

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 12, 1929

Number 2386

A Toast To The Flag

Here's to the Red of it—

There's not a thread of it,

No, nor a shred of it

In all the spread of it

From foot to head,

But heroes bled for it,

Faced steel and lead for it,

Precious blood shed for it,

Bathing it Red.

Here's to the White of it—

Thrilled by the sight of it,

Who knows the right of it,

But feels the might of it

Through day and night?

Womanhood's care of it

Made manhood dare for it,

Purity's prayer for it

Keeps it so White.

Here's to the Blue of it—

Beauteous view of it,

Heavenly hue of it,

Star-spangled dew of it,

Constant and true.

States stand supreme for it,

Diadems gleam for it,

Liberty's beam for it

Brightens the Blue.

Here's to the whole of it—

Stars, stripes and pole of it,

Body and soul of it;

On to the goal of it,

Carry it through.

Home or abroad for it,

Unsheath the sword for it,

Fight in accord for it,

Red, White and Blue.

John Jay Daly.

WORDEN GROCER COMPANY
The Prompt Shippers

A Leader In Its Class

**QUAKER
COFFEE**

It Has The Quality

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

THE MICHIGAN TRUST COMPANY, Receiver.

STRENGTH

ECONOMY

**THE MILL MUTUALS
AGENCY**
Lansing Michigan

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



Combined Assets of Group
\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES
Tornado—Automobile—Plate Glass

TIME TO PLANT
CORN
SOY BEANS
MILLETS
SUDAN GRASS

Write, Wire or Phone us for Prices
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ALFRED J. BROWN SEED CO.
25 Campau Ave.,
Grand Rapids, Michigan

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.

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Forty-sixth Year

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Number 2386

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

LET LOOSE THE DOGS OF WAR.

The action of a local manufacturing concern in forcing its 1700 employes to join the union, in order that it may have its product installed by union workmen in the larger cities without being compelled to pay blood money (blackmail) to the union officials, has literally let loose the dogs of war in this community, after a peaceful period of eighteen years of industrial freedom as the outcome of the utter defeat of the great furniture strike fomented and precipitated by Deacon Ellis in 1911. It cost the furniture manufacturers of Grand Rapids a million dollars to scotch the head of the serpent in that gigantic clash and the reptile has been dormant until the recent action of a local factory brought it to life and renewed activity. The city is now full of union organizers, summoned here by local walking delegates, who find pretty poor picking when employer and employe work together in peace and harmony. The alien trouble makers and disturbers of the peace are quoting the action of the factory referred to as a pretext for increasing the membership of lagging unions and bringing about the revival of the unions which have been dominant since they received a body blow in the collapse of the 1911 furniture strike.

The affiliation with the union above mentioned will probably ease up on the tenseness of the situation in the larger cities for a short time, but it will also open the door for all kinds of atrocious exactions on the part of union officials, who will, undoubtedly, penalize the Grand Rapids institution on the least provocation—not to put money in the treasury of the union, but to satisfy the itching palms of the miserable creatures who misuse their affiliation with the union by extorting blackmail for alleged trivial causes which would not be taken advantage of by honest men.

In securing immunity from one abuse, the Grand Rapids institution has placed itself in a position where it will

have to face many other abuses, any one of which is ten times as exasperating as paying blackmail to union racketeers, as they have been doing so frequently in the past in order to secure the installation of their product without resort to strikes, boycotts or stench bombs.

The polishers and buffers union has been one of the most aggressive to take advantage of the present situation, which has resulted in increasing the membership from thirty to one hundred. The "business agent" of that organization announces that he will make his first test of strength at the Winters & Crampton plant, at Grandville, where the polishers' union has gained a foothold and made a demand for a 10 per cent. increase in wages, which are already higher in that plant than any other metal plant in the city, where output is taken into consideration. Of course, the unreasonable demands of the union will be declined, which will naturally result in some of the union men, who have had no previous experience in strikes, leaving the employ of the company. The older men who realize that membership in a union inevitably leads to disaster for the employe will probably choose the path of wisdom and throw the union in the air. As a polisher above the average in workmanship can usually become efficient inside of thirty days, if he applies himself to the task, strike by union men will not discommode anyone but the poor dupes who walk out on the orders of the union boss. There are so few places in Grand Rapids where union polishers are employed that the Grandville concern will have no difficulty in having its polishing done under non-union auspices until it can assemble a half hundred country boys and have its own force of buffers at work within thirty days. The large corporations which purchase its product would probably transfer their patronage to other sources of supply if they thought the goods were produced under closed shop conditions.

"Whom the gods would destroy they first make mad." It is exceedingly unfortunate that any honest man should imperil his future and destroy his independence by bending his neck to a tyranny so abject and disreputable as that imposed by affiliation with a union whose stock in trade is the torch of the incendiary and the bludgeon of the assassin.

If you look upon advertising as a gamble, it probably is a gamble for you, and it will prove a poor gamble at that.

If you don't like the pay you get, think up a better way to do your job and you'll get more pay.

Eighteenth Amendment Is Here To Stay.

Los Angeles, June 7—Mr. Hearst's committee has finally awarded the \$25,000 prize for the best suggestion of a plan for the solution of the prohibition complex, but the disposition of the matter doesn't seem to be any nearer than it was before.

While I personally have not had a great deal of faith in any very pronounced results from the methods employed in weaning the American toper away from his favorite tipple, I have always held that the eighteenth amendment is here to stay and stay it will. Hence there is nothing left to consider but absolute nullification and that doesn't sound so well.

President Hoover is trying, through his law enforcement committee, to find out whether prohibition can or is to be enforced, and he ought to have the backing, at least, of a very large proportion of the many millions who supported him at the last general election. I am not in favor of rocking the boat, and as no one ever heard of a constitutional amendment ever being repealed, the chances are not so great in that direction.

Hence discussion of the topic, just at present, at least, is a sheer waste of time, and its solution so remote there is scarcely any use of worrying about it. We all know there are many laws in evidence, as reference to our statute books will prove, which, however, are not effective, because everybody wants somebody else to go to the trouble of enforcing them. Perhaps educational activity will work up a sentiment in this particular instance, toward enforcement.

Down in Texas they are trying to make a law prohibiting conversation on the part of a barber when he is giving you professional treatment. The next thing we know one of our greatest American institutions—the barber pole—will be consigned to the demnation bow wows. Personally, I have been much entertained by these fifteen minute monologues offered by my tonsorial friends, who have enlightened me upon the Chinese and other great questions of the day. Theodore Roosevelt once made the statement that statesmen were made and unmade in the confines of the country barber shop.

One of our famous musical directors who has been spending a season abroad says our jazz is practically the only American music which is played abroad and that is terribly butchered. Except for the fact that America is still a market for old masters in art we are ethically a total loss so far as Europe is concerned. The old timers over there are in the belief that the paper dollar is the only thing we can "uplift," and it looks as though that is the kind of intelligence which counts with them.

Recently a New York magistrate sentenced a 17 year old culprit to abstain from reading dime novels for a whole year.

It will be news to most people that anyone reads dime novels any more. They were immensely popular a half century ago, at a time, curiously enough, when nobody thought about the "problem of juvenile crime."

A pretty good case probably could be made out for the efficacy of the old dime novel in preventing crime by

children. As we remember Nick Carter, Old Sleuth and Diamond Dick, virtue invariably triumphed in the end and the mustached villain always got it in the neck, generally in some painful manner.

You can philosophize about it all you like, but the facts are that when all red-blooded kids were reading dime novels we didn't have any infantile gunmen and now that nobody reads them, kid bandits are as numerous as the flowers of spring.

Just as the modern drug store sells everything in the world except possibly drugs, just so the gasoline station is becoming an "emporium." Out here on the tourists trails through the desert you find gas stations have almost forgotten the name of John D.'s favorite product. They sell oranges, serve meals and—in many cases—provide lodgings.

Some day a smart gasoline baby will add a beauty parlor to the ensemble and make a fortune. Manicuring and finger waves fit in well with the sands of the desert. High class novelty—not comedy—is what we all want.

Politicians who assumed to relieve the poor, horny-handed farmer of his troubles seem to have figured without their host, so to speak. The whole trouble with the farmer is he has to enter a great gambling arena with nature, and nature at times outdoes herself. There is at such times much danger of a sort of dyspepsia, the result of too much generosity on the Ceres and Pomona.

In Michigan we have the peach crop to reckon with. In California the grapes, while in the Middle West there are the hogs and hominy, with an interpolation of eggs and butter. Out here in California the grape growers became too optimistic and planted too large an acreage. If the crop had proven a partial failure, prices would have been ample and those who had any grapes would have been correspondingly jubilant.

The grain grower could easily plant too much in the cereal line, encouraged by last year's prices, and bring disaster upon himself. Even where production is almost assured, and the gambling features strangely, the man who raises chickens, for instance, might incubate too many of them and there wouldn't be enough hungry jaws to dispose of the necks and backs.

The truth is, supply and demand determine prices—always have and always will—and Uncle Sam has nothing to say about it. When there is too much of anything prices take a "nose dive" and a Government equalization fee makes a poor parachute. In other words too many of any particular thing is always too much.

Equalization and debentures make good playthings for the politicians but the agriculturist wastes valuable time in paying any attention to this form of amusement.

It is the old story of lifting one's self by his own boot-straaps. It is not done in polite society.

Frank S. Verbeck.

Some people like your competitor's store better than they like yours. Why not find out why and profit by it?

Wise men make haste, but never hurry.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

For many years a certain type of scheme has been floating about the country, and although it has had many victims and has been exposed again and again, it still finds people, belonging to the gentry of which one is born every minute, to patronize it.

I have before me now the report of a newly-decided case which shows how the scheme is worked, and I discuss it here in the hope that it may save somebody from failing.

The fundamentals are always the same, though the subject of the scheme may differ. For instance, sometimes it is worked with jewelry, sometimes with talking machines and so on—in the case I am discussing it was radios. The promoters approach any established business man, men good for their notes. They pay no attention to the business he is in. For instance, they will try to sell, often successfully, a radio agency to a grocer, or a jewelry side line to a druggist. That is a particular point of their scheme, and it is shrewd, because a druggist is practically helpless in buying jewelry.

If the victim signs the agreement without reading it, he does not notice that he has put his signature to promissory notes or trade acceptances. There is always a lot of verbal promises that if the goods do not sell he is not obliged to pay for them, but all those are wiped out in the written agreement.

Practically always the victim of this scheme finds that the goods aren't much good, but just about when he has made his mind up to cancel the agreement some "finance company" serves notice on him that it has his notes and will expect him to pay them. He thinks of his defense, but is told by his attorney that no matter how good it is, it isn't available against a third party holder. He believes that the "finance company" is merely an alias for the concern that victimized him, but the job of proving it is neither cheap, easy nor alluring, so usually he pays the notes and tries to forget it.

As I said, in the case before me the scheme was worked around radios. The seller was the "Paramount Radio Corporation," and the defendant a man named Scannell. The latter signed an agreement for the purchase of Paramount radio sets. The contract was signed on a representation that Paramount would send two men in a week or ten days to sell the sets, and that the agent himself would come back in three weeks to do the same.

As usual the agreement contained two trade acceptances, which were removable from the rest of the paper. The Paramount crowd removed them and promptly "sold" them to the "Washington Finance Corporation," which demanded payment. Scannell meanwhile had found out that the price he had agreed to pay for the Paramount radios was far above the market value, that the sets were badly made and wouldn't sell. Also, the two men who were to come to help sell never

showed up, nor did the agent that got the contract.

Therefore he refused to pay the notes, but did not get away with it. At the trial he attempted to show how the Paramount people had taken advantage of him, but the court threw all that out. It was not good against the Washington Finance Corporation, which stood as a bona fide holder until proven otherwise, and of course Scannell couldn't prove it otherwise.

The lower court accordingly gave judgment against Scannell for the full amount of the notes. He appealed, but the Appeal Court upheld the judgment.

The advice which must be given in these cases is never to sign an agreement which contains promissory notes or trade acceptances. If you do, fix them so they cannot be negotiated by adding these words: "Terms subject to contract of ----- between same parties." This will force the scheme company to hold them, but probably they won't agree to take them that way.

E. J. Buckley.

[Copyrighted, 1929.]

An uptown store advertised, in a direct mail circular, a group of lingerie which was described as "French Hand Made." The Bureau found these garments were machine made in the United States. The store, when this inaccuracy was brought to its attention promptly published a correction in a newspaper advertisement.

A 34th street store in its basement displayed dresses on racks above which signs reading "Silk Dresses \$5.95." The Bureau found that dresses of fabrics other than silk were mixed with the silk dresses on these racks. Following the Bureau's report the signs were changed to read "New Spring Styles, \$5.95."

A store specializing in low priced wearing apparel offered spring coats "2 for \$20." The advertisement stated that they were "All Silk Lined," but coats purchased by the Bureau were found to be lined with rayon and with a rayon and cotton mixture respectively. The store owner said he meant that some of the coats were "all silk lined," and agreed that future copy would be entirely accurate.

A specialty shop offered knitted frocks from its "Jane Regny" collection. The Bureau found that the garments were not imports but were copies and the store agreed that future copies should be offered clearly as such.

A Brooklyn department store in its May sale of silks offered Washable Silk Flat Crepe and Silk Prints, claiming values which the Bureau found over-stated. The Bureau was informed that following the receipt of its report a meeting of the store's silk department personnel was held to discuss the error and the need for accuracy in all representations.

A Brooklyn department store displayed a fabric under a sign on its main floor which read "Printed Linen

95c a yard." The material was found to be cotton pique. The sign was changed upon receipt of the Bureau's report.

A salesman in the men's wear section of a midtown department store offered men's sweaters as "Pure Camels Hair." The garments were of wool, in camel's hair color. This representation was corrected when the Bureau reported its findings to the store.

The New York retail stores of a well-known chain system offered men's belts stamped "Genuine Leather," described by salesgirls as "all leather." They were made of pressed paper embossed and colored to imitate leather. This paper body was then lined with an extremely thin split of leather. It was upon this lining that the stamp "Genuine Leather" appeared. When this misbranding was brought to the attention of an executive of the chain, orders were given to withdraw from stock all improperly marked belts and to advise manufacturers of such merchandise to discontinue such misleading stamping upon belts furnished the chain. Belts now offered in the stores of the chain are properly stamped. The maker of the belts advised the Bureau that such markings would be entirely discontinued by him.

Window displays of merchandise which cannot be purchased are a "come on" and a "bait" method of attracting business. Nevertheless, a few stores still resort to the practice. One shop, on Fifth avenue, displayed coats in the window which were different from and superior to coats on the rack sold to customers who asked for the window merchandise. This situation was corrected by the owner of the store at the Bureau's request.

A Herald Square store advertised "Sale of 200 New Women's Gowns Special \$15.50. The silk alone sells over the counter at \$4.50 a yard." The advertisement continued, "And it takes 4 to 4½ yards to make a dress." The two dresses purchased by a Bureau shopper happened to be size 36. One of these was found to contain not more than 3¼ yards of material and the other not more than 3½ yards. This was reported to the store which explained that the figures were approximate for an average size 40. The advertisement was repeated. Again the Bureau made two purchases, size 44 and size 40. A dressmaking authority determined that the size 44 dress had required not more than 3½ yards while the size 40 dress might have been cut from a 3¾ yard piece of material. The store's advertising manager stated that the second advertisement had been released to newspapers some days in advance and that as a result corrective changes had been neglected.

A department store in Astoria advertised in a newspaper and by means of window signs "Congoleum Floor Covering—3 Square Yards for \$1." The floor covering was found to be a second grade material properly known as "Crescent Brand." The proprietor

of this store gave assurance that in the future he would use the word Congoleum only to describe first quality material properly so designated.

A downtown department store advertised radio sets licensed by R. C. A. but did not name the actual manufacturer. The arrangement of the advertisement was such as to easily give the impression that these were actually R. C. A. sets. The layout was changed in subsequent advertisements at the Bureau's suggestion.

On upper Third avenue, a furniture store advertised and illustrated a Rome Mascot Double Day Bed at \$18.50. Salesmen showed the Bureau shoppers who responded to the advertisement a Rome day bed but a cheaper model than the Rome Mascot. The owner of the store discussed the error in a meeting of his sales force and advertising department and assured the Bureau that special care would be taken to avoid any repetition.

An installment furniture house advertised Kroehler bed suites at \$142. However, the suites which the salesmen showed to Bureau representatives were different and apparently inferior to that illustrated. The Bureau shoppers found on the floor of this store a suite which did correspond to the illustration but it was priced at \$179. The store's vice-president wrote the Bureau: "Please let me say that I have investigated the sale you called to my attention and have taken steps to see that there is no recurrence of same."

Better Business Bureau.

Will Beautify Lowly "Spud".

The homely Irish potato is about to have its face lifted.

Agriculture experiment stations in Maine, New York, Michigan, Wisconsin, Minnesota and other important states are the beauty parlors that will try to give the "spud" a prettier face, smoother eyes and a more attractive skin.

There are several reasons for the "operation." It is expected to enhance the potato's commercial appeal, whet the consumer's appetite, and save the producer huge losses from a number of common diseases.

Dr. William Stuart, in charge of potato investigations for the Department of Agriculture, has found that strains resistant to mosaic, leafroll and other diseases may be bred at the same time for a better general appearance.

Primarily the government's plant breeding program for which Congress has made an annual appropriation of \$20,000, is to develop high yielding strains of smooth eyed Irish Cobblers, Rurals immune to leafroll and Green Mountains and Bliss Triumphs resistant to mosaic.

While all major potato producing states will co-operate, the more important projects in pollination and hybridizing will be conducted by the Government in Maine during the summer and at some Southern experiment station in the winter.

The way of the transgressor is one way, but remember that there are other ways.

ADDITIONAL ISSUE

\$1,600,000

Texas-Louisiana Power Company

(Subsidiary of General Water Works and Electric Corporation)

First Mortgage Six Per Cent Gold Bonds, Series A

Dated January 1st, 1926. Due January 1st, 1946. Principal and semi-annual interest (January 1st and July 1st) payable at the office of the Central Trust Company of Illinois, Chicago, Trustee, or at the principal office of The Chase National Bank of the City of New York, at the option of the holder. Coupon bonds with interchangeable denominations of \$1,000 and \$500, registerable as to principal. Redeemable as a whole or in part on any interest date, on thirty days published notice at 105 and accrued interest on or before January 1, 1931; thereafter at 104 and accrued interest to and including January 1, 1936; thereafter at 102½ and accrued interest to and including January 1, 1941; and thereafter at 101 and accrued interest to and including January 1, 1945. Interest payable without deduction for Federal Income Tax not in excess of two per cent per annum. Reimbursement of the Pennsylvania, California, Connecticut and Kansas taxes not to exceed four mills; Maryland four and one-half tax; District of Columbia and Kentucky five mills tax; Michigan five mills exemption tax; Virginia five and one-half mills tax and Massachusetts income tax not to exceed six per cent of the interest to holders upon proper and timely application, as provided in the mortgage. Central Trust Company of Illinois, Chicago, and Aksel K. Bodholdt, Trustee.

Mr. A. P. Barrett, Chairman of the Board of Directors of the Company, summarizes his letter to us as follows:

Texas-Louisiana Power Company is a public utility operating Company organized under the laws of the State of Delaware in 1925. The Company serves (including the properties to be acquired in connection with present financing) without competition 33,954 electric and/or gas customers and 4,291 water customers in 143 growing communities located in Texas, New Mexico, Louisiana and Kentucky and (through subsidiaries) in Oklahoma and Arizona, over 85% of its business being transacted in Texas. Artificial ice plants are operated in connection with electric properties in 22 communities and independently operated ice plants are located in the important centers of Houston, Fort Worth and El Paso, Texas. Through subsidiaries transportation service is furnished to Wichita Falls with interurban connections to Fort Worth, Texas.

CAPITALIZATION

(Upon completion of present financing)

	Authorized	Outstanding
First Mortgage Six Per Cent Gold Bonds, Series A, due 1946 (including this issue) -----	*	\$11,950,000
Fifteen Year 6% Sinking Fund Debenture Gold Bonds, Series A, due 1942 -----	*	4,698,500
7% Cumulative Preferred Stock, \$100 Par Value ----	\$5,000,000	3,550,000
Common Stock (no par value) -----	30,000 shs.	23,600 shs.

*Limited by restrictions of the indentures under which they are issued, but not to any principal amount.

In addition there will be outstanding in the hands of the public \$272,500 purchase money mortgages of the Company and \$300,000 of funded debt and preference stock of subsidiary companies.

SECURITY

These Bonds, in the opinion of counsel, will be secured by a first mortgage on all fixed properties of the Company now owned and to be presently acquired, subject to \$272,500 of purchase money mortgages. Based upon an appraisal by Messrs. Victor A. Dorsey and Company and plus subsequent capital expenditures on April 30, 1929, and expenditures for properties to be acquired in connection with present financing, the fixed properties subject to the mortgage have an estimated reproduction cost now including going concern value, less depreciation, of not less than \$22,000,000.

The Company also owns all the outstanding common stocks (except Directors' qualifying shares) of certain subsidiary companies which are not pledged under the mortgage, the properties of which companies have a value, appraised as above, in excess of \$2,000,000. These subsidiary companies have outstanding in the hands of the public \$300,000 of funded debt and preference stock.

EARNINGS

The following is a statement of earnings, as reported by the Company, of the properties now owned, including those to be acquired in connection with present financing, by Texas-Louisiana Power Company and subsidiaries for the twelve months ended March 31, 1929:

Gross Earnings from all sources -----	\$3,618,629
Operating Expenses, Maintenance, Taxes (except Federal Income Tax) and Prior Charges -----	1,867,080
Net Earnings applicable to Interest, Amortization of Bond Discount, Depreciation and Federal Income Tax -----	\$1,751,549
Annual Interest Requirements on First Mortgage Six Per Cent Gold Bonds, Series A (including this issue) -----	717,000
Balance applicable to Debenture Interest, etc. -----	\$1,034,549
Net earnings as shown above were more than 2½ times the amount required for annual interest charges on the First Mortgage Bonds to be presently outstanding, including this issue.	

PURPOSE OF ISSUE

The proceeds of this financing will be used to reimburse the Company in part for construction expenditures, for the acquisition of the properties of Texas-New Mexico Power Company and/or for other corporate purposes.

MANAGEMENT

The Company (subject to the control of its Board of Directors) is under the control of General Water Works and Electric Corporation through ownership of all its outstanding common stock. The properties are operated and supervised by men of long and active experience in public utility activities.

All legal matters in connection with the issuance of these bonds will be passed upon by Messrs. Chadbourne, Hunt, Jaeckel & Brown, New York and Mr. Frank B. Black, Chicago. The books and accounts of the Company have been audited to December 31, 1928, by Messrs. Peat, Marwick, Mitchell & Co. These Bonds are offered when, as and if issued and received by us and subject to the approval of counsel. We reserve the right to reject subscriptions in whole or in part, to allot less than the amount applied for and to close the subscription books at any time without notice. It is expected that Definite Bonds will be ready for delivery on or about June 27, 1929.

These Bonds are listed on The Chicago Stock Exchange.

Price 97.50 and interest to yield 6.25%

E. H. Rollins & Sons

Founded 1876

GRAND RAPIDS

BOSTON NEW YORK PHILADELPHIA CHICAGO DENVER SAN FRANCISCO LOS ANGELES LONDON

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.

MOVEMENTS OF MERCHANTS.

Coldwater—William J. Sweet has succeeded Sweet & Morgan.

Elba—An up-to-date meat market has been opened by Emil Jenke.

Wheeler—William Guyette has opened a modern meat market here.

Reese—R. Alderton has engaged in the hardware business in this city.

Ludington—Chas. P. Clauson is the successor to Madsen & Clauson Hardware Co.

Harbor Beach—Engle & Smith, of Port Hope, will open a branch store in this city.

Midland—Dean Walker has purchased an interest in the Bark Hardware Co. on West Main street.

Monroe—Finzel & Scribner, hardware dealers at 8 South Monroe street, are to erect a two-story building.

Sault Ste. Marie—Frank C. Gillotte has discontinued his grocery and meat business on South Ashmun street.

Detroit — Julian Rosinski sold his grocery and meat market at 18400 Conant avenue to Michael Kazerski.

Lyons—John Wheeler has sold his grocery and meat market to Houserman & Son, who are also in business in Saranac.

Whitehall—C. R. Rathbun has leased a store in the Fuller building, and will occupy it with a stock of jewelry about June 22.

Saginaw — The Frank Bros. Hardware Co. have moved from 412 Court street to larger quarters at 120 North Michigan avenue.

Greenville — William A. Fixel has sold his interest in the Greenville Dry Goods Co. to Samuel Jakont, who will continue the business under the same style.

Alma—John A. Burkheiser, dealer in boots and shoes at 103 West Superior street, is closing out his stock at special sale and will retire from trade.

Lansing — The Andridge-Gleason Hardware Co. has been established at 221 West Washington street, by E. W. Andridge and C. B. Gleason, both of Lansing stores.

Grand Rapids—The Rowe Drug Co., Rowe Hotel, has been incorporated with an authorized capital stock of 5,000 shares no par value, \$1,000 being subscribed and paid in in cash.

Royal Oak—The Lurie Brothers grocery and meat business on Washington Drive has been incorporated with a capital of \$25,000. They are also in business at 8450 Grand River avenue, Detroit.

Holland—The Zoerman Hardware Co. at 13 W. 16th street, has bought out Deur & Zwerner hardware stock, which it sold to them seven years ago. J. Zoerman is again owner of the business.

Muskegon—John TenHove and Bert VanderWier, proprietors of the Park Grocery, have dissolved partnership and the business will be continued by Bert VanderWier, who has taken over the interest of his partner.

Kalamazoo—Lubow's, conducting a chain of clothing stores, has leased the Vanderwalker store building and will occupy it with a stock of clothing as soon as the modern front has been in-

stalled and the remodeling completed.

Detroit—The Russell Produce Co., Inc., 2409 Russell street, has been incorporated to conduct a wholesale and retail business in fruits and vegetables, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit — Pewabic Potteries, 10125 East Jefferson avenue, has merged its business into a stock company under the style of the Pewabic Pottery, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Harbor Springs—Henry Stewart, recently engaged in the shade and awning business at Kalamazoo, has removed his stock from that city here and opened for business in one of the W. J. Clarke store buildings, under the style of the Window Shade Co.

Monroe — The Buckeye Furniture Co., 14 East First street, has been incorporated to deal in furniture and house furnishings at wholesale and retail with an authorized capital stock of 10,000 shares at \$10 a share, \$100,000 being subscribed and \$25,000 paid in in cash.

Bay City—The Sterling Bakeries Corporation, 723 South Madison avenue, has been incorporated to manufacture baked goods and sell them at wholesale and retail, with an authorized capital stock of 5,000 shares at \$10 a share, \$35,000 being subscribed and \$15,000 paid in in cash.

