

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 26, 1929

Number 2388

ANCHORED TO THE INFINITE

The builder who first bridged Niagara's gorge,
Before he swung his cable, shore to shore,
Sent out across the gulf his venturing kite
Bearing a slender cord for unseen hands
To grasp upon a further cliff and draw
A greater cord, and then a greater yet;
Till at last across the chasm swung
The cable—then the mighty bridge in air!
So we may send our little timid thought
Across the void, out to God's reaching hands
Send out our love and faith to thread the deep,
Thought after thought until the little cord
Has greatened to a chain no chance can break,
And—we are anchored to the Infinite!

Edwin Markham

— Flies are Dangerous

KOSAK
formerly **KIP**
Kills Insect Pests



Standard Oil Company
(INDIANA)

Protect the Little Ones

For Use In Your Own Store

Newspapers have taught the public to "swat the fly" and to combat other insects. Many insects spread disease. The public expects care to be taken by all stores that handle food.

No progressive retailer can afford to have flies and other insects around when their riddance is so easily effected with KOSAK.

Many retailers spray KOSAK in the evening when their goods are under cover. Others spray whenever insect pests are seen. KOSAK is more economical to use in gallon and five gallon cans.

Prices: 1-gallon can, without sprayer, \$2.75.
5-gallon can, including KOSAK Improved Sprayer, \$10.00.

STANDARD OIL COMPANY (Indiana) IG
910 South Michigan Avenue, Chicago, Illinois

Please tell me why KOSAK offers the dealer a larger margin of profit than any other insecticide.

Please send me _____ gallon can of KOSAK.

Name _____

Title of Business _____

Address _____

City _____ State _____

THE above poster in attractive colors will be flashed from the highways throughout the Middle West beginning June 1st. It tells the Kosak story briefly, pictorially.

In addition to the thousands of boards carrying this message, there will be street car cards, window displays, and other forms of advertising.

When this extensive advertising brings customers to your store asking for Kosak, be prepared to supply them.

You profit more by handling Kosak than on any other similar product. If you haven't our liberal dealer offer, fill in the handy coupon and mail it today.

STANDARD OIL COMPANY [Indiana]
General Offices: 910 S. Michigan Ave., Chicago, Ill.

KOSAK kills flies, ants, mosquitoes, roaches,
bedbugs, moths and other insect pests

LOOK for the RED and BLUE CAN bearing the FIVE-LETTER WORD KOSAK

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

UNADULTERATED TRAITOR.

The Independent Who Patronizes the Chain Store.

"Just why do we consumers trade so much at the chain store and the mail order house?"

I have asked this question to hundreds of merchants in the past year or more and always I get the same answer,

"Because you can save money there!"

Perhaps you, as a merchant, would have answered that question the same way. Now, as a consumer who has no connections whatsoever with Main Street's merchandising, let me put you wise to something that may help you. We consumers do not patronize the syndicates because we save money. We do it because we think we save money. There is a lot of difference, if you know what I mean.

But, while I am on this subject—and, considering the fact that I speak with some authority, inasmuch as I am just a consumer—I would like to slip a little hint to the merchant which may hit him hard and "personal." If so, I assure you that, as my father used to say as he held my nose in one hand and a spoonful of castor oil in the other, "This is only for your own good."

Did you ever stop to think that we consumers do not have to believe one word the syndicates tell us in their advertising in order to be convinced that we should buy our merchandise from them? Our biggest proof that the chain store and mail-order house is our best bet in trade lies in what we hear you say, and what we see you do. Listen.

Perhaps there is on your Main Street an independent grocery store. Directly across the street is a chain grocery store. You are not a grocer. Perhaps you are a druggist or a clothier or a dry goods dealer or a furniture merchant or a garage proprietor. You may even be a banker.

Now, as that grocer stands in his

front door, watching the people go into the chain store to trade—people who once traded with him—what hurts him most? He sees the farmer and the farmer's wife going in there, but that doesn't hurt him half so much as something else he sees. He sees the working man and his wife going into the chain store for their groceries—when they have the cash—while they may still owe him a standing bill. But that doesn't hurt him half as much as something else he sees.

What hits him hard is the fact that he sees the hardware man and his wife, the druggist and his wife, the garage man and his wife, the dry goods merchant and his wife—all going into the chain store to trade. Is it any wonder that the grocer becomes a cynic? Can you blame him for saying that loyalty is a farce and co-operation a joke? Can't you see how he feels about it? And can't you see that the grocer has a real kick coming on the way his brother independents desert him? No doubt you can, but I can't! Nine times out of every ten, that grocer hasn't a kick coming. He is just getting a dose of his own medicine.

How come? Well, while he is standing there in the door raving about the other merchants going to the chain grocer for their groceries, let's take a sneak into his garage. What do we find? Sears-Roebuck's "All-State Cords" on all four wheels of his car. And a lawnmower sets in the corner bought from Montgomery Ward!

Now, this is no Aesop's Fable, Mr. Merchant. This is a slice of real life, as I find it in every blessed town I hit. What a commentary on home-trade, written by the very ones who should be first of all lined up on Main Street's side against these outsiders who come flocking into every community for all the profits they can take out.

Let me tell you just a few instances which I have seen with my own eyes within the past month.

In one town, a certain banker was telling me how his bank was being hit because of the depleted surplus of capital through the sending away of profits. He sobbed because the local chain store used his bank only for a relay station, where the manager deposited this afternoon money which would be drawn on from Grand Rapids or Detroit to-morrow. While I was talking to him, the expressman called, and asked him to sign for two tires from Chicago and a suit of clothes from the Nash Company at Cincinnati.

In another town, a grocer was grumbling because his business had fallen off. He had been obliged to partition his store and rent the other half in order to cut down overhead. He had rented the other half to a young man who had just started up in

the electrical and radio business; and the grocer was complaining that his tenant was slow on his rent. While we talked, the grocer's wife called up to tell him that the radio was on the "hummer" again. That happened in a town forty-odd miles from Grand Rapids. Yet, that grocer phoned long-distance to Grand Rapids, to have service given him on the radio which he had bought from a cut-throat house in Grand Rapids. I hope that double-crossing piker never gets his rent.

I was talking with a dry goods and millinery dealer in a town in Gratiot county just the other day. Do you know what he said to me? Listen.

"I never patronize the chain store for groceries," he declared, "except for a box of matches or a bar of soap for use in the store, and that because they are right next door. But what would you do if you were in my place? The manager of that chain grocery store and the girl working in there as well as the manager's wife are regular customers of mine. Yet, not one grocer in this town or one grocer's wife has been in my store as far as I know, since the first of January, and I have been on the lookout for them. I know where two of our grocers' wives buy their millinery. They get their new hats in Grand Rapids or Saginaw."

Now, Mr. Grocer, can you feature that? What kind of a sob do you have now for the other merchant who trades at the chain grocery store? Can you show a clean record?

I could go on at great length with just such instances. The druggist whose wife bought all her furniture in Detroit—200 miles away—and never gave the local furniture dealer a chance on the business. Yet, she got exactly what he could have furnished her with, at a total saving of \$39, plus all freight charges. She just took it for granted that she couldn't possibly get as good from her local furniture man as from Detroit. And other cases just like that—and still more of the same. I run into them six days a week.

Upon application, I shall be pleased to furnish any Tradesman reader with the name and address of a neighbor of mine who is a peddler of "Real Silk Hosiery." Not so long ago I happened to mention in his hearing that I was going to Newaygo. He was headed the same way and asked for a "lift." I took him along and pumped him on the way, as I always do men of such callings. That is how I get my dope on this hobby of mine. Listen to what he told me, while we drove along:

"Why, do you know whom I call on, exclusively?" he laughed, thinking he was kidding me, knowing as he did that I was opposed to the peddler system of trade, "I only hit the towns and I call only on the wives of the business

men. I just dodge the dry goods dealers' wives, but my first job in a town is to find out where all the other business men live. Their wives are my best prospects. Grocers' wives, hardware men's wives, bankers' wives—those are my customers. I seldom fail to land 'em."

Now, gentlemen, I repeat, what more do we have to have as evidence that the chain store, the peddler and the mail-order house are our best bets for savings? If I hadn't overlooked these petty pieces of tomfoolery on the part of merchants and dug into the facts for myself I should to-day be a bargain hunter at any syndicate I could find, and the independent merchants and their wives would be my best proofs that I was a wise buyer.

As a consumer who has studied the facts and the evidence in the case, I am convinced that there is no such thing as lasting economy in trading with a syndicate. I am busy constantly, trying to secure the co-operation of merchants everywhere in getting the message of home-trade across to the public. There is not another issue which threatens such dire catastrophe to the American public to-day.

As a merchant, you should be glad there are some of us fellows hanging around the corners, giving people the truth about this question. The Tradesman is on the firing line for you. I doubt if there is another man in all Michigan who takes the two-fisted stand editorially on your behalf which Mr. Stowe takes fifty-two weeks every year. If you are not thankful for the tireless efforts of such men as he, in this critical moment when the economic destiny of America is being decided, I have something to say to you which will not be attractive in print.

But if you do appreciate these efforts being made for your benefit; and if you are thankful that there are still men who are fighting your fight in this issue, in the name of sense and common decency, wash your own hands of this contamination which is now giving the lie to so much that we are trying to say for you.

Deliver me from arguing home-trade with a public whose merchants are traitors to their own brethren in the ranks. The merchant who patronizes syndicates in the retail field at the expense of his brother independents in other lines is a pure, unadulterated traitor, because he is literally giving "aid and comfort to the enemy" in time of war. When the men of Main Street cut out this commercial treason, they will be in a fair way to untie the hands of some of us who are out preaching independent patronage. Until that time, you are inflicting upon us a handicap which we can hardly survive. Perhaps

(Continued on page 25)

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The Federal Trade Commission has ordered the Calumet Baking Powder Co., of Chicago, to stop use by its salesmen and demonstrators of the so-called "water glass test," which is a demonstration of alleged superiority of Calumet baking powder as compared to other competing powders.

Use of this test was held to be unfair competition under the Federal Trade Commission act.

Text of the Commission's order shows that the company is ordered specifically to cease and desist from:

Making the water glass test with Calumet baking powder in comparison with any other baking powder.

Making the water glass test with another manufacturer's baking powder or suggesting that such test be made with another manufacturer's baking powder.

Making any assertion, claim or statement that the water glass test in any way demonstrates or determines the carbon dioxide gas strength or leavening efficiency of any baking powder.

Making any assertion, claim or statement that doughs or batters or like mixtures in which baking powders are used will function in the baking as the foam mixtures function in the water glass test.

For twenty years the company required its salesmen and demonstrators to make the cold water glass test before retail and wholesale grocers and the American housewife, also in department stores, in cooking or demonstrating schools, and before bakers and chefs.

The cold water glass test for any one baking powder consists of mixing a small quantity of the powder, usually two, three or four level teaspoonfuls with an equal quantity of cold water, the mixing taking several seconds. A chemical reaction occurs, differing according to the acid ingredients of the several powders. To the acid ingredients, which cause the evolution of carbon dioxide gas (the leavening agent in baking powder) when combined with moisture and bicarbonate of soda, the respondent adds to its powder a minute quantity of dried white of egg or dried albumen.

The white of egg, which is 15/100 of one per cent. by weight, adds nothing to the leavening efficiency of the baking powder, according to the Commission's findings, but causes a film (a minute quantity of soap or glue would bring about the same result) to form over the foam mixture, thereby restraining the escape of the carbon dioxide gas evolved.

The mixture of foam resulting from the making of the water glass test in the case of the respondent's powder, at the end of two minutes or in an even shorter time, rises to the top or over the top of the demonstrating glass and gives the appearance of finely beaten whites of fresh eggs.

In the case of powders containing acid ingredients like the respondent's, and without this added bit of dried whites of eggs, the mixture of baking powder and water will also rise simi-

larly and will immediately or soon drop back into the glass because of the escape of the gas. In case of powders containing different acid ingredients varying results are obtained.

Agents and employes of the Calumet company were found to have stated to customers present at the tests that the several competing baking powders would function in the baking just as they did in the tests, that is, as the foam mixture fails to rise, or after having risen collapses either with or without jarring, so the baked products will fail to rise or collapse or become heavy and soggy, if the competing powders are used instead of Calumet.

However, the Commission found that the extent to which the foam mixtures rise in the cold water glass test is not indicative of the comparative leavening strength of powders so tested, and statements made by the respondent to that effect were held literally false, deceptive and misleading. For instance the foam mixture in Snow King baking powder rises to about one-half the extent that the foam mixture of Calumet baking powder rises in the cold water glass test, yet Snow King baking powder is approximately 15 per cent. stronger in leavening efficiency than, is Calumet baking powder, according to the findings.

Addition of white of egg to a baking powder does not add to its carbon dioxide strength or increase its baking efficiency, according to the findings. The Commission declares that the water glass test is not a test for carbon dioxide or leavening strength, and when made with the powder of the respondent, only, is misleading and deceptive. When made in comparison with competing powders which do or do not contain dried white of egg, the test is misleading and deceptive, according to the Commission.

Representations that competing powders will function in the baking as they did in the water glass test were made by the Calumet company's agents throughout the country with respect to various competing powders, among which were the following: Davis, Dr. Price, K C, Royal, Rumford, Snow King, Red Front (A. & P. brand), Sea Gull, Aunt Jemima, Hunt's Perfection, Clabber Girl, Dakota Maid, Monkey and Parrot, Southern Maid, Crystal Pearl, Delecto, Jewel T, Hellick's Grand Union, Golden Seal, Golden Key, Bob White, Sodarine, Success, Richelieu, Excelo, Good Luck, Golden Rule, Watkins, and Larkin.

The respondent alleged that the cold water test was valuable and necessary to protect the retail grocer and the housewife by removing deteriorated powders from the grocer's shelves and the housewife's kitchen. The Commission found no evidence that the test was so used by grocers or by housewives.

On May 24 the Postmaster General issued a fraud order against the Blancke Auto Devices Co., Chicago, which was found to be engaged in conducting a scheme to obtain money through the mails by means of false pretenses, representations and promises. The following information taken

from the records of facts developed by the Post Office Department will be of interest to Realm readers:

"The so-called Blancke auto therme for ford cars consists of an aluminum housing intended for attachment to the exhaust manifold of the motor. Inside this housing is a thermostatic ribbon spring, through the center of which passes one end of a small shaft. The opposite end of this shaft is so designed that it may be attached to the carburetor needle valve. In theory, as the temperature of the exhaust manifold increases, it causes the spring contained in the auto therme to expand. This expansion in turn produces a slight twisting of the shaft with consequent tightening of the carburetor needle valve to which the other end thereof has been attached.

"The so-called Blancke gas control is a spring loaded ball check valve designed for attachment to the gasoline line between the vacuum tank and the intake manifold. This device decreases the efficiency of the vacuum tank and introduces additional air to the mixture entering the combustion chamber of the motor, thereby theoretically reducing the amount of gasoline consumed.

"Samples of both devices were procured from the promotors and forwarded, together with instructions for the installation thereof, to the United States Bureau of Standards for examination and test as to the truth or falsity of the representations made with respect thereto. A report has been received and is now before me. This report shows that by means of exhaustive and painstaking tests, in the execution of which various scientific measuring devices, including volumetric fuel systems, tachometer, and stop watch, it has been determined that use of the so-called auto therme and gas control as directed produces no increase in fuel economy, acceleration or smoothness of motor operation; no decrease in the minimum speed possible in high gear or in the time required for starting cold motors, and no appreciable effect upon crank case oil dilution, carbon formation or battery strain. The report of the Bureau of Standards shows in fact that slightly less economy and speed of acceleration were obtained by use of the so-called auto therme than by use of standard equipment, and use of both the so-called auto therme and the gas control resulted in greater rather than lower minimum speed in high gear.

"Complaints in evidence in this case show that in many instances no merchandise whatever is received by persons making remittances for the devices herein discussed. A large number of complaints has also been received from persons who have purchased the devices, found them unsatisfactory, and returned them to the sellers without receiving a refund of the purchase price thereof. A considerable proportion of these complaints show further that numerous letters, many of which were registered in regard to unsettled transactions, addressed to the Blancke Co. and its various officers and agents have been ignored.

Michigan housewives are learning

through bitter experience that it does not pay to invest their money with strangers who come to their doors offering merchandise which is not delivered. One of the numerous complaints received recently is in regard to a man claiming to represent the Sanitary Cooking Utensil Co., of St. Louis. He called on several women and took deposits on a cooking set. The merchandise has not been delivered, and the St. Louis Better Business Bureau informs us that there is no such organization in that city.

The cooking utensil salesmen are getting to be about as great a menace to country districts as the "portrait agents." We have many reports of women being fleeced by salesmen in this line. Their favorite plan is to invite the women in a neighborhood or town to attend a "tea" which is turned into a demonstration of aluminum ware. The result is that many women are cajoled into signing orders for utensils before the party is finished at exorbitant prices. Usually the goods can be duplicated at any store at half the cost.

Status of the Cigarette Petitions.

The Retail Grocers and Meat Dealers State and local offices, 263 and 264 Houseman building, have been busily engaged during the past ten days, co-operating with the jobbers in the securing of signed petitions which will be presented to the Secretary of State, requesting that the question be placed on the ballot at the general election in 1930.

It is my understanding that the Attorney General of the State has instructed the Secretary of State not to accept the petitions when presented, in which case mandamus proceedings will be instigated in the Supreme Court to determine whether or not it is the duty of the Secretary of State to accept them.

The Michigan State constitution provides that the people shall en-



Capital and Surplus \$750,000.00
One of two national banks in Grand Rapids.

Member of the Federal Reserve System.

President, Gen. John H. Schouten
Vice President and Cashier,

Ned B. Alsover

Assistant Cashier, Fred H. Travis

joy the right of referendum on measures passed by the Legislature excepting appropriations to State institutions and money appropriated to satisfy a deficit in the public funds and in these two instances only.

The money from the cigaret tax is expressly directed to the general fund of the State of Michigan and in the opinion of many reputable attorneys, a referendum will be permissible. It is, therefore, very likely when this issue is presented to the Supreme Court that the Supreme Court will require the Secretary of State to accept the petitions and place the question of cigaret tax up to the people at the next general election in 1930.

It is not the intent of the writer to offer any defense in behalf of the cigaret smoking habit, but recognizes the individual rights of those who have acquired the habit and is also mindful of the fact that during the war period, the Government furnished billions of cigarets to the soldiers in service and even the moral agencies serving in France sold cigarettes to the soldiers.

It is now evident that our State administration purposes to penalize the men who served our country so nobly and unselfishly by taxing them on a commodity they were encouraged to use as a stimulant during the war period.

From a retailing standpoint, the tax is most unjust, as it either compels the retailer to affix a stamp on each package before being sold or the jobber must unpack each carton, affix the stamp, re-seal and charge the retailer for the tax and cost of such operation, and which must be passed on by the retailers to the purchasers of same.

According to the inter-state commerce laws, out of state mail order houses are immune and can engage in the retailing of cigarettes direct to the consumer without being obliged to affix the state tax, placing all of our retailers at a great disadvantage, as no doubt the cigarettes will be used as leaders to encourage sales of other commodities by the mail order houses out-of-state.

The National Association of Retail Grocers opened their convention Monday, June 24, at Portland, Oregon, for a four day convention. Michigan is honored with three delegates—Gerritt Vander Hooning, of Grand Rapids; D. L. Davis, of Ypsilanti, and Paul Schmidt, of Lansing.

Mr. VanderHooning has been further honored with appointment to the Committee of Rules and Order by President John Coode, of Nashville, Tenn. No doubt a very interesting report will be rendered on his return to Grand Rapids. Herman Hanson, Sec'y.

Real friends are those who know your faults and love you despite your adherence to principles,

New Issue

110,000 Shares

General Water Works and Electric Corporation

Class A Common Stock (No Par Value)

Class A Common Stock, the rights of which are subject to the rights of the Preferred Stock, is entitled to cumulative dividends payable January 1, April 1, July 1, and October 1 at the annual rate of \$2 per share from July 1, 1929 (herein referred to as preferential dividends) before any dividends are paid on the Class B Common Stock, after which Class B Common Stock as a class is entitled to dividends, when and as declared, to the extent of the aggregate amount of preferential dividends for that year or set apart for the Class A Common Stock as a class. Thereafter, the Class A Common Stock and Class B Common Stock participate equally as classes in any further dividends. Class A Common Stock in preference to Class B Common Stock is entitled to receive in involuntary liquidation or dissolution up to \$35 per share and in voluntary liquidation or dissolution up to \$45 per share plus in either case accrued preferential dividends. Class A Common Stock is redeemable as a whole or in part on any dividend date upon at least 30 days' notice at \$45 per share and accrued preferential dividends. Transfer Agents: The Bank of America National Association, New York; Central Trust Company of Illinois, Chicago. Registrars: Central Hanover Bank and Trust Company, New York; Continental Illinois Bank and Trust Company, Chicago.

The following information is summarized from the letter of Mr. Richard S. Morris, President of the Corporation:

COMPANY: General Water Works and Electric Corporation, incorporated under the laws of Delaware, through subsidiary companies, renders electric light, power, water, gas and/or other services in 172 communities in Texas, Louisiana, Oklahoma, Kentucky, New Mexico, Pennsylvania, Idaho, Indiana, and other states. The combined population of the territory served by said companies is estimated to be 400,000 and the total number of consumers served with the various classes of service is approximately 61,700.

CAPITALIZATION: Upon completion of present financing:

	Auhorized	Outstanding
Fifteen-Year 5% First Lien and Collateral Trust Gold Bonds, Series A	*	\$5,600,000
3½-Year 6% Convertible Gold Debentures Series A	*	2,650,000
Preferred Stock (no par value)	100,000 Shs.**	42,500 Shs.†
Common Stock, Class A (no par value)	500,000 Shs.‡	110,000 Shs.
Common Stock, Class B (no par value)	500,000 Shs.	300,000 Shs.

*Limited by restrictive conditions of the agreements under which they are issued but not to any specific amount.

**Includes the shares reserved for conversion of debentures.

†\$7.00 Series, 22,500 shares; \$6.50 Series, 10,000 shares.

‡Includes 40,000 shares reserved for exercise of purchase warrants attached to shares of \$6.50 Series Preferred Stock at \$26 per share to July 1, 1932, and \$30 to July 1, 1935.

There will also be outstanding in the hands of the public \$17,760,500 of funded debt and \$3,965,000 of preferred stocks of subsidiary companies.

CONSOLIDATED EARNINGS: As reported by the Corporation for the 12 months ended March 31, 1929 and adjusted for non-recurring charges and after giving effect to acquisitions (including those presently contracted for) and present financing:

Gross earnings (including non-operating income)	\$5,294,243
Operating expenses, maintenance and taxes except Federal income taxes	2,536,731
Net earnings before depreciation, Federal income taxes, etc.	\$2,757,512
Annual interest and dividends requirements on obligations and preferred stocks of subsidiary companies and General Water Works and Electric Corporation outstanding in the hands of the public	2,064,875
Balance	\$692,637
Annual preferential dividend requirements on 110,000 shares Class A Common Stock (this issue)	220,000

The balance of \$692,637 is equivalent to over \$6.29 per share on Class A Common Stock to be presently outstanding.

PRESENT DIVIDEND POLICY: The Board of Directors has determined that, when and as declared and paid, the cash dividends on the Class A Common Stock to an amount not exceeding the preferential dividend of \$2.00 per share per annum, may, until July 1st, 1930, and thereafter if the Board of Directors so elect, upon such notice as the Board may require, be applied to the purchase of additional shares of Class A Common Stock at the price of \$24 per share, which is on the basis of 1/12th of one share of Class A Common Stock per year.

PURPOSE OF ISSUE: The proceeds from the sale of this issue of Class A Common Stock will be used in connection with the acquisition of additional subsidiaries, to reimburse the Corporation in connection with additions and betterments to its present subsidiaries and/or for other corporate purposes.

MANAGEMENT AND OWNERSHIP: The direct operation and management of these properties continues to be supervised from Forth Worth, Texas, by men of long and successful experience in the management of public utility properties.

The American Equities Co. owns, among its other utility investments, a substantial interest in General Water Works and Electric Corporation Class B Common Stock.

Listed on The Chicago Stock Exchange

Price \$26.75 Per Share, flat

All legal details in connection with the issuance of this stock will be passed upon by Messrs. Chadbourne, Hunt, Jaeckel & Brown, New York, and Mr. Frank B Block, Chicago. It is expected that Temporary Stock Certificates will be ready for delivery on or about July 1, 1929.

E. H. ROLLINS & SONS

Founded 1876

GRAND RAPIDS

BOSTON NEW YORK PHILADELPHIA CHIGAGO DENVER SAN FRANCISCO
LOS ANGELES LONDON

The information and statistics herein contained are not representations by us, but have been obtained from official sources, or sources which we believe reliable.

MOVEMENTS OF MERCHANTS.

Marshall—J. L. Dawson succeeds G. A. Anderson in the grocery business.

Vicksburg—W. H. Armintrout has sold his grocery stock and meat market to Russell Swihart.

Lansing—The Western Auto Supply Co. has engaged in business at 225 North Washington avenue.

Detroit—Thomas Cherniak has sold his grocery and meat market at 2442 Casper avenue to Eli Szep.

Escanaba—E. A. St. Martin has opened Elmer's grocery and meat market at 430 South 13th street.

Detroit—The Family Creamery, 9025 Gardoni avenue, has increased its capital stock from \$25,000 to \$175,000.

Nashville—The Co-Operative Creamery has completed the work of modernizing its plant and opened it for business June 22.

Lansing—The Home Appliance Co., Robert Rodway manager, opened for business this week at 310 North Washington avenue.

Dafter—Arthur Mallien has opened the Dafter Cheese Factory. It is located in the McLaughlin building and is modern in every detail.

Dearborn—John Dasko, who is in the grocery and meat business on Michigan avenue, has opened a branch market at 5105 Chase road.

Linden—The Linden State Bank has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Ionia—L. Levinsohn has purchased the stock and store fixtures of the Allen Bros. Department Store and is conducting a closing out sale on the premises.

Kalamazoo—Lewis J. Field, proprietor of the Field Electric & Furniture Shop, 1319 South Westnedge avenue, has opened a branch store at 127 North Rose street.

Marquette—Juneau & Anderson are the proprietors of the meat market which was formerly owned by Anderson & Mellin. Mr. Juneau having purchased the interest of Mr. Mellin.

Saginaw—The U. S. Cut Rate, Inc., 413 Genesee avenue, dealer in clothing, camp equipment and sporting goods, has been incorporated with an authorized capital stock of 12,000 shares no par value, \$12,000 being subscribed and paid in in property.

Hamtramck—The P. M. Wholesale Grocery Company, 2967 Council street, has been incorporated with an authorized capital stock of \$50,000 common and \$15,000 preferred, of which amount \$25,000 has been subscribed, \$2,089 paid in in cash and \$4,220 in property.

Niles—E. A. Godfrey, Inc., has been incorporated to deal in hardware, paints and roofing, with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed and paid in in cash.

Benton Harbor—The Brammall Supply Co., 200 Water street, dealer in heating, plumbing and mill supplies, has merged its business into a stock company under the same style with an authorized capital stock of \$28,000, all of which has been subscribed, \$4,000 paid in in cash and \$14,000 in property.

Lansing—Gross Bros., 321 North Washington avenue, have merged their

plumbing, heating, refrigerators, etc., business into a stock company under the style of Gross Brothers, Inc., with an authorized capital stock of \$25,000, \$16,010 of which has been subscribed and paid in, \$10 in cash and \$16,000 in property.

Adrian—The Moreland Brothers Co. has consolidated with the subsidiary corporations, the Southern Michigan Oil Co. and the Gasoline Service Corporation under the corporate name of Moreland Oil Corporation. There is no substantial change in management or financial interest. The company is one of the oldest in the State.

Carson City—The State Bank of Carson City has completed extensive remodeling operations and building improvements, and a formal opening took place Saturday, June 15, with large attendance of friends and patrons of the institution. Souvenirs were presented to all visitors. The building is commodious and up-to-date, and the new equipment has latest features. This bank has occupied its present location for the past forty-one years, having been founded by Edward C. Cummings, father of the present president, Ira Cummings. It was made a state bank in 1887 and was the first state bank in Montcalm county.

Manufacturing Matters.

Detroit—The Frazer Paint Co., 2475 Hubbard avenue, has increased its capital stock from \$250,000 to \$300,000.

Detroit—The Majestic Tool and Mfg. Co., 5620 Poplar street, has increased its capital stock from \$15,000 to \$20,000.

Lapeer—The Whetstone factory has been sold to A. V. Wiggins and Morton L. Jones, both of Rochester, who plan to use the factory in making small tools.

Muskegon—The Muskegon Piston Ring Co., 55 North Terrace street, has increased its capitalization from 66,000 shares no par value to 126,000 shares no par value.

Lansing—The Michigan Aero-Engine Corporation has been incorporated with an authorized capital stock of 10,000 shares at \$1 a share, \$1,002 being subscribed and paid in in cash.

Detroit—Brezo Laboratories, Inc., manufacturing laboratory, 8594 Russell street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—The General Awning Co., 1510 Gratiot avenue, has been incorporated with an authorized capital stock of \$3,000, of which amount \$1,200 has been subscribed and paid in in cash.

Detroit—The Shatterproof Glass Co., 151 South Waterman avenue, has been incorporated to deal in laminated glass, with an authorized capital stock of 50,000 shares at \$1 a share, \$25,000 of which has been subscribed and paid in in property.

Detroit—The Forging & Casting Corporation, 500 C. P. A. Bldg., has been incorporated with an authorized capital stock of 250,000 shares at \$10 a share and 60,000 shares no par value, \$28,500 of which has been subscribed and paid in in cash.

Mt. Clemens—Location of another

new industry, the Michigan Stamping and Rolling Co. is announced. It will occupy the Kelso plant in the rear of the National Candy factory. The product of the new industry will be stampings, rollings and dies.

Detroit—The Renner Manufacturing Co., 1341 Adelaide street, has been incorporated to manufacture chemical, toilet and household preparations, with an authorized capital stock of \$100,000, of which amount \$29,660 has been subscribed, \$29,660 paid in in property.

Detroit—The Service Soap Co., 125 West Nine Mile Road, has been incorporated to manufacture and sell soap and cleaners, with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed, \$5,000 paid in in cash and \$20,000 in property.

Traverse City—F. H. Burkhart & Son have merged their fruit canning and preserving business into a stock company under the style of the Burkhart & Son Packing Co. with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Jackson—The A. D. Aikins Machine Co., 111 Damon street, designer and manufacturer of tools, has merged its business into a stock company under the style of the Aikins-Chase Company, with an authorized capital stock of \$25,000, \$5,400 of which has been subscribed and paid in in cash.

Adrian—Adrian has acquired a promising new industry, the Titan Electric Co. of Butler, which has purchased the factory erected by the Adrian Improvement Co. The Titan company manufactures electric motors, generators and specialties and will employ thirty people at the start.

Detroit—The Koestlin Tool & Die Co., 3601 Humboldt avenue, has merged its business into a stock company under the style of the Koestlin Tool & Die Corporation, with an authorized capital stock of \$800,000, \$300,000 of which has been subscribed and paid in, \$25,000 in cash and \$275,000 in property.

Detroit—The Rhodes Metallic Packing Co., 2051 West Lafayette Blvd., has been incorporated to deal in packing and lubricating materials with an authorized capital stock of \$150,000 preferred and 100,000 shares at \$1 a share, of which amount \$237,000 has been subscribed and \$150,000 paid in in cash.

Monroe—Announcement of the manufacture of a two-way hydraulic shock absorber by the Monroe Auto Equipment Co. is made. It is the plan to get the new product under production about July 1, and several equipment contracts now are pending, which if closed, will necessitate a 25 per cent. increase in the working force of 440.

Adrian—Announcement is made by the Andrix Lock Nut Co. that it has purchased the entire stock and equipment of the Flint Novelty Co. and is moving it to Adrian. The Flint concern has been making a varied line of novelty merchandise in Detroit and Flint and has been seeking to consolidate its plant in one location. The new line of manufacturing is to be conducted on the second floor of the Andrix Lock Nut Co.'s plant and will necessitate the hiring of about thirty

additional employes within the next thirty days. Considerable expansion of business of the Flint Novelty Co. is planned.

When On Your Way, See Onaway.

Onaway, June 25—The Clark Hotel, Robert Clark, proprietor, is receiving a new coat of paint, freshening up the entire building and making it equal in appearance to any hotel in the city. This hostelry is daily gaining popularity, both for regular and transient patronage.

A traffic signal has been placed at the intersection of State and South Pine streets, a busy corner at certain portions of the day. This will be officered by State police and specially appointed officers.

Clifford Schlieniz has replaced his store front with new plate glass to replace the front recently demolished when the funeral car belonging to E. K. Shistum became unruly and forced an entrance full steam ahead.

C. W. Bahel, druggist, has repainted his store front. Wonderful what a difference in appearance a little paint will make.

Through the combined efforts of the Chamber of Commerce and the City Commissioner a new public drinking fountain is being placed on the corner near the State Savings Bank. One more improvement.

The Community Council is sponsoring a general burdock and weed mowing campaign, to be carried out through a crusade composed of a committee in each block and section of the city. Jake Wilson has already completed his section ahead of time and it remains to be seen who will be the prize winner during the contest.

An awful fuss apparently is being made over the work that is being done by beavers in this vicinity. It would appear that land values have recently become extremely high, judging by the charges made against these little animals. A few acres of heretofore worthless land is now considered very valuable because the beavers have flooded it. What destructive little animals! Everything is being laid at their door! Breeding places for mosquitoes and all such. Never heard of mosquitoes prior to this. If the industrious little beavers were guilty of destroying one hundredth part of the timber which human beings are guilty of through carelessness and improper methods there might be some grounds for complaint. A harmless little animal which is willing to work diligently and propagate valuable fur-bearing products should be entitled to receive, free of cost, all the poplar bark that he can consume and sufficient material for a home.

Squire Signal.

Enemy Acknowledges Our Awakening Aggressiveness.

Chain Store Service, of 180 North Michigan avenue, Chicago, Ill., a corporation organized to give advice and help to chains, has issued a pamphlet to the various chains. In it they say:

"The turning point in chain store merchandising has been reached. The day of easy sales and easy profits has gone, never to return.

"Competition, brought about by the multiplication of chain stores (together with the ever-increasing aggressiveness of independent stores) is becoming keener, more intensive day by day!"

Four New Readers of the Tradesman.

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

Geo. M. Coggins, Grand Blanc.

Lepley-Wilson, Greenville.

Guy Kinsel, Grand Rapids.

Hyman Hoffman, Grand Rapids.

Essential Features of the Grocery Staples.

Sugar—Jobbershold cane granulated at 5.55 and beet granulated at 5.35.

Canned Fruits—For some time brokers here have found difficulty in locating good assortments of canned fruits to fill orders for local and out-of-town distributors, but recently the situation has become even tighter, and prices have firmed up considerably. This week the market in this line is stiffer than last week's from a resale point of view, and apparently holders are of the opinion that what they hold, no matter how small a quantity, will be more valuable later on. The present situation on fruits certainly appears strong, both for remaining spot stocks and for new packs. Growers on the Coast have had very high ideas on raw fruit, and while it is felt by some that they are too high, it is also felt that owing to crop conditions it is going to be difficult to secure a reduction. An unexpected advance on pears in the Northwest has taken place in the last ten days. The California Pear Growers' Association has named its prices to canners on the 1929 crop, which are exactly double last year's prices. Peach prices have been put at \$80 a ton for No. 1 fruit and \$50 for No. 2. Last year the canners accepted only No. 1 fruit and paid the growers \$20 a ton. On account of these high prices on raw fruit, many well-posted authorities are of the opinion that opening prices on 1929 pack will be materially advanced over last year's opening. However, there is some disagreement on that subject, and it is still an unknown quantity.

Canned Vegetables—The market on canned vegetables has been quiet, and this week finds nothing new in the way of buying activity. Tomatoes are firm and fewer offerings are available now than a few days ago. Prices are not altered and the market strongly favors the seller. Corn and peas hold fairly steady and buying continues only fair.

Dried Fruit—Peaches are strong at higher prices and a fair volume of buying is reported at those levels. Bullish reports continue to come from the Coast regarding crops and future market prospects. Prices have been named on 1929 fruit by some packers, but few local operators are paying any attention to them as the majority of the California concerns have not yet issued their lists. Apricots have also been offered by one or two packers, but most are holding off. When they are formally announced a good high range will undoubtedly prevail on both of these commodities, as packers have been forced to pay big prices to growers on account of short crops. An average sized yield of apricots is expected to turn out this year, for although the growing crop was seriously damaged by the frost in April a tremendous tonnage was in prospect at that time. High raw peach prices have had a bullish effect on all dried fruits, as well as canned, and may be the cause of a high market this season on the entire list. The 1929 crop Oregon prune prices were announced last week and while they were lower than some

local operators had expected, they had no direct effect on the spot market. A heavy crop in Oregon is reported. Currants continued firm last week, but movement was slow. Stocks on hand are now down to a very low point. Pears are in limited supply, but as demand is not pressing, the market remains unchanged. Figs are scarce and prices are firm. Dried apples are not wanted to any extent and spot prices are steady, with stocks in State packers' hands limited. Dalmatian cherries are reasonably steady in price but there is little request for the item.

Canned Fish—Sardines continue to meet with only limited attention and the best qualities are in short supply. Maine fishing reports have so far been very unsatisfactory, although packers in certain district have had better luck than those in others. Reports on French and Portuguese packs have been poor and prices are expected to rule high this year owing to increased packing costs. There are only small stocks of Japanese crab available, which continue to bring full prices. Very little new pack is being offered. There has been a fair enquiry for salmon at steady prices but summer demand has been unusually slow in getting started this year. There are very few weak sellers in this market and the tone of the market in the West is strong with packers reporting a well sold condition. Statistically, the market appears to be in a sound condition, carryover of reds being estimated at 244,709 cases less this June 1, than at the same time last year, and cohoes at less than half the amount on hand on June 1, 1928. A smaller pack of reds is anticipated this year than last while a good pack of pinks is expected.

Nuts—The situation on nuts in the shell is practically the same as it was a week ago, with the trade showing a great deal more interest in new crops and future offerings than in spot business. Brazil nuts were weakened a little by the early issuance of future prices, but the local market for this nut can be described as steady and in a healthy condition. Shelled nuts have also been moving slowly, with the manufacturing trade only coming into the market when supplies are required to fill immediate requirements. Stocks are small in all nut meats, and the tone of the market is firm throughout the list.

Salt Fish—The trade is expecting first arrivals of new Norway summer mackerel to reach this market about the second week in July. One shipment of spring Irish mackerel arrived some time ago, selling readily. The fish were described as good in quality. The first cured American mackerel was reported the other day, when Cape Shore mackerel arrived in Boston last week. The quality of these fish was fair. The spot market on all salt fish is firm in tone, and offerings continue very limited. There has been no important fluctuations in prices.

Sauerkraut—Bulk kraut is moving slowly. Canned is moving slightly better, with prices well maintained. Cabbage crops all over the country are being set, and a small increase in acre-

age is expected. Weather conditions have been seasonably favorable.

Vinegar—Sales have been picking up somewhat during the last few hot days, as salads are being more generally eaten. The spot market is steady, with prices unchanged.

Review of the Produce Market.

Apples—Harvest, \$3.50 per bu.
 Asparagus—Home grown, \$1.10 per doz. bunches.
 Bananas—6½@7c per lb.
 Beets—Home grown, 60c per doz. bunches.
 Butter—The market is 1c lower than a week ago. Jobbers hold prints at 44c and 65 lb. tubs at 43c.
 Butter Beans—30 lb. hamper from Texas, \$4; 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—Home grown, 40c per doz. bunches.
 Cauliflower—\$3.50 per doz. for Calif.
 Celery—Florida commands \$1.20 per bunch or \$6 per crate; home grown—rather small in size—is now in market on the basis of 70c per bunch.
 Cherries—\$3.50 per box for Calif.; \$4 per 16 qt. crate for home grown.
 Coconuts—90c per doz. or \$7 per bag.
 Cucumbers—\$3.25 for 2 doz. box fancy; \$3.50 per bu.
 Dried Beans—Michigan jobbers are quoting as follows:
 C. H. Pea Beans ----- \$9.00
 Light Red Kidney ----- 8.80
 Dark Red Kidney ----- 9.00
 Eggs—The market is 1c higher than a week ago. Jobbers pay 29c per doz. for fresh candled stock.
 Egg Plant—15c apiece.
 Garlic—23c per lb.
 Green Corn—35c per doz.
 Green Onions—Shallots, 40c per doz.
 Green Peas—\$3.25 per bu. for home grown.
 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 \$5.50
 Imperial Valley, 6s ----- 5.00
 Garden grown, per bu. ----- 1.10
 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, \$2.25 per crate for yellow and \$2.50 for white.
 Parsley—\$1 per doz. bunches.

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

Plums—\$3.50 per 4 basket crate for Calif.

Potatoes—\$5 for Virginia stock.

Poultry — Wilson & Company pay as follows:

Heavy fowls ----- 23c
 Light fowls ----- 20c
 Heavy Broilers ----- 30c
 Light Broilers ----- 20c
 Radishes—20c per doz. bunches.
 Spinach—\$1 per bu.

Strawberries—Home grown, \$1.75@2 for 16 qt. crate.

Sweet Potatoes—\$2.75 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

Watermelons—40@50c for Florida grown.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 25—The Dawn Donut Co., 1011 Grandville avenue, has been sold to Floyd Cole and Cecil Everett, both of Battle Creek, who will continue the business under the style of Cole & Everett.

John H. Millar writes Gabby as follows regarding his recent hospital experience: "I was taken to the hospital on the morning of May 4, operated on successfully on May 8 by Dr. R. J. Hutchinson and was brought home May 29. I am still convalescent, waiting for nature and time to heal the incision, and will need to be careful for some time. This being forced to stay quiet gives me opportunity to become acquainted with books which have been in the house, unread and neglected for years, and reading, eating and sleeping seem to be all there is for me to do. I look for the Tradesman each Thursday. Same was brought to me while at the hospital and one day Dr. Hutchinson glanced through one and read the editorial on our new city manager. He remarked to me, 'How can Mr. Stowe dare to come out so strong?'"

A Washable Silk.

A new kind of silk, called "spun silk," is now being put forward which may simplify the problem of wearing silks the year round. It has been tested by a research committee of the Silk Association and found to behave unusually well in laundering, retaining both its color and its shape without requiring especially expert care. It is now to be seen with gay printed designs, in dainty pastels or woven as rough shantungs, pongees or soft piques.

See Trend To Cut Glass.

Confidence that cut glass ware is due for a return to popularity has been growing among manufacturers in the trade, who are planning to rehabilitate departments which were dropped when the demand for such glass diminished. While they see a distinct trend among consumers towards cut glass, manufacturers are not as pleased with the developments as they might be because of the difficulty of locating factory heads trained in the work.

CONSUMER PACKAGES.

Every Grocer Should Advocate Simplification in Sizes.

While simplification, the act of rendering more simple or more intelligible, has been advocated in theory for some time, it has been more constructively brought into prominence and use since our new President, Herbert Hoover, became an active power in National affairs.

During the kaiser's war, as Food Administrator, with his simplified methods of distribution, he not only expedited the shipment of food in such a way as to avoid decay and deterioration, but also saved millions of dollars in the efficient handling of food and money.

Later, simplification spread into the home. We no longer have our homes overcrowded with furniture, picture frames, heavy carpets and bulky room-taking household necessities. It has been a great success in the home, reducing household labor over 50 per cent., giving the housewife more time with her children and enabling her to attend many social and other affairs, not permissible on account of housework, before simplification became in vogue.

It then spread to wearing apparel, saving in material and labor, which statistics show has improved the health and habits of our citizens.

As Secretary of Commerce, with the assistance of the Department of Simplified Practice, Mr. Hoover induced 102 lines of business voluntarily to simplify their sizes and varieties from 39 to 90 per cent., thereby saving to the public over \$600,000,000 per year.

Unfortunately, it was only in the past few years that the food industry took up the question of simplification very seriously. Seven years ago, in Washington, Secretary Hoover called together a conference of manufacturers of food shipping containers, wholesale and retail grocers, food and specialty manufacturers—in fact, everyone interested in this class of merchandise—to arrange for a voluntary simplification of the shipping containers. At that meeting one of our local retail secretaries advocated not only the simplification of the shipping containers, but to go a step further and simplify the size and varieties of the consumer containers.

At first there was a decided opposition to simplification of the sizes and varieties of the consumer containers, but this opposition is gradually disappearing and during the past year or so, four simplified practice recommendations have been promulgated.

The paper bag industry reduced their varieties about 25 per cent. Vegetable shortening from thirty-five sizes to eleven. Salt packages were also reduced.

At the request of the National Preservers Association, a general conference of representative manufacturers, distributors and users of glass containers for packing preserves, jellies and apple butter, convened at Cleveland, Ohio, on Sept. 18, 1928, under the auspices of the Division of Simplified Practice in conjunction with the convention of the National Preservers As-

sociation, and the following reductions were recommended and adopted: Preserves from thirty-six sizes to eight; apple butter from six to four.

And now the olive packers have decided that there are too many varieties of bottles used for packing their products and have asked for a simplification program. The pickle industry have also asked for a program.

California has taken the lead in shipping container standardization in the act known as the "California Fruit, Nut and Vegetable Standardization Act of 1927." Its purpose is to promote the development of the California fruit, nut and vegetable industry in the state, interstate and foreign markets, to establish standards and standard containers for certain fruits, nuts and vegetables specified therein and to prevent deception in package marking and sale of these products.

It would be of great advantage to grocers if every state in the Union would enact similar legislation and endorse the same. But the effectiveness of the California Act has been greatly reduced due to the fact that other than standard containers are permissible, if marked irregular. Our California grocers would do a great service to have this irregular clause stricken from the act.

There are many ways in which container simplification programs under the co-operative procedure of the Division of Simplified Practice could be of help. At a general conference held in St. Louis on May 16 definite dimensions were established for staves, heading and bilge of tight cooperage for the 5-10-15-30-45-50-57-58 gallon sizes. These barrels and kegs are used for fruit juices, vinegar, pickles, kraut beverages, edible oils, etc. The standards adopted by the conference, if accepted by the industry, will reduce the variety in dimensions and capacities by at least 90 per cent.

The department is also co-operating with the grape growers to have a uniform size of grape lugs to be applied in all states. In conjunction with the committees of the National Canners and the Wholesale Grocers, a simplified practice recommendation for tin can dimensions and capacities will no doubt materialize in the near future. It is also in touch with the Association of Pacific Fisheries regarding the simplification of fish containers, sardines, salmon, etc. An effort is being made, with the co-operation of the different fruit growers in the Northwest, to reduce the eighteen varieties of packages to three.

Food manufacturers groups are beginning to appreciate the great inherent advantage for their industries in the adoption of size standards for food containers. There has often been a misunderstanding of the meaning of this movement toward uniformity in packages. Some big manufacturers have felt that they lost their identity and suffered some commercial disadvantage through the adoption of standard sizes. This fear is gradually being dispelled for the very good reason that the adoption of container sizes under the co-operative procedure, with the Division of Simplified Practice and the Food Organizations, is

FLAVOR

Makes KELLOGG'S the Largest Selling CORN FLAKES

Kellogg originated corn flakes. No imitator has ever equalled that **original** goodness. So year after year, Kellogg's climb still farther away in popularity. Far and away the world's largest-selling ready-to-eat cereal!

Suggest Kellogg's Corn Flakes with every sale of fresh or canned fruit. Tie-in your store displays with the intensive national advertising and merchandising campaign.

Kellogg's

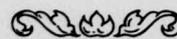
CORN
FLAKES



HAVE YOU

Protected Your Life Insurance?

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



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

carried forward only when the industry itself takes the initiative and reaches substantially unanimous agreement.

We retail grocers throughout the land, for our mutual benefit, should interest ourselves more thoroughly in simplification. How can simplification be of assistance to retail grocers?

Suppose, as an example, the baking powder manufacturers would reduce their sizes from seven to three—having equal numerals of a pound—and no in-between sizes—and all other manufacturers did the same with their brands. We would all sell the same amount of goods and it would result in all grocers having the regular standard size packages, the only difference being in the quality and price. Being relieved of the in-between sizes, our inventories would be almost cut in half, leaving the unused capital for other channels.

Having standard sizes and shapes will relieve the manufacturers of the added cost of extra dies and molds resulting in the saving to the consumers of more hundreds of millions of dollars. This can be based on the report of one bottle company, which estimated that the extra cost of special sizes, for dies and molds was \$900,000 in five years. If one bottle company has such a large estimate, how much more can be added to this amount by all the other container manufacturers?

Every retail grocer in this country should advocate simplification of the consumer packages. It will increase turnover, produce more selling and increase profits. Henry Lohmann.

Recent Business Changes in Indiana.

Anderson—C. F. Kinley has taken over the meat market of L. Striker at 22 West 8th street.

Bloomington—J. B. Dillman has sold his grocery stock and meat market on West Second street to Charles Pogue.

Bluffton—Gerald Moore has purchased the grocery stock and meat market of J. Moon & Son.

Claypool—Bloom & Hatfield, who are in the general merchandising and meat business here, have purchased the grocery stock of C. I. Tully and will combine both stores.

Evansville—The Adler Food Shoppe has been opened at 225 South Third street.

Frankfort—J. W. King has sold his grocery stock and meat market on South Jackson street to V. A. Pruitt.

Greensburg—Martin & Kirkpatrick have taken over the Sel-U-Mor meat market from John Menzie.

Indianapolis—R. O. Peters has opened a grocery and meat market at 3927 East 10th street.

Kokomo—Sam Scorentino will make some improvements to his grocery and meat market at 1218 East Vaile avenue.

Marion—James Albert Clouster, proprietor of a grocery and meat market here, died at his home.

Martinsdale—Charles C. Hicks has sold his grocery stock and meat market on West Pike street to Harry Platt.

Oolitic—A meat market will be opened by Wm. Defford.

Hobart—Harry Livingston recently suffered a water damage to his hard-

ware stock, due to a fire in adjoining building.

La Porte—Sonneborn-Kent Co. has succeeded Sonneborn's Sons and La Porte Supply Co. in the hardware business.

Vevay—Clyde L. Culbertson has opened a hardware store.

Batesville—John Schmoeker succeeds Geo. Stuewing in the hardware business.

Health is the basis of all success.

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

The **MARTIN-SENOUR Co.**

**100%
PURE**



**THE PRINTED FORMULA ON EVERY CAN
YOUR BEST SALES ARGUMENT**

The Government Pure Food Law compels canners to tell on the label what's in the can. Likewise, it is the policy of The Martin-Senour Company — fearlessly and without compulsion — to print the formula of its paint on every label. That is, and always will be, your best sales argument — protection and profits for both you and your customers.

That you may demonstrate to your complete satisfaction the genuine value of Monarch 100% Pure Paint, let us send you, free of charge, a full pint can. We want you to test it freely — for purity of whiteness, hiding and spreading capacity, easy working qualities, etc.

Today, thousands of Martin-Senour dealers are satisfying customers and securing repeat business because Monarch 100% Pure Paint offers the greatest paint value on the American market.

You can only expect to measure true paint economy by the materials from which the paint is made. Scientific research and the test of time have conclusively proven that only pure carbonate of lead, pure zinc oxide, pure linseed oil, pure turpentine and turpentine drier and the necessary pure coloring matter can produce a paint such as Monarch 100% Pure. There can be no adulteration or substitution. Let us send you this free can and full particulars about the Martin-Senour Successful Sales System.

FOR DEALERS

THE MARTIN - SENOUR CO.
2520 Quarry St., Chicago, Ill.

Gentlemen: Please send without obligation a free sample can of Monarch 100% Pure Paint and furnish further details regarding the Martin-Senour Sales System.

Name -----
Address -----
Town -----

**PIONEERS OF
100% PURE PAINT.**

CURIOSITIES OF TRADE.

Some time ago the mummy of a Pharaoh was presented at a European custom house as an article seeking admission as an import. On his throne in the valley of the Nile the monarch had held undisputed sway. Now his royal remains were challenged by a group of customs officers, perplexed over the question of the tariff schedule to which the former ruler should be assigned. There being no listing of mummies, it was necessary to find the classification that came nearest. At last the problem was solved. The imperial mummy was admitted and paid duty as dried codfish.

This story is told by Julius Klein, director of the Bureau of Foreign and Domestic Commerce in the Department of Commerce, in a little volume entitled "Frontiers of Trade," published by the Century Company. He adds that in one country false teeth are grouped with field glasses and microscopes and in another with trunks, while at one frontier peat is classed with truffles and at another with art works and pencils.

Such variations are puzzling and irritating, in addition to hampering the course of international trade. Equally irritating is the limit of 800 cars placed upon our exports of automobiles to Poland, Czecho-Slovakia and some other European countries, the same quota being fixed for each regardless of number cars produced in the country itself.

Other curiosities occur in connection with questions asked of the Department of Commerce by American merchants and manufacturers. These questions, which in 1921 averaged 700 a business day, now average more than 10,000 a business day, or nearly 3,000,000 a year. This jump is an eloquent indication of the way in which the department has made its usefulness felt since Mr. Hoover became its head.

Some of these enquiries ask for the names of dealers in tropical centers who might supply the outer jackets of pythons, turtles, lizards and oversized frogs, if any. The explanation of these questions lies in the demand for shoes, pocketbooks and even hats and coats of snakeskin. What has become of the old-fashioned phonograph horns? Responding to enquiries for possible markets for these discarded objects, the Department of Commerce, after investigation, pointed to newly prospering rubber plantations of the Far East, oil districts in Latin America and the where extra wages "combined with not too sensitive and discriminating ears for music, which soon provided the desired outlet." So with discarded radio sets, furniture and a long list of other things.

Abandoned derby hats do not need to go into the ash can. Many of them are the delight of Central American Indians who regard them as a mark of aristocracy. Cheap alarm clocks, a drug on the market during the post-war depression, found their way into the huts of these aborigines for the purpose of music as much as that of telling time. A final touch, Mr. Klein records, was given by a trader who retained the keys and imposed a ser-

vice charge of 5 cents for each winding.

Who says that business has driven romance out of life?

THE GRADUATE'S WORLD.

Within the past two weeks a good many thousand young men and women have received diplomas from their various universities and stepped forth into what the undergraduate sometimes speaks of as "the wide, wide world." It is an annual event to which we have grown very much accustomed, but we may well note how different are the background and the point of view of these young people this year as compared with those of the college graduates of even ten years ago.

For most of us the war dates two distinct periods in our lives. "Before the war" and "since the war" are the most common expressions to mark any happening to which we may want to refer. For the college graduates of 1929, however, this epochal event has no such significance. The causes and outbreak of the war are to them simply history, something they have had to study, for in August, 1914, their average age was about seven. Our participation in the conflict may have more significance for them, but at best it can be but a vague, childish memory.

These considerations must influence their attitude on the great problem of peace. As they become more mature and gradually take over the direction of world affairs from those who experienced the war as the most important element in one period of their lives, will its lessons be less vivid to them? Or will they be even greater friends of peace than we consider ourselves to be to-day?

In another aspect also these young men and women enter life beyond college with a point of view which dramatically indicates the rapidity with which the world has changed. To them electricity as it has now been developed, the automobile, the moving picture, the airplane and even the radio are just as if they always had been. In regard to radio it is true they were almost at high school age when it made its first phenomenal advances, but these other scientific developments, recent as they may seem to most of us, completely out-date the graduates of 1929.

The automobile has always been as common to their experience as the railroad was to their fathers. The movies, even though they have an opportunity to watch the advent of the talkies, is as familiar a form of entertainment as the stage. There is nothing more spectacular for them in the fact that man has learned to fly than that he has learned to illuminate his cities and run machinery by something called electricity. The startling progress of science during the past few decades is for them a matter of course.

The question which this idea arouses is whether the world will have changed as much by the time their children are taking their degrees as it has changed since their fathers and mothers were assuming the responsibilities of maturity about the turn of the century. We shall unquestionably see the per-

fection of television, but beyond this imagination falters before the idea of new inventions comparable to the automobile, the moving picture, the airplane and the radio.

AIDING THE CRIMINAL.

Among the matters to come before the Conference of Governors at its meeting this year, to be held shortly in Connecticut, is that of the more efficient enforcement of our criminal laws. One phase of this subject has been called to the attention of the executive committee by the Association of Grand Jurors of New York county. This is the advantage which the criminal who escapes to another state enjoys by reason of our complicated extradition proceedings.

There are just two things which the authorities of the state in which the supposed fugitive has been arrested need to know: whether he is the person named in the extradition papers and whether he was in the state which is seeking to gain custody of him when the crime was committed.

But these two questions are sometimes seized upon by the attorney for the fugitive in such a way as to go beyond the intent of the law. He demands that witnesses be produced instead of or in addition to sworn statements in writing, photographs and fingerprints, his object being to cross-examine the witnesses and so to find out how strong a case exists against the accused. This is an abuse of the accused's rights, since the object of the examination is not to determine his guilt or innocence but simply the question of whether he ought to be sent to the state from which he is alleged to have fled.

The arrested person has several opportunities for contesting the right of the state which is demanding his return. He may oppose the demand before a magistrate at the time of his arrest; he may oppose it at the hearing before the governor; in most states he may oppose it before a court of record after the issuance of the warrant of rendition and he may oppose it at any time at which his counsel can take out a writ of habeas corpus while he is in the state in which he has been arrested.

All these possibilities of delay and miscarriage play into the hands of the criminal. The governors' conference will render a great public service by indorsing a plan for restricting technical objections to extradition when the fugitive is a former felon and by taking any other steps to draw the states closer together in relation to the control of crime.

DRY GOODS CONDITIONS.

Entering the last week of the month, prospects are for a sizeable gain in the daily average of sales over the same month last year. The June total this year, however, will be affected by the extra day of selling that entered the 1928 figures.

The hot spell in many sections of the country enables retailers to forecast very accurately the types of merchandise which consumers will seek this summer. This should prove of great assistance in guiding purchases

and in reducing markdowns later on.

Very little attention is being paid to tariff developments in the way of accumulating stocks of imported goods before the rates are raised. Retailers have found such preparations in the past of very doubtful value. Predicted shortages have rarely developed early enough to bring added profits. Another factor now is that styles change too quickly to risk purchases too far ahead.

Wholesale merchandise markets have seen very brisk buying of summer goods and the first viewing of numerous fall style lines. Scarcities have developed here and there in merchandise for immediate delivery. The cloak strike seems definitely settled for early next month.

GRAND RAPIDS A LAGGARD.

The little town of Fruitport has practically secured the location of a factory to occupy the vacant buildings formerly used by the interurban railway. The promoters are practical manufacturers from Muskegon.

Grand Haven has secured a new manufacturing organization which will employ thirty men at the start and occupy one wing of the Challenge Manufacturing Co. plant.

John R. Casselman, factory grabber for the Association of Commerce of Kalamazoo, writes that he has a group of new factories all ready to remove to the Celery City as soon as suitable buildings can be erected for their reception.

Grand Rapids has done nothing along these lines for several years. She has remarkable facilities for several lines of manufacturing and capital awaiting an opportunity for investment, but has no machinery in its official organization to go out and induce manufacturers in other cities who are seeking changes of location to look over the advantages we have to offer. We have a speech making department and an inflated salary drawing department, but no department to bring in new industries.

FAKE FOOD TEST EXPLODED.

The exposure of the nefarious methods of the Calumet Baking Powder Co., published under the heading of Realm of Rascality this week, is likely to attract interest because of the rather clear-cut issue it draws between the true and the false test of value. Tainted testimonials have recently been produced through the fire of harsh criticism, emerging quite shriveled, and a like fate seems to be in store for the fake test.

Often as not, no doubt, a half-baked investigation by an advertising or marketing agency is responsible for a selling claim that will not stand up under real analysis. More of this kind of promotion is seen now that the advance of science receives wider public recognition and appreciation. Honest effort by the advertising profession to improve on the quality of products is easily discernible, but in too many instances there is still the attempt to magnify some superficial characteristic of the article and to play upon this difference as an all-important factor. Merchandise of many kinds would be greatly improved and the public benefited if such tactics were discarded.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last week I undertook to describe Muskegon as the city looked to me on a Saturday afternoon. I passed through the same city on Sunday of this week, expecting to see a great difference in conditions. Aside from the fact that the stores and factories were closed, I could not detect much difference except that the people on the street were dressed better and appeared to be more leisurely in their movements. The main streets were fully as crowded by pedestrians bent on pleasure as was the case on a week day when they were bent on business pursuits. In the oil district men were working with as much vigor as they would be on a regular week day.

Whitehall never looked so good to me as she does this year. While calling on Lynn Gee, the hardware and variety goods dealer, I asked him if this viewpoint was fully justified. He said it was, because Whitehall was never so well grounded in the esteem of the trade tributary to the town as she is at present. Every merchant has aimed to make his store as efficient as possible. Stocks were never more carefully selected and advantageously displayed and priced than now. Each merchant is carefully confining himself to his legitimate line. Trade is being drawn from more distant locations than ever before. The merchants fully realize that they are up against a situation more difficult than that which ever before confronted them. Instead of whining and lessening their efforts for trade expansion, they have worked together in man fashion to create a condition peculiar to very few towns in the State. No stone has been left unturned to retain old customers and attract as many new customers as possible. Every feature which could possibly contribute to the upbuilding of the town and the expansion of the trade radius has been carefully considered and either adopted or rejected. If adopted, it is not given half hearted support, but vigorously championed and put into practice by every merchant in the town.

Mr. Gee cited the rejuvenated hotel and the establishment of a model bakery as instances of what has been done in a practical way to put the best foot forward and attract travelers and traders to this town. In keeping with the efforts of the merchants to better material conditions, both inside and outside their stores, both permanent residents and regular resorters have caught the spirit of progressiveness and joined in the onward and upward movement so strenuously practiced by the business men by making their homes and home surroundings as attractive as possible.

As an instance of how the business men are leaving no stone unturned to accomplish their purposes, it may be stated that for some years they had an Exchange club, which forced them to send \$10 to the parent organization for every new member taken in and \$5 per

year for each regular member. All they got in return was a little magazine. On the theory that that money would bring more returns if kept at home they severed the outside affiliation and used the funds thus saved to better local conditions. They have never had occasion to regret this action.

The Goodrich Transit Co. formerly made three dockings on White Lake—Sylvan Beach, Montague and Whitehall. Some years ago the company discontinued docking at Whitehall, confining its service at the upper end of the lake to the dock at Montague, which costs the company \$750 annual rental. It so happens that the village owns the approach to the lake at the water end of the main business street, and with the authority of the village council, the mercantile organization sent the Goodrich Transit Co. a letter last week, tendering the corporation the use of that location, free of cost for ten years, conditional on its docking its boats at that location. It is asserted that the dock could be restored and a suitable warehouse erected for \$4,000, which would apparently make the proposition a very advantageous one to the transit company. No condition was embodied in the proposition which would preclude the company from continuing the use of the Montague dock, if it wishes to do so. All that the proposition involved was that Whitehall be given the same advantages which Montague now enjoys.

When I think of the Michigan towns which are languishing because of the lack of unity and energy on the part of the merchants; I wonder why more localities do not profit by the excellent example presented by Whitehall and change inactivity to activity; lack of co-operation to co-operation; backwardness to forwardness. It certainly can be done with the proper effort. If any reader of the Tradesman doubts these statements, he should immediately go to Whitehall and talk with any merchant on the main street of the town.

Notwithstanding the strictures I have repeatedly uttered regarding the manner in which the Greyhound busses are handled by the men in charge of them I note the owners still employ drivers who apparently act on the assumption that they are the sole owners of the highways. In going from Muskegon to Whitehall Sunday I had to seek the protection of the side road to avoid conclusions with a Greyhound which was being driven at a rapid rate of speed in the center of the pavement. I hope sometime when a bus is devoid of passengers the driver who insists on taking his half of the road in the middle may meet another equally reckless road hog driving a truck loaded with pig iron or some other equally heavy commodity, so that the bus may be so completely demolished that the owners may take official cognizance of the potential murderers they employ as drivers.

A correspondent at Marshalltown

writes that Iowa has a law which becomes operative July 4 in which you may secure judgment for damages where you were not in the wrong in the case of accident, and if the judgment is not paid within 60 days, the car must be surrendered, the owner's license cancelled and the plates turned in. Defendant is not permitted to operate a car until the judgment is fully satisfied. I think this is the most sensible provision I have ever had brought to my attention covering this feature of the automobile situation. As it looks to me, fully 10 per cent. of the car drivers nowadays possess no driver's license. The owner of the car in such cases is also quite likely to be absolutely irresponsible, so the victim of an accident by an inexperienced and irresponsible driver has no avenue of recovery except through criminal action. This recourse many people would hesitate to resort to, especially in the case of very young girls who venture out on the road without leave or license and take chances which the experienced driver would carefully avoid. I commend this provision to the careful consideration of Governor Green and the members of the next Legislature, who I hope will waste less time on trifling matters and give us more constructive legislation than the present legislature did at their 1929 session.

I do not think the driving of cars is scrutinized by the officers of the law as closely as it should be. Especially does this remark apply to the child drivers who are in evidence everywhere. Why mere children—10 to 12 years old—should be permitted to handle such an engine of destruction as an automobile is in the hands of an incompetent person is more than I can understand. Even the present very generous provisions of the law are being flaunted by a large percentage of drivers. Passing on curves and on climbing hills near the apex is a matter of constant occurrence, leading to the belief that a large force of fool killers could be employed on every traffic thoroughfare in the State.

The frequent showers during the past week continue to keep the foliage in all its pristine greenness and glory. Certainly the roadside and landscape have never been more attractive than this year. The only indication of approaching maturity is in the grain fields, which are beginning to show the golden glow which will soon be in evidence.

We are back at our summer home in Lamont for the heated term. The same wide expanse of river and valley, fertile fields and growing crops which I have viewed with pride and admiration every season for sixty years never looked finer than this year. There may be more wonderful vistas in Michigan, like the famous view of the Day forest and the islands in Lake Michigan from the elevated height at the South end of Glen Lake, but I cannot find anything in Kent county which equals the landscape outlook from our home.

E. A. Stowe.

More Additions To Home-Owned Stores.

And still the good work goes on. Among other places, I visited Midland last week. Without exception, that is the biggest city of its size I have found yet in Michigan. If you want to visit a town where all the merchants are neighbors and rub elbows in shirt-sleeves, go to Midland. Those fellows over there seem to have solved the problem of building up big town ideas on small town spirit. That is an accomplishment, if you ask me.

It was about three months ago when I spoke to the Chamber of Commerce there. To-day the first step in their campaign of public education has been working about two months—and showing results without any follow-up. Now they are going to seriously deliberate the best ways and means of putting a Home-Owned Stores Association to work. Their Home-Owned Stores Association will simply be a publicity name for their Business Men's Association, for (happy exception to the rule) there is not one syndicate representative in their Association. Furthermore, there is going to be an amendment submitted for insertion into the by-laws, making syndicate representatives ineligible for membership in the future. That is business.

Friday evening I met with the Ithaca business men in their Chamber of Commerce. It was ten-thirty when we got out of the session and after eleven before the meeting broke up. The consequence is that the Home-Owned Stores Association will soon have another local branch in Ithaca. Romaine McCall, the president, is the local newspaper man there, and if he knows his columns as he does his gavel, we understand how he has the subscription list he claims to possess.

This column is going short this week, because much of what I found cannot be published just yet. I am waiting for further particulars before making my report, as my findings are not complete at this time. Hope to have more next week.

However, there are two more likely associations for the Home-Owned Stores movement in Michigan. This week I expect to visit in Alma, St. Louis, Mt. Pleasant, Clare, St. Johns, Owosso, Ovid and possibly Saginaw. I should have extra space for comments from that canvass.

Should anyone want the low-down on the situation in Midland, we would recommend communication with James J. Savage, Secretary of the Midland Business Men's Association, Midland, who will gladly give whatever information as to the progress of the work there the writer might wish to have. Midland has certain concrete evidence to give and the work is only started. A large public gathering of farmers and townspeople is contemplated for early fall, when the writer will have the opportunity to appear on behalf of the independent merchants of the community of Midland.

W. H. Caslow.

A good example is more effective than a sermon.

WILL ADD LINES AND UNITS.

Cigar Merger To Be Followed By Expansion Program.

Features of the new merchandising plans to be put into effect in the stores of the United Stores Corporation, representing a merger of the United Cigar Stores Co. including the Whelan and Neve drug stores, the Tobacco Products Corporation and the Union Tobacco Co., are outlined by A. C. Allen, executive vice-president of the United Cigar Stores Co.

Outstanding among the developments planned are expansion in lines of merchandise carried, a marked increase in the number of stores, particularly those of the "combination" food-soda type and also in drug stores. At present there are 1,200 United Cigar stores of which 215 are combination stores (to be increased to 1,000), 227 drug stores (also to be increased to 1,000) and 2,500 United Cigar agencies.

"We have determined upon the changes in our merchandising policies only after careful consideration, based upon years of experience," Mr. Allen said. "Much experimentation has been done, the cost of which is now behind us. We are thoroughly convinced there is a marked trend back to the old type of general store. Time is at a premium to-day and if a man or woman can purchase needed accessories at the same time cigarettes are bought, he or she will do so.

"The new lines to be carried will be standard types in which turnover is rapid, the goods being of small dimensions and units. The general ranges of prices will be from 50 cents to \$5, with a few items above the latter figure. With women now patronizing cigar stores in ever-increasing numbers, merchandise appealing to them will be especially stressed.

"Types of goods possessing only seasonal interest, as for instance sporting goods, will not be carried. In any chain, continuous volume of turnover is vital. Moreover, space limitations will not warrant the handling of goods in which size and color play a dominating part. It might be said, for instance, that the stores could advantageously carry men's collars, but size and style difficulties prevent.

"Plans for rearranging our stores to handle the new lines have developed several interesting things. One of the changes being made, for instance, is the placing of the cash register in the rear of the store. This 'change warehouse' formerly took up most valuable space between the counters. This may seem a trivial change at first, but it yields thirty-six inches of most prominent space for the display of new merchandise.

"Results with the combination food-soda-cigar stores have been particularly good," Mr. Allen continued. "With the best months of the year directly ahead, these stores showed a gain of 151 per cent. for the first four months of 1929, as compared with 1928."

Candy has been a notably good seller, he added, sales gaining 35½ per cent. during the first four months. Nothing radical has been done to push candy sales, but Mr. Allen sees candy consumption by the American people

growing, despite certain cigarette advertising. In his opinion, this advertising has had the peculiar psychological effect of centering attention on candy, rather than otherwise.

The average sale of the United Co. prior to the present change in policy was 23 cents. Under the new policy the average sale will run much higher. Discussing the effect of the reduction in price of popular-brand cigarettes to two packages for a quarter, Mr. Allen figures that to yield the same profit ratio on cigarettes as on the old basis sales must increase 2.2 times.

Incidentally, he pointed out, the United pays its bills on a cash ten-day basis. Turnover is such that 50 per cent. of the merchandise is sold before bills fall due and are paid. The tobacco depots of the company carry only two days' supply on the average, while each store is stocked with a week's supply and frequently less.

Mr. Allen went on to say that all buying, auditing and inventory operations of the merger would be centrally controlled. New ideas and new methods are always being tried out, to which forward-looking policy he attributed much of the success of the business.

Opening of New Bridge in the Grand Canyon.

Los Angeles, June 21—An unusual demonstration attended the dedication exercises on the opening of the new bridge across Marble Gorge, an arm of Grand Canyon, in Arizona, last Friday and Saturday, which I had the pleasure of attending. The opening and all that it signified was symbolized in a manner fraught with significance. Huge steel girders were anchored into river precipices of wild and untamed beauty. Navajo Indians camping in "hogans" which date back to fierce nomad ancestors. Hopis dressed up in toggery surmounted with crude jewelry a thousand years old, hot dog stands nestling against castled cliffs of vivid scarlet mountains piled in supreme majesty against the sky, Indians playing big wind instruments in brass bands, spicers selling cheap jewelry to descendants of silversmiths who made the most precious ornaments in the wide world hobnobbed with governors of four states and spectators from everywhere.

Here was spell-binding for fair, tooting of trumpets until you were fairly maddened with the din and the droning tom toms of the Hopis to top off with. There were Red Cross nurses with shining Indian faces enclosed in snow-white uniforms. Later on Hopis and Navajos dancing their tribal ceremonial dances in the moonlight, committees decked with badges, thousands of parked automobiles like so many specks against the terrific and awful bulk of the mountains.

It was, as I before stated probably the most unique show ever given anywhere, but it had its dramatic combinations, and was the dedication of the only bridge in this section to cross the Colorado River from bluff to bluff.

The bridge itself spans some of the wildest scenery in the world. It crosses Marble Canyon where the muddied Colorado has washed down through the earth in a mighty gorge of solid rock. It is more than 800 feet long and rises 672 feet above the raging waters. There is only one higher in the world and that spans the Snake River in Idaho.

It tears open for the white man's civilization the most remote and inaccessible part of the United States. Riding along these desolate roads at each end of the bridge is like awakening to find one's self in Bible times



A Pessimist sees difficulties in every opportunity, an Optimist sees opportunity in every difficulty—*either can sell*

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Write, Wire or Phone us for Prices.

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ALFRED J. BROWN SEED CO.

25 Campau Ave.,
Grand Rapids, Michigan

1000 B. C. Here Indian herders are tending the sheep. Their existence is like that of the Arabs. Children riding on burros as they watch the sheep and their saddles are such as Cortez brought over at the time of the conquest.

The bridge opens up a new empire. For Utah and the North country it means a new artery connecting with the South even to the West coast of Mexico. To Arizona, it means annexing a new country. To California it means that one of the most picturesque and beautiful areas has been added to its scenic assets, and to the traveler from North to South, or vice versa, a saving of 250 miles in travel.

Vast vistas of mountain scenery have been opened up to motorists through the completion of this gigantic enterprise, and it will readily be recognized as the one greatest natural picture in our country.

The celebration really began on Thursday evening, but was in full blast on Friday morning when we arrived from Flagstaff, Arizona, 130 miles away. The piece de resistance was really the Indian capers. You know you cannot hurry an Indian. It takes them three days to do some of their dances. That's their stuff and they insist on doing it in their own way. So they began dancing the night before. All night long the cars were rolling into the high mesas which look dizzily down upon the river. Truckloads of Hopis came from their villages far and near. All night the Navajos came riding in on their cow ponies, squaws and "braves" alike in velvet jackets hung with necklaces and jingling with varied ornaments of beaten silver.

Also the cars of the white men were rolling in all night, and the white men were "rolling" in their cars. Camp fires twinkled against dark fronting cliffs that looked like castles of giants. The landscape is so huge that the crowd looked like specks and yet there were between 5,000 and 6,000 people who came to a show 130 miles from the nearest railroad.

There were many tourists, among them being Archie Roosevelt, but most of the crowd were old-time weather-beaten Westerners. There were Mormons who had fought the Gentiles on the bleak lands that front on the river, and the Indians who had fought them both.

The ceremonies were scheduled to begin at 1:30 and they really did begin soon after 2, which is said to be pretty good for an Indian country where time has no real significance.

So far as I could observe the ceremonies were under the direction of movie men, who were thicker than flies at a sheep-shearing contest. Two ribbons of blue and gold had been stretched across the bridge as a poetic reminder of the old-time barrier. At either end of the bridge were the flags of the four states, Arizona, Nevada, New Mexico and Utah. At a signal from a hard-boiled movie director the four governors drilled down the great span, but the arrangement did not suit the director, so he made them repeat the pose. "Now," he says, "You guys shake hands with each other," which operation was also repeated several times.

Governor Phillips, of Arizona, read a short speech about the breaking of the old frontiers which was responded to by Governor Balzar, of Nevada, in a sort of nonchalant way, reminding one of the famous messages once passed between the governors of North and South Carolinas. Then there was a bottle of "something" broken, the ribbon was cut, the cowboys started their cue and Rome certainly did howl for fair.

On Saturday the Mormons had their inning, starting with an address by Heber J. Grant, president of the Latter Day Saint church, and a gigantic

pageant depicting the struggles of the early settlers of Arizona, which was by far the most interesting feature of the dedicatory program. President Grant's address was on the fight the early settlers made for a reign of law and order, and that his sect wanted to assure President Hoover and his fact-finding committee that the Mormon church is squarely behind the movement for better enforcement of the Nation's laws.

The only means of crossing the Colorado River previous to the completion of this bridge was at Lee's Ferry. The name, Lee's Ferry, originated when John D. Lee, who came there in 1872, acquired a ferry sight formerly owned by the Mormon church. The spot was named Lonely Dell, and according to my observations the name fitted it very nicely. Lee sought this lonely spot to hide out from the authorities, as he had been charged with inspiring the Mountain Meadow Massacre, which occurred many years before. On this charge he was tried and executed in 1877, but the ferry was operated in an uncertain manner for years afterward. Some of the news men got mixed up with their geographic bearings, and mentioned the bridge as having been erected at the particular point where the massacre occurred, but this was not so, the tragedy occurring in Southeastern Utah in the early 50s, I believe.

Work on the structure was started in June 1927, and the bridge was completed at the unusually low cost of \$200,000. There is a stretch of painted desert between Flagstaff and the bridge, and on the North side is Bryce Canyon, the Kaibab National Forest, Cedar Breaks, Zion National Park and other magnificent specimens of nature which are now brought to the view of the motorist. Venturesome motorists who are familiar with desert and mountain traveling and proper preparation for such trips will find many new fields of exploration. It will be known as the Grand Canyon Bridge, and while the approaches are not paved, the roads are negotiable from May 1 until the last of October.

One, however, does not want to gain the impression from the name that Grand Canyon proper is small enough to be negotiated by any bridge. That famous spot is twenty miles across and mountain deep—a mile or more in many instances. The new bridge is about sixty miles from Grand Canyon, as the crow flies, and 140 miles by highway. It crosses Marble Canyon, an arm of Grand Canyon, but over the main Colorado River.

The original survey which located this bridge was one of the shortest on record. It was made in about half an hour, in 1923, by a Geological Survey expedition on its way down the canyon. The party was anxious to reach a camping place two miles further on before dark, and its chief put every available instrument and aide to work, including the Chinese cook. The thermometer on that occasion was 120 in the shade. Frank S. Verbeck.

Undergarments in Active Call.

Interest in the new low cut models being offered and purchasing of merchandise for sales purposes have combined to produce considerable activity in women's underwear and negligee merchandise. Practically all of the new offerings stress the absence of material in the back portion, in order to permit wear with sun-tan frocks. Being sought are one-piece garments, combining brassieres and bloomers or shorts. White slips are also in demand, as are dance sets, and lightweight sheer nightgowns in lace trimmed and tailored versions. In sales merchandise, the call is for rayon vests and bloomers.

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Fruits



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

FINANCIAL

Late 1929 Forecasts Continue To Brighten.

The rosy tints still hold the ascendancy in the picture of business that looms for the second half of 1929 if we accept the conclusions reached with the approach of July 1 by the impartial statisticians up at Standard and by men who sit on important boards as directors in position to feel the currents in industry before the shift is sensed on the outside.

As the first half of the year draws toward a close apprehension in high circles for the 1929 quarters still to come is gradually turning into faith. Instead of fears of a serious recession in business during the second half of the year an increasing proportion of the best judges now entertain hopes of a continued active pace in the key industries. This does not mean that the general level of activity will push on upward. What it does mean is that if revised forecasts prove true business generally may look forward to no more than the normal seasonal contraction in production during the final half of 1929. Earlier in the year the consensus was that a sharp downturn could not be postponed much longer. Those cautious prophets now are setting the date for the turn down further ahead. They say it will come late this year or early next.

The experts at Standard reckon on the basis of the momentum in industry that the third quarter production should run 5 per cent. ahead of last year. In the comparisons this gain seems small beside an increase that averaged 9.6 per cent. in the first five months. But since business last year got progressively better from now on the rate of improvement over a year ago will become smaller even if business holds on an even keel.

Within a few weeks reports on corporate earnings for the first half of the year will begin to flow in. Already the market is looking forward to these to solidify confidence in stocks. Enormous gains in a great majority of instances are assured. Net corporate profits in the first 1929 quarter ran 32 per cent. ahead of the year before. The presumption is that when viewed as a whole the result for the first half of the year will represent a 20 per cent. increase over early 1928. The smaller increase for the first half is calculated not on the basis of a recent decline in business but after consideration of the sharp upturn in earnings last year which makes the second quarter 1929 comparison with a 1928 level substantially higher than that employed in measuring the first quarter 1929 gain.

Necessarily forecasts of most business men reflect impressions gathered in meetings with executives in various industries rather than cold statistical analyses but significant is it that since the reparation settlement and the stabilization of credit conditions lately the constructive element has been gaining ground steadily.

Paul Willard Garrett.
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Pleasure butts in even where everything is supposed to be business.

Determining Course of Security Prices.

Suggestions made to delegates at the New York State Bankers Association convention in Toronto this week by K. W. Jaffe, economist of the Brookmire Economic Service, merit consideration by investors, especially those with limited experience.

It is not difficult for experts to become confused by the multiplicity of new issues and the intricate trends which govern values to-day, Mr. Jaffe pointed out, emphasizing the necessity of studying fundamental business conditions.

"Each particular phase of the business cycle has its own most desirable type of security," Mr. Jaffe explained. "This is really the cue to the fundamental principle of selection of investments. Knowledge of the state of the business cycle will serve as a general guide in selection of types of investments."

"What investments to choose and when to choose them may be determined by following the principal factors of credit supply and the general business trend in relation to the cycle," continued Mr. Jaffe.

"For some fifty years the records show that the total outstanding bank credit has increased at the average rate of about 7 per cent per annum. Whenever a more rapid rate was indicated, there occurred an inflation of one sort or another. On the other hand, when the rate of increase was lower—in fact, an actual decline—there we have found a contraction of credit which was generally followed by a reduction in security values.

"After a period of industrial and financial expansion a point is usually reached where bond prices definitely turn down. This is later followed in turn by a drop in the stock market, a decline in business and liquidation. After this has gone on for some months, but while money is still tight, bonds sell at their lowest prices. Then a fairly upward trend begins, which foreshadows an improvement in stocks and later on in business. During the period when both bonds and stocks are suffering from a declining market it is best to resort principally to high-grade short-term maturities which do not suffer depreciation and yet offer a fair income.

Need for increased efficiency in handling investments is particularly urgent in country banks, because of increasing number of small-town investors, Mr. Jaffe contended. A prominent banker recently remarked to him, he said:

"I know from my experience as examiner and banker that the securities department of a country bank is ninety-five times out of a hundred inefficiently operated because proper supervision is not given to these investments."

William Russell White.
[Copyrighted, 1929.]

Money Fears For July 1 Fade.

With the July 1 settlement date but a few working days off a market that up to recently feared the worst now looks serenely on the approach of this crucial period in the money calendar.

When statisticians began to make their calculations of what might hap-



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pen then, predictions, rightly enough were based on the necessity for raising a billion dollars for stockholders to exercise "rights," the tightening effect of a continued expansion in credit for speculative uses and the Federal Reserve system's attitude toward the market. It seemed reasonable to suppose that unless the market changed its tune the Reserve would allow the natural pressures for tightness to exert themselves to the full and repeat the experience of early spring when call money rose to 20 per cent.

Usually the month-end pinch begins around the twentieth of the month. By early this week for example the market felt the losses of funds withdrawn through tax collections, and corporations began to prepare for heavy payments in connection with the normal month-end and July 1 demands. Except for the year's end the demands on the money market at this season run heavier than at any other period of the year. That the call rate still rules around 7 per cent. with this date drawing near does not mean the market may confidently expect to pass over July 1 without feeling any pressure.

Yet fundamentally some developments insure the market reasonably against a repetition of the March episode. First of all the stock market itself has bowed to the wishes of the Reserve authorities. It has not fallen to its knees as the Reserve hoped. But it has doffed its hat and bowed low. Brokers' loans have been reduced substantially. Member bank loans on securities have been liquidated enough to restore the level of a year ago. The public's speculative fever has been checked. If the downward adjustment in speculative credit has not been all that the Reserve wanted certainly there has been no further expansion for weeks. While not a very tangible factor with which to reckon probably this change in the market's attitude more than anything else has restored orderly money markets and removed the real apprehensions for July 1 that everywhere prevailed a month or two ago.

Paul Willard Garrett.

[Copyrighted, 1929.]

Mid-Year Credit Apprehension Is Vanishing.

The nearer the market comes to July 1 the less it fears a flurry in money in connection with the critical mid-year settlements now but a week away. With liquidation in stocks the pressure from the Reserve apparently has become less severe, and the market looks on the recent stabilization in call rates as evidence that the experience of March will not be repeated. Nobody questions the possibility of firmer money over the crucial period just ahead but strong investors and institutions recently have bought stock to hold through the next few weeks in full knowledge of the dangers rather than take their chances on purchasing favorite issues along in July. The public has not as yet come into the market on a large scale since the May recession, notwithstanding indications to the contrary suggested by the week's \$136,000,000 rise in brokers' loans. This unexpected upturn reflects not so

much the public's re-entry into the market as huge demands for funds made on brokers by stockholders seeking to exercise "rights" maturing at this time.

Incidentally the tide of maturing "rights" still flows strong. In the current brokers' loan week on which figures will be available next Thursday such sizable sums must be reckoned with as those sponsored by the Baltimore & Ohio Railroad, the United States Steel Corporation and the Chesapeake Corporation not to mention numerous smaller payments. In exercising "rights" investors frequently turn to brokers for funds to cover the payments necessary to pick up additional shares. In its effect on loans this operation acts precisely like the flotation of a new security issue. Whatever may have been the destination of funds raised last week through the exercise of valuable stock "rights," therefore, the immediate result was an expansion in brokers' demands for accommodation. Rising stock prices laid the foundation for expectations of an increase but stock "rights" were what swelled the total so sharply.

Paul Willard Garrett.

July Ideas.

A series of post cards to your mailing list during July, each asking a pertinent question, such as "Did you see the Golf Oxfords in our windows for \$3.95? They'll be there to-morrow."

The new paper money is scheduled to make its appearance in July. Try and secure specimens of it as soon as your bank receives the first ones, and make a window display. The smaller size bills represent such an innovation that you will find your window the center of attention.

One of the most effective patriotic windows we have seen in a long time was that in which an American flag on a staff in the window waved in the breeze created by a hidden electric fan. Some great effects can be produced with this idea, if you're looking for a Fourth of July window idea.

A supply of balloons with your name on them will make good advertising mediums for your August sale. Order them now, for it takes some little time to get them to order.

Have a "cafeteria" table of laces, polish, brushes, etc., prominent in the store where customers can practically wait on themselves. Don't neglect these little sales.

School Fabrics Week.

The week of Aug. 19 to 24 will be designated "National School Fabrics Week" by retailers throughout the country, it is announced by Hubert M. Greist, director of the National Costume Art Association. Observance of the event is designed to center attention on piece goods to be made into children's garments for school wear. The date was selected following responses to over 500 questionnaires sent to retailers, who voted more than 2 to 1 in favor of the period, as against an earlier or later one. This is the first time a school fabrics week will be staged on a National scale.

Nothing rises to the surface quicker than a complaint.



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SEELY'S PARISIAN BALM
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Florida Resolution a Disgrace To the State.

Grandville, June 28—"And if persisted in will destroy the Anglo-Saxon race."

Thus a part of a resolution passed by the State legislature of Florida. It was in indignant protest against the recognition of an Illinois congressman's wife who chanced to have the blood of a negro in her veins. Oscar DePriest was elected to the American Congress from an Illinois district, the fact of his being a negro not seeming to deter or frighten the white voters of the district.

The old South must be in the saddle again in Florida. Something of a similar nature comes also from Texas. In a congress composed of several hundred representatives just one is chosen from the colored race and that race numbers more than ten million of our population. One representative for millions of colored citizens. This fact, we are told, is an entering wedge that threatens the destruction of the Anglo-Saxon race.

Wonderful if true. Numbering millions of citizens of the Republic, many of whom fought for the flag during the kaiser's war the simple election of one colored man has thrust a dagger at the heart of white supremacy.

And this in the beginning of the twentieth century, not in the days of John Brown and universal African slavery in the South. The wonder is that the blacks have been so submissive to this deprivation of their rights under the constitution of their country.

This Florida resolution seems almost in the nature of a burlesque since the social recognition of a single colored representative's wife could in no infinitesimal part effect the social life at the National capital.

The Florida splurge carries one back to the year of the collapse of Southern domination of the Republic and the abolition of slavery. It seems that some people never learn anything from experience. The Florida resolution will doubtless be treated with a grin by most people, white or black. One colored representative out of a congress of hundreds. What a terrible catastrophe has fallen upon America. The recognition of the lady who is the wife of the colored man from Illinois seems to have been in the nature of the waving of a red rag in the face of an angry bull.

Will the Solid South stand by this mean little fling of the Floridians, or is there manhood enough South of Mason and Dixon's line to see the silly futility of such goings on and snitch it in the bud?

As a Nation we have been far too slow to recognize our debt to the colored people within our borders. The equal rights claim of all Americans should not turn out the Negroes who are as much citizens as are the whites.

The denial of the rights of the black man worked sad havoc in days gone

by. Why cling to the boggy that should have been buried with the dead of the civil war?

The act of Mrs. Hoover in meeting Mrs. De Priest on an equal footing will meet the best approval of all sensible people the Republic over. The days of race hatred are of the past. Even were the millions of colored people of this Republic permitted to enjoy all the rights guaranteed to them under the Constitution no harm could come of it and right and justice, so long in abeyance, would come into their own.

Texas and Florida are evidently back numbers in the race for equality and the best citizenship. It is not conceivable that the citizens of these two states subscribe to the acts of their state representatives.

Back in the days of slavery a United States supreme judge had the temerity to declare as the opinion of said august court that a negro had no rights which a white man is bound to respect. It was such decisions as that which led to rebellion and civil war. We want none of it in these modern days.

Peoples have gone ahead since that age and equal rights, regardless of color or sex, stand at the masthead to be advocated and defended to the last ditch.

We as a people have made progress during the last decade and it is really astounding to find any class of people so lost to the educational effects of progress to subscribe to the puerile nonsense injected into politics such as this Florida resolution.

Mrs. Herbert Hoover will have the heart of American citizens with her in her courteous and friendly social greeting to a colored congressman's wife. She did the right thing, however some snobs may disagree.

Just at this time what would occur providing the colored people had a just representation in the legislative halls of the Nation? If a single col-

ored woman creates such a furore what would fifty or more bring about, and facts which are stubborn things will some day prepare the way for this thing to come about?

It is meet that a state which was never in the slave column should elect the first colored member to Congress. It is strange that men and women will put a ban on a race where God has not.

A free ballot and a fair count was once the campaign cry of a great political party in the United States. In the moil of subsequent events that cry has been quite forgotten, leading to the disfranchisement of a race and the humiliation of many of the best citizens of a supposedly free country.

Of course, no notice will be taken of the Texas and Florida kicks by those who make the social decrees at the National capital. The time will come when those who sponsored the resolution scolding Mrs. Hoover and others will hang their heads in shame before the condemning voice of a great and benevolent nation like the United States. Old Timer.

Your July Advertising.

If you do not have a clearance sale until August your July advertising bill should be lower than usual, but the amount spent should be spent twice as carefully!

If competitors are having their sales in July you can tell in advance just what days they will be most likely to advertise, for if yours is an average town there are certain days favored by local custom for the heavy advertising of the week.

Plan to have your advertisements appear on these "big" days. Don't try to compete with the sale advertisements which usually splurge in big

space. Your turn will come in August. Be conservative as to the size of your advertisements. And don't try to advertise too many lines in an advertisement. Why not plan during July to feature just one shoe in each advertisement?

Of course you'll have some specials during the month, even though you are not running a clearance sale. When you advertise these, feature them as specials without the extravagant statements of value that too often creep into sale advertisements. If other stores are whooping it up about their wonderful values your copy will probably ring truer by comparison if you temper it down.

Sun Tan Vogue Hurts Hosiery.

Although wholesalers are loath to say much about it for publication, it is admitted in certain quarters that the marked vogue for sun tan hosiery is holding down business in full-fashioned goods. It dominates the consumer demand to such an extent that there is practically no other shade, besides white, that is meeting any real call at the moment. This concentration is noticeable in the reduced consumer buying of more than one or two pairs at a time, due to the lack of the usual incentive of having a general color assortment in the wardrobe. The bare-legged vogue is also cutting sales down to some extent.

Territory possibilities are measured by the clock—not by the map.

Stupidity seldom relaxes.

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

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Recommendations to fit individual conditions.

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MUTUAL FIRE INSURANCE

Indicts Fire Underwriting Methods.

James Radford, a past president of the California Fire Fighters Association, in an address before the 1928 convention of the Association, asked the question whether the fire insurance companies were really sincere in their fire prevention activities. In answering the question Mr. Radford seems to think that the present method of writing insurance would indicate that the representatives of the companies are rather interested in the premiums from which their commissions are derived. In part Past President Radford said:

"A question that has often been asked is: 'Are companies really sincere in their seeming work of fire prevention, or is it merely propaganda to keep before people the dangers of fires, and to show the necessity of fire insurance?' At the first glance at the subject we could say that they are in earnest in their endeavors to cut down the number of fires; but a careful study of the situation tends to make this answer very doubtful, and instead of saying that they are trying to cut down the number, we would say that by their method of doing business they are helping to increase the number."

Quoting the National Board of Fire Underwriters, Mr. Radford cited the fact that 'arson cost the Nation more than \$186,000,000 in 1927 and that about one-third of the fires of the country were incendiary in origin.'

"Now we