotten.

Mayor Lodge's veto message was possibly more strongly worded than any other communication he has sent to the council during his term as chief executive. He said: "It would seem as if the only people benefited were the owners and operators of chain stores who, for reasons of their own, confine the operation of their enterprises to the six secular days of the week."

Merchants Should Watch Crop Reports Closely.

Wheat jumped up 6c per bushel Monday and was slightly stronger Saturday, so we have had an advance in two days of approximately 7c.

This advance apparently was induced by the statement by Mr. Hoover that he expected to buy up 100,000,000 bushels of wheat to take the surplus off the market; also because of the material reduction in the prospects of our Northwestern spring wheat crop and the Canadian spring wheat crop compared to a year ago, figures being given for the Canadian spring wheat crop of 122,000,000 bushels less than last year, Northwestern spring wheat 70,000,000 bushels less than last year, a total reduction of these two crops of 192,000,000 bushels.

The prospects for the winter wheat crop throughout the United States indicate 20,000,000 bushels more was harvested than last year, so we have a net decrease in North America of 172,000,000 bushels based on present estimates.

Of course, it is too early to tell what will happen to the spring wheat crop. However they claim lack of moisture up there and that considerable rain will be necessary to carry the crop through to maturity in anything like good condition.

The important thing about the action of the market is that apparently the bottom has been found, we have had nothing but bear markets for three months, and like enough the turn has come.

We are not recommending the purchase of flour for distant delivery by the family trade, as it is impossible to tell what action future prices will take, however with the commercial baker, the cracker baker, cake baker, etc., present cost of flour shows them an excellent profit and it certainly is to be recommended that at least half of their requirements for the next three or four months be purchased; this would leave 50 per cent. of their requirements to cover later on.

Values look reasonably good. Prices have gone below any mark touched for the last twelve or fourteen years. They are back almost to a pre-war basis.

It will pay the trade to watch crop reports closely and in the event of a probable sustained advance it might be wise to cover a portion of their requirements. L. E. Smith.

That congressman who says peas are easier to raise than any other vegetable probably never tried it with a knife.

Late Business Changes in Ohio.

Belle Center—J. H. Barlun has taken over the Manahan Brothers' Grocery and Market.

Cleveland—Jacob Maissen's meat market at 892 Lakeview road was damaged by fire with a loss of \$1,600.

Cleveland—Alex Mandich has sold his grocery and meat market at 4301 Payne avenue to Anton Bonetz.

Dayton—Mrs. Morris Gilbert has opened a grocery and meat market at 520 Jackson street.

Dayton—O. W. Cruea has sold his grocery-market at 701 Kammer avenue to D. C. Turley.

Dayton—O. O. Black has purchased the grocery and meat market at 2900 Salem avenue from Chas. S. Nickel.

Dayton—An up-to-date grocery and meat market has been opened by Chas. H. Cichanowicz at 932 Leo street.

Prospect—B. P. Retterer & Son are the proprietors of the grocery and meat market on Water street which was formerly owned by Harman & Stone.

Toledo—Mrs. Rose Pocer has sold her grocery and meat market at 3203 Elm street to Thos. Piesecki.

Xenia—Andrew Hutchinson has sold his grocery and meat market on Home avenue to Earl B. Rakestraw.

David Reid Retires From the Reid Hotel.

South Haven, June 3—I note Mr. Verbeck's mention of the Reid Hotel. It has always been a pleasure to have our hotel mentioned in the Tradesman, we have always striven to improve from time to time and we appreciate the co-operation and advertising you have given us.

We take this opportunity of telling you that we have sold all our hotel furniture and fixtures and also our dining room and coffee shop and have leased the hotel to Mr. and Mrs. Adolph A. Marsh, of Chicago, who have been in the business before, conducting apartment hotels in Chicago and the last few years in Michigan.

The hotel will continue business and will be conducted as the Reid Hotel under the new management. The Marshes plan to improve the business where we left off and we are sure they are going to be successful in their new location.

Should you take a drive down this way, Mr. and Mrs. Marsh will be pleased to have you stop in and see them. The writer expects to remain at the hotel until Mr. Marsh becomes fully acquainted here.

David Reid has not decided just what he will do as yet and, no doubt, he will take a rest for a while. I expect to continue in the hotel business, but as yet have made no future arrangements. Raymond G. Reid.

Tradesman Beats Them All.

Pontiac, June 3—I want to say that I have twelve different publications coming to my office desk every week, but the Tradesman has them all beat. We simply cannot do without it. Your Out Around is worth more than the price you charge.

I love the Tradesman because its editor believes in a Higher Power and because he is a brother of man, and I surely hope that Divine Providence will spare his life for many years to come because the wonderful good he has done and continues to do every week. T. E. Bentley.

The next time the Government decides to "get" an oil man, it should try him for spitting on the floor.

SLOW BUT SURE STARVATION

Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

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

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

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

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

ALL RIGHTS RESERVED

Tradesman Company, Grand Rapids, furnishes the above in circular form as follows: 100, \$3.75; 500, \$7.75; 1 000, \$12.75.

66,667 Shares
Ainsworth Manufacturing Corporation
(A Michigan Corporation)

Common Stock

CAPITALIZATION

	Authorized	To be Presently Outstanding
Common Stock -----	200,000 Shs.	116,149 Shs.

Legal matters passed upon by Messrs. Everett, Clarke & Benedict for the Bankers and Mr. Frank C. Sibley for the Company. Audits by Messrs. Ellis, Pinkerton & Company, and Messrs. Lybrand, Ross Bros. & Montgomery. Industrial report by Messrs. Arthur Andersen & Co. Appraisals by American Appraisal Co.

HISTORY AND BUSINESS

Ainsworth Manufacturing Corporation is being organized under the laws of the State of Michigan to take over all of the assets, liabilities and business of Ainsworth Manufacturing Company, engaged in the manufacture of windshields, garnish mouldings, rolled shapes, foot rails, stampings and machined products for the automotive industry. Ainsworth Manufacturing Company was incorporated under the laws of the State of Michigan, November 3, 1915, with an original investment of \$20,000. From this small beginning the company has grown consistently until it is now one of the two largest manufacturers of the above products in the world. With the exception of \$180,000 paid in subsequent to its organization, the company has reached its present financial position entirely from earnings.

The Company occupies its own plant, covering about 3¾ acres, near the central business section of Detroit. It has total floor space of 195,925 square feet, and about six hundred employees.

The Company's principal customers include:

Briggs Manufacturing Co.,
Edw. W. Budd Manufacturing Co.,
Chrysler Corporation,
Dodge Bros., Inc.,
Ford Motor Co.,
General Motors Truck Corporation,
Hayes Body Corporation,
Hupp Motor Car Corporation,
Murray Corp. of America,
Seaman Body Corp. (subsidiary of Nash Motors Co.)
Studebaker Corporation,
Reo Motor Car Co.,
Baker-Raulang Co.

FINANCIAL CONDITION

The accompanying Balance Sheet, based on audit of the Company by Messrs. Ellis, Pinkerton & Company, and Messrs. Lybrand, Ross Bros. & Montgomery, adjusted to reflect the capital structure of the Corporation, shows a strong position. Current assets amount to \$1,263,937.15 of which \$412,306.30 is cash and United States, Municipal and County obligations, against total liabilities, including reserves, of \$262,223.28, a ratio of better than 4.8 to 1.

Appraisal of Fixed Properties by the American Appraisal Company as of December 15, 1928, with subsequent additions at cost, shows depreciated sound values of \$1,666,115.77. These properties are carried on the Balance Sheet at \$908,572.28.

EARNINGS

The net earnings of Ainsworth Manufacturing Company as certified by Messrs. Ellis, Pinkerton & Company,

and Messrs. Lybrand, Ross Bros. & Montgomery, after all charges including Federal Income Tax at present rate of 12%, adjusted for elimination of officers' profit-sharing contract and bonuses to employees, and adjusted for changes in executives' salaries (these combined items averaging annually \$81,836.84) and bond discount and expense (averaging annually \$7,120.45) averaged \$432,002.44 annually for the six years ending Dec. 31st, 1928.

Earnings for the year ending December 31st, 1928, adjusted for elimination of officers' profit-sharing contract and bonus to employees, and adjusted for changes in executives' salaries (these combined items totaling \$64,555.00) and after deducting Federal Income Tax (computed on net taxable earnings after deducting prior year's loss) were \$480,272.77, which is \$4.13 per share on 116,149 shares to be presently outstanding.

The history of the business shows but one unprofitable year. In 1927 the company sustained a loss of \$237,564.16, adjusted for elimination of officers' profit-sharing contract and bonus to employees, and adjusted for changes in executives' salaries (these combined items having caused an increase of \$32,999.98 in the loss), due primarily to reduced production by its two leading customers and to charging off of all shop tools, jigs and fixtures, carried at \$140,384.70 on the Balance Sheet at the close of the preceding year. Since that time new customers have been added and at present the business is sufficiently diversified to protect against a recurrence of this difficulty.

Business for the current year is running substantially ahead of the same period of 1928. Net sales for the month of January, 1929, were over three times the amount for the same month last year.

DIVIDENDS

The Corporation will inaugurate dividends on the Common Stock at the rate of \$2.50 per share per year payable quarterly beginning June 1, 1929.

MANAGEMENT

The management of the business will continue in the hands of the men responsible for its past success and no change in the personnel is contemplated. The management retains a substantial stock interest in the corporation. Life insurance is carried in favor of the corporation upon the lives of its chief executives to the amount of \$100,000. The Board of Directors of the corporation will be constituted as follows: Charles H. Ainsworth, R. J. Purdy, L. D. Bolton, Sydney Gardiner and David A. Warner.

CHARLES H. AINSWORTH, President.

PRICE AT MARKET

Listed New York Curb & Chicago Stock Exchange

E. H. Rollins & Sons

Founded 1876

GRAND RAPIDS

DOSTON

NEW YORK

PHILADELPHIA
LOS ANGELES

CHICAGO
LONDON

DENVER

SAN FRANCISCO

All information given herein is from official sources or from sources which we regard as reliable, but in no event are the statements herein contained to be regarded as our representation.