Marquette—The partnership of Anderson & Mellin, which firm has conducted a meat business at 523 North Third street for the past twenty-four years, has been dissolved. Mr. Mellin is retiring because of poor health. His interest was taken over by Ward E. Luneau, who has been employed there.

Detroit—Frank J. Martin, of the Burnham Stoepel Co., was elected president of the Wholesale Merchants' Bureau of the Board of Commerce, at the annual meeting of the Bureau last Friday. George F. Minto, head of the concern bearing his name, was elected vice-president, and E. E. Prine was re-elected secretary.

Ishpeming—Lauerman Bros. Co., of Marinette, Wis., will open a department store on the corner of Main and Division streets, about June 22. The building has been remodeled and modernized throughout. The store will be under the local management of E. J. Hicks, formerly in charge of the Cowell & Burns store at Marquette.

Big Rapids—Mrs. Anna Nehmer has purchased the grocery stock of L. W. Boochard, 617 North State street and will continue the business at the same location, giving it her personal attention. The Nehmer grocery store at 719 East Maple street will be continued under the management of Fred Nehmer, son and assistant to Mrs. Nehmer.

Kalamazoo—D. C. Raphael, former manager of the Style Shop, has purchased women's wearing apparel stock and store fixtures of LaMode, South Burdick street and will continue the business under the same style. A modern front with plate glass display windows will be installed and the interior of the store will be redecorated, new

fixtures and display cases installed in the near future.

Detroit—At the annual meeting of the Retail Merchants' Association of the Board of Commerce, held Wednesday, the following officers were elected for the fiscal year, July 1, 1929, to July 1, 1930: Herbert D. Robinson, president, Russeks; A. O. Day, first vice-president, R. H. Fyfe & Co.; Maurice A. Enggass, second vice-president, Enggass Jewelry Co.; Fred N. Rollins, treasurer, the Rollins Co.; Charles D. Boyd, secretary.

Kalamazoo — Thirty representatives of the Citizens Mutual Automobile Insurance Co. were present at a dinner and promotional meeting at the Columbia hotel Friday evening. Men from Wayland, Holland, Pavilion, Mendon, Three Rivers and Zeeland were there to hear William E. Robb, of Howell, general manager and organizer of the company. It was announced that business had increased so rapidly that the branch office recently opened in Kalamazoo was more than justified.

Manufacturing Matters.

Muskegon — The West Michigan Steel Foundry Co. has increased its capital stock from \$80,000 to \$124,000.

Detroit—The Acme Plumbing & Heating Co., 2248 Gratiot avenue, has been incorporated with an authorized capital stock of 300 shares at \$10 a share, \$3,000 being subscribed and paid in in cash.

Portland — The Portland Elevator Co. has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$40,000 being subscribed and paid in in property.

Detroit—The Hoffman Combustion Engineering Co., 4484 Cass avenue, has been incorporated with an authorized capital stock of \$100,000 preferred and 60,000 shares at \$1 a share, \$45,000 being subscribed and paid in in property.

Detroit — Eades Brick Co., 10550 Gratiot avenue, has been incorporated to manufacture and deal in brick, lime, cement, etc., with an authorized capital stock of \$50,000, \$15,000 of which has been subscribed and paid in in cash.

Sturgis—The A. R. Spencer Furniture Co. has merged its business into a stock company under the style of the Spencer-Witt Furniture Co., with an authorized capital stock of \$150,000, \$60,000 of which has been subscribed and paid in.

Detroit—The Robbins Engineering Co., 1747 Abbott street, has been incorporated to manufacture machine tools and appliances, with an authorized capital stock of \$15,000, all of which has been subscribed and \$6,500 paid in in cash.

Detroit—The Heywood Starter Corporation, 6547 St. Paul avenue, has merged its business into a stock company under the same style with an authorized capital stock of ten shares at \$100 a share, \$1,000 being subscribed and paid in in cash.

Detroit—The Woodsteel Box Corporation, 915 Ford building, has been incorporated to manufacture wood and steel boxes, baskets and other contain-

ers, with an authorized capital stock of \$50,000, \$6,600 being subscribed and paid in in cash and property.

Detroit—The Cadillac Tool Products Co., Inc., 2016 Franklin street, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$7,500 has been subscribed and \$4,500 paid in in property.

Saginaw—The Tonka Manufacturing Co., 300 Hoyt street, has been incorporated to manufacture wood-working machinery, etc., with an authorized capital stock of \$50,000, \$29,000 of which has been subscribed, \$675.55 paid in in cash and \$28,324.45 in property.

Detroit—The Detroit Pump & Manufacturing Co., 1620 West Lafayette Blvd., has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$15,000 of which has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Detroit — The Electro-Naster Co., 1801 North Atwater street, has been incorporated to manufacture and sell at wholesale and retail, clocks, clock movements, switches and control devices, with an authorized capital stock of 50,000 shares at \$10 a share, \$200,000 being subscribed and paid in in cash.

Detroit—Walter H. Williams, former president and general manager of the Williams Bros. Pickle Co., of Detroit, died last Saturday at the home of his sister, Mrs. William H. Morgan, in Nashville, Tenn. He had been ill since last September. Mr. Williams was born in Detroit, the son of Henry Williams, founder and organizer of the pickle concern, and operated the business here until five years ago when he moved to Wilmette, Ill. Besides the widow, he is survived by two sons, Churchill and Charles Williams, and by an aunt, Mrs. Frederick H. Holt, of Birmingham.

Dobbin Still Lives.

The horse has largely been displaced by the motor car, but it still plays an important part in the modern world and there is no evidence that the breed is becoming extinct. Nor is it likely to so long as 500,000 people will gather to see a race between twenty-six colts, with \$50,000,000 at stake in various bets and sweepstakes.

The aristocrats of the racetrack are not the only horses which still find favor. Shortly before the Derby a curious parade might have been witnessed in London. It was a procession of cart horses, of which the city still boasts some 17,000. Despite all the competition of motor traffic these faithful servants of man are not merely holding their own on English roads but are actually on the increase.

This situation is true in this country also. Horses will never be entirely supplanted by their modern rivals. Racing, riding and hunting will always have their devotees and, unless the automobile undergoes some now unforeseen development, Dobbin will remain in demand for certain kinds of truckage. No car has yet been developed which will automatically follow a milk route.

Essential Features of the Grocery Staples.

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

Tea—The undertone of the market has weakened a little during the last week, especially on Ceylons and Indias, in primary markets, but the finer grades are still steady. The leaders are still Ceylons, Indias, Formosas and Javas. The demand for Japans has slumped considerably, while the demand for greens has improved. New market for Hoochows opened during the week in China on a basis from 4@5c under last year's opening.

Coffee—The market, speaking of green Rio and Santos in a large way, has sagged a little further from its own weight during the week. The situation in Brazil is weak and the whole line of Rio and Santos in this country has felt the effect of that, with a small fractional decline. Brazil has certainly not yet found any practical way of supporting the heavy supply of its coffees. First hands demand for coffee is of course greatly reduced on account of the underlying weakness. Mild coffees have shown no change since the last report. Jobbing market for roasted coffee remains unchanged except for occasional adjustments by individual packers.

Beans and Peas—In spite of the comparatively light demand the market for dried beans has held up fairly well. Early in the week in fact there were slight advances in red kidneys, but later pea beans eased off a trifle. California limas are fairly well maintained as are other varieties. Dried peas show no change for the week.

Cheese—Cheese market has been steady and quiet throughout the week. Supplies are still small and the demand fair.

Canned Fish—No important changes have occurred. Salmon is selling pretty well and so is Japanese crab meat. Most lines of canned fish including shrimp have been in pretty good demand and will be in better demand when the warm weather definitely comes.

Canned Fruit—Spot California fruits are firm in price, with bargains scarce. Standard peaches are quoted at \$1.85, f. o. b. Coast. It is said that 60 per cent. of the packers are all sold out of peaches.

Dried Fruits—The dried fruit market continues to do a satisfactory amount of business for this period of the year. While the business thus referred to is small in volume and reflects a quiet market, nevertheless it is satisfactory and reassuring, for market factors are resigned to several weeks of dullness. They are content if prices hold firm, and prices have been doing this consistently. A gratefully received change in this market almost devoid of any changes, consists of certain price advances that are scheduled to occur in the very near future. One of these advances should occur at the end of the current week. This will be prunes, since the California crop is practically depleted and the trade is turning to the Oregon yield. The other item that will be marked up is apricots, which is set for an advance

next week. Then, too, when the new peach prices are announced, it is almost a foregone conclusion that they will be as much as 3c ahead of the last figure. But reference to price advances in other items is seldom made. In fact, reference of any kind to other products is scarce, for the general statement is made that no changes of any sort have occurred in the other items and that no changes should be expected. They add, however, that prices are holding well, that items are moving as well as can be expected and that they are optimistic regarding the months to come.

Nuts—A sufficient amount of activity continues in the nut market to satisfy factors in this trade. Prices continue to stand up well with no real doubt existing that any recession should be expected. In fact, certain leading trade factors are of the opinion that price advances may be looked forward to during the present month. Brazils are still attractive, but becoming scarcer, especially at the source. Walnuts are scheduled to move ahead a little before the end of the month and there is a possibility that pecans should also be put up a little in the price score. Another item that is arousing considerable interest is almonds. This, too, may be effective by a price advance.

Pickles—The pickles market is rather quiet this week. Many manufacturers are reported to have withdrawn prices, which means that a large quantity is not being offered. A sizable demand is reported for the salt stock, particularly in the medium size and the nubs; and the same is true of gherkins. The demand has subsided for dills, although considerable interest is being shown in futures on them. Trade factors, however, anticipate an increase in the volume of business within the next few weeks.

Rice—The statistical position is steadily growing stronger, and careful analysis reveals that even the prices now ruling do not yet fully reflect its true strength. More and more mills are running out of supplies and the comparatively few that are not yet closed down for the season find it increasingly difficult to care for the demand without precipitating further advances, since stocks of paddy rice in first hands on May 1 were the smallest since 1926, which was a short crop year. On the other hand, distribution of Southern rices from August through to and including April, is estimated at over 9,000,000 bags—more than 5,000,000 bags in excess of last year—accounted for largely by heavier exports. All indications point to a record low carryover into the 1929 crop year. In some quarters the opinion is held that the carryover will consist only of picked over lots of long grain rices. New crop developments are far from satisfactory. Hampered by unseasonable and adverse weather conditions, Arkansas got off to a late start and reports a decrease of 15 per cent. in acreage planted to rice. Just to what extent Texas plantings have been affected by the recent floods is not yet determinable. On all considerations further advances, especially in the price of Blue Rose, are inevitable.

Salt Fish—No particular change in mackerel and other salt fish has occurred during the week. Demand is light and stocks are very spotty.

Sauerkraut—Conditions continue practically the same in the sauerkraut market, with no price changes reported. Although the sales of bulk kraut dropped during the last three weeks, it is believed that this will soon become firm again.

Syrup and Molasses—The demand for sugar syrup has been quite small during the week, but prices have continued steady. Compound syrup is also in very light request, but prices there are steady also. Molasses had a slump in demand on account of last week's hot spell and this week's cool weather has not helped it much. Prices are unchanged.

Vinegar—The vinegar market, too, showed no signs of important changes during the current week. Prices are called satisfactory.

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 per doz. bunches.

Bananas—6@6½c per lb.

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

Butter—The market has had an uneventful week. Receipts have been about enough to take care of the demand, which has been only moderate. The market has ruled steady to firm since the last report. Jobbers hold prints at 45c and 65 lb. tubs at 44c.

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

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

Cantaloupes—California stock is held as follows:

Jumbos, 45 ----- \$5.50

Jumbos, 36 ----- 5.00

Flats ----- 2.25

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

Cauliflower—\$3.25 per doz. for Calif.

Celery—Florida commands \$1 per bunch or \$5 per crate.

Cherries—\$3.50 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 ----- \$9.40

Light Red Kidney ----- 8.80

Dark Red Kidney ----- 9.50

Eggs—The market is 1c higher than a week ago. Jobbers pay 28c per doz.

Egg Plant—15c apiece.

Garlick—23c per lb.

Green Corn—60c 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 \$7.00

Imperial Valley, 6s ----- 6.50

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 ----- \$7.25

150 ----- 7.25

176 ----- 7.00

200 ----- 6.50

216 ----- 5.75

252 ----- 5.00

288 ----- 4.50

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—\$5 per bbl. for North Carolina stock.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 30c

Light fowls ----- 25c

Heavy Broilers ----- 35c

Light Broilers ----- 22c

Radishes—20c per doz. bunches.

Spinach—\$1 per bu.

Strawberries—Home grown, \$3@-3.50 for 16 qt. crate.

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

Tomatoes—\$1.40 for 6 lb. basket from California; four 6 lb. basket crate from Texas, \$2.

Turnips—75c per doz. bunches for Florida.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 21c

Good ----- 17c

Medium ----- 14c

Poor ----- 10c

Four New Readers of the Tradesman.

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

Thoman Milling Co., Lansing.

Margaret-Mary Shop, Grand Rapids.

E. N. Smith, Beal City.

W. W. Dunkle, South Bend, Ind.

No salesman will be rated trustworthy by customers if they note any lack of loyalty to his employer.

We now invite you to inspect the finest cold storage plant in America. We have Charles A. Moore Ventilating System throughout the building enabling us to change the air every seven hours.

We also carry a complete line of fresh fruits and vegetables at all times. Won't you pay us a visit upon your next trip to Grand Rapids.

ABE SCHEFMAN & CO.

COR. WILLIAMS ST. AND PERE MARQUETTE RY., GRAND RAPIDS

JAUNT TO JACKSON.

Grand Rapids Shared Well at U. C. T. Convention.

Every Michigan jurisdiction, with the exception of Ludington and Petoskey, was represented by its delegates when the thirty-sixth Grand Council meeting was called to order in the convention hall, the Odd Fellow Temple at Jackson, Michigan, on June 7.

Morris Heuman, Grand Treasurer of the order and a member of the City Commission of Jackson, called the meeting to order and introduced the Mayor of the city, who extended a hearty welcome to the delegates, enumerating the wonderful possibilities of Jackson; stating they had sixty-five miles of pavement in the city and that up to the time of the coming of the delegates the streets had always been wide enough for traffic. Based upon his belief in the integrity of the traveling men who are members of this great order the streets of the city would be wide enough during the convention to accommodate everyone who wished to use them. He then presented the keys of the city in a very nifty little talk, telling the members that they were welcome to every form of hospitality in the entire city.

The Secretary of the Association of Commerce, J. D. O'Connor, also extended welcome to the delegates and said that he could not pass up the opportunity of inviting all those present and their friends to come back to Jackson on June 30, at which time would be the beginning of the celebration continuing until July 6, called Centennial Week, in which the celebration of the birth of the Republican party under the Three Oaks would be properly celebrated. In connection with his welcome he stated that while Jackson had many manufacturing concerns within its limits, they realized the necessity of having salesmen to dispose of the products of these factories and in order that the manufacturers would be successful their products must be disposed of, so that a salesman and the manufacturer always went hand in hand together.

L. H. Brouwer, Grand Counselor of Michigan, then took charge of the meeting and opened the same in regular form.

Following the opening, Mike Foley, 88 years of age, but now on the retired list, was conducted to the platform amidst rousing cheers from the delegates. Then followed James Burgess, also a past Grand Counselor and also retired, who has, unfortunately, lost his eye-sight, at the left of the Grand Counselor. Jim, as he is known to the members, also received a great ovation. A little later another member, who as the result of a serious accident has lost his eyesight, E. B. T. Schumacher, was conducted to the platform, so that at this convention two members formerly very active in U. C. T. and successful as salesmen were present as guests of the convention who were not able to distinguish darkness from light which surely made some of the brothers present sit up and

take notice as to what could happen to them.

A beautiful bouquet of flowers, was then brought in and presented by Jackson Council to Grand Counselor Erouwer and Grand Secretary Heuman both members of this council. Each one responded warmly in accepting this beautiful testimony from the members of their own council.

In the naming of committees two members of Grand Rapids Council were chosen, Allen F. Rockwell as chairman of the committee on Changes and Dispensations and L. V. Pilkington, chairman of the Mileage and Per Diem Club.

The Grand Counselor's report, as well as the Grand Secretary's report, showed the organization to be very much alive and active although the records show the loss of forty-one members who died during the past year. The membership were called to their feet while the roll was called and a moment of silent prayer followed in memory of the departed brothers.

The reports of different committees then followed and L. V. Pilkington as chairman of the committee looking toward the establishment of an employment bureau in the State of Michigan for the benefit of the members of the order, gave a very complete report in which he showed what has been done in other jurisdictions and can be done in Michigan with the right kind of co-operation.

The delegates settled down to the regular grind of business as if they had come with the firm determination to do good constructive work and without a hitch the meeting proceeded steadily all day long except for the one hour intermission at noon for luncheon.

The election of delegates and alternates to the Supreme Council meeting to be held at Columbus, Ohio, June 24-29 resulted as follows:

E. L. Herring, Detroit.
M. Heuman, Jackson.
L. V. Pilkington, City.
C. C. Starkweather, Detroit.
J. Q. Adams, Battle Creek.
Lou J. Burch, Detroit.
M. J. Howarn, Detroit.
E. A. Welsh, Kalamazoo.
F. J. Fueske, Bay City.
Homer R. Bradfield, City.
D. D. Bullen, Lansing.
A. G. MacEachron, Detroit.
E. W. Schoonmacher, Detroit.
James E. Hardy, Detroit.
George Kelly, Kalamazoo.
Walter Lawton, City.
W. M. Kelly, Jackson.
Burt Rutherford, Saginaw.

Following the election came the installation of newly-elected officers, this being conducted by Brother Bullen, of Lansing Council, who has just returned to Michigan after spending three years in California. Following this the caps and badges were presented to those officers retiring from official life: H. L. Rutherford, of Saginaw Council; E. P. Munroe, Muskegon, and Rodney Eaton, from Flint Council, the latter two having served six years on the Grand Executive Committee, thus becoming entitled to wearing a past Grand Counselor's cap and badge.

Presentation was made by Homer R. Bradfield, of Grand Rapids Council, who stated to these men that, upon retiring from office, they were just graduating from the school of experience in U. C. T. work which had been carried on at the expense of the membership, and that, as a result of this experience, and schooling they should be better fitted to carry on the work in connection with the organization than ever before; expressing the hope that they would measure up to the obligations and requirements of graduated membership. They were warmly thanked for their loyalty and devotion to the order during their term of office.

The meeting then adjourned. At 6:30 the members and the ladies all assembled at the Masonic Temple, where they were served a very delightful banquet, following which they moved over to the Elks Temple and participated in a wonderful ball and party in the beautiful ball room connected with this Temple.

On Saturday morning at 9 o'clock sharp the parade was formed and started down the main street of Jackson. Members of Grand Rapids Council, eighty strong in line, every man dressed in white trousers, white shirt, black bow tie and the cap of the order. Grand Rapids Council surely made an impressive appearance, as it was led by the Girl Scout band of thirty-five pieces. The judges who were appointed to award the prize for best appearance in line had no hesitation in awarding first prize to Grand Rapids Council, said prize consisting of \$25.

Following the parade nearly every

one went to Shibe Park to witness the baseball game to be played between Grand Rapids Council and Lansing Council. This game resulted disastrously for Grand Rapids, the score being 6 to 1 with No. 131 on the short end. This sure came about as the result of the strain which our pitcher, Clarence J. Farley, underwent. He was injured while running the base lines. He was so handicapped, suffering intense pain, that he was unable to continue the entire game, but the fact remains, Lansing won the ball game and carried away the money.

Every one voted this as one of the most successful Grand Council meetings held in the history of the Michigan jurisdiction.

Convention Notes.

The parade committee, of which R. W. Radcliffe was chairman, surely did work hard and the splendid appearance made by the members of No. 131 was, undoubtedly, due to the close application and hard work of the chairman of this committee. Much credit is due him for his devotion to duty along this line.

Lou W. Burch, member of Cadillac Council, Detroit, who has been in California for the last two years showed up unexpectedly, stating that he had traveled 3,000 miles to get back to attend the convention of the U. C. T. Lou says that while the climate in California is all right, the condition of his health was such that he feels it necessary to spend more or less of his time there, but, outside of the climate, Michigan has it all over California in every way. He was surely

If Business or Pleasure Calls You Away - -

There is no need to worry about personal financial cares when you are away. You can take advantage of our secretarial service at very small cost.

We keep your securities in safety deposit, collect and forward income, watch maturities, keep track of calls, conversion privileges and stock rights. We collect data for income tax returns and render regular reports on your account.

This plan leaves control of your affairs in your hands, but relieves you of irksome details. The service is flexible—easily arranged to suit personal requirements.

GRAND RAPIDS TRUST COMPANY

Grand Rapids, Michigan

glad to be back among his old friends and they were equally glad to see him.

The Hotel Men's Association, through Mr. Montgomery, landlord of the Post Tavern, Battle Creek, presented a beautiful bouquet of flowers to the organization, stating that the hotel men were dependent upon the traveling men for their success in the hotel business and that the Hotel Men's Association appreciated very much the co-operation which the U. C. T. had extended to them and the suggestions made by the traveling men to the hotel looking toward improvement of hotel conditions and a more friendly feeling between the two organizations. He also extended a hearty invitation to the Grand Council to come to Battle Creek in 1930.

The next meeting of the Grand Council will be held at Port Huron, this Council mustering enough strength to win the convention for next year. The Coldwater delegation was very much in evidence with badges, banners, etc., asking for the convention in 1931. Evidently they believe that the early bird gets the worm and were out full strength to secure the convention in 1931.

One of the humorous instances connected with the convention was a very elaborate presentation to Elmer Cheney, of Detroit, of a bouquet of wilted flowers, the presentation speech being made by Charley Blackwood of the Kalamazoo Council. He said that he took much more pleasure, in laying the bouquet of flowers on Elmer's hand than he would upon Elmer's chest.

Abe Bosman, Junior Counselor of No. 131, started home early and alone and just East of Holt the car ahead of Abe stopped very suddenly without giving any intimation or sign that it was going to stop. In order to avoid a crash into the rear end of the other car, Abe turned out barely missing the car which had stopped, when suddenly just around the curve came a ford sedan with four ladies in the same, one of them was driving. They were coming at a high rate of speed and seemingly made no effort to slow down or stop. Although Abe brought his car nearly to a stop, the oncoming ford crashed into Abe's car with serious results not only to the ford, but to the occupants, three of whom were quite seriously injured and the fourth somewhat cut on striking her face against the windshield. The injured people were carried into the house in front of which the accident occurred and were later sent to the hospital at Lansing in the ambulance. Abe stayed until everyone was taken care of, had a few repairs made on his car and then came home. No blame could be attached to Brother Bosman, as he was undoubtedly driving carefully and within his rights, but it was one of those regrettable accidents which do seem to occur once in a while. All the members following Abe stopped and stayed with Abe until everything was taken care of and then went home. This was the only accident, aside from the one in which C. J. Farley was injured, which happened during the entire convention to mar the pleasure of the delegates. Homer R. Bradfield.

Holds Five Day Demonstration of Paint Specialties.

Some twelve years of experience in the retail selling of paints has proved to me that the most profitable end of the paint business is that of selling specialties to women. By specialties, I mean stains, lacquers, enamels and varnishes.

In selling paint specialties to the household trade, it is of primary importance that the salespeople be trained to give intelligent, reliable advice. When a store selling paints gets the reputation of giving intelligent service then business will naturally flow towards it. I have often heard a woman customer in our store say: "I bought a can of paint at the 25c store and made an awful mess of my table. What must I do to it?" Through reputation as paint specialists she came to us for reliable information and good material. We always question a customer closely regarding what she wants to finish and the condition of it, then recommend a finish we know will give satisfactory results.

It has also been my experience that it is best to stock a Nationally advertised line of paint specialties. A woman will pay more and buy quicker if she is offered a can of enamel she has seen advertised in her favorite magazine than one she has never heard of.

This is the age of color and the fact that decorative appeal is the underlying motive which causes women to want to paint things around the home, makes it necessary to carry a large variety of shades. In fact, we carry some sixty shades of lacquers and enamels. However, it is not necessary to carry a large stock of each shade as our source of supply is close to us. Our stock of paint specialties invoices less than \$3,000 and our annual sales about \$15,000.

We also find it pays to hold a five day demonstration of paint specialties every spring. We do not do any actual painting during the demonstration as the store is usually crowded and the customers would be liable to get fresh paint on their clothing. Usually we get ten or twelve pieces of unfinished furniture and have our handy man finish them before the demonstration. During the demonstration these pieces are displayed on the sales floor and we very carefully explain how the finishes are applied and how the various effects are made. On the last day of the demonstration we give away the furniture by drawing numbers which have previously been distributed each day during the demonstration. The cost of putting on these demonstrations is negligible and the returns are satisfactory.

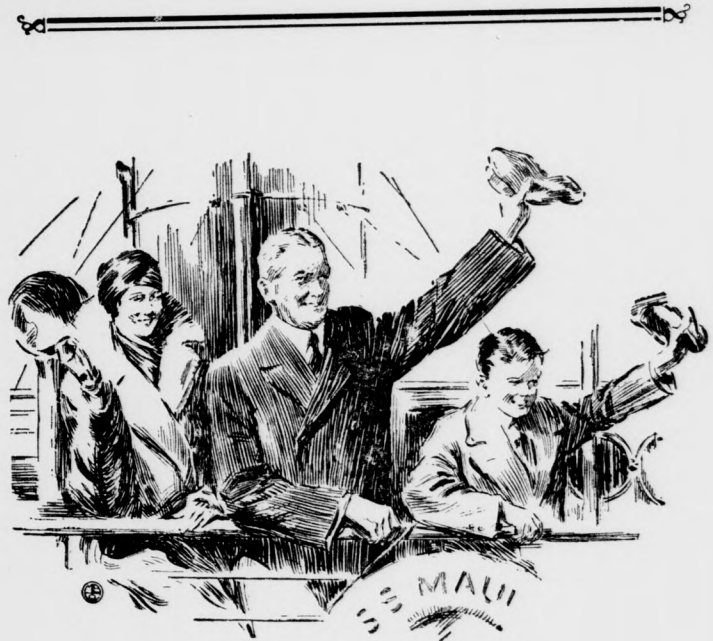
A. W. Whitaker.

Experienced.

"Now," said the college man to his dad at the football game, "you'll see more excitement for two dollars than you ever saw before."

"I don't know," replied the old gent, "that's what my marriage license cost me."

A cheerful countenance and a pleasing manner mean more friends, and more friends mean more business.



In Strange Ports and Foreign Lands



ARE you preparing for a summer cruise this year? Do not leave to the last minute the preparations for the care of your affairs in your absence.

Your Will, for instance. Now is as good a time as any to see that it meets present conditions. Review it carefully. And we suggest that you consider the appointment of this Company as your Executor and Trustee, which can perhaps be arranged by a simple addition to your Will.

May we send you a booklet on the subject of Wills and Trusts? It contains a great deal of interesting information concerning these matters. Write or call for your copy.



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THE FIRST TRUST COMPANY IN MICHIGAN

MASS PRODUCTION.

The British people, whatever the varieties of their politics, are conservative in temperament, and they generally prefer to stick to the old groove even after it has become obvious that it is leading them miles out of the way. Especially has this been true of British industry. It is not so long ago that Great Britain was the only completely industrialized country in the world. Since that day, other nations, and this nation in particular, have become forceful and successful competitors, but the British people have continued instinctively to trust to the old methods. And the old methods have not proved conspicuously successful under modern conditions.

Now, however, there is evidence of a change. It is reported from London that the commercial truck industry is being reorganized upon the basis of mass production. At present there are at least twenty-five classes of trucks being manufactured in England, and this great variety of models is to be reduced to five main types. Thus production costs will be lessened and the twenty-five separate manufacturers will be able to combine for an attack upon the world markets. It is said that the British automobile industry in general is to follow the example of the truck manufacturers, and the British chemical industry has already undergone a similar reorganization.

There is a tendency on this side of the Atlantic to suppose that the world markets are eagerly awaiting the time when they may become the willing captives of American industry. That this is an oversanguine view of the situation will be shown soon enough if British industry goes over to mass production on a large scale. And we shall hardly be able to complain of the very sincere form of flattery which such an evolution would imply.

INSANE AND INCURABLE.

The gangster is being dragged out of the realms of romantic fiction into the cold, hard light of science. Studies in psychology and pathology are taking his measure with a view to discovering what can be done with him.

Dr. William J. Hickson, director of the psychopathic laboratory of Chicago's Municipal Court, has announced his findings after a series of first-hand studies, and his conclusions are of great importance to criminologists, lawmakers and plain citizens. For they describe the gangster and the gunman as creatures mentally deformed and diseased from birth, dangerous aliens in the normal world, insane and incurable. They escape the asylum only because their emotional reactions are dead or atrophied, so that their violence is calculated rather than passionate, and their cold-blooded perversity seems far removed from the maniacal ravings of the unfortunate whose mind and passions are both unbalanced. But according to this new analysis they are none the less insane; they are incapable of recognizing right and wrong and lack the saving instinct of human responsibility.

The lay world has slowly been coming to this conviction. Some years ago

a very different attitude was revealed in the fictional glorification of this sort of criminal, which made the highwayman a hero and Billy the Kid a romantic figure. Recent books written out of direct contact with the underworld tell a different story. They portray the gunman not as a man, but as a skulking animal in human shape, a wretched rat that hides in dark holes and fights when cornered, a creature of greed and fear and appetite but without the sensibilities of healthy humanity. It declares that the world is infested with a dangerous breed, the dark consequence of past sins of error. It holds that the gunman is cursed from birth as Ishmael was.

Herein is no justification for a merely sentimental sympathy with the dangerous criminal. The disease is too dangerous for coddling, and if it cannot be cured it must be exterminated or segregated for the safety of society. Nor does the new scientific proposition declare or imply that all crime is disease and, therefore, without moral implications. It merely holds that there are congenital killers, deficient from birth in qualities that make the present order of society possible, who can neither be cured nor endured. It argues that these must be put under control exactly as other forms of dangerous insanity are segregated and shut away.

One conclusion looms large in consideration of this alarming evidence of mental decay. Something is dangerously wrong with the civilization that breeds such abnormality, as is testified also by the tragic fact that every year the insanity records of the nation reach new figures. The cure must go back of the present criminals and attack their cause. Science does not yet know the cause, but science must find it.

DRY GOODS CONDITIONS.

After passing through a season that almost continually kept the brakes on trade, retailers have been treated to a series of ups and downs in temperature through which it was difficult to know whether fur coats or cotton dresses might prove more acceptable to the public. However, the net result has been to push sales ahead in fair measure, although a certain amount of selling pressure has been necessary. Vacation and travel needs have figured prominently in consumer purchasing, and the demand for dress accessories has been somewhat better than the trade on major items.

Combined sales of the two largest mail-order companies very nearly reached the increase that was predicted of them. The actual gain last month was 37.3 per cent. over the figures of May, 1928, with, of course, the volume of the new retail stores included. The chain stores reporting their sales went ahead for the month by substantial margins in many cases, and improved on their showings for the five months' period. Through a special campaign, the Woolworth system pushed up volume in a notable way among the older stores.

In the wholesale merchandise markets quite a spurt of activity took place. The hot weather of the preced-

ing week reduced retail stocks and led to hurry calls for more merchandise. The number of buyers on hand also increased. Shortages of summer goods, particularly in the higher price lines, have appeared, but manufacturers seem disposed to go ahead with early fall preparations instead of producing additional supplies. The latter will be provided by those making cheaper goods. Early apparel lines emphasize flare effects and appear to mark the first real deviation from the simple designs so long in favor.

HALF YEAR RECORDS.

From all indications, the half-year mark will be reached in industry with most of the major branches setting new records. The figures now being issued on May outputs point to this, along with the reports that operations have not been much reduced this month so far. Only in the building line has there been real reaction, and there was a surprising upturn in construction toward the end of last month.

In the automobile business a good deal still depends on developments. Among dealers the consensus of opinion is that the weather has put the season about a month behind. Complaint is general on this score and the secondary cause of dissatisfaction is the slow movement in used-car sales which are affected by the competition from the low price new models. The latter account for over half of the latest registrations, and the assumption is that there has been over-production of cars selling in the middle and higher price groups.

Partial recovery in grain prices during the week helped the agricultural outlook, but crop estimates are not of the type that lend much cheer to price prospects. With the debenture scheme dropped, the farm relief measure may eventually prove of some benefit, but it is not expected to produce much effect within the near future.

The industrial records which the half year will furnish may serve to lift sentiment somewhat and, within reason, this is deemed desirable. A considerable section of opinion, however, contends that the high levels maintained so far this year are reason enough to suppose that something more than the usual slackening lies ahead.

COLOR IN MEN'S DRESS.

There is a growing movement for color in men's clothes. Evidence of this tendency is to be seen on every hand. We have not yet adopted silken breeches in pastel shades or colored blouses with lace ruffles. We are still bound by the conservatism which descended upon the male portions of society coincident with the growth of business activities. But things are looking up.

It is the announcement that blue shoes are being recommended for men at a convention of the National Shoe Retailers' Association which is responsible for these observations, but that is simply a straw which shows how the wind of fashion is blowing. We have already had the vogue for colored shirts and collars and more flamboyant neckties. Even masculine

underwear is going through a transformation. This change is not so evident as that in lingerie, but perhaps may be taken as indicative of how men would like to array themselves if they only dared.

We are not sure of just what fashions we should like to see adopted, but there is no reason why men should always remain as somberly dressed as present styles dictate. There was nothing drab about the way our grandfathers garbed themselves, although even they were conservative compared with their grandfathers. Let us have a little more color by all means, and some of the courage of our ancestors.

ITEM WELL WORTH SAVING.

An analysis by a department store of 10,000 cases where goods had been returned by customers disclosed that the public was responsible in only 27 per cent. of the instances, whereas faulty goods and selling methods were to blame for the remainder. That store is now attempting, and with success, to improve its service so that the merchandise sold will stay sold. The stores in Boston are continuing a campaign which they started some months ago toward the same end.

The total of goods sold and returned is estimated by Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, at almost a half a billion dollars a year, with a cost to the stores of some \$50,000,000.

This is an item well worth saving. Ways and means can be adopted, of course, to make sure that merchandise shortcomings are reduced. In the case of wrong sizes, which are put down as the major complaint, measurements can be verified before the articles are put in stock. But where selling efficiency is concerned, a more difficult problem is presented. As time goes on, it becomes more evident that the sales person is the most important and yet the weakest link in the distributive scheme.

The study of returns and how to reduce them will have even more far-reaching benefits if its results in a real improvement in store selling technique.

Many years ago the popular song was "Up in a Balloon, Boys, Up in a Balloon." To-day the boys—and girls, too—are following the lines of the song. They not only fly but try to outdo one another in the length of time they remain in the air. Nor are they the only ones who are forsaking Mother Earth. We have the flagpole sitter who looks down disdainfully on what must seem to him the nether regions. There are the tenants of penthouses some forty or fifty stories from the ground who have taken their flower and vegetable gardens with them. If this forsaking of the earth goes on some one will be applying for an aerial certificate of convenience and necessity.

The careful merchant finds some poor accounts on his books, but it is the careless man who finds his profits all tied up in poor accounts.

You are chiefly concerned with being valuable to yourself, but your value to yourself is dependent upon your value to others.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If there ever was a finer summer day than Saturday, I have yet to see it. If the foliage on the trees, vines and bushes was ever more beautiful than now, I have lost all sense of comparison.

The Dodge brothers at Comstock Park tell me that the recent changes they made in the F. R. Dodge store have more than paid for themselves in the increased trade which has insisted on heading their way since the modern methods were introduced.

Sparta is no longer a quiet village. It is a bustling embryo city, due to the remarkable growth of the Sparta Foundry Co., which is now employing 400 men and paying out \$13,000 every week in wages. New additions are being platted and placed on the market and many new residences will probably be erected between now and the close of the summer season.

E. W. Randall has evidently caught the spirit of progress and is planning the complete overhauling of his store, including the introduction of steel counters and shelving, in the near future.

At Kent City I found M. H. Saur very jubilant over the arrival of a second son, who had put in an appearance that morning. The lad tipped the beam at 10½ pounds. He completes a family circle of four—girls of 7 and 5 and a boy of 3. Mr. Saur showed me a past master jewel which was recently presented to him by Casnovia Lodge, No. 461, F. & A. M., of which he is very proud.

George E. Seaman has engaged in the restaurant and soft drink business at Casnovia, across the street (M 46) from his former location.

I found C. L. Gold, the long-time druggist at Bailey, very happy over the success of his son, C. R. Gold, who recently purchased the Carl A. Schwartz drug stock at Cadillac. The young man has been employed the past three years as prescription clerk for Howard Roussin, the Cadillac druggist. He has more than doubled the sales of the Schwartz store since he took possession.

I found a new cashier installed in the Grant State Bank in place of Mr. McKinley, who retired a few days ago after long years of faithful service. He is Floyd E. Townsend, who comes from Hart, where he has been assistant cashier of the First National Bank for the past six years. Mr. Townsend was born in Litchfield, Jan. 20, 1888, and received his scholastic education in the public schools of that place. I think he will fit into his new job nicely.

En route to Newaygo we turned off to take an inventory of the improvements around Hess Lake, which has long been regarded as one of Michigan's most interesting resorts. Much

to our delight, we found that the Mary Lou Inn had been enlarged by the addition of a screened in porch, 24 x 36 feet in size, commanding a sweeping view of Hess Lake and near enough to the water to enable people eating at the tables to hear the waves lapping on the beach. This enlargement will enable the Thompsons to feed 100 people at one sitting.

The Valley Inn looked more inviting than ever. It is now conducted by the junior Hedler, who appears to meet the requirements of the traveling public in a satisfactory manner.

We planned to extend our trip to Fremont, but the driver of the Fremont and Newaygo bus told us the present route is a "detour all the way and dusty every inch of the way," so we decided to defer our call on Fremont friends until the Newaygo county officials decide to apply a coating of dust arrester.

I have heard of three weddings among so-called respectable people this year where the brides frankly stated that if they could not get along with their husbands they could live in comfort on the alimony they could filch from their temporary attachments, which leads me to believe that the sacred relation of matrimony is rapidly becoming a step to the divorce court; that the bride has definite plans, carefully considered and fully matured, along that line in altogether too many cases. The common term to apply to such cases is "gold digger." I have a somewhat harsher word, but one which I think more clearly describes the situation—the expressive word which defines a woman who leads a base and degraded life for pay. Any woman who takes the solemn vows of matrimony with the avowed intention of violating them within a short time for the sake of an independent income is no better than the woman of the street.

I read not long ago about a woman who was simultaneously receiving alimony from three different husbands and was reported to be on the look-out for a new conquest. With her, alimony was an established business, as stable and reliable as the profession of dressmaking or book-keeping.

A magazine writer recently told of a man who was paying alimony to three different women whom he married under the impression that he was getting angels instead of devils disguised as women. Now he is hopelessly tied up in more ways than one. His income is all absorbed by his alimony payments, so he cannot marry again. None of his former wives will resume marital relations with him because they are looking for men with alimony money which they can lay claim to and absorb.

One of the largest retail furniture stores in the city which claims to specialize on Grand Rapids made furniture makes a practice of refusing to disclose the name of the factory in which any piece of furniture is pro-

duced. As a result of this policy, hundreds of people walk out of the store weekly as soon as their request regarding the identity of a piece of furniture is ignored or denied. This looks to me like short-sightedness on the part of the management. People of discriminating judgment like to know where their furniture is produced, so they can discuss the subject with their friends; perhaps boast over the possession of goods made by leading manufacturers.

Walter Baker, formerly engaged in the wholesale confectionery business at Kalamazoo, but for the past sixteen years traveling passenger agent for the Kalamazoo interurban, has been elected assistant general manager of the Lewis Rapid Transit Line. He will make his headquarters in Kalamazoo, but as Walter has a habit of making himself at home wherever he hangs his hat, he will probably be out with the busses of his company a large portion of his time. Patient service and constant effort in behalf of his employer are synonymous for Walter Baker.

If there is any one thing I admire in Governor Green beyond all others it is his inclination and ability to "slug the gang." In other words, he has no use for a band of pirates who form a coalition and enter into a conspiracy to defeat the will of the people. He showed this inclination very clearly in the prompt manner in which he vetoed the relicited land bill, which, in my opinion, is one of the most vicious measures ever evolved in the minds of wicked men. I hope the Governor stands his ground and refuses to listen to the clamor of these conspirators to call a special session of the Legislature, the sole object of which would be to put money in the pockets of men who do not deserve such recognition at the hands of the people.

Referring to my recent references to Senator Couzens and his inability to function properly in our highest legislative body, a Detroit correspondent, who happens to be a millionaire stock broker, writes as follows: "I believe I have less use for Jim Couzens than you have. Perhaps you won't agree, but I consider that fellow our State's worst pest and it is too bad that he wasn't kept at home. He certainly put Detroit in a beautiful fix as regards transportation and he owes the city a great many millions of dollars which the taxpayers have lost by his several years of bungling with municipal affairs. In the city hall he had a free hand, but, fortunately, there are some checks on him in Washington. I note he now proposes to muddle with the telephones, telegraphs, radios and what not. What the country needs is fewer senatorial investigations, but probably more—a change of senators."

Charley Powers, who has recently returned from Los Angeles, where he spent the winter, is regarded as something of an authority on Mexico, because he is a member of a sporting club composed entirely of American citizens, but located in that republic.

He ventures the opinion that the present insurrection is the last one Mexico will ever have to face, due to the recent action of President Hoover and Minister Morrow in supporting the regularly established government and refusing to lend aid or comfort or furnish ammunition to the insurgents. Without the connivance of this country no revolution in Mexico can ever succeed. The best class of Mexicans are rapidly changing their opinions regarding citizens of the United States and the words of reproach against Americans, which have been uttered so frequently in the past by Mexicans of all classes, are now seldom heard in that country. Instead, the Mexicans are completely changing front regarding our people and are now urging them to locate in Mexico and engage in any line of lucrative business. One reason for this revulsion of opinion is that Americans no longer undertake to "high hat" the Mexicans, but treat them as equals in intelligence, courtesy and high mindedness. The introduction of school houses, conducted on the American plan by non-sectarian teachers, has much to do with the general improvement of Mexico. Mr. Powers, who is well acquainted with the governor of Lower California, says that official recently told him that 94 per cent. of the children of that district were attending regularly established public schools. E. A. Stowe.

Mass Selling Problem.

How far the department store problem is from satisfactory solution is indicated by an analysis of the operations of nearly five hundred such stores, with a volume of more than one and a quarter billion dollars. As usual the biggest are best off, but, in nearly all of them costs of operation continue to rise faster than gross margins, so that the tendency is for net profits to decline. The analysis is by the Harvard Bureau of Business Research which has made similar analyses in the past, and is in a position, therefore, to note the general trend. The bureau finds that these stores had more difficulty than ever last year in meeting the demand for greater effectiveness in merchandising methods in the face of the flooding tide of overhead. The group with sales of \$1,000,000 or more showed total expense of 31.7 cents on the dollar of sales and 66.8 for merchandise, leaving only 1.5 cents for profit. The only group that was able to cut expense was made up of specialty stores doing less than a million. The department stores of that size, on the other hand, suffered most. Chain department stores made a relatively poor stand against rising expense, though compared with the independents their margins were larger, results that in both cases are the opposite of what might have been expected. Mass selling by big establishments, employing large forces in expensive quarters, has still to find its economic justification.

The Eternal Triangle.

Teacher (in grammar class): Willie, please tell me what it is when I say, I love, you love he loves.

Willie: That's one of them triangles where somebody gets shot.

KAISERISM IN BUSINESS.

It Paralyzes Main Street With Its Poison String.

While up North last week, I was given first-hand testimony about the syndicate system and its reversion to lawlessness which is both concrete and startling. I refrain from publishing the names involved and the sources of my information for reasons which you will readily understand before you have finished reading. I prefer, rather, to take the risks alone.

A prominent up-state merchant who told me all about this owns a fruit ranch in Florida. He has a very dear friend in Detroit whom he visits every spring on his way home from the South. This friend was once closely connected with the fruit business in Detroit, but is now in entirely different business. The merchant made what he thought was a good business suggestion to his Detroit friend.

"Let's you and I go into the fruit wholesale business," was his idea. "We can ship citrus fruits in from my locality in Florida and sell to the fruit stores at a much lower figure, giving better quality than they are getting now. Still, we would make a neat profit for ourselves in a clean, legitimate way."

His friend waved the suggestion aside.

"Forget it," he advised, "Why, man, down here in Detroit, the dago fruit wholesalers have an iron-clad monopoly. If one of these fruit stands would dare buy fruit from someone not in their ring, he would have a bomb under his place."

Now, you independents, do you think that too extreme to be true? Read what Frank J. Loesch, who is now on President Hoover's crime commission, says about "Business and Crime" in the April and May number of either Nation's Business or Magazine of Business. (The exact data has slipped from me for the moment). Here is a statement from a man who knows; and Mr. Loesch tells the same story about different lines of business in Chicago.

I have always maintained that the apparent protection which the liquor racket enjoys from the law is not due to the fact that they are in the liquor business, but because they are syndicate in formation. The gunman isn't confined to the liquor business for a job. Didn't they import Chicago gunmen to fight out the dry cleaners war in Detroit a few months ago? That was reported in the newspapers. Certainly it is a fine mess of affairs when the boss killer of Chicago can come out boldly and be quoted in the Nation's newspapers from an interview as to the future policies of gangland, precisely with as much dignity as if he were the president of General Motors or some other big man. Yet, that is precisely what was published in the dailies on Tuesday evening, May 21.

The trouble with the liquor problem is that the law doesn't get the head. Only the little rum runner and boot-legger are caught. It is the same with the chain store. The manager is caught at short-measure, hauled up before the

judge, and fined, but the law doesn't get the company.

Right here in Michigan, a chain manager was found to be short in his reports, and the shortage was deducted from his pay, although it was found to be no fault of his own. Someone had stolen a 100 pound bag of sugar from his store while the back door was open. When he complained to his superintendent that he couldn't stand the deduction of that amount from his pay, the superintendent replied:

"You don't have to take it out of your pay. Don't you know how to get it?"

That was the instruction given a young manager by an executive in one of the large chains in Michigan. I have similar testimony from scores of young men who were once chain managers and who have left the chain because they still remembered some of the "teachings at Mother's knee."

Here is the suggested question: Is the syndicate system a school for crime? Harry F. Sinclair represents the syndicate system, not at its worst, but in its everyday clothes. This man, while evidently a prince among men, shadowed a jury and did his best to defeat justice in America. Study some of the dirty methods employed by the syndicates in Washington and arrive at your own verdict. If you are a decent American, it can be only one word—guilty.

I do not charge all syndicate concerns with alliance with the underworld; but I do say that in the final analysis, the syndicate system substitutes force for competition. Every one of them operates behind closed doors; and we know not whom to trust with so much power in one hand and one head. The secret of our crime wave is not that people are worse to-day at heart, but because we are making kings of a few, and money will buy anything, if there is enough of it in one place.

We are not fighting institutions but a system—and that system has never yet failed to go to any safe length to win its ends. The chain store is bolder to-day than ever before—every one of them. Why? Because they are getting away with it. A few managers are caught; but the system goes on, un hindered.

I am no hero because I find my blood boiling at the discovery of such conditions. I am just an ordinary decent American; and what American's red blood wouldn't jump to precisely 212 Fahrenheit upon such a discovery? Patriots have always stood ready to defend their country against just such foes as this from without; and they will stand out against such enemies from within, when they are informed of the truth. I'd rather stop lead any time than to let such an outrage pass unchallenged; and there are millions of other ordinary Americans who would do the same in my place.

This molly-coddle spirit of America of shrugging the shoulder at such conditions and going on supporting these very conditions through ignorance and selfishness, will be our undoing; and we Americans won't stand for it. The

person who guzzles illicit liquor is a party to the crimes perpetrated by those whom he patronizes; and the bargain-chaser who grabs off "savings" and boasts "economy" by trading with the syndicate breeding-places of dishonesty and crookery are equally parties to whatever crimes be perpetrated by those whom he or she patronizes. These cases are exactly parallel; there is no middle-ground.

Some merchants smile at our challenge, shrug their shoulders and say, "Oh, there is a place for the syndicate."

Of course, there is a place for it. Just as there is a place for the killer, the gunman and the drug-pepped thug. His place is at the swinging end of a rope; and, once we American people wake up to the crime situation, we shall begin disposing of these yellow cowards who shoot in the back and continue the course until either the supply of cut-throats or the supply of rope is exhausted. As for the syndicate, there is a big place for it. The biggest place in all the universe—oblivion.

The syndicate substitutes force for competition, whether that force be "buying power" or a bullet shot from a dark alley. It is the empire in business, with the use of the mailed fist that is always a mark of the empire. Kaiserism in business, with its submarine warfare on innocent neutrals in trade, has no place in the blessed sunshine of America. Every law, custom and tradition of Democracy condemns it. Every word of great Americans who have gone before denies it a place in this land of liberty.

We have stood a lot from the syndicate system. We have seen it paralyzing Main Street with its poison sting. We have seen our communities pay tribute to distant metropolitan strongholds. We have seen our local independent merchants, brethren of a class with us, routed from their pursuit of happiness and relegated to vassalage. All this have we beheld, and still waited for more conclusive evidence that the syndicate was weighed in the balances and found waiting. But, when the syndicate system persists, not once, but over and over again, in linking business with the underworld, the dive and the brothel, the barest of common decency forces us to take up again the battle cry of 1776, and declare that "Taxation without representation is tyranny."

If this be treason in the opinion of some hop-stewed shiek of gangland, he must make the most of it. While he stayed with his kind, and lived off his own kind, I had less to say. I never liked him; and I often wished he were off the earth. But, when he begins hiring out to what has always been decent business, and brings his "pine-apple" and "gat" to Main Street, as weapons of modern competition, I rise to defend what to me is dearer than life—the inheritance of American Liberty for which others have died to bring to me, and which I must preserve for those who will come after me! If that means that I am a marked man, so be it. There are limits beyond which no decent man can go in tolerance, and continue to hold his head among men.

This is no longer a question of "competition." It is a question of decency. If American people were justified in banning German-made merchandise during the war, they certainly will be doubly justified in refusing to give aid to this enemy of America, once they have the truth. And, if you merchants don't dare say such things to the people of your respective communities, or you don't know how, let me know. Get them together and I'll tell 'em, without asking you to shoulder any responsibility for what I may say. That is exactly how I feel about it; which, by the way, may be one reason why only such papers as the Michigan Tradesman will allow space for my expressions.

W. H. Caslow.

Can Weather the Loss.

Mr. Hoover is not an engineer for nothing. Finding himself confronted, like all his predecessors of recent decades, with thousands of commissions to sign he studies the situation for a while and then devises a way out. He will approve Senate confirmations in bulk and then authorize the heads of departments to countersign the individual commissions, to each of which will be attached the President's lithographed signature. This procedure will reduce the merely perfunctory work of the office by one-third.

With all the talk there has been about the growing burden of the Presidency the wonder is that some such plan as this has not been adopted before, especially since documents issued by the Patent, Land or Indian Office have been exempt from the requirement of the Presidential signature. Here was a precedent which should have been followed for other papers.

Mr. Coolidge's answer to the suggestion that the work of the President had become too heavy for one man to do without impairing his health was that a sensible occupant of the office would decide what tasks to undertake and delegate the rest, just as any executive in private life would do. But surely the signing of commissions cannot be considered a task of prime importance. With all that a President has to do, he ought not to spend any large amount of time in merely routine work. He owes the country the best that is in him, and he cannot give it if he has to spend countless hours in the mere mechanical activity of signing his name.

The only objection we can think of to the new arrangement is that it reduces the number of Presidential autographs available, but the country ought to be able to weather that loss without disaster.

Show Summer Folding Tables.

A trend toward collapsible items is noted in furniture offerings for Summer use and also for year-round use in small apartments. Bridge tables have led in this movement, but more recently there has been a demand for small "tuckaway" tables. These have a top about ten inches in diameter, supported by three legs. The table folds away in a very small space. The merchandise is painted in solid color in a choice of four shades. The tables wholesale at \$18 a dozen.

HOME OWNED STORES.

Rapid Growth of a Sane and Sensible Movement.

Good news from the Grand Traverse area. The Traverse City Main Streeters have organized a Home Owned Stores Association, headed by Grover Maple, the express purpose of which shall be to carry to the general public some of the untold facts concerning the growth and development of the syndicate system, and what it means to the mass welfare of the American community.

I am impressed, as I go around, with the increasing readiness on the part of independent merchants generally to agree that public education is the independent merchant's only big bet; and it does me good to see the business men of a community falling in line behind a program of this kind, because I can see at last some real promise of the independent operators turning a losing fight into lasting victory.

Monday, Tuesday and Wednesday were spent in the Traverse Bay district, mostly following up what was started two weeks previously. Beyond the fact that Traverse City is organized and is now laying definite plans for the local campaign, there is little to report that has not already been published.

Friday, having recuperated for a day from my long trip up North, I took a spin through Nashville, Vermontville, Charlotte and Eaton Rapids to Jackson. Chatted with Charles Dahlhauser, in Nashville, before going on to Vermontville, where I had talks with the Barber Brothers and Mr. Matthews. The Barbers operate the ford agency and a dry goods store, while Mr. Matthews has a modern grocery store. Assurance was given me that the Vermontville merchants are always ready to hear anything for their help and a meeting with the business men was scheduled for next Thursday evening.

Stopping in Charlotte for just a moment, I saw Mr. Richey; then went on to Eaton Rapids, where I talked with attorney W. G. Watson, who was much interested in my campaign and thought it highly probable that an Eaton Rapids delegation might be in Vermontville at the Thursday evening meeting.

I was sorry indeed that I missed seeing Mr. Andrews, who has charge of the Home Owned Stores work in Jackson, as I wanted to talk to him very much. But I hope I shall have the pleasure next Thursday when I shall be down that way again.

Friday evening, I expect to meet with the Ithaca merchants. I also hope to visit in Alma, St. Louis and St. Johns during the week and make a little survey of the independent situation in those places. Now just a word in friendly suggestion to merchants everywhere.

Has it ever dawned upon the merchants of Main street in any community in Michigan that of late there is a growing question mark in the minds of the public regarding the rapid movement in the syndicate world toward greater centralization, more elimination, etc.? This big tobacco merger

is causing a lot of people to ask themselves questions, as to just whether or not everything in business is as represented, and whether this chain store, mail order, peddler craze is all that it is represented by themselves to be.

I have made a few predictions during the past two or three years, and most of them have materialized. One of them now promises to be fulfilled in the new policy which is reported to have been passed by the directors of one of Michigan's largest wholesale grocery houses. Now, I am going to utter another prediction. Unless the independent merchant seizes the psychological moment, just when the public is beginning to doubt the value and virtue of the syndicate, and places his case squarely before the public at that time he might as well kiss his cause goodbye.

After five years of being thought all wrong, I still maintain, as I have always maintained, that the syndicate will continue to grow until the public refuses to patronize it, if it refuses while the refusal is possible. But, if the independent fails to appear in court and place the case squarely before the judge of Public Opinion, he will lose it by default. The challenge for an honest, come-clean attitude toward the public is placed before the independent merchant to-day as never before in Michigan. Whether or not the merchant is a fighter and a patriot depends upon his own conduct during the next few months.

Independent merchandising, as a whole, is losing ground in numbers and volume in Michigan. Individual merchants, here and there, are scoring; but they are scattered, and they cannot survive alone. It must be a mass movement throughout Michigan. The tide is now rolling in its first stage toward a Statewide campaign of public education; and that is one thing which the chain store cannot stand. It cannot survive public acquaintance with the facts that have heretofore been concealed from the consumers. An outraged public, once informed of the truth, will very quickly do what the merchants alone will never do—put the syndicate out for lack of patronage.

I am confident of that. Perhaps the merchant is doubtful. But certainly the effort is worth the try. The purpose of these weekly contributions of mine is to convince community merchants in Michigan that progress is actually being made where effort is being put forth. I hope to have something very definite to report from Vermontville and Ithaca next week. In the meantime, I have room for two evening lectures on my calendar next week. The first two merchant groups to write or wire me for datings for Thursday and Friday evenings, June 20 and 21, shall have them. No town is too big, none too small, for me to come, if the merchants mean business and want to do something concrete and with purpose. Communicate with the writer direct. W. H. Caslow.

It is better to say something good about a bad fellow than to say something bad about a good chap.

When a man is short he is naturally more or less crusty.

Weekly Bulletin of Jackson Home Owned Stores.

The Association will pass its first year of its organization July 1 and this issue of the bulletin will treat the subject of the payment of annual dues amounting to ten dollars for the coming year for the old members and is an invitation to merchants who are not members to join in the effort of this association, to carry out an educational campaign in the interest of the Jackson merchant.

Next week the board of directors for the new year will meet with the past year directors to elect the new officers, and with the exchange of ideas and suggestions on the part of various members our program will be arranged.

I herewith submit the names of the directors for the coming year who were elected at the annual meeting of the association held May 23:

Kenneth Bunting, Crown Paper & Bag Co.

John Way, H. E. Way & Son.

John B. Kenna, Kenna & Steffey, retail drugs.

Gilbert Knibloe, Knibloe's hardware.

Timothy Murray, Hub Grocer Co.

Leo J. Harrington, Harrington clothiers.

C. J. Watts, Smith-Winchester Co.

Vern Breitmeyer, Wm. Breitmeyer & Sons.

James G. Henley, Square Deal.

R. B. Ward, Ward's grocery.

Fred M. Hodge, Hodge's grocery.

E. C. Judson, wholesale meats.

D. P. Chindblum, honorary member, Muller Bakeries, Inc.

With the support and co-operation of these Jackson merchants and all working as a unit for a principal that is right, this Association cannot help but accomplish much for the betterment of the condition of the independent business in Jackson. With the spending of money with the home concerns we will be continuing to add to the prosperity of Jackson and increase local capital which is the most valuable asset to a community.

Already five clubs have been approached and I have the assurance of being permitted to speak to them on the subject of the Home Owned Store movement.

The Association is soon to assume Statewide recognition. At the present time there are formed or being formed associations in the following cities of the State—Kalamazoo, Battle Creek, Lansing, Greenville, Belding, Traverse City, East Jordan, Ann Arbor and Petoskey, and just as soon as contact can be made with the different cities, we will have interchange of ideas so that all may work to the same end and each derive the benefits of the other's activities. There is also a Home Owned Store Association in Lorain, Ohio, and the State representative of the Ohio State Chamber of Commerce called at this office last week and took back with him all the information that your Secretary could give him that he might pass it on to other communities in Ohio.

James A. Andrews, Manager.

Nothing else so humanizes a great man as the publication of his golf score.

Negroes To Academies.

Oscar De Priest, Republican, of Illinois, the first negro in Congress for thirty years, names three members of his race for appointment to Annapolis and to West Point. Thus we approach one more pitiful phase of the age-old enmity between white and black. Congressman De Priest is not to be blamed for thus championing his race. His appointees are not to be condemned—indeed, their courage is to be admired—for seeking and accepting the appointments. But every one knows that they cannot command white troops. Their opportunity for real service in army or navy is non-existent. They will simply have troublous careers at the academies and come out to have odd jobs found for them in the staff, not in the line. No matter how highly Mr. De Priest's action may be praised as a gesture of equality, these are the facts concerning it.

Expect Early Bathing Suit Opening.

Bathing suit lines for the 1930 season will open, in all probability, a month earlier than they did last year. The possibility of an early opening is given further credence by the trade in view of the fact that Herman Heller, president of the Knitted Outerwear Selling Agents' Association, has sent out a call for a meeting to be held this week to discuss openings of both the bathing suit and sweater lines. It is felt the opening will be set for early in August, with the annual sweater opening in November at Chicago.

Mill Stresses Retail Contact.

Not all woolen mills are subject to the indictment made by a retail executive a few days ago that the mills do nothing to maintain contact with their retail accounts. One of the large women's wear mills, for instance, is sending out the head of its fashion service department on an extended trip to Chicago, St. Louis, Cleveland, Philadelphia and Boston. She will show a model collection of Fall garments made of the mill's new woollens to executives of retail stores in those cities, as well as to manufacturers.

Window Glass Call Improves.

A slight improvement in demand for window glass is in evidence this week. Output during this month, however, will be less owing to the closing down of several leading production units. Production is estimated as not likely to run above 600,000 boxes, just about balancing demand. The call for plate glass is holding above normal and operating schedules are above the seasonal average. The demand for laminated glass from the automobile industry is of very good volume.

Hat of Tweed Straw.

In his search for novel treatment in straw hats Patou offers a wide brim mushroom shape in a straw of his own designing which he calls "tweed straw." It resembles the open mesh glossy Italian straw, in this model of brown and white straw embroidery over a body of thin mesh straw.

The employe should meet the employer half way when plans for the employe's betterment are proposed.

FINANCIAL

Reminiscences of a Financial Veteran.

We recently had the pleasure of a long conversation with a gentleman whose business career, begun in November, 1865, has carried him over three continents and brought him into close contact with many of the most prominent figures in the financial and business worlds during the past sixty-three years.

He can remember the days before the Atlantic cable, the typewriter, the telephone, the dictograph, the electric light, the fountain pen and almost every other convenience known to modern business and his comparisons between then and now—between the age of Financial Innocence and that of the Federal Reserve System—are almost as interesting as his memories of Gladstone, Disraeli, Baron Rothschild, and others in London in the early '70s; of Buenos Aires in 1880, and of the Far West and the New South soon afterward. Few men now living are so familiar with the financial conditions of the United States then; and our informant also took part in the founding of the first international investment trust in whose organization citizens of the United States had a share.

"The ethics of business to-day are on a far higher scale than when I started in 1865," he remarked; "perhaps it is because those in positions of responsibility to-day take their duties far more seriously. One of the most interesting developments in commercial and banking life in my time has been the development of the science of credit investigation.

"You will think I am far older than 83 when I tell you that Lewis Tappan, the great-uncle of one of my business associates, and the father of all credit work in this country, only died seven years after I secured my first job. When banks had all their deposits drawn out in a day in panics such as that of 1873, you can easily realize the results of their having no credit files. I understand they began in a small way to gather such information about 1892. To-day the credit department is as important as any in a modern bank; it is a life-long science to train oneself to do credit work properly.

"Another contrast is the position of the bank in the community. You will hardly believe me when I tell you that in the early 1870's people carried large sums of money around in their pockets rather than deposit it in banks. I carried \$300 around with me all the time in the panic of 1873. The promissory notes of large steel mills served as money in and around Pittsburg. Banks to-day assure the solvency of those entitled to it. In 1873 one large dry goods firm failed though its assets outweighed its liabilities. The pyramiding of credit through taking notes on single name paper which might or might not prove valuable caused its ruin. There was then neither fluidity nor flexibility in finance.

"To-day our country could not exist, much less progress, without the Federal Reserve System.

"Another striking contrast is that which has taken place in distribution.

"Previous to the civil war our wealth largely consisted in land and what it actually produced, such as farm buildings, tools, crops, etc. A very large percentage of the million or more men who saw actual service in the civil war had never left their home town or county before they enlisted. That war gave an immense impetus to the science of profitable distribution. The sleeping car was one of its immediate results. Then, too, many Northern firms which lost their Southern markets had to intensively develop other fields. The packing houses said the war would not last forever, and they must reach the individual distributor. The crucial thing, in my opinion, in the science of distribution—as in almost every phase of activity—is the type of executive; and, in distribution especially, attention to small and seemingly unimportant details reaps a rich reward. I am familiar with much of the early history of both the Standard Oil Company and the industries with which Mr. Carnegie was connected. These two great enterprises began in the 1870's—Kloman, Carnegie & Co. in that year, and the oil groupings a few years later. At almost the same time certain New York bankers began lending money to build railroads out of Chicago in what was then pretty far West. The distribution of this steel and oil was the next step; and within sixteen years from the time that Mr. Carnegie's name first appeared on business stationery, we had the first skyscraper.

"Now let me ask you young fellows a question: Does all this mass production of 1929 breed the same sense of responsibility which the old-time merchant of my younger days possessed?

"Remember, I keep pretty closely in touch with things to-day—especially with all this advertising, and solicitation for more business. I have seen many different kinds of this all my business life.

"I have seen 'boom cities' spring up in the West and South, which one would think were second Gardens of Eden from some of the descriptions of them.

"I have seen railways whose prospectuses vied with each other in claims to fame—and immediately glowing financial returns—and no one remembers how many of them failed in the Financial Age of Innocence.

"But I have also closely followed the careers of some of the great transcontinental railroad leaders whose foresight and ability to take nothing for granted made them powerful forces in making our country what it is to-day. And we need men of their vision just as much to-day as when the armies of Grant and Lee were dispersing."

Perfection of Incandescent Lamp Electricity's Golden Jubilee.

The electric light and power industry will commemorate this year the golden jubilee of the perfection of the incandescent lamp by Thomas A. Edison by setting up several new high records, according to an illustrated pamphlet issued by Pyncheon & Co., in

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a survey of the industry's first fifty years.

"It is estimated," says the booklet, "that for the first time annual gross revenues will closely approximate \$2,000,000,000. Contrasted with a decade ago, when gross was less than \$800,000,000, the revenues of this steadily expanding industry have increased about 150 per cent."

Government figures show gross earnings of ninety-five public utilities rose to \$592,000,000 in the first quarter this year from \$571,000,000 in the same period of 1928, while net earnings jumped to \$263,000,000 from \$226,121,000 in the first three months of 1928.

"Increasing demands upon public utility companies for electricity," continues the survey, "are making necessary constant expansion in the plant facilities. It is estimated that at the present time total generator capacity of public utility power plants in the United States has risen above 30,000,000 kilowatts, as compared with 29,629,702 kilowatts as of January 1, 1929; 22,663,503 kilowatts four years ago; 14,313,438 kilowatts on December 31, 1922, and but 8,400,000 kilowatts back in 1914.

"Total water power developed in the United States during the year 1928 increased 1,275,530 horse power, or 10.4 per cent., bringing the total capacity of water wheels installed in water power plants of 100 horse power or more in the United States on Jan. 1, 1929, to 13,571,530 horse power. The increase in 1927 was only 575,000 horse power, so that the 1928 gain, it is pointed out by the United States Geological Survey, was more than twice that during 1927.

"Public utility financing has absorbed more than \$1,000,000,000 since the first of the year, of which practically 80 per cent. was for the electric light and power industry.

"As in the case of general corporate financing thus far in 1929, the greater part of these funds was raised through the sale of stocks rather than through long and short term bonds and notes, while a year ago bond financing generally was undertaken.

"The budgets of the various systems when fully expended this year will, it is estimated, have increased plant investment by January 1, 1930, to be between \$10,800,000,000 and \$11,000,000,000. This will compare with a plant value of but slightly more than \$2,600,000,000 in 1912."

William Russell White.
[Copyrighted, 1929.]

Bond Enquiries on the Increase.

Faint though the glimmer be, light seems to be dawning once more in the market for bonds, though so far these investment descriptions have not risen much from their low level in recent years. Indeed, on a 5½ per cent. basis the new Treasury bills represent a rock-bottom price in recent history.

With the modest relaxation in time money rates, the stock market's return to a position of greater calm and the reparations settlement interest in fixed interest-bearing obligations has grown although to date buying has been confined to large institutions and wealthy

individual investors. Generally speaking the public has not yet entered the market for bonds except as induced to do so by conversion or warrant features giving the bond a "kick." Since the volume of bond flotations for months has been relatively low dealers in the financial district anticipate that this market is destined to improve materially once sentiment swings back forcibly in that direction.

Perhaps it is not commonly appreciated that the volume of new financing remains high notwithstanding recent, unfavorable market conditions. Laurence Stern finds that in May new stock, bond and note financing aggregated \$1,133,000,000, which was twice that for April and 9 per cent. greater than the huge volume in May a year ago. Recent gains in the volume of new financing have been explained by increases in stock flotations but in May the volume of bond and note offerings was more than twice that of the month previous, although it was still somewhat under that for a year ago. Specifically in May the bond and note financing totaled \$669,000,000 and stock offerings \$464,000,000 with New York, Chicago, Boston, Los Angeles and Detroit respectively contributing the bulk of business.

Important among the developments in new finance instruments has been the increased flow of stock funds into investment trust and finance company issues which a year ago comprised but 23 per cent. of all but now make up a full 42 per cent. Here of course is a demand that is puzzling the economists who look upon such financing as non-productive in character. Essentially the market in bonds moves with that in money and therefore the future fluctuations in bonds must depend primarily on whether time money from the present high levels will gradually drift lower or whether money will hold around the current level for a protracted period.

In turn the future of money depends partly on Reserve policy which to date has favored firm money but which with the approach of autumn perhaps will be reversed to accommodate the demands from industry. With the Reserve unable to make up its own mind what to do about credit it is difficult indeed for the layman to act with any great assurance of a rapid improvement in the credit position much as he may see that possibility written on the wall.

Paul Willard Garrett.
[Copyrighted, 1929.]

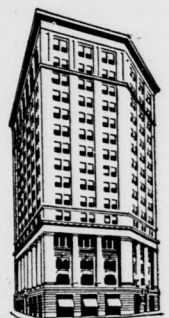
She Knew Men.

A woman advertised for a man to work in her garden, and two men applied for the job. While she was interviewing them, she noticed her mother was making signs to her to choose the smaller.

When the women were alone, the daughter said: "Why did you signal to choose the little man, mother? The other had a much better face."

"Face!" exclaimed the other. "When you pick a man to work in your garden, you want to go by his trousers. If they're patched on his knees, you want him; if they're patched on the seat, you don't."

Be just before you're generous.



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FIFTY YEARS AGO.

Electric Light Created by Edison in October, 1879.

Lest anybody these days accept the comfort and joy of electric lights with too much complacency, we are moved to set forth that this year marks two fiftieth anniversaries of very different aspect in connection with the development of the incandescent lamp. It was in April, fifty years ago, that a vigorous attempt of many months to make a practical lamp ended in failure. A lamp was made that would work, but not commercially. The succeeding fall, however, saw real success achieved through the persistence of a man inspired to struggle against even his own misgivings and the general skepticism of scientific observers. These observers even doubted the actuality when it had been demonstrated and announced to the world, in the fall of 1879.

On the day of the crucial test, the lighting of the new lamp, a group of men was gathered in the laboratory. It was a skeptical crowd. Bets were made that the light would last but a few minutes. Edison himself was cautious. He turned the current on gradually. The filament glowed dimly. He gave it more juice and the lamp gave forth a brilliant light. It burned steadily, moreover, for nearly two days and the conquest of the dark—by which night now is almost turned into day—began on the epochal occasion of half a century ago.

Attempts at making an incandescent lamp, according to the records, began in 1820. In 1877 the problem was taken up by a young man, thirty years of age. Thoroughgoing as always since, he first made experiments to confirm the failures of others. He worked so hard that his health was undermined the following summer and he took a vacation. Yet to-day this man, born on February 11, 1847, is vigorously working at his bench and his birthday anniversaries are regularly the occasion for National acclaim. For his name is at one time that of a personality and a synonym of light and power. Hardly do we need to write "Edison," whose success in 1879 started the electrical age.

Unlike many an inventor, Edison was a very practical genius. And he recognized early in life the value of co-operation and assistance. Thus he started more than fifty years ago what might be termed an invention factory, in which a multitude of new ideas have since been developed. He says of himself, "I am more of a sponge than an inventor. I absorb ideas from every source. I take half matured schemes for mechanical development and make them practical. I am a sort of middle-man between the long-haired and impractical inventor and the hard-headed business man who measures all things in terms of dollars and cents. My principal business is giving commercial value to the brilliant but misdirected ideas of others." So it is that the records of the patent office show more than a thousand patents credited to Edison, but it is said that he claims complete credit only for the phonograph.

Significant of his genius for organization, he began his experimenting in the fall of 1877 with a group of about 100 able assistants and other workmen. He had a well equipped laboratory at Menlo Park, New Jersey. His first lamp patent was applied for in October 1878. Up to that time he had spent much money in research and needed support for continuing the work. Young as he was, he had invented the phonograph; also to his credit were the quadruplex telegraph, quadrupling the capacity of the telegraph lines of the country, and the carbon telephone transmitter, without which it is stated Bell's telephone receiver would have been impracticable.

His reputation was good enough to bring several prominent men to his backing and the Edison Electric Light Company was formed on October 17, 1878, with a capital stock of \$300,000, an organization which was a forerunner of the General Electric Company of to-day. He progressed with the experimental work so rapidly that patents were applied for in November, 1878, December of that year and February, 1879, for new lamps. In fact, a second patent was applied for in February, 1879, and another in April of that year.

So far he was doomed to disappointment. Patents were granted for all these lamps, but even the last was expensive to make, consumed a lot of power in proportion to the light it gave and was short lived. A number of the last were made for trial. They represented what appeared to be the limit of possibilities with the platinum wire and the work for a time was abandoned. But in the fall the idea took hold of Edison again and he resolved on what seemed to be a foolish attempt to find a carbon filament to replace platinum. He succeeded and the new light of the world dawned on October 21, 1879.

Yet skeptics remained when, after many weeks of working almost continuously day and night on further development of the filament, Edison decided that he had a practical lamp and announced it to the public. The announcement, late in December, led several scientists to declare the invention a fake. But a demonstration was given at Menlo Park, to which the Pennsylvania Railroad ran excursions and gas stocks dropped in price, while shares in the Edison Electric Light Company soared to \$3,500 each.

It was on November 4, 1879, that Edison applied for a patent on this lamp. As stated in the "History of the Incandescent Lamp" by John W. Howell and Henry Schroeder, "all the elements of this lamp are the same as those in the lamps made to-day; a high resistance filament operating in a high vacuum, maintained by a one-piece, all-glass globe having all joints sealed by fusion of the glass. While some lamps made to-day are filled with an inert gas after the lamp has been exhausted, the features are otherwise the same." These writers say that "there has been some misconception of exactly what Edison did invent. The principle of incandescent lighting had been established and demonstrated by several experimenters, but no lamp

previously made was suitable for use in large numbers over a large area like a city."

What Edison invented was "a lamp with a high resistance filament of carbon in a vacuum contained in a glass container closed at all points by fusion of the glass and having platinum wires imbedded in the glass to carry current through the glass to the filament. And this was the first incandescent lamp which was suitable for the system of general multiple distribution which solved the problem of the 'sub-division of the electric light.'"

On January 27, 1880, the patent for this lamp was granted. Then was necessary the establishment of an entirely new industry. Edison started to make a lamp factory at Menlo Park in the fall of 1880. This was a mere construction problem. The next thing was to get tools, machinery and experience in the factory. Naturally there was none specially adaptable. The obstacles were gradually overcome though it was a long time before lamp-making machinery was developed to the point where unskilled labor could be adopted, in place of skilled glass workers.

When Edison put up one of his first lamps on a pole, says a story, it was mistaken for "the evening star." Now hundreds of millions of such stars twinkle in a hundred countries of the world. The production runs into several hundreds of millions a year. The machinery for their manufacture is almost human, blowing the bulbs, making the stems from glass tubing, exhausting and even sealing the completed lamp.

According to the National Electric Light Association, 19,057,000 homes had electric wiring last year, an increase of 1,197,000 over 1927. In the thirty years from 1890 to 1920, the cost of lighting the average home by electricity dropped from 89 cents per thousand candle hours to 11 cents. Laboratory research has gone patiently ahead, a succession of inventions and discoveries making possible this great reduction in cost and tremendous expansion in use.

As the old type of 16 candlepower carbon lamp was the most in favor from 1890 to 1905, it is young people indeed who do not recall practically the first form of electric lighting and who, therefore, cannot appreciate the changes which have come through the invention of fifty years ago. In 1905 the Gem lamp was introduced and the 50-watt light of that kind was the popular lighting equipment. Then came the Mazda tungsten lamp, which in the 40-watt type has been the chief kind used for general household lighting since 1908.

Each year brings new wonders, in numbers and kinds, to confuse or appall the layman. Changes in lighting methods and predictions of strange things to come are frequent items of news in the daily press. A scientist comes along and says that daylight is no longer the cheapest light. The world's largest electric lamp, a 50,000 watt experimental bulb, recently was completed. A tungsten filament with a temperature of 5500 degrees Fahrenheit is contained in it. It is suggested that such lamps ultimately may find use in airport lighting. On top of this, we hear that the use of lamps with hot filament soon are to go into the discard; that globes free from metal, like crystal spheres, lighted by high-frequency current in a nearby coil of wire, will adorn our homes. What next?

A Missouri editor refuses to publish obituary notices of people who, while living, did not subscribe to his paper, and gives this as his reason: "People who do not read their local paper are dead anyway, and in their passing there is little news value."

H. D. Vinton, traveling representative for A. Krolik & Co., Detroit, writes as follows: "Your paper is doing a lot of good. Wherever I find a customer who is not taking it, I advise him to do so."

Make people feel that you are giving them individual attention and they will be pleased and respond to the treatment with purchases.

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CELEBRATE JULY 4th AT RAMONA
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What Is the Use of Associations?

In Association Service, the question arises frequently, "What is the use of having an Association" and on membership solicitation one hears, "I don't need any trade Association to run my business."

In some isolated instances, from all visible appearances, business is being profitably managed without trade Association affiliation, but I sincerely believe that if the real truth were known in such instances, there lacks something far more precious than the monetary profits, the spirit and inspiration of brotherly love and Association, one of the sacred gifts of our Creator.

To live a selfish and greedy life is self-inflicting and does not provide happiness in business or home. The privilege of Trade Association membership is one of the noblest and greatest responsibilities entrusted to mankind. The distributing of foods is grossly neglected and unappreciated and, due to this neglect and lack of appreciation, the present unrest and uncertainty in practically every branch of food distribution can be attributed.

The writer realizes and appreciates in no small measure the stewardship entrusted to him and will endeavor to assist in every possible way to make the retailing of foods not only profitable but honorable and a pleasure.

The fundamental solution of our present day problems depends principally with the individuals themselves. Every city or village of reasonable size should foster a local association. Carefully arranged meeting should be held as often as practical for wherever a group of honorable men meet to discuss their problems in an orderly and unselfish manner beneficial results cannot be averted.

The findings of the local groups then should be carried on a larger scope or on a State basis, which gives us our State Association function.

The findings of the State groups then should be carried on to a still broader field, which gives us our National Association and is identical with our governmental plan which has merited the confidence, love and esteem of the entire world.

I can confidently assure the retailing craft that if more serious consideration for constructive Association activities is applied, helping your competitor to be a better merchant will make your business easier to manage and result in better profits and happiness and will also merit the respect of your patrons.

Monday, June 24, representative retailers from practically every state in the Union will meet in Portland, Oregon, for a four day convention and Michigan retailers will be represented by two delegates—Gerritt VanderHoon-

ing, of Grand Rapids, former local President and at present First Vice-President of our State Association and D. L. Davis, of Ypsilanti, State Association director for many years and a veteran in the grocery field. With these two able delegates, we may look forward to a real constructive message as the result of this great gathering of retailers from all parts of our Nation.

Herman Hanson, Sec'y.

LOWELL HALL.

Graphic Description of an Eccentric Pioneer Character.

Lowell Hall was a resident of Grand Rapids several years anterior and a score of years subsequent to the civil war. He served his country as a soldier of the Federal army and acquitted himself creditably. From a subordinate he was advanced step by step to the rank of major. Mr. Hall's early occupation was in the service of railroad corporations, mainly, it should be said, with the development of such enterprises. He was a successful negotiator for rights of way and for concessions from municipalities for the use of public thoroughness. In that capacity he was employed by the Detroit & Milwaukee (now Grand Trunk Railroad) and by J. W. Converse, D. P. Clay and others who built the Kalamazoo, Allegan and Grand Rapids railroad, at present owned and operated by the New York Central. It was said that Mr. Hall was able to obtain from the average farmer rights of way through the center of cherished fields without cost and also a bonus to be used in building a road bed. A pet project of Mr. Hall's, which failed of realization, was the construction of a railroad to connect the cities of Grand Rapids and Saginaw. He spent several years in an effort to organize a company to finance the enterprise and make it a potent factor in the railway system of the State. His plan to construct a line from the city of Grand Rapids to Saginaw via Rockford and Greenville was abandoned eventually. Co-operation sought with the Grand Trunk company for a road to run from Muir to the Saginaw river was refused. He would have trains enter Grand Rapids over the tracks of the Grand Trunk. However, Mr. Hall obtained several miles of right of way and induced the farmers of the region to construct a road bed Northeast of Muir for a short distance.

Mr. Hall owned considerable real estate in Grand Rapids; houses on the West side, a block of stores and apartments on the Northwest corner of Monroe avenue and Erie street and a commodious house in which he lived on the Southeast corner of Fountain street and Barclay avenue. The site is now occupied by Emanuel Temple with a synagogue. Mr. Hall had a merry old soul. His mind was filled with interesting reminiscences, stories and humor. An incident he occasionally related to friends and acquaintances was in regard to a group of old soldiers of the war of 1812. Hall, in his youth, was keeper of the railroad station and eating house in Utica, New

York. All public places of entertainment in the early days contained a bar. The group of old soldiers referred to would meet at the restaurant and partake of the juleps, Tom and Jerry and kindred stimulants provided for customers. After several rounds of drinks had been absorbed, the old boys, quite mellow under the effects of the stimulants, would recall the incidents of their lives in the army. On one occasion, after Hall had been repeatedly requested to serve the group "a little more rum and black strap" one of the old boys, while his head and arms were spread over the table laboriously asked, "Lemme see, lemme see. Whaz the name of that battle where we were all killed?"

Mr. Hall was not popular. He was injudicious in speech. People whom he did not like he abused in bitter terms. Public or private enterprises which did not meet his approval he ridiculed as often as he found listeners. He condemned the courses taught in the public schools and vocally lambasted the instructors employed. "Not one of the teachers in the high school," he asserted on many occasions, "could spell the word separate correctly without consulting a spelling book"

In 1872 the common council declared the grading and graveling of Fountain street to be a necessary public improvement. A deep cut was proposed on the brow of the hill and proportionally lower cuts of the grade below the summit. Hall opposed the plan with all the power of his over-active brain and venomous tongue. He denounced Thomas D. Gilbert, one of the supporters of the project in bitter terms. "Who is Thomas DEE Gilbert? Who is Julius DEE Houseman? Who is Henry DEE Spring? Who is Thomas DEE Smith? he would ironically ask. In his mind the application of DEE to the names of men he disliked was an expression of the contempt he felt for them. Hall employed Eben Smith, an able lawyer, to draft a charter for his proposed Grand Rapids and Saginaw Railroad. Dissatisfied with the work performed by Smith, Hall applied the DEE to the lawyer's name and denounced him bitterly to all who would listen to his vocal outbreaks in the streets. Smith, a sensitive, genteel individual withered under the reports that reached him of Hall's assaults upon his character and reputation. He closed his office, moved to Seattle, resumed the practice of his profession, won recognition and the favors of substantial clients and finally a place on the bench, which he held a score of years before death overtook him.

Reports of games of base ball amused the old man greatly. He called the sport the imitation of a fool. Before a crowd on the streets he would give an account of a game he had framed in his mind. It was very amusing.

Hall prepared an application to be presented to the president for appointment as postmaster of Grand Rapids. Men of political influence withheld their endorsements. A few, who cared little, if at all, as to whom the appointment should be given, signed the application. The appointment was given to James Gallup. Hall unhappily declared, "To the office holders of the

Republican party belongs the spoils." Hall died, a misguided, unfortunate old man at the close of four score and a decade of years. It is said that in his last days he forgave his enemies and sought divine indulgence for himself. A caretaker employed in the cemetery where Hall's remains were interred found a shingle one morning stuck in the mound evidently by one who had not forgiven the trespasses of the deceased, upon which were written this paraphrase on Fitz-Greene Halleck's eulogy of a friend:

Gray be the grass above thee
man of a mournful day,
None knew thee but to hate thee
None named thee not in praise.

Fall Glove Orders Show Gain.

Business in silk gloves this season shows an improvement over last year, having replaced to a considerable extent the foreign lisle types. The short, fancy-cuff glove in a price range of \$1 to \$1.98, led. Buying of kid gloves for Fall has been active, with stress placed on novelty-cuff styles in such shades as black, brown and beaver. Some gain has been noted in demand for fabric gloves for Fall delivery, the increase reflecting a desire to cover needs before the tariff is increased. Walnut, beaver, mode, faun and gray are outstanding sales.

Volume in Nainsooks Good.

Strong demand for men's shorts in all patterns and an unlooked for volume of business in nainsook union suits are leading features in an otherwise slow underwear market. The demand for nainsooks has proved a source of satisfaction to many mills because the heavy stocks which glutted the market last year have disappeared and manufacturers are able to get their prices since buyers have difficulty in filling their needs. The shorts demand has exceeded estimates made earlier in the season and because of the active call deliveries are somewhat behind.

Feature Novelties in Notions.

In building up sales volume in notions considerable reliance has been placed on the introduction of novelties. This is particularly true of rubber goods and more recently in home sewing equipment. One of the latest items in the latter category is sewing kit made up in the form of an old-time chintz-covered chair. The chair unfolds, its interior serving as a repository for a complete kit of thread, scissors and needles. The chintz covering is available in many colors and patterns. The merchandise is priced at \$18 a dozen.

Bright Gladstone Bag.

A Gladstone bag made of pigskin is now on display which has a bright red leather lining, with a pocket for underwear or sweaters. It has on the outside two short top straps in addition to the regular means of closing. The clasps and lock are made of chrome steel.

The large, flexible bags formerly associated with country clubs and sports cars are now more sophisticated. They are larger than heretofore and made with smooth sides which extend out like a tent. The bottoms are flat and finished with four round knobs.

MUTUAL FIRE INSURANCE

Ventilation of Buildings During Fires.

I have been asked at the last moment to read a few notes on this important subject of ventilation. It deserves a better treatment than that which it is possible for me to give it at present. However, I hope the few remarks I will make will be sufficient to introduce the matter to the convention and lead my confreres to a general discussion.

No fire chief of larger cities may entertain the least doubt as to the value of ventilation. Too often at our arrival of fires we are confronted by conditions that render our work very difficult; buildings filled with smoke, which makes the task of our firemen very dangerous in trying to get into such buildings. Should they be successful in penetrating into the buildings, it would be impossible for them to direct with any degree of efficiency the streams of water, as the seat of the fire is not discernible. In such cases there is only one thing to do, and that is to open without delay skylights, skuttles, doors, floors, roofs coverings over elevator shafts, etc., in places where, in their judgment, smoke will be more rapidly released. Members of our ladder shifts are usually employed at such work, while other firemen make ready to play water on the fire the moment they can get at proper range of it and kill it.

Naturally, firemen are not ordered to break doors and windows, skuttles and skylights everywhere they are called to extinguish a fire. Far from that, our standing orders are to put out fires as rapidly as possible, without any undue damage by water and smoke, as well as prompt salvage of stocks, which would otherwise be greatly damaged.

Ventilation is an important part in the strategy of the extinguishment of fires, and I may say that it is due to it if we are able to control fires which otherwise cannot be located nor extinguished before considerable damage has been done.

Through ventilation we often prevent explosions and all damages following accumulation of smoke, heat and gases of all kinds. Preferably we open a channel for the smoke and gases at the top of the building.

Summing up, I may say that ventilation prevents heavy losses in hundreds of fires by enabling us to fight them at close range; that it prevents explosions and all the damage they cause; that it enables firemen to save large stocks which would otherwise be spoiled by the smoke; and last but not least, that it saves the members of the Fire Brigade from many dangers of asphyxiation and injuries of all sorts.

As to the manner in which ventilation should be made, it varies greatly according to conditions. As a rule we must say that ventilation is to be made with judgment, and by such methods as are familiar to all firemen of ordinary experience.

Raoul Gauthier.

Salesmanship is making the customer believe that you believe what you say.

A Five-Mile Camera.

A new principle which it is said will permit the photographing of scenes at a range of five miles has been announced. This principle, according to its discoverers, makes possible the projection of motion pictures in lifelike perspective upon a screen covering the entire proscenium opening of the ordinary theater. The pictures are expected to synchronize satisfactorily with sound effects. Thus the motion-picture industry looks forward to a time in the near future when "close-ups" will be abandoned and every scene of a cinema production will be both photographed and projected upon the screen in uniform perspective.

If these promises are fulfilled, the effect of the five-mile-range lens should have a revolutionary effect not only on motion pictures but on the general practice of photography. For several years, for example, the so-called telescopic camera has been used to photograph wild game on the African veldt. Martin Johnson and others have succeeded in taking wonderfully interesting pictures of wild animal life at a range of several hundred yards. But the outlines of these pictures have generally been more or less blurred. So a photograph taken with a telescope lens has never been wholly satisfactory. The outlines of objects photographed with the aid of the new "five-mile lens" are said to be clear and sharp, since this lens has a focus approximating that of the human eye.

It is indeed a far cry from the days of the first tintypes, when photography was in its infancy, to the modern camera art. And doubtless the next few years will see further improvements that will be even more wonderful than anything the photographic wizards have so far developed.

Rural Fire Protection.

There has been one "bugbear" in the plan to establish rural fire protection and that is the difficulty in obtaining funds to financially support the proposition.

In order to establish complete a rural fire protection system, money is necessary for the purchase of equipment. The State of Iowa has taken the "bull by the horns" and partially solved that problem by enacting the following legislation:

"Fire Department Maintenance Fund. Any city regardless of the form of government thereof, with a population of more than eight thousand, not exceeding ten mills, any such city with a population of less than eight thousand, not exceeding five mills, and any town not exceeding two mills. The foregoing levies shall be used only to maintain a Fire Department, except that any city with a population under three thousand, and any town may also use such funds for the purchase of fire equipment."

Towns under 3,000 population may use the tax levy for the purchase of fire equipment. Such towns have many requests for rural service and the fact that the tax levy may be used for the purchase of fire apparatus will result in better rural protection for that state.

Uncle Jake Says—



"I have never known a man to fail in business because he knew too much about it or worked too hard at it."

Years ago when we commenced to manufacture

KVP Delicatessen Paper

the first run we turned out was good, but not good enough to suit us and so we put a lot of hard work into improving it. The man who buys it today is going to be as perfectly pleased with it as we are.

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WILLIAM N. SENF, SECRETARY-TREASURER

What Flag Day Means To This Country.

Grandville, June 11—Flag day is as reminiscent of patriotism as Memorial or the Fourth of July. There is every reason for the American people to revere the 14th of June as the stepping out of a new nation on the amphitheater of the world. Like the patriots of old the humble Betsy Ross in fashioning that first American flag made her mark on the annals of history and gave to the new nation in America a station it had not occupied under the flag of the coiled rattlesnake with its warning: "Do not tread on me."

Again schools, colleges, churches and the everyday man and woman are called upon to honor the flag. It comes easy to do this when we remember the sacrifices made for that emblem which flaunts its personality against the blue sky of the United States.

Back in early days, among the hills and vales of pioneering, few flags were in evidence. The Bridgeton district school had none until the pretty New England teacher, Miss True, wrought one with the diligence of a Betsy Ross and soon had it flying from the pole erected by the boys of the school.

No printed flags then. Every stripe and star was the work of nimble fingers working with needle and thread to fashion each separate stripe and star cut out with sharp scissors. Thirty-one stars there were then which have since increased to forty-eight.

The Nation has grown tremendously in the lifetime of a single person. Where there were thirty-one millions at the outbreak of the civil war, now we are near the one hundred and thirty million mark, and all represented nationally by the stars and stripes.

Flag day has not been universally observed these late years. Since the world war, however, more attention has been given affairs of the Nation, and Old Glory swings now to the breeze where it seldom did before.

Observation of these National rest days should not be neglected by our schools and churches. The American idea of liberty and union should ever be recognized on every possible occasion, lest Red propaganda creep in seeking to undermine our sacred free institutions.

We war not on any other nation beneath the sun, but stand solidly for a continuation of our constitutional privileges and that inborn right to life, liberty and the pursuit of happiness.

Honor the flag! It is the highest duty of citizenship to do this. No schoolboy or girl should fail to be taught the meaning of the flag that flies from the mast above the school building.

The cost in blood and treasure to keep that flag in the sky has been prodigious, and America's love for its stripes and stars shall never fade. From every housetop next Friday that banner should be displayed. No matter how diminutive the bit of bunting it signalizes the patriotism of its owner and serves to keep alive that love of country which animated the men and women of the Revolution.

Old Glory has more than one meaning to the heart of the American citizen. It emphasizes patriotism in its highest sense. The man who wrote The Star Spangled Banner was thrilled to the depths of his soul while he gazed from the deck of a British man of war, straining his eyes to catch sight of the flag in early morning which floated so defiantly from the besieged fortress the previous night. The flag was still there at the dawning of day, and has been flying ever since at the mast heads of American shipping in almost every seaport in the world.

Senator Hoar's tribute to the flag is worthy of reproduction here.

"I have seen the glories of art and architecture and of river and mountain. I have seen the sunset on the Jungfrau and the moon rise over

Mount Blanc. But the fairest vision on which these eyes ever rested was the flag of my country in a foreign port. Beautiful as a flower to those who love it, terrible as a meteor to those who hate it, it is the symbol of the power and the glory of fifty millions of Americans."

Our population has nearly trebled since that utterance and still the love of Americans for the flag of Betsy Ross has not abated one whit. Nor will it abate while the earth continues its course around the sun.

The flag and what it represents is worthy of living for, of dying for if need be to keep its place in the sky. The name American is of worthier import than was that of Roman in ancient times, and that name was the proudest in all the then known world.

Flag day comes but once a year. Surely we ought not to consider the time lost in celebrating the birth of the flag. It has been well named Old Glory by our ablest poets, and Old Glory it will remain as long as the American Republic stands.

No other flag under the blue arch of heaven carries the memories that animates a people who train under the stars and stripes, and we believe the time will never come when the name of Betsy Ross will not be honored from the lakes to the gulf.

The flag! How the heart thrills at mention of Old Glory. It recalls marches, battles and victories on land and sea that were fought to make men free. Let young and old in this our country glorify that flag and feel good to know that they live beneath its folds.

Just a day off dear friends to honor the flag of Washington, Lincoln and all the soldiers living and dead of the past century and a half. Old Timer.

Identifying Natural Leadership in Its Incipency.

Ralph Abercrombie, manager of the broad silk department of Cheney Brothers, foresees the time when styles may be settled at round table conferences between representative manufacturers and retailers. He does not mean that these conferees will set up as arbiters of fashion. He belongs rather to the enlightened school that sees spontaneous trends in popular tastes, evidence of which can be discerned far in advance of full development. Mr. Abercrombie includes the retailer in the picture as logically the best witness to the consumer's needs and desires, and eventually likely to get full recognition as adviser. Meanwhile, however, the manufacturer must depend on his own vigilance in watching for signs of impending change, and guide his production accordingly. Contrary to a widely held opinion that taste is capricious, Mr. Abercrombie believes that careful research can discover early indications of changing preferences and so eliminate a source of serious losses. The suggestion is not unfamiliar. Much has been said in recent months about style experts among large retailers as well as manufacturers. The experts have come into being with growing appreciation of the great part which fashion plays in most modern selling plans. The new note in Mr. Abercrombie's observations is the emphasis he puts on traceable origins of shifts long before the public in general is fully aware of what is going on. Labor and money are frequently wasted in efforts to direct the current of popular desires. In such cases failure is due, not so much to bad guesses, as to a

misconception of human psychology, growing out of the observation that people, like sheep, are inclined to follow a leader. Inferences drawn from this phenomenon err when they take for granted that any leadership will be followed. The job of the farseeing manufacturer, if he is to keep off wrong tracks, is to identify natural leadership in its incipency. It is artificial leadership that moves too often to the precipices of disaster.

The mother of one baby always feels sorry for the mother of twins.

Thanks To Beauty Shops.

She was pretty, short-skirted and pink-cheeked, as she tripped lightly down the stairs leading from the station. Many admiring glances were cast in her direction. "Some girl!" exclaimed one youth to his companion, as they trailed in her wake. "Wonder who the lucky chap is she's going to meet?" As she emerged from the station a handsome, broad-shouldered man, fully six feet tall, clasped her in his arms and kissed her. "Mother!" he exclaimed fondly, "I thought I'd missed you!"

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

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Order just enough to supply your customers 'til the salesman calls again. Our frequent calls and regular deliveries mean oven-fresh crackers all the time.

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"Uneeda Bakers"



DRY GOODS

Michigan Retail Dry Goods Association.
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Second Vice-President—D. Mihlethaler, Harbor Beach.
Secretary-Treasurer — John Richey, Charlotte.
Manager—Jason E. Hammond, Lansing.

Gay Ensembles For the Camper.

Complete camping costumes are being put forward by fashion designers. One model for all-round camp activities is of beige tweed made with full breeches that are fastened with a band below the knees like men's golf breeches, and with a jumper that blouses slightly and fits closely around the lower edge. Sports stockings are worn, with low shoes of beige canvas with brown leather straps.

The ensemble has invaded both beach and forest and some charming color combinations are shown in the suits of the less rugged sort. Hunter's green, orange, the warm nas-turtium tones, scarlet and white are all good.

A smart-looking and yet practical suit for general camp wear is made in two pieces with trunk or shorts buttoning on the jumper, which is sleeveless. The neck is cut low in back and front and bound with a flat band to match the armholes. The jumper has a breast pocket and the shorts two pockets. This suit comes in sizes to accommodate small girls as well as those up to 18 years. Fine cotton twill and a strong poplin are the materials used, and the colors include navy blue, a lighter blue, tan, rose, green, gray, dark brown and natural linen color.

A suit for either camp wear or gardening is made in one piece, with the opening under the left arm. It is cut in a semi-fitted manner, has a detachable belt, and the bloomer part is quite full about the knees, where elastic is used instead of plain bands or cuffs. This garment may be had with sleeves and a small turn-over collar if desired, but most of them are wanted with low-cut backs and "V" neck fronts. This suit is put forward for the grown girl or younger women because it has the appearance and advantages of a dress without its handicaps.

A one-piece dress in athletic style for wear at exercises is made with a belt to which is attached a skirt with very fine pressed pleats at each hip. The jumper part is made with or without sleeves and has a convertible collar. This garment hangs like a dress and is fastened at the left side.

The three-piece suit is also present in the new collections of camp clothes. The popular natural-color linens and gray crash linens comprise the fabric range. It includes knickers with fitted knee caps, which fit snugly about the waist. The coats are sleeveless and are finished with narrow tuxedo collars. A wide black or red patent leather belt adds a note of color, and often a matching tie is worn, with a white blouse.

Study Stock Filling Needs.

Maintenance of complete stocks of merchandise which is in demand is now receiving much greater recognition among retailers. Indicative of the interest being displayed is the fact that

a group of metropolitan merchandise managers is meeting regularly to discuss the best procedure for keeping stocks balanced against sales. Basic stocks in hosiery is the subject of discussion of the next meeting of this group.

A well-known merchandise manager in telling of the importance of complete stocks said recently: "It is my belief that in many stores the fastest moving item is out of stock 25 per cent. of the time. If the retailer is out of slow-moving merchandise it doesn't make much difference.

"But the retailer disappoints eight or ten customers out of every hundred that come in for fast-moving merchandise because the very thing the store is supposed to have is not in stock. The retailer may check this for himself and be surprised to find I am right."

A Thought For Shoes.

Shoe cases to hold six, eight and twelve pairs of shoes are made with tan corduroy linings. When the case is opened both sides are found to be partitioned to hold the shoes. A covering of corduroy is used, which may be removed if desired. On the outside of these cases, which are the size of a square hat box, there is a strong metal ring placed just beneath the handle which is used for hanging the bag up in a closet and may be used for traveling or, at home, in place of a shoe cabinet. These cases come made of leathers to match both suitcases and overnight bags, and hat boxes if they are carried.

An overnight case made in a square shape has a cover tray with three hangers, a curtain with pocket and a partitioned compartment for shoes. There is also a place for toilet articles in a special narrow compartment, which has a rubberized covering and lining.

Stylist Difficulties Vanishing.

Much of the misunderstanding caused by the advent of the stylist into retail merchandising has been cleared up and the stylist is now becoming a permanent and valuable part of the retail system. The value of her service has been demonstrated beyond question, it was added, and the indications are that more stores will install the stylist as assistant to their buyers. Comment was also made in manufacturing quarters that the difficulties encountered earlier, arising from friction between manufacturer and stylist, have disappeared and that in fact the latter has often been able to make suggestions profitable to the producer.

Feature Large Fabric Handbags.

In good demand at present in the handbag field are large size bags of novelty tapestry and woven materials. These items are from 8 to 12 inches long and 6 to 8 inches deep. When opened the frames, which are of fancy metal or colored enamel, open into a square shape. The bags are obtainable in a wide variety of colors and fabric patterns. Differing greatly in size from the usual type of fabric bag, these styles are said to be heavily reordered by specialty shops. Wholesale prices range from \$2.25 to \$4.25 each.

Color Helps Sell Kitchen Holders.

Holders for kitchen utensils rarely bring more than a nickel apiece at most and are frequently sold as low as two for a nickel. These homely little articles, however, can be invested with considerable decorative value, and in one instance recently noted, were made so gay and novel that they brought a dime each.

In this particular case, the holders were covered with a fine black sateen, bordered with a narrow strip of bright orange. In one corner a small floral design was applied in different shades of felt. From the vantage point of an upright counter fixture, the holders attracted instant attention and their artistic appeal generally won them a second glance. Their color and novelty made a particular appeal to possessors of the bright breakfast sets that are so popular in small apartments and more than justified, in the consumer's eyes, the expenditure of a dime for an article at once necessary and decorative.

Hats For the Beach.

Hats made of novel straws and with enormous brims are fashions latest contribution to beach attire. These come in multi-colored styles, sometimes as many as eight colors being woven into one hat. The crowns are high and either pointed like the old woman's in the fairy tale or pinched in like a man's felt. A simple trimming is used always, consisting of a band of braided wool or raffia. Some of the straws used come from such widely separated places as Belgium, Italy and China, so that variety is not lacking in this respect.

A hat that promises to have great appeal is made of Chinese straw or fine straw sticks, with a somewhat conical crown and an under brim which fits the head ever so snugly. A design is usually worked either in this under part or on the top. This hat comes in different colors and is very smart when worn with a harmonizing beach ensemble.

Junior Ankle Hose a Feature.

Over the counter sales of "booties" or ankle hose for wear by girls of eight to twelve years have furnished the hosiery market with an unexpected feature during the last few days. The ankle hose has not lived up to expectations as far as sales to older misses and women are concerned but the lively demand from the younger element has partially compensated for the disappointment. Orders for bare-leg hosiery have also been under expectation but this is attributed to the newness of the style and a heavier demand is expected to develop later.

Urge Gloves For Father's Day.

Men's wear retailers will be urged to make prominent displays of gloves in connection with their special features for trade on Father's Day, June 16, according to announcement of the Associated Glove Crafts. Driving gloves of the ventilated slipon types are suggested as particularly appropriate for Summer wear by motorists. Chamois gloves for street wear with straw hats are also suggested.

Dresses With "Shorts" Active.

Children's play dresses with "shorts" to match, an outgrowth of the so-called "pantie frock," are selling freely at present and give promise of being the season's most popular novelty. They are to be had in a number of serviceable materials, and in shades that will stand considerable wear before tubbing is required. Another feature of the children's dress business of the moment is the difficulty which buyers are having in getting prompt shipments of organdy frocks in solid colors. In the leading shades, including pastels, these garments are in scant supply. The call for black and white treatments in children's dresses is apparently not so great as the trade would like to see it.

Stripes Lead in Men's Suitings.

Results of an analysis of sales of men's Fall suitings, announced last week by Bart Murray, stylist of the Wool Institute, shows stripe patterns far in the lead in both fancy worsteds and woollens. In fancy worsteds stripe effects had 79 per cent., while in fancy woollens under \$1.50 a yard the figure was 56 per cent., and in woollens above that price 65 per cent. Ninety per cent. of the worsted stripe designs were subdued or medium, while 83 per cent. were of that type in woollens. In colors, the trend was notably to grays, browns and tans, the combined percentages ranging from 73 for worsteds to 87 and 88, respectively, for the two grades of woollens.

American Designer Year Ahead.

That all the new ideas in women's apparel do not originate abroad, although buyers in this country seem loath to support American manufacturers in their efforts to bring out novelties, is shown by the very recent introduction here of Summer fur coats imported from Paris. Coats of this type were presented to a number of leading buyers by an American manufacturer fully a year ago, but beyond a sample order here and there, little interest was shown in them. They were brought out in coney, kangaroo and calf. No marked differences in style are apparent between them and the present offerings.

Bathing Suit Prospects.

The bathing suit industry is on the eve of one of the greatest periods of development in its history. Growth of the popularity of outdoor swimming pools it is said, is one of the chief reasons why the present year has been a banner one for producers of bathing suits and the coming year will be better.

With swimming pools being constructed in inland cities in every large city dealers are receiving big orders from inland districts where formerly they did but a nominal business. The fad for sun-tan color is another big factor, but is not the permanent feature that the swimming pools are.

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SHOE MARKET

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Association Business Office, 907 Transportation Bldg., Detroit.

Inactivity and Foot Ills.

Quite often people suffering with foot trouble will say, "I was never bothered with foot trouble until I was sick with the 'flu' about three years ago." This is a typical history of the onset of foot trouble. It has no particular relation to "flu" and may happen following any acute illness of which you can think. It does not necessarily have to follow an acute illness either, because it may follow the inactivity of lying in bed from having fractures, or following childbirth, or any other condition that may incapacitate a person for any length of time. I want to emphasize, at this point, that this is a common history and fits in with the usual story that we hear about foot troubles.

Foot trouble is often mistaken for the onset of so-called "rheumatism." "Rheumatism" is a word describing a pain in an extremity or some other part of the body, but really has no true scientific significance. It has come to mean, at the present time, some pain that may be due to focal infection that has landed in a remote part of the body or due to some poison, perhaps from the intestinal tract or gall bladder, or some other organ. It is merely assumed, because foot trouble starts with some acute infectious disease, that this disease has settled in the feet, and that there is an acute infective condition or a chronic infective condition in the feet arising from the original sickness.

In several of my articles I have emphasized the fact that, relative to the aggregate number of pains in the lower extremities, rheumatism is rare. Practically all of these conditions are due to arch trouble. In my experience about 95 per cent. of the pains in the lower extremities have been due to arch trouble and not to any type of focal infection.

After observing thousands of ailing feet and getting a history of the onset of all of these cases, I have come to the conclusion that broken arches may exist for quite a while before actual symptoms appear. This is due to the fact that the foot does not go on a strain. By broken arch I mean any separation in the bones or lack of contact of the joint surfaces of the bones in the feet. This break in the continuity of the arch may exist without producing pain or only a small amount of limitation of foot motion, but not until the pains get severe or the foot motion becomes restricted, do we have any painful symptoms. The point that I want to make here is that people may have broken arches over a period of years without having any symptoms.

I think the shoe retailers and fitters on the floor will appreciate this point because they must have observed many feet that were out of line and that looked as though they were in the advanced stages of broken arches, but upon enquiring of the customer if they

suffered with their feet they replied in the negative. The malalignment of the feet does not always signify that the individual is suffering with these extremities.

However, people of this type may precipitate very acute and painful symptoms in the feet following some type of acute illness and this can all be explained on the mechanical basis rather than a basis of poison from the infectious disease itself. It must be borne in mind that when one is laid up in bed for any length of time the muscles become weak from lack of use. This condition exists all over the body. But when the patient starts to walk he puts his foot muscles to full duty; that is to say, they have to do their entire work as soon as the weight is placed on the feet, while the other muscles of the body may be saved a little by doing only a little work at a time until the patient gradually gets stronger. The foot muscles are immediately put to work and they are expected to sustain the weight of the entire body as soon as the patient steps out of bed.

If these individuals happen to be afflicted with broken arches, this sudden usage of the feet, in the presence of weak muscles, will cause the feet to go over on an acute strain, then the symptoms start. In other words, muscles under normal conditions that were able to sustain the body weight by holding the feet in fair position, even though they were out of line, may be too weak to perform this duty after the patient has been off his feet suffering from an acute disease. When the feet go over into a position of acute strain, the muscles become tense, congested, inflamed and may cramp. The ligaments are thrown on extra tension and they get tender and set up a mechanical inflammation in the joints. The whole leg is thrown off center; and the weight-bearing which should be borne down through the center of the leg will be thrown to the inner side somewhat, and this throws extra tension on the leg muscles and knee joint ligaments, and we have all the true symptoms of broken arches.

It is true that toxin and fever incident to an acute disease are weakening also, and of course they will have their detrimental effect on the foot muscles, too. But in the main the trouble is caused by the mechanical disarrangements rather than by the toxic disorders.

These are important points for the shoe fitter to know, because when he comes in contact with people who are convalescing from an acute disease he can warn them that it is unwise for them to wear high heeled shoes and short vamps with cut-out uppers. He can suggest that the customer at this time should wear moderately high heeled oxfords, say 12/8 or 13/8 Cuban heels, with good fitting uppers that come close around the ankles and that lace up around the instep. He should suggest that they have plenty of room in the forepart, because quite often there is some swelling incident to this return to normal walking and this should be taken care of by having a roomy shoe. After the period of convalescence is over and the patient's

strength has returned, she can again wear the ordinary run of shoes without difficulty.

It is folly for a woman to wear high heels with radical cut-out uppers immediately after arising from some acute illness. Massage, hot and cold baths and moderate exercises can also be recommended at this time, as they will help to get the muscles back to their normal condition a little quicker. This is a real service that can be rendered by the shoe retailer and his corps of fitters on the floor.

John M. Hiss.

If employers realized how closely profits and confidence are related, they would cultivate the goodwill of their men.

Cutlery Demand Compares Well.

Reports agree that business in cutlery thus far this year compares favorably with the same time in 1928, although competition of imports is remarked in some quarters. Table and kitchen cutlery is selling actively at the moment, with a growing call also noted for knives and hatchets for camping purposes. The year has strikingly demonstrated the increased demand for stainless steel in all types of cutlery, a very large percentage of the call now being for this type. In kitchen cutlery orders favor green and yellow colored handles, with green favored in table items.

Every successful business heads up in one man whose decision is final.

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.

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

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.

Novel Features Introduced By Progressive Grocers.

There is another book I see can be added to my library and it will be as soon as I can get it. That is the complete English Tradesman, written by Daniel Defoe in 1726 which, according to Prof. E. H. Morrow, "is absolutely modern and a perfect manual for 1929 retailers." Prof. Morrow makes one quotation from the author of Robinson Crusoe, thus:

"The tradesman's customers are to be his idols; as far as he can worship idols by allowance, he is to bow down to them and worship them; at least he is not in any way to displease them or show any disgust or distaste at anything they do or say."

Allowing for the modification of language in 203 years, that is truly perfectly good doctrine to-day. Moreover, it is doctrine that the good grocer practices now as assiduously as did his conferees in 1726.

The Franklin Grocery of Irvington sells corned beef in its meat department and cabbage in its grocery section. But this store recently put in an offer of "A head of cabbage free with every order of corned beef" and results were so satisfactory that the store has made the offer permanent.

Some folks got terribly worried about the offer and speculated on how such a practice if it became general would cut into the sales of cabbage. But such is the way and results of all enterprise. When one wakes up and does something different, sleepy ones are worried. The right way is to do likewise, either with the same articles or with something else, and it must be economically sound; that is, the seller must get enough for the corned beef to pay for both items or he would not continue the deal. And why should the merchant not offer corned beef with cabbage as a restaurant does, or the home?

Potatoes, for example, have been a drug on the market this year. A grocer in East Toronto for one week gave a peck of potatoes with every order for five dollars' worth of groceries. In his window he placed a peck of potatoes and a large order of assorted groceries to show what he was doing. He told about it thus:

"The peck of potatoes cost us about 20 cents. As we sold groceries at regular prices our profit on the deal was very satisfactory, especially in view of the fact that our volume for the week increased 45 per cent. We brought new customers into the store, many of whom were strangers to us. Some of these have become repeat customers since then."

Seems to me that if this man had advertised 20c in money-cost to get new customers each of whom would buy \$5 worth of goods—or more—his practice would be recognized as sound. Why not potatoes instead of money?

But another potato story is that of a grocer who forestalled all this fuss about unprofitable potatoes. He got out last fall among his customers and induced a lot of them to put in a barrel of "spuds" against the winter. His sales were more than 500 barrels in barrel lots. Not only did he make the direct profits of such sales, but both he and his customers could forget potatoes for a while. He did little worrying about potatoes sold for little or no profit "to meet chain prices" during the following months.

Wakeful grocers are cashing in on some remarkable offerings in grapefruit this season. One Louisville jobber has sold barrels of bulk grapefruit coming by truck from Florida, 125 to 130 fruits in barrel for \$4.50. Because his customers responded to his suggestion to cut away from traditional 10c minimum for grapefruit and sold these at 5c, they sold many of them without practically any loss. Margin thus realized was 30 per cent. plus—and plus a lot of new trade at that.

I hear objections: "But that could not happen in my town." Of course, it could happen only in some markets, but similar things can and do happen in every market and live merchants can snap them up and use them. Because chain merchandisers are quick to jump for such things, their sales now range 25 to 33½ per cent. in the highly profitable perishables line, against only 16 per cent. in ordinary individual stores.

A Cincinnati man has devised what he calls a Food Auto Circle Store. It is of peculiar design, built into a lot with auto driveways on both sides. The entire sides of the store are hinged windows out of which clerks can serve those who want to drive their cars close and have goods served out to them. But there is also ample parking space for those who wish to serve themselves within the store.

Back of each line of side windows is an aisle which can be entered by two doors at one end. The doors open only inward, so egress must be by doors at the other end. A long stack of merchandise runs down the middle of the store. It is just high enough for anyone to reach into easily. Stock on either side is the same in assortment, arrangement and location. Because folks enter at one end and must proceed to the other end before they can get out they are constantly under the eyes of the servers at the going-out end, so pilferage is reduced to a theoretical minimum.

Folks are invited to wander about, help themselves, look over the goods, take their own good time and make themselves entirely at home. An interesting result is that many of them take their baskets, go the entire length of the stack of merchandise on one side, selecting what they like; then walk down the other side, past precisely the same assortment of goods and select many more items.

The deviser of this system has faith in it, for he has gone to great expense designing a standard store. It is made of steel, in sections, so it can be taken down or set up in a few hours. Floor is of concrete. It is rat, mouse and

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

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.

THE BEST THREE AMSTERDAM BROOMS PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

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.

Insure Permanence of Turkey Industry

The belief frequently expressed during the last decade that the American turkey industry was gradually becoming extinct has given way to greater optimism. The innumerable Americans who would deplore the absence of the traditional gobbler at their Thanksgiving dinner no longer have cause for fear. The birds which thrive on the American continent when Columbus was a pup, and which compensated many a New England Puritan for the necessity of observing the Sunday blue laws, will, according to present indications, be with us for some years to come and may increase considerably in numbers.

Forecasts of the gradual extinction of the turkey, which have been common during the past ten years, were based on two things—the delicacy of the birds themselves and the gradual disappearance of the range country. The optimism to which these forecasts have gradually given place is the result of scientific research to the end of overcoming these obstacles.

No remedy has been found for the turkey disease known as blackhead, which threatened for a time to wipe out the industry, but methods have been perfected whereby its spread may be checked. One of these methods is artificial incubation and brood, which is rapidly being adopted by leading turkey producers. This method prevents the spread of disease from old to young. It also requires less work than the older system and produces a more uniform flock.

Another method which promises to check the ravages of this disease is a minor surgical operation, worked out by Dr. A. J. Durant of the Missouri College of Agriculture. A slit is made between the last two ribs so that the floating pouches attached near one end of the intestine may be tied. This prevents the food, and incidentally the blackhead parasite, from getting into the pouches, which, it seems, are vestigial organs corresponding to the human appendix.

The other obstacle, the diminishing area of free range country, promises to be overcome by the increasing success with which turkeys are being produced under confinement. The impression which long prevailed that turkeys would not thrive when confined is rapidly being disproven. While the confinement system is more costly than the free range plan, still, it makes possible greater growth and a better product.

Cold Meats.

The busy hostess can plan to give the greater part of her time to her guests rather than spend hours in the kitchen preparing a roast or other hot meat dish, if, she will take advantage of the assorted cold meats found in the retail store. These ready-to-serve meats make a very welcome addition

to the summer menus, and there are varieties and kinds to suit the most discriminating tastes.

Ready-to-serve meats are very convenient, for they may be adapted to many and varied kinds of service. They may be served as a cold meat platter, where several different kinds of meats are served as a main dish for a luncheon, or they may be added to other foods, such as rice and macaroni or spaghetti, to impart a variety or seasonings and additional flavor.

Cut in different shapes, they may be used in an interesting fashion as appetizers, or hors d'oeuvres. The use of cold meats in open-faced sandwiches is another means of adding variety to summer menus.

The following suggestion for combining the different cold meats should prove an interesting addition to one's particular need.

In the center of a serving platter, arrange small rounds of bologna sausage, garnished with small green pepper rings. Around this, in wheel fashion, arrange alternate slices of spiced boiled tongue and ham loaf. On the outside row arrange slices of liver sausage. At each end of the platter arrange a nest of slices of tomato, with sprigs of parsley. Garnish the liver sausage with slices of stuffed olives. Serve with a chilled Spanish sauce.

Sandwich Spread Sales To Be Studied in Survey.

A survey of the salad dressing, mayonnaise and sandwich spread industry is being conducted by the Foodstuffs Division of the Department of Commerce, at the request of the Mayonnaise Products Manufacturers' Association.

The salad dressing and mayonnaise industry is one of America's newest industries. Very rapid progress has taken place within the last ten years.

Improved technical methods of production and modern methods of distribution have transferred the industry from the home to the factory, while an increasing use of salads and similar foods has brought about a greater demand for these products.

At the meeting of the Mayonnaise Products Manufacturers' Association, held at Chicago in January of this year, the Department of Commerce was requested to carry out the survey. Details of the ground to be covered and methods of operation were completed at that time.

The Rural Dealer Speaks.

Of all the salesmen who drop in
I like Jim's company best;
There ain't a one so full of fun,
He's different from the rest.

He hangs around an hour or so,
And gosh! but ain't he witty?
He sits and smokes and and springs new jokes
And wise-cracks from the city.

Jim tells me all the latest news
'Bout stocks and ships and shows,
He's up to snuff on all that stuff,
Land sakes! What that man knows!

The other men are nice, but then
They're not like Jim at all,
They up and tell what they've to sell,
It's just a business call.

But strange now when I come to think,
The rest ain't smart like Jim;
And yet by gee! them boys sell me
A lot more stuff than him.

J. E. Cashin.

A boy loses a lot of time looking
at his new watch.



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

(MICHIGAN BELL
TELEPHONE CO.)



Within Arm's Reach

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

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

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

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



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.

More Suggestions Regarding the June Gift Trade.

If you have not already done so, right now is a good time to put on a June wedding gift display. If you opened the month with such a display, as some hardware dealers do, a gift trim showing some variations in theme and treatment may be in order a little later.

This trade is worth some thought and effort on the hardware dealer's part. While gifts are bought at all seasons of the year, now is the psychological moment to make your appeal through the window. Everybody associates June and brides; and while a wedding gift display at any other season would probably fall as flat as a Christmas gift display in July, right now a wedding gift trim is singularly eloquent.

Your window display might very well emphasize the fact that the hardware store—your store—has special facilities for catering to the gift trade. Here is found the ideal combination of the useful and the ornamental; plus a wide assortment of gifts that are primarily useful, plus a further line that is primarily and distinctly ornamental. In other words, the hardware store has gifts within the reach of every purse and calculated to appeal to every type of purchaser and recipient.

These are some of the general ideas your window trim should get across to the passer-by.

If you have two or more windows, it may be worth while to run a series of gift displays; and at the same time to run in your local newspapers a series of advertising talks on the subject of gifts and gift selection. These talks may also be incorporated in a little booklet for distribution to your customers, through the mails, or over the counter.

For instance, one window display could be devoted to featuring those gift lines which are primarily ornamental. Most hardware stores carry some lines of this type. Silverware, brass goods, cut glass, and similar lines are not hardware staples; but very likely you have them in stock. Many of these items are distinctly useful. Nothing could be given more useful than a set of knives and forks; more absolutely essential, in fact, in every home. Yet the ornamental aspect of these lines is worth stressing. Featuring them brings these lines to public notice, and likewise emphasizes the fact—which is worth emphasizing—that the gifts offered by the hardware store are not solely prosaic and useful articles.

At the same time there has been, in the past twenty years, a steadily growing tendency toward the useful gift. Most people consider the utilitarian article. "This will be very handy," is the argument that appeals to such givers. And the hardware store is in an exceptional position to cater to that specific demand.

So that another window can be devoted to emphasizing the fact that here in the hardware store are useful gifts in abundance; gifts in wide variety, and at prices suited to every purse. In your "useful gifts" window be sure to stress, not merely the utilitarian aspect, but the wide variety and the wide range of prices.

There is room for a third window—that devoted to useful articles which, in recent years, have taken on ornamental aspects. A few years ago it was a job to persuade a father to buy his daughter a kitchen range for a wedding present. The kitchen range of that day was a dull black, relieved very slightly by a little nickel finish. But modern electric and gas ranges are available to-day in colors to match any color scheme. Electrical devices in wide variety are as ornamental as they are useful.

So the third display of the series can bring out the fact that the gift buyer who wants it can find in the hardware store the combination of aesthetic and useful in the one gift.

As an alternative to these suggestions, a window might be given to articles that aren't normally in demand for gift purposes and that nevertheless would make worth-while gifts. A modern kitchen range might be shown. Vacuum cleaners, refrigerators, carpet sweepers, washing machines, aluminum ware, kitchen utensils, are all practical gifts whose gift aspect is not always recognized. One young married couple who had "gone through the mill" gave a June bride a fairly complete equipment of aluminum. Variations of that idea can be worked out.

Here is another suggestion. A dealer last June put on a display of enamel ware. The display was primarily for the purpose of featuring the line. As an afterthought, the dealer put in a neat card worded somewhat like this:

A Splendid Wedding Gift

Are you wondering what to give the June bride? Why not give her something she is sure to need—a complete outfit of high grade enamel ware?

The resulting demand for "complete outfits of high grade enamel ware" rather surprised the dealer. But the incident emphasized the point; that if any regular display you put on this month has a gift angle, a show card calling attention to the gift possibilities of the line is worth while.

In your regular gift displays, show cards should be freely used. Price cards are usually advisable. An essential is some little feature, apart from the goods, to bring out the June bride idea.

If you have, or can borrow, a dummy figure of a bride, use that as the center feature of your display. Perhaps one of your salespeople can devise something. If not, clip the June bride pictures from the current magazine covers. Paste these in your window, or use them to decorate your show cards. By hook or by crook, get the June bride appeal into your display.

It was not a dealer, but a dealer's wide-awake wife, who, talking over store plans with her husband, hit on a mighty good stunt. "Why not show all sorts of brides?" she suggested. So she proceeded to go through a vast

pile of old magazines with the scissors, and brought out scores of bridal pictures. There were June covers, and there were clippings from advertisements, and there were actual pictures of brides of all sorts of colors and races, and there were clippings of story illustrations where the bride appeared. These pictures, mounted on a series of panels, halted nearly every passer-by; and most of the passers-by lingered to look over the gifts on display. That stunt emphasized the "June bride idea," which is something your decorative accessories should always endeavor to do.

So work in anything you have in the way of June accessories—the bride with veil, orange blossoms and bouquet the wedding ring; the old shoes, the rice and confetti—it doesn't matter what, so long as you get the idea across.

The accessories unquestionably make a difference in the effectiveness of the display.

Another feature is worth remembering. In your June gift window trim you are appealing to the aesthetic and romantic; hence your window trims should give particular attention to finish and detail. Particularly to show the higher priced lines, the trim must be artistic. A soft-appearing background is necessary to secure the best effect. The floor of the window, and the background, should be covered with heavy cloth, crepe paper, cheese cloth or some similar material.

To show a good assortment of gift lines is desirable. The more help you give attending purchasers in their task

of making a selection, the more effective your display becomes. Most gift buyers are in a quandary as to what to get. To such buyers a window containing a large assortment of gifts will appeal very strongly.

At the same time, you must avoid crowding. To increase the display space without crowding the articles is a test of your skill and ingenuity. Floor space can be increased by putting in steps, thus providing space for showing flat articles against the "rise"



COYE AWNINGS

for

Home, Office, Store

Write or phone for a salesman to call
No obligation.

CHAS. A. COYE, INC.
GRAND RAPIDS, MICH.

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

of the step. Shelves and brackets fixed against the background add materially to the display space.

Along the line of service to the customer, and the giving of practical assistance to intending buyers, a carefully compiled list of gift suggestions is helpful. Such lists can be arranged according to price, or according to the class of goods suggested. With most buyers, it is worth while to feature price; since it is the usual thing for the buyer to start with a pretty definite idea of how much she wants to spend, and then find a gift to suit the price.

It is not too late to have printed or mimeographed a gift list to hand out over the counter. Copies of this list should be posted up in the store where customers can readily examine them. Your salespeople should be prepared to offer suggestions to customers—not merely a few commonplace and obvious articles, but a wide range of suggestions embodying something to suit the individual purchaser.

Here is a point worth remembering. Every wedding represents a new home. Some of the June brides in your town will make their homes elsewhere. Others will make their homes right in the community. And a good many young men in your town will be bringing home brides from other places.

Work out some efficient system of getting the names and addresses of these people who are making new homes in your community; and work out, furthermore, some efficient system of getting in touch with them and interesting them in your store as an institution that is prepared to give them real service and cater intelligently to their household needs. It is worth remembering that these young people, establishing new homes, are apt to break away from the buying affiliations of their parents. If they have bought from you in the past, now is the time to make your plans to hold their trade; and if they have bought elsewhere, now is the time to plan to win their trade from the other fellow.

Compile a prospect list of these new homes. They are among the best prospects you have, and going after them, even to the extent of a personal canvass, is one of your best methods of developing new business.

Victor Lauriston.

Our Quickened Pace.

No one is likely to question the findings of the Hoover committee on recent economic changes. We are all aware of the acceleration in which, rather than structural changes, is found the key to understanding of our prosperity since 1922. Some of us may have forgotten that, as the committee says, there is nothing novel in invention, transportation and communication, agriculture, competition, hand-to-mouth buying, sudden changes in style and demand, instalment selling, co-operative marketing, the chain store movement—or any other of the hundred and one manifestations of human activity which are currently discussed as phenomena of the day. But they have a new importance because of "the breadth and scale and tempo of recent development." The steam engine wrought a revolutionary change in

transportation, the labor-saving machine changed the whole structure of manufacture, the telegraph and the telephone made kin a whole world of strangers. But these were widely separated events. The rise in the use of power in production, to which the report refers as characteristic of this period, was more rapid between 1914 and 1919 than in any subsequent five years.

What distinguishes the last seven years is their amazing fruitfulness and the ability of our generation to mature and adopt every useful suggestion that leads to the enhancement of well being and fullness of life. In that short span we have seen electricity working wonders in industry, the automobile fitting most of us with seven league boots, the radio making sound audible regardless of distance, aviation providing us with veritable Aladdin's carpets. The pace of life has been quickened as never before. Everything of real worth that has been evolved has found a ready market. And with new appreciation of values has come a more liberal basis of compensation for service, leading to a diffusion of substantial earnings that has raised the general standard of living to levels undreamed of by previous generations. We are moving faster than our forefathers, not only because invention, under the spur of substantial encouragement, is more prolific than ever, but because of quickened processes of assimilation.

Business Morality Taking the Lead.

While American business as a body never disputed the maxim that honesty is the best policy, there has been lacking until comparatively recently determined effort to discourage dishonest practices that were not flagrant breaches of the law and find openings in exceptions to the rule. The advantages that go with initiative have been on the side of wrong-doing. It is evident, however, that the spirit of aggression has been changing sides. What was taken for granted is now being asserted in such a way as to leave no doubt of a resolute purpose to give it full effect. Leadership alone was needed. Whether it was supplied by the Federal Trade Commission or born of ripe opportunity is of minor importance. The salient fact is that trade practice conferences all over the country, attended by that body, are declaring for fair play to the public in terms so definite as literally to put the transgressor in peril of his business life. Commissioner Humphrey tells of forty-five such conferences. Their scope and character can be judged from some of the results he describes. Of \$75,000,000 collected annually in tuition fees by 300 correspondence schools from 2,000,000 students, nearly half, he says, was paid to schools guilty of misrepresentation and fraud. Yet at a conference representing more than four-fifths of these schools a code was adopted which has resulted in practically wiping out the abuse. By the same means the furniture industry has rid itself to a large degree of sham products. Rayon manufacturers no longer sell their wares as silk. Fur dealers do not try to pass off rabbit skins as seal. Quacks are finding dif-

ficulty in palming off their nostrums through the printed page. The list might be greatly extended. Not so much because deception has been so common as because of the readiness of trade associations to accept the challenge to an avowal of standards of probity. Honesty that was passive has become active, with the consequence that dishonesty that was brazen is now hiding its diminished head in the shadows.

The employer who has one attitude for his customers and another for his workmen will never build up a loyal force.

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

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7th FLOOR, MICHIGAN TRUST BUILDING
GRAND RAPIDS, MICHIGAN

Sand Lime Brick

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

Brick is Everlasting

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Grand Rapids.

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KRAFT K CHEESE
All varieties, bulk and package cheese

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OTHER SPECIALTIES

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SEELY'S FLAVORING EXTRACTS
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Standard of quality for nearly 70 years
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There is nothing better than our
FULL COVERAGE POLICY.

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For Markets, Groceries and
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Does an extra mans work
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A small down payment puts this
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Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER, Distributor
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GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, June 7.—When the National Greeters meet at Detroit next week they will find a great program of entertainment in store for them. It was intended, among other things, to give them a Windsor day, as guests of hotel men on the Canadian side, but it has been discovered that the new Ambassador bridge across the river will not, owing to changes in construction, be ready in time, so the members will be given a steamboat excursion instead to Bois Blanc Island, sometime during their stay, where dinner will be served cafeteria style at noon and a business meeting will be held in the dancing pavilion on the island. After the business meeting the afternoon will be given up to sports, including a baseball game for prizes.

Preston D. Norton, manager Hotel Norton, Detroit, and Norton-Palmer, Windsor, is at the head of the committee arranging the program, which is a certain guarantee that there will be something doing every moment.

It is believed the attendance this year will be greater than at any previous meeting of the organization.

The new president of Western Michigan Charter of American Greeters, is E. H. Beecher, promotion manager of Hotel Morton, Grand Rapids, succeeding Thomas H. Walker, assistant manager of Hotel Pantlind. The other officers elected were: M. H. Lewke, Hotel Rowe, First Vice-President; Will F. Jenkins, Western Hotel, Big Rapids, Second Vice-President; Roland A. Cook, Hotel Mertens, Secretary-Treasurer, with Edward R. Swett, Jr., Hotel Occidental, Muskegon, Charter Vice-President.

Thomas S. Walker, retiring president, will preside over the board of governors for the coming year, which will include T. Aagaard, Battle Creek Sanitarium, Battle Creek; Chas. M. Luce, New Mertens Hotel, Grand Rapids; Ernest W. Neir, Hotel Rowe, Grand Rapids; and Frank Ehrman, Hotel Columbia, Kalamazoo.

Arrangements are well under way for the entertainment of delegates to the annual convention of the American Hotel Association, which is to be held in Detroit this year.

The housing committee will be expected to arrange for ample rooms to take care of the large number of people expected. They are to be assigned to the hotels of their choice as far as possible. Registration will be at the Statler, the headquarters hotel, under the jurisdiction of Charles W. Norton, Hotel Norton, Detroit.

There will be a registration fee of \$15 for each person participating in the activities of the convention, which will be used in paying for extraordinary expenses.

Charles H. Stevenson, Hotel Stevenson, and chairman of the program and printing committee, will work with the national officers in arranging a suitable program, planning speeches and providing interesting speakers, with particular emphasis in the selection of spellbinders for the annual banquet.

The Greater Detroit Hotel Association has taken up the cudgel in favor of lower telephone rates for hotels and their patrons. They are now engaged in making a survey of existing conditions, by sending out a questionnaire to all interested hotels. This is an agitation which has been carried on throughout the entire country recently, but the contention of the telephone people and a great majority of the traveling public is, that they are willing to pay the charges asked by the telephone people, but do not agree that the hotel people should make a profit on this class of service. It is claimed that the hotel must, of necessity, sup-

ply this service the same as its competitors, and that this should be taken into consideration when the rates are established.

E. T. Peterson, formerly of Columbus, Ohio, who recently purchased the Mears Hotel, at Whitehall, has renamed it the Colonial Inn. He has remodeled the house considerably as well as redecorated it throughout. A fine new dining room has been established in the front of the house, a space previously occupied by retail stores, and a new kitchen will serve same. In addition to a complete renovation of all guest chambers, baths have been installed in several, and many new furnishings have been supplied.

The Valley Inn, Newaygo, H. E. Hedler, proprietor, is the beneficiary to the extent of largely increased business due to the discovery of oil in that vicinity.

Many Northern Michigan resort hotels are arranging to open up somewhat earlier than customary, this season. Were it not for the limits placed on school vacations, there is no doubt but what many Michigan propositions could depend on a profitable business for at least a month longer than custom has heretofore dictated. We all know that the month of September and the earlier days of October are the most delightful of all the season, and could be taken advantage of by many were it not for the seemingly unchangeable educational program.

A French authority declares that the smoking of cigarettes between courses at dinner, is a "gastronomic crime." The theory being that it destroys appreciation of good food. Perhaps even over there they are being urged to "reach for a cigarette instead of a beefsteak."

Possibly the eyes of hotel and restaurant men of the country have deceived them and the competition of drug store lunch counters, etc., is more apparent than real, but some of those who are in the business of selling food would be glad to have real figures in support of this contention. However, there can be no doubt that the business of this sort done outside of conventional eating places is steadily increasing, and it is eventually to become a mighty problem for the old timers. Perhaps education will help some, but an improvement in restaurant service and a readjustment of prices charged, will be getting at the root of the thing.

National President Corpening, of the Palmer House, Chicago, and W. E. Defenbacher, Hotel Whitcomb, St. Joseph, among others, will fly to the Detroit Greeters convention. This knowledge will be a relief to poultry fanciers along the highway, who had already arranged for a system of patrols, believing these distinguished representatives would motor across the State by moonlight.

According to the latest reports the Park Place Hotel, at Traverse City, will not be demolished until next fall, at which time it will be replaced by a 150 room fireproof structure. It was announced by W. E. Holden, manager of the institution, some time ago that the construction work would be done during the present summer, but the final decision was to postpone building operations until after the close of the tourist season.

The new hotel being built at Marquette by the Kakawagan Hotel Co., is already under roof and the interior finishing will be completed about the first of August. At this rate of progress the original opening date of Jan. 1, 1930, will probably be possible. The hotel is to be six stories in height and

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

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

NEW ERA LIFE ASSOCIATION

Grand Rapids.

SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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

will cost \$400,000. There will be a large lobby on the main floor, together with a main dining room and private dining rooms which may be thrown together to augment the capacity of the main dining room. A coffee shop will also be located on the main floor. There will be 107 guest rooms, of which about fifty will be provided with baths, and most of the others will have toilets in addition to lavatory equipment. The hotel will be operated by the Roberts-Delgman Co., now operating the Hotel Ojibway, at Sault Ste. Marie, as well as some thirty others in the Middle West.

J. J. Harris, general manager of the J. B. Ford Co., Wyandotte, passed away the other day. He was a great favorite with hotel men and usually an interested attendant at their gatherings where he was always made welcome.

Bankers, as a rule, will tell you that hotels are poor investments, and yet when the grand finale arrives you will usually find them among the other "sack holders." Out here conditions are even worse than they are said to be further East, but you will find hotel and apartment skeletons scattered all over the city. I don't know exactly how many were built in anticipation of the Shrine convention just closing, but I do know of several who had rooms reserved for many who never came. Between parked Pullmans and "relatives," the hotels got a very unsatisfactory "break."

The many friends of Tupper Townsend former manager of Hotel Whitcomb, St. Joseph, who was compelled to resign his position on account of ill health, will be glad to know that he is slowly but surely recovering his health, which means that he will be heard from again in the near future in some hotel activities somewhere. Tupper is a grand fellow and his return to the hotel field will be looked for with much interest.

Mr. and Mrs. Ernest McLean, formerly manager of the Park-American Hotel, Kalamazoo, prior to its absorption by the H. L. Stevens Co., have returned to Kalamazoo after an extended visit to Minnesota. In this connection I might add that James Holt, formerly of the Park-American, has gone to the Hotel Waukegan, Waukegan, Illinois.

Ray Baker, formerly room clerk at the Morton Hotel, is now assistant manager of the Rockdale Inn, at Montague.

Hotel Brunswick, Detroit, after being completely overhauled, is to be opened to the public July 1. The Brunswick was successfully operated for years by Lester Briggs, now at the head of several of Detroit's most extensive catering establishments, but is now operated by J. E. Sweeney.

John A. Anderson, general manager of Hotel Harrington, Port Huron, has announced that the program of improvement which he inaugurated upon assuming control of that property five years ago has been carried out to the very letter. This season new plumbing has been installed throughout the entire structure. Since the improvement program started running water has been placed in all the rooms, many new bath rooms have been added, the hotel has been entirely recarpeted, a new coffee shop opened and numerous other changes made, including refurnishings. Mr. Anderson is a born hotel operator. When he took hold of the Harrington, it looked to me like a very gloomy proposition and I did not hesitate to convey these impressions to John, but he gave me the laugh and proceeded to show Port

Huronites that "where there's a will there's a way," and to-day he has a beautiful hotel, is making money for his stockholders, and making his guests happy. And that's that.

Among other improvements made in Hotel Chippewa, Manistee, is the installation of electric refrigeration. It just seems to me that Henry Nelson is never exactly happy unless he can do something to add to the comfort of his guests, but the extraordinary thing about it is he never does these things at the expense of his stockholders. He keeps his property up to date and pays his dividends too.

Frank S. Verbeck.

When On Your Way, See Onaway. Onaway, June 11—"They said it couldn't be done, but he didn't know it, so he went ahead and did it."

They said that the big road bee could not be successfully accomplished this year, owing to unfavorable conditions, but Vern Tran didn't know it, so he went ahead and did it, and it was the biggest feat that has been accomplished since the road bees have been organized. Beginning at State street, the entire length of North Lynn to Cedar street, thence East to the D. & M. depot, Spruce street, East to First street. A layer of coarse pit-run gravel, upon which was placed a heavy layer of crushed screened gravel furnished from the big contracting company at the Caldwell gravel pit, North of Onaway. In addition to this a quantity of top dressing gravel was added to First street, also South Pine street to the high school. This was all performed in one day, beginning at 5 a. m. and ending at 6 p. m. All voluntary contributed labor, performed by eighteen trucks and fifty men; laboring men, business and office men, all willing to work; united for one good cause and apparently delighted over the opportunity. The day was cool and cloudy, almost cold, with occasional showers, but no stopping work; there was a task to perform.

A total of 256 loads of gravel were hauled and spread, an average of four-teen loads per truck.

Russell Hitzert received the first prize of \$10 for hauling thirty-two loads; John Smiley second prize, \$7.50, for thirty loads, and Lee Sabin, third, for twenty-eight loads.

Pat Young, of the Union Title and Guaranty Co., of Detroit, wired to postpone the date of the bee pending his arrival, as the company could not shut down for him to get away. Later they issued a special dispensation and he and Arthur Michell arrived twenty-four hours late, very much disappointed.

A tourist from Ohio made the remark, "I have never seen such luxuriant growths of grass and foliage; never have I seen such co-operative civic spirit as I am seeing in Onaway. The white-collared workmen could not be distinguished from the laboring men, except George Graves, of the Lobdell & Emery store, who forgot to remove his necktie."

Much credit is due the Ladies Aid, who served the big dinner and supper in the dining room of the I. O. O. F. hall; wonderful meals to men with wonderful appetites; a regular banquet and no charge made. After school the scholars appeared on the road armed with shovels and rakes, and some of the juveniles with fire shovels, all anxious to work.

In the contest for the best looking man the entries were Ben McCann, Billy Buck and Will Gregg. Ben McCann was an easy winner, everything being in his favor.

For next year, South Lynn street will be the proposed plan and the residents of that street look forward to the time.

The Community Council, in sponsoring this work, wish to extend thanks to Mr. Dueltgen, who so kindly declared

day's halt on the county work; also to the City Commission for their co-operation; the Ladies Aid and the public in general. Squire Signal.

Late Business Changes in Indiana.

Bunker Hill—The Dawson-Deisch hardware store has succeeded that of Heard Hardware Co., of this city.

Jonesboro—W. P. Gray, for sixteen years with Wiley hardware Co., has bought the business and will continue it as the W. P. Gray hardware store.

Columbus—Martin Virden has purchased his brothers' interest in Virden Bros. hardware stock and is continuing it as the Virdens.

Milford—The Sharp Hardware Co. is erecting a new store building in this city.

Bedford—Charles Hutcheson will move his grocery and meat market to a new location on Seventh street.

Elkhart—The E. C. Reed grocery and meat market has been opened at Jackson and Second street.

Fort Wayne—Fire did \$1,500 damage to the grocery and meat market at 1520 Wabash avenue of Max Kaposkis.

Graysville—Freiberger Brothers, who are in the grocery and meat business at New Harmony, have opened a branch market here.

Indianapolis—O. R. Petersen, who is in business at 2405 College avenue, will open a branch market at 3927 East 10th street.

Indianapolis—The Cain Market Co., in business at 4617 East 10th street, has been incorporated with a capital of \$10,000.

Indianapolis—Mrs. W. A. Woods opened a delicatessen store at 1825 College avenue.

LaGrange—Wm. T. Davis has purchased the Timms meat market from George Timms & Son.

Paoli—Louis Moll has discontinued his grocery and meat business.

Recent Mercantile Changes in Ohio.

Cleveland—John Zuris, who is in the meat business at 1176 East 79th street, is erecting a store building at 5464 Turney road.

Cleveland—The N. Massing Co., in the grocery and meat business at 2212 Wodland avenue, will open a branch market at 2280 Woodland avenue.

Cleveland—Mrs. Cohen will open a delicatessen store at 2217 Noble road.

Coshocton—H. A. Kern sold his grocery and meat market at 1331 Chestnut street to Clifford Reamer.

Delphos—Albert Moorman has sold his grocery and meat market at 240 North Maple street to D. E. Woodworth.

New Philadelphia—The Beverly S. Young grocery and meat market has been opened at 718 East High avenue.

St. Marys—John Botkin sold his meat market to Louis Engel.

Toledo—A. H. Wieland is the proprietor of the grocery and meat market at 821 Nevada street, having purchased same from the Gonnell Brothers.

Youngstown—Steve Toth has taken over the De Luxe Meat Market at 200 East Federal street.

You have to put up with grumbling customers, but they do not have to put up with grumbling salespeople.

U. C. T. Officers Elected at Grand Lodge.

Grand Counselor—E. J. Hering, Detroit.

Past Grand Counselor—A. H. Brouwer, Jackson.

Grand Secretary—Maurice Heuman, Jackson.

Grand Treasurer—A. W. Wood, Detroit.

Grand Conductor—C. A. Blackwood, Kalamazoo.

Grand Junior Counselor—D. J. Rior-dan, Lansing.

Grand Page—John L. Sullivan, Bay City.

Grand Sentinel—James Beckman, Marquette.

Novel Roadside Sign in California.

Los Angeles, June 8—I spent another pleasant Sunday with my relatives on a trip to Beaumont, Calif., where we did some cherry picking. It was an enjoyable novelty for me. The trip was a wonderful one and took up 199 miles.

Passing a lunch room en route, I noticed this sign:

Pop on ice

Ma in kitchen.

L. Winternitz.

Paid in Advance.

He: That little brother of yours is a bright boy. He just told me he should expect a quarter if I kissed you.

She: The young wretch! You didn't give him anything, did you?

He: Yes, I gave him a dollar in advance.

**FIRE AND
BURGLAR
PROOF
SAFES**

**Grand Rapids
Safe Co.**

Tradesman Building

**Bond Printing
Is a Business in Itself**

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

**We Have the Blanks
We Have the Skill
We Use the Care**

**BOND PRINTING
IS OUR BUSINESS**

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY

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, Crosswell.
Treasurer—L. V. Middleton, Grand Rapids.

Some Unusual Drinks.

Chocolate Ginger Ale.

Into the bottom of an eight-ounce glass, put two ounces of chocolate syrup and one of plain cream. Beat together with a small quantity of cracked ice. Fill the glass with ice cold ginger ale.

Minted Maple Milk.

Put two ounces of heavy maple syrup in an eight ounce glass, and one ounce of mint syrup. Add a little cracked ice and two-thirds fill the glass with rich, cold milk. Stir in the smallest scoop of vanilla ice cream. Finish with charged water. Sprinkle with grated nutmeg and serve.

The ice cream may be omitted, or the charged water and ice cream may both be left out and the glass filled with the cold milk. Do not omit the nutmeg.

Forest Nectar.

Use two ounces of root beer syrup, two ounces of heavy cream. Fill the glass with charged water and add a dash of pistachio extract. Stir and serve.

Grape Tonic.

Use two ounces of grape syrup, two-thirds of a glass of milk, and finish with charged water.

Ginger Spur.

Put three ounces of sweet cream into the bottom of a large glass. Fill with cold ginger ale of best quality.

Mint Punch.

One ounce of mint syrup, two ounces of lemon syrup, crushed ice, and ginger ale to finish.

Moonglow Milk.

Use two ounces of orange syrup, one ounce of cherry syrup, two-thirds of a glass of milk, cracked ice and charged water. Sprinkle with a little cinnamon.

Reminders: Where milk, flavoring, and charged water are used, always add the charged water last, thoroughly blending and beating the other ingredients. Add the milk to the flavoring, rather than the flavoring to the milk.

Lemon Health Whey.

Add one tablespoonful of lemon juice to one-quarter of a cup of milk. Beat together. Strain through clean cheesecloth, fill with charged water, and serve at once.

Strawberry Lemonade.

Wash and crush one quart of ripe strawberries with one cup of sugar. The sugar is to help release the juice of the strawberries. Add the strained juice of two lemons. Stand aside until very cold. Into a tall glass, put two ounces of pineapple syrup, and

three ounces of the crushed fruit mixture. Finish with the fine stream carbonated water.

Currant Lemonade.

Heat a glass of currant jelly, containing half a pint, with an equal quantity of cold water. Simmer until dissolved. Keep in a cool place. Use three ounces of simple syrup, the juice of a lemon, and two ounces of the currant mixture. Finish with charged water.

Ginger Frost.

Two-thirds fill a tall glass with ice cold ginger ale. Add a small scoop of lemon sherbet, and gently pour in as much of the ginger ale remaining in the bottle as the glass will hold. If any is left over, leave it on the counter and pour it in when the patron has lowered the beverage sufficiently to do so.

Fruit Cocktail.

One quart fresh red currant juice, one quart fresh red strawberry juice, the strained juice of two lemons and two oranges. In this dissolve one pound of sugar. Use three ounces of the fruit mixture and finish with charged water. If the customer likes it a little sweeter, add an ounce of cherry syrup.

Timely Fountain Specials.

Mother's Day Special.

Chop up $\frac{1}{2}$ pound or more of pecan meats, and mix with enough maple syrup to give the desired consistency. To serve, place a portion of ice cream in a sundae glass, pour over it a small quantity of the syrup, finishing with a sprinkling of cinnamon. On the top put whipped cream and a whole cherry, on a tooth pick.

Strawberry Goo.

Into a sundae dish place a No. 12 scoop of strawberry ice cream. Over this slice one small banana and 8 white pineapple cubes. Top with whipped cream and a whole red pineapple cube.

Class Day.

Into a six ounce parfait glass place a small dipper of vanilla ice cream; cover with crushed cherries. Add another dipper of ice cream of another flavor; cover with crushed pineapple. Add another very small dipper of ice cream. (Pack each layer of ice cream as it is added.) With the handle of a spoon make a ridge to the bottom of the glass on two sides and pour grape sirup down these ridges. This adds a very delicious flavor; top off with whipped cream or marshmallow and a whole cherry on a toothpick.

Strawberry Ladyfingers.

Around the sides of a tall sundae glass place upright two halves of ladyfingers and two pieces of banana the same length as the ladyfingers. In the center place a disher of vanilla ice cream. Cover with a ladleful of crushed strawberries and top with whipped cream and a whole red pineapple cube.

Strawberry Eclair.

Into one-half of an eclair shell put two small dippers of ice cream, one vanilla flavor and one strawberry. Over this place the other half of the eclair, and pour strawberry syrup and crushed strawberries over all. Top off with whipped cream and whole strawberries.

Black Walnut Bittersweet.

Place in a parfait glass one ounce of bittersweet chocolate syrup, one tablespoon of whipped cream and a spoonful of black walnut sundae. Add a disher of chocolate ice cream and top with whipped cream and a cherry.

Commencement Parfait.

For this dish you should have in the cabinet a quantity of vanilla parfait made by freezing whipped cream with vanilla flavor. Fill tall parfait glass with this parfait, and cover with whipped cream colored with a small amount of chocolate syrup, then top with a couple of salted almonds.

Strawberry Malted.

Use two scoops of ice cream. To this add two heaping teaspoons of malted milk, one portion of strawberry syrup, and one small portion of thin cream. Mix this all together and top with whipped cream.

Commencement Day Special.

Put some butterscotch dressing in the bottom of a tall glass. Add a No. 20 scoopful of strawberry ice cream and a bit of marshmallow. Over this place a small scoopful of vanilla ice cream and a little chocolate syrup. Top off with whipped cream and celery. Place slices of bananas around the edge of the glass.

California Peach.

Put into a tulip-shaped glass half of a California peach, a ball of ice cream, grape juice syrup, and top with a cherry. Add nuts if wanted.

Cater To the Children.

Johnny always used to buy his ice cream cones at the drug store. Now he buys them at the confectionery store. A trip with Johnny solved the mystery. Learn the children of your neighborhood so that you can call them by name. They appreciate it and some day you will appreciate what the 5 cent ice cream cone will lead into on the to-morrow.

Carbonator Care.

The oil cups of these machines should be filled once a week and the bearings oiled twice a week. Some try to soak the bearings in oil so that they will not have to oil them often. It is as bad to use too much oil as too little. Use a good grade of machine oil, not a heavy oil, and use just enough to permit the smooth running of the machine.

When there is loss of gas, look at once for the leak. The trouble is a faulty pipe connection or a broken pipe.

Keep a sharp eye on all bolts and connections and tighten them as soon as they show any signs of being loose.

Be sure the washers are in good condition and all couplings are properly tightened each time a fresh drum of gas is attached to the carbonator. Use fiber washers only.

Never oil the water plunger, because oil or grease must never come in contact with the water. If it does there is danger of its getting into the carbonator.

The carbonator should be installed in the coolest place possible, but it should be cold and dry. Damp cellars are to be avoided.

The majority of carbonators sold to-

day are operated by electricity and their motors are delicate machines that need care. They should be kept free from dust and dirt. Many a dispenser has ruined his motor by the use of the wrong lubricant. Use the kind called for by the manufacturer.

The carbonator should be kept clean. Many of them I have seen covered with many a month's accumulation of dirt just because they were out of sight. Keep the carbonator as clean as you do the fountain.

When anything is the matter with the motor the best plan is to send at once for an electrician and not postpone repairing it until the motor burns out. Dampness may not only ruin the motor but also by causing electrolysis may bring about the disintegration of the carbonator and thus ruin the machine.

Department Store Trend in the Drug Business.

In celebration of the 100th anniversary of the founding of the College of Pharmacy of the City of New York, now the College of Pharmacy of Columbia University, that institution has just opened an exhibit showing model pharmacies of 100 years ago and to-day.

In the pharmacy of a hundred years ago, the mixing of prescriptions is exhibited. The visitor may see large wooden mortars and pestles for grinding drugs, how pills were made by hand and rows upon rows of delicately scented perfumes bearing such names as "Harry," "Elsie," "Bertha" and similar designations. In the modern pharmacy a demonstration is given of the latest sanitary and specialized methods of preparing prescriptions.

Dean Henry H. Rusby criticizes what he calls the "department store tendency" of many drug stores, especially those in chain organizations. The pharmacist, he said, should take pride in catering to physicians, rather than in making sandwiches or selling cameras, hose, jewelry, toys and novelties.

"One of the great needs of to-day is the drug store which clings to its original identity instead of becoming a department store, a jewelry shop, a luncheonette or anything else imaginable save a place to treat the ills of human beings," he said. "The work of the college is directed for the maintenance of the traditional ideals of the pharmacists to remain aloof from pure commercialism and to serve the best interests of the community."

Pineapple Juice in Great Favor.

Physicians have found that in cases of what the average layman calls sore throat, pineapple juice far excels all gargles and brings almost instant relief from the painful effects of irritation. In quinsy, tonsillitis and in pharyngitis, pineapple juice has frequently made unnecessary the use of the dreadful operating knife. It is not claimed for it that it will quickly cure a case of acute indigestion, but is recommended by physicians as a wonderful preventive of such uncomfortable conditions of the stomach, and medical authorities go so far as to say positively that a person may eat lobster, chop suey, mince pie and milk

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

Raisins

DECLINED

Sal Soda
Matches

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, 12-32 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

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

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	8 00
Split Peas, Green	9 00
Scotch Peas	7 50

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross	15
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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
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
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.	
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	1 85
Shred. Wheat Bis., 72s	1 85
Thruscut, 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	3 75

BRUSHES

Solid Back, 3 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/4
Paraffine, 12s	14 1/4
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@3 90
Apricots, No. 10	8 50@11 50
Blackberries, No. 10	7 50
Blueberries, No. 10	15 00
Cherries, No. 2	3 25
Cherries, R.A., No. 2 1/2	3 40
Cherries, No. 10	13 00
Peaches, No. 10	10 70
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 25
Clam Ch., No. 2	2 75
Clams, Steamed, No. 1	2 00
Clams, Mince, No. 1	2 25
Finnan Haddie, 10 oz.	2 30
Clam Bouillon, 7 oz.	2 60
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, Star	2 90
Shrimp, 1, wet	2 35
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 75
Sardines, 1/4 Oil, k'less	5 25
Salmon, Red Alaska	3 25
Salmon, Med. Alaska	2 40
Salmon, Pink Alaska	2 25
Sardines, 1m, 1/2, ea.	10@23
Sardines, 1m, 1/2, ea.	25
Sardines, Cal.	1 35@2 25
Tuna, 1/2, Curtis, doz.	4 00
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.	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, 1/2s	2 30
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Sausage, No. 1	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 1/2	65@2 25
W. Beans, 10	8 00
Green Beans, 2s 1/2	65@2 25
Green Beans, 10s	8 00
L. Beans, 2 gr. 1 35	65
Lima Beans, 2s, Soaked	1 25
Red Kid. No. 2	1 25
Beets, No. 2, wh. 1 75	2 40
Beets, No. 2, cut 1 45	2 35
Corn, No. 2, stan.	1 15
Corn, Ex. stan. No. 2	1 40
Corn, No. 2, Fan. 1 80	2 35
Corn, No. 10	8 00@10 75
Hominy, No. 3	1 10
Okra, No. 2, whole	2 15
Okra, No. 2, cut	1 75
Mushrooms, Hotels	32
Mushrooms, Choice, 8 oz.	35
Mushrooms, Sur Extra	60
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	1 75
Pumpkin, No. 10 5 00	5 50
Pimentos, 1/4, each	12@14
Pimentos, 1/4, each	37
Sw't Potatoes, No. 2 1/2	1 75
Sauerkraut, No. 3 1 45	1 75
Succotash, No. 2 1 65	2 50
Succotash, No. 2, glass	3 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60@1 90
Spinach, No. 3	2 25@2 50
Spinach, No. 10	6 50@7 00
Tomatoes, No. 2	1 60
Tomatoes, No. 3	2 25
Tomatoes, No. 10	7 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

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.	2 30
Snider, 8 oz.	2 30
Lilly Valley, 8 oz.	2 25
Lilly Valley, 14 oz.	2 35

OYSTER COCKTAIL.

Sniders, 16 oz.	2 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 35
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
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Cara-	13 20
que	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/4 lb. Pastilles	3 40
Langues De Chats	4 80

CHOCOLATE.

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

CLOTHES LINE.

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

COFFEE ROASTED

Worden Grocer Co.	
1 lb. Package	
Melrose	36
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 1/4

CONDENSED MILK

Leader,

GELATINE

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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	4 75
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 25
*Reliable, 144	3 50
*Federal, 144	4 50
*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	40
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

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

MINCE MEAT

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

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	6 00
Quart Jars, Plain, doz.	3 25
1 Gal. Kegs, each	8 50
5 Gal. Kegs, each	8 50
3 1/2 oz. Jar, Stuffed, doz.	1 35
6 oz. Jar, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuffed, doz.	3 75
1 Gal. Jugs, Stuffed, dz.	2 75

PARIS GREEN

1/2 lb.	34
1 lb.	32
2 and 5 lb.	30

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	
8 oz., 2 doz. 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	23
Good	27
Medium	26
Poor	20

Mutton

Good	17
Medium	16
Poor	13

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	16
Loin, med.	24
Butts	22
Shoulders	18
Sparrills	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 tierces	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 tierces	13
Compound, tubs	13 1/4

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb. @27 1/2	
Hams, Cer., Skinned	@27 1/2
16-18 lb.	@27 1/2
Ham, dried beef	@46
Knuckles	@17 1/2
California Hams	@17 1/2
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

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, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 20

COD FISH

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

HERRING

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 20
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
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

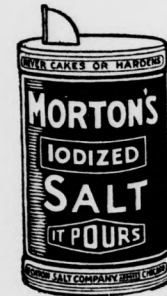
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 20
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 124	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lgs.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	43

CLEANSERS



30 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
Climoline, 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 20
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sanit Flush, 1 doz.	2 25
Sapolio, 3 doz.	2 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, Cochin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@45

Pure Ground in Bulk

Allspice, Jamaica	@35
Cloves, Zanzibar	@45
Cassia, Canton	@28
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	1 39
Pepper, Black	@55
Nutmegs	@59
Pepper, White	@80
Pepper, Cayenne	@37
Paprika, Spanish	@45

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Poneltz, 3 1/2 oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	30
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH

	Corn	
5	Kingsford, 40 lbs. ----	11
5	Powdered, bags ----	4 5
0	Argo, 48, 1 lb. pkgs. 3	6
	Cream, 48-1 ----	4 8
	Quaker, 40-1 ----	07 7

PLEASING PATRONS

Is What Makes a Store Great and Successful.

"Merchandising is an art—not a science."

"Scientific methods in retailing are only means to an end, and not the end itself."

"Genius in pleasing the public is what makes a store great."

"Common sense remains vital in retailing."

These statements made by an executive of a well-known store, recognized for its leadership in the application of scientific methods, but equally well regarded for the quality of its merchandising.

"During the past few years a veritable tidal wave of so-called science has engulfed retailing," this executive said. "Numerous standardized methods for performing almost every retail operation these are excellent, some fair, have been developed. Some of some poor."

"In the application of these methods, there has developed a tendency to regard them as wonder-workers and to expect more of them than they can logically perform. Attention to other equally important factor is necessary to prevent losing sight of the fundamental principle of retailing. That is to please the public and only as scientific methods work to this end are they worth while."

"Along with the scientific trend have come merchandise control, price lining, model stocks, new methods of buying, etc. These are all well and good as far as they go. They are instruments alone and should be used as such."

"None of these things, however, will make any store great. Properly applied they may make a great store greater. But, after all, what makes a store successful and great is the genius of getting new things and pleasing the public."

"Scientific labels have been pushed to the fore and now represent compelling forces to many merchants. Unless it is realized just what is needed besides them, they are apt to prove only delusive catchwords. The machine, no matter how cleverly organized or how its intricate functioning is subdivided, cannot replace the brain. Scientific methods alone are no substitute for the genius of good store-keeping."

"In the final analysis, merchandising is an art, not a science. There is such a thing as too much mechanization of retailing, with consequent loss of that closeness of contact with the public which determines success or failure. Common sense should set limits for the mechanization process. Good old-fashioned horse sense plays just as important a part in successful retailing as it ever did."

"The merchants who built up the great retail establishments of the country were short perhaps on

scientific methods, but they were long on common sense, and this enduring quality is needed in the present and future of retailing."

"To-day there are styles in merchandising, just as there are in goods. Those based on fundamentals remain, the others are evanescent. Common sense re-

Charge-Account Customers Become Credit Conscious.

Independent store owners who fight shy of a credit policy in their stores for fear of weaving a rope from which their business eventually would dangle and expire, are growing fewer in number as the proper appreciation of retail credit spreads throughout their ranks.

INDIVIDUALISM FACTOR IN COMMERCIAL BATTLE.

The vast majority of independent American business men possessing a reasonable margin of capital, with native ability and with willingness to work, to utilize new methods and to take advantage of new conditions, have as great an opportunity for success to-day as ever in the past; in fact, a greater opportunity because of the steady advance in our living standards and buying power.

That the independent merchant is performing a genuine social service and is indispensable, is indicated by the things he must do. Moreover, he has a greater freedom of action as contrasted with parts of large organizations, such as units in chain store groups.

He is not restricted by rigidly enforced and unvarying systems; he is at liberty to adjust his methods and his stock to the peculiar tastes, moods and predilections of his clientele; he has a broad leeway for the qualities of flexibility and adaptability in the conduct of his business.

The possibility of the independent merchant of rendering a pleasing individual service is perhaps the greatest asset of the independent business man.

Many people will gladly pay more, if necessary, in order that they may feel the warm glow of satisfaction that comes from knowing that their individual requirements command sympathetic respect and will receive deferential treatment.

It is the independent merchant who carries the more unusual articles, or those of exceptional distinction or artistic character; those that possess a special appeal by reason of exclusiveness; those that are valued for their quaintness, oddity, picturesque origin or anti-quarian quality; those, too, that are especially brilliant or advanced in the elements of fashion and design.

There is no more genuine token of American individualism than this progressive urge to get ahead of the line, and the independent merchant is in a peculiarly advantageous position to capitalize the manifestation of it in the field of retail demand.

Julius Klein.

mains the tempering influence. The merchant of to-day must keep more closely in touch with his customers than ever and give them what they want when they want it."

No man "hits on all cylinders" until he is interested in his work.

customers within the following twelve months.

Charge account customers are an asset to any establishment and will be found to be among the most loyal and dependable of the store's clientele. Any small storekeeper planning a credit or charge account policy for his store, should prepare himself for the innovation by taking a course in credit work. This can be done in a comparatively short time and will give him the background and knowledge with which to approach the subject intelligently. It will enable him to guard against the pitfalls of indiscriminate credit granting and at the same time keep his overhead, bad accounts and other expenses down to the minimum figure.

A well-regulated credit department should keep its expenses between one-half of 1 per cent. and 3 per cent. of the volume of business done. Where careful examination has been made before credit is granted and where the charge-account department is run efficiently a store can afford to do as much as 75 per cent. of its business in charge accounts. The average maintained by most stores, however, is constructed on a basis of 60 per cent. credit and 40 per cent. cash, he said.

The subject of time limits for the settling of accounts is a controversial one. Many stores hold to the policy that accounts should be settled each month. Some houses allow sixty days. The majority agree, however, that when an account is from five to six months overdue a thorough investigation should be made. Whether such an account should be permanently closed depends on the circumstances. Where sickness or business reverses have placed the family of a delinquent in a bad position financially it is a good policy to regard the account as temporarily closed and permit its renewal when it has been settled.

The habit of installment buying has lessened rather than increased the credit risks stores take with customers. The man who purchases an automobile or radio on installments becomes "credit conscious" and guards his credit standing in any dealing whether large or small.

The granting of credit is becoming a more important merchandising factor every day. This is true because the public has never acquired the habit of carrying money around for the purpose of making purchases.

Union Rule in Queensland.

With Great Britain's labor party carrying the national election of May 30 for the benefit of the working man, Queensland, Australia, reports the overwhelming defeat of the labor party which has been in power there for fourteen years. The Sydney Herald comments:

After fourteen years of union labor rule, the railways have a deficit of \$55,000,000, the unemployed number 210,000, public services are grossly over-manned, the cost of living is higher than anywhere else in Australia, house rentals have trebled and the cost of living has quadrupled.

It takes something besides membership in a union to run either government or industry.

Results among stores large and small have proved that where charge account departments are operated on a sound basis the amount lost in bad accounts is less than the low percentage mentioned. While stores may write-off a certain sum each year for bad accounts, from 10 to 25 per cent. of the sum figured lost will be paid by

Novel Features Introduced By Progressive Grocers.

(Continued from page 20)

bug proof, at least that is what it is represented to be. It is heated by a blast of air shot through a radiator heated by gas at one end of the building. The refrigerator is electric, modern, up-to-date.

Where can such a store be operated to advantage? Perhaps not everywhere any more than potatoes or grape fruit may be handled as above indicated in every section, but I can think of no locality where automobiles are not plentiful and growing in numbers every month. So that is one favorable factor.

In Cincinnati it seems to fit into the picture most suitably because of the great preponderance of chain merchandising in that town. The sales of chain grocery stores are concentrated to about 40 or 45 per cent. density of the entire week's business into Saturday from noon to closing time. I am told that the concentration in Cincinnati is such that 60 to 65 per cent. of the week's business is done on Saturday.

Such concentration necessitates economies of service in every direction. Perhaps the auto circle food market is the answer—or one of them. It is experimental as yet. Perhaps it will work out into a profitable device for its sponsor and inventor.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 28.—On this day was held the first meeting of creditors in the matter of Michael Roden, Bankrupt No. 3787. The bankrupt was present in person and represented by attorneys Linsey, Shivel & Phelps. Creditors were present in person. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to June 15, for further proceedings, if desired.

On this day also was held the first meeting of creditors in the matter of Isaac M. Roden, Bankrupt No. 3786. The bankrupt was present in person and represented by attorneys Linsey, Shivel & Phelps. Claims were proved. Certain creditors were present in person. The bankrupt was sworn and examined without a reporter present. No trustee was appointed. The first meeting then adjourned to June 15, to permit further proceedings, if desired.

On this day also was held the first meeting of creditors in the matter of Frank E. Brunais, Bankrupt No. 3776. The bankrupt was present in person and represented by attorney Howard L. Campbell. No creditors were present or represented. No trustee was appointed for the present. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date.

On this day also was held the adjourned first meeting of creditors in the matter of William H. Greene, Bankrupt No. 3685. The bankrupt was present in person and represented by attorney Howard L. Campbell. 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.

May 28. We have to-day received the schedules in the matter of Dorr Lumber & Hardware Co., Bankrupt No. 3783. The schedule shows assets of \$2,000 with liabilities of \$2,836.70. This is an involuntary case, and the first meeting of creditors will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

Whitaker Mfg. Co., Chicago	\$105.02
Forbes Stamp Co., Grand Rapids	1.82
Sherwood Hall Co., Grand Rapids	8.40
Express Body Corp., Crystal Lake, Ill.	8.40
Corduroy Tire Co., Grand Rapids	65.79
Acme Printing Co., Grand Rapids	11.00
H. Leonard & Sons, Grand Rapids	15.62
Pittsburgh Plate Glass Co., G. R.	16.74
Thelen Lumber Co., Grand Rapids	18.83
H. M. Reynolds Shingle Co., G. R.	14.28
Hart & Crouse Co., Utica, N. Y.	156.25

Lower Penin. Power Co., Wayland	17.93
Michigan Bell Tele. Co., Dorr	8.05
Behler Young, Grand Rapids	137.51
Nat. Retail Hdwe. Co., Indianapolis	28.20
Perfection Stove Co., Chicago	2.78
American Asphalt Paint Co., Chicago	27.70
G. R. Sash & Door Co., Grand R.	55.46
American Gas Machine Co., Albert Lea, Minn.	4.15

Wolverine Shoe & Tanning Corp., Rockford 7.16
 Peninsular Stove Co., Detroit 5.36
 Ace Table Co., Greenville 15.25
 Richard Vanos, Grand Rapids 2,100.00
 H. T. Barnaby, Grand Rapids 75.00
 May 28. We have to-day received the schedules, reference and adjudication in the matter of Carl E. Gergstrom, Bankrupt No. 3804. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a factory worker. The schedule shows assets of \$100 of which the full amount is claimed as exempt, with liabilities of \$2,013.45. 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 28. We have to-day received the schedules, reference and adjudication in the matter of George A. Newhall, Bankrupt No. 3805. 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 \$225 of which the full amount is claimed as exempt, with liabilities of \$2,015.79. 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 29. We have to-day received the schedules, reference and adjudication in the matter of George W. Cartright, Bankrupt No. 3806. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Rothbury, and his occupation is that of a farmer. The schedule shows assets of \$7,000 of which \$1,955 is claimed as exempt, with liabilities of \$11,779. 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 29. We have to-day received the schedules, reference and adjudication in the matter of Chesley A. Shaver, individually and doing business as the C. A. S. Forge Works, Bankrupt No. 3807. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Boston, and his occupation is that of a manufacturer. The schedule shows assets of \$2,921.65 of which \$500 is claimed as exempt, with liabilities of \$22,067.91. 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 Bernard J. McGee, Bankrupt No. 3545. The final meeting of creditors has been called to be held June 14. The trustee's final account will be allowed at such meeting. There will be no dividends for creditors.

In the matter of Howard D. Goodrich, Bankrupt No. 3532. The final meeting of creditors has been called for June 14. The trustee's final account will be allowed at such meeting. There will be no dividends for creditors.

In the matter of Ruth Henspeter, doing business as Henspeter Electric Shop, Bankrupt No. 3529. The final meeting of creditors has been called for June 14. The trustee's final account will be allowed at such meeting. There will be a first and final dividend for creditors of this estate.

In the matter of Earl K. Golly, Bankrupt No. 3801. The first meeting of creditors has been called for June 17.

In the matter of George W. Cartwright, Bankrupt No. 3806. The funds have been received and the first meeting of creditors has been called for June 17.

In the matter of Roy Bosma, Nellie Bosma and Ella Hall, copartners trading as Dorr Lumber & Hardware Co., Bankrupt No. 3783. The funds have been received and the first meeting of creditors has been called for June 17.

In the matter of Christ Johnson, Bankrupt No. 3803. The first meeting has been called for June 17.

In the matter of Harry W. Johns, Bankrupt No. 3798. The first meeting of creditors has been called for June 17.

In the matter of George A. Newhall, Bankrupt No. 3805. The funds have been received and the first meeting of creditors has been called for June 17.

May 29. We have to-day received the adjudication and reference in the matter of Bert I. Banta, also known as B. I. Banta, Bankrupt No. 3792. This is an involuntary case and the schedules have been ordered filed. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is located at Leonidas township, St. Joseph county, and his occupation is that of a hardware merchant. Upon receipt of schedules, the first meeting of creditors will be called and note of same made herein.

June 1. We have to-day received the schedules, reference and adjudication in the matter of Leonard T. Ellis, Bankrupt No. 3806. 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 \$550 of which \$50 is claimed as exempt, with liabilities of \$6,656.49. 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 O'Connor & D. etc., and John J. O'Connor, individually, Bankrupt No. 3450. The final meeting of creditors was held May 17. 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 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.

In the matter of Porter-Barron Hardware Co., etc., Bankrupt No. 3715, the trustee has filed his first report and account, and a first dividend of 10 per cent. to creditors has been filed.

June 4. We have to-day received the schedules, reference and adjudication in the matter of Lawrence Benson, Bankrupt No. 3809. 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 \$50 of which the full amount is claimed as exempt, with liabilities of \$6,845.90. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

In the matter of Hans Bosma & Louis Van Dyke, individually and doing business as Bosma & Van Dyke Coal Co., Bankrupt No. 3482, the trustee has filed his return showing that there are no assets in the estate and the case has been closed and returned to the district court, as a case without assets.

In the matter of Harold MacDonald, Bankrupt No. 3751, the trustee has filed his return showing no assets over and above liens and exemptions, and the case has been closed and returned to the district court, as a case without assets.

June 4. On this day was held the first meeting of creditors in the matter of Harvey W. De Young, Bankrupt No. 3796. The bankrupt was present in person and represented by attorney Charles H. Lillie. 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.

Ten Business Commandments.

1. Thou shalt not wait for something to turn up; but thou shalt pull off thy coat and go to work, that thou mayst prosper in thine affairs and make the word "failure" spell "success."
2. Thou shalt not be content to go about thy business careless in dress, for thou shouldest know that thy personal appearance is better than a letter of introduction.
3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I don't think."
4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long on the job which good fortune hath given thee.
5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thine own respect for thyself.
6. Thou shalt not fail to live within thine income, nor shalt thou contract any debts which thou canst not see thy way clear to pay.
7. Thou shalt not be afraid to blow thine own horn, for he that faileth to blow his own horn at the proper occasion, findeth nobody standing ready to blow it for him.
8. Thou shalt not hesitate to say "no" when thou meanest "no"; thou shalt not fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.
9. Thou shalt give every man a square deal. This is the last and greatest commandment, and there is no other like unto it. Upon this commandment hang all the law and the profits of the business world.

er like unto it. Upon this commandment hang all the law and the profits of the business world.

A memorandum book of ideas that come to you day by day may become a valuable text book on your work.

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.

RECEIVER'S SALE AT PUBLIC AUCTION — GENERAL STORE STOCK OF B. J. AUSTIN AT ARGENTINE, NINE MILES WEST OF FENTON, MICHIGAN, June 19th, 1929, at 2 o'clock p. m. Eastern Standard Time. By order of U. S. District Court. H. W. Dancer, Receiver. 97

WANTED—To buy small milk plant. Write to P. A. Sorensen, 12302 Cherry-lawn, Detroit, Michigan. 98

FOR RENT—MILLINERY AND women's wear store room. Best location in Muscatine, Iowa. Is and has been occupied by millinery and women's wear for fifteen years. Possession June 1. Room 20 x 90. For particulars write Lee E. Greenway, 123 Iowa Ave., Muscatine, Iowa. 99

For Sale—Jeweler's work bench with Boley lathe, set of tools, crystal cases, Carey safe, and eight-foot plate glass show case. Must be sold, on account of death. Box 335, Newaygo, Mich. Phone 209. 100

Wanted—General merchandise or dry goods in exchange for well located income property. O. A. Brown, Berkley, Mich. 101

FOR SALE—GENERAL STORE handling groceries and meats, dry goods, hardware, men's clothing, and notions. A very clean stock. Inventories approximately \$13,000. Excellent up-to-date fixtures, including electric refrigeration. Located in a beautiful solid stone building size 80 x 110 feet, desirable corner in good live town situated in excellent farming community and live resort section in Eastern Michigan. This is without question one of the cleanest propositions in Michigan. Doing a dandy business and showing an attractive income. Building is strictly modern. Hardwood finish throughout. Involves a total investment of over \$50,000. Everything is free and clear of incumbrances. Due to exceptional circumstances, owner will sell entire proposition for \$25,000 cash, or will consider good income property in Lansing or Detroit, Michigan. We solicit a thorough investigation and further details. Write No. 102, c/o Michigan Tradesman. 102

EXPERIENCED DRY GOODS AND chain store man desires position. Fifteen years experience. Address No. 96, c/o Michigan Tradesman. 96

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. 95

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. 103

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. 104

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.

Phelps Newberry, Vice-President of the Guardian Trust Company since its inception, has been elected Vice-President of the Guardian Detroit Bank. Luman E. Goodenough, of the law firm of Goodenough, Voorhies, Long & Ryan, 915 Hammond building, was elected a director of the Detroit Guardian Bank. He will continue as director of the Guardian Trust Company. At the same meeting Wendell W. Anderson, of Anderson & Gardner, Inc., Clarence H. Booth, of the Motor Bankers Corp., and James T. Whitehead, of Whitehead & Kales, were elected directors of the Guardian Detroit Bank. Mr. Anderson, Mr. Booth and Mr. Whitehead are also directors of the Highland Park State Bank, which together with the Highland Park Trust Co., are new units of the Guardian Detroit group of financial institutions.

John J. DeYonker has moved his drug store from 14911 Jefferson avenue, West, to a new location at 14835 Jefferson avenue, West.

Norman Isenberg has purchased the grocery store at 13320 Mack avenue from the owner Guy Vitucci.

The A. R. Boucher Hardware Co. has opened a store at 17150 Six Mile Road, West.

Harry J. Hooks, Secretary-Treasurer of the Wolverine Tube Co., 1411 Central, has been elected a member of the board of directors of the Ferndale State Bank. Announcement was also made of an increase in capital and surplus amounting to \$120,000. The bank's resources now total \$800,000.

In line with its continued expansion and development plans announcement has been made by the Michigan Bell Telephone Co. that construction of a new dial "central" to be known as "Oregon" and to be located on Ford road, between Horger and Middlesex avenues, is to begin in a few weeks. The estimated cost of structure and equipment is reported to be close to \$1,250,000.

At the annual meeting of the Detroit District Shippers' Conference of the Board of Commerce last week, W. I. Nokely, traffic manager of the Michigan Alkali Co., was elected president. Other new officers are: First vice-president, G. W. Atherton, traffic manager of the Acme White Lead & Color Works; second vice-president, J. A. Gardner, traffic manager of the Murray Body Corp.; secretary, Leonard V. Simms, of the Board of Commerce. Co-operative efforts of shippers and carriers in the Detroit district were reviewed at the meeting.

Harry V. Mutter, general manager of the Pringle Furniture Co. since 1919, was named president to succeed David Pringle, the founder, who died May 22. Mr. Mutter entered the employ of the company in September, 1912, as salesman and subsequently served as credit manager, vice-president and secretary-treasurer. The company, he announced, will carry on the policies established by Mr. Pringle and will continue its two stores, 431 Gratiot avenue and 2990 West Grand boulevard.

A new Progressive grocery store has been opened at 15785 Coolidge highway under the management of Jack Ruban.

Fred D. Geoghegan, general passenger and freight agent of the Northern Navigation Co. in Detroit, died early last Wednesday in Grace Hospital. Fred Geoghegan had been a popular figure in Detroit as his company's representative in the annual Michigan Bankers and Detroit Board of Commerce cruises. He was 48 years old and had been associated with the Northern Navigation Co. for thirteen years.

Eastern Michigan district headquarters of the Columbian National Life Insurance Co. were formally opened on the tenth floor of the Eaton Tower Monday. John E. Crampton, 30 years old, formerly of St. Clair, is in charge of the new offices and is the company's youngest general manager. The home office of the Columbian National Life Insurance Co. is at Boston.

E. L. Hessmer, formerly Central and Southwestern Michigan representative for the R. A. Johnston Co., makers of Johnston's chocolates, has been made Detroit representative of the company. Mr. Hessmer makes his residence at the Phi Delta Gamma house at 229 Rowena street.

Building operations have been started by the Woolworth Co. at the Northeast corner of Euclid and Grand River avenues on what will be the largest Woolworth store in the State, the down-town Detroit stores excepted. The ground floor area is approximately 8,200 square feet. The site has 55 feet on Grand River avenue, 93.5 feet on Euclid avenue and 105 feet on the alley. The building will have two stories and basement. The sale price was said to have been approximately \$200,000, and the total rental for the fifty years will be in excess of \$1,000,000.

The Aetna Portland Cement Co. has moved from 1518 Buhl building to 2349 new Union Trust building.

The Jean Drug Co., 3457 Baker street, has remodeled the interior of its store and has built additional store room.

Fewer building permits were issued by the Department of Buildings and Safety Engineering in May, 1929, than in May, 1928, according to the monthly report of John M. Bischoff, commissioner. Last month 2,406 permits for new buildings to cost \$9,585,272 and 849 permits for additions and alterations to cost \$1,624,046 were issued, compared with 2,431 permits for new buildings to cost \$10,403,182 and 878 permits for additions and alterations to cost \$1,002,267 in the corresponding month of last year.

Jacob Henry Hoffner, member of the firm of O'Neil and Hoffner, who conducted a fish market at 2450 Woodward avenue, died last Thursday. Mr. Hoffner was born and lived in Detroit all his life. Surviving are his widow, Mrs. Blanche A. Hoffner; a daughter, Mrs. James L. Paton, of Cleveland, Ohio, and a sister, Mrs. Margaret A. King, of Detroit.

C. W. Churchill, general sales manager of the Buick Motor Co., has announced the appointment of seven men

to executive positions in the sales division. George H. Wallace becomes an assistant sales manager on special general sales work. Emerson J. Poag also as an assistant sales manager will have the supervision of five departments, advertising, sales promotion, used car sales, marketing research and publicity. The men chosen to head these various departments are: Arthur W. Spore, advertising manager; George Harold Bell, sales promotion manager; William F. Hufstader, used car manager; Alan F. King, marketing research manager, and L. Earl Davidson, publicity manager. Arthur H. Sarvis, now an assistant sales manager, will continue in that capacity and will specialize in car distribution and forecasting.

Samuel Delisi has moved his hardware stock from 1334 to 1401 St. Aubin avenue.

Stockfisz Brothers have opened a drug store at 4400 Junction avenue.

W. E. MacKenzie has opened drug store No. 2 at Michigan and Junction avenues.

And at last one of our pet predictions is to be realized—that they were going "bugs" on national "do something" weeks. National Insect Killing Week is to be conducted from July 7th to 13th.

William S. Waring, formerly associated with the Detroit office of the Chambers Agency, Inc., is now in charge of the Detroit office of Brinkerhoff, Inc., a Chicago advertising agency. James M. Golding.

Never So Near Prohibition as To-day
Grandville, June 11—Prohibition of the liquor traffic was never so near of attainment as it is to-day. With the President of the United States interesting himself in the problem there seems to be no reason why said traffic is not on its way to ultimate extinction.

It is plain that President Hoover has the interest of good government at heart and is earnestly endeavoring to make prohibition a success. It was not so in ante bellum days when the Maine liquor law was enacted by a Michigan legislature and the people of a sovereign state went into the business of wholesale liquor selling.

It was because of the laxity of enforcement in those days that led to the axiom that "prohibition does not prohibit," nor did it at that time since every settler's cabin along the highways sold liquid damnation to the traveler.

There was great opposition to the prohibition of strong drink in the old lumbering days. It was thought that men could not do the strenuous work of log driving without the regular dose of grog. Men who strenuously fought for the enforcement of the law were derided and made sport of until the name of "Whisky Dan or Jim" designated a temperance worker rather than a seller of strong drink.

All sorts of tricks were resorted to to escape complying with that early prohibition law. Rainboards under the eaves, inserted in barrels, did not necessarily mean rainwater for the use of cleansing the clothes, but frequently those receptacles held good old bourbon from which the visitor slaked his thirst after dropping a dime or a quarter on the grocery counter.

Even to-day there are those who say that prohibition does not prohibit. This however, in the main is a mistake. Not a drop of liquor is sold now to a thousand disposed of before the Volstead amendment went into effect.

Small villages all over Michigan, and no doubt it was the same in other

states, had from one to three saloons where liquor was freely sold to the public. Where are those saloons now? Defunct as door nails, and the cause of temperance goes marching on to victory.

Since no law on the statute book is fully enforced why should we expect the law outlawing liquor to be an exception? With the government of the United States behind enforcement there is bound to be a reign of real temperance in this country for a long time to come.

The change from the treasury to the justice courts will possibly work a benefit to more complete enforcement. Any observing citizen knows full well that prohibition to-day is nearer to perfection than ever before in our National history.

Other countries of the world are watching this experiment within Uncle Sam's dominions with grave and anxious hearts. There is no just law that cannot be made to work when a majority of the people get behind it and push as the people of this country are doing to-day with regard to our prohibitory amendment.

Hip flasks and the like are now and then in evidence, but these are becoming less noticeable as time passes. What is necessary for a nearer complete enforcement of the act is the election of officers pledged to the carrying out the will of the majority and this is gradually coming about as time passes.

Even a war on rattlesnakes fails often to obliterate the last one, and that serpent is no more poisonous than the traffic in strong drink.

Men carrying jugs of whisky in the old days often would meet children to whom they would give a sup from that jug. What would be thought of such an act to-day?

In many respects the world is growing better all down the line. We are perhaps somewhat lax in enforcing morality along amusement lines, yet perhaps no more so than were our fathers before us.

The country may well rejoice that we have a President who is in full sympathy with the Volstead act and determined to see that the Federal Government does its full duty in the matter of enforcing temperance legislation.

Our criminal laws are sadly in need of enforcement. Not as in England is the outlaw brought to punishment within a few brief days after the act of criminality. Like the prohibition clause our laws for the punishment for capital crimes has not the spur of official duty to enforce them.

In one of our wars the word went out to "put none but Americans on guard," and there is the old song which brings in the refrain, "Michigan is on guard to-night," signifying that the camp would be safe from surprise by an enemy.

Put none but temperance men on guard should to-day be the watchword throughout the land. It certainly is no longer considered smart to bootleg even though members of the gentler sex have been known to so offend.

America is becoming an asylum for men and women from other lands who seek freedom not only from the tyranny of monarchical government but from the disgracing effects of strong drink.

Let every good citizen sustain the hands of a president who, as does Hoover, seek the best interests of the whole people. The sun of a brighter day dawned for the United States when the Volstead act became a part of the National constitution.

Old Timer.

The large merchant is the first to discover the true value of a man's health and life.

You can't grow an oak on shallow ground.

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.

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Tradesman Company, Grand Rapids, furnishes the above in circular form as follows: 100, \$3.75; 500, \$7.75; 1,000, \$12.75.

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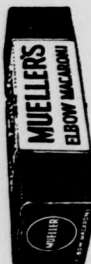


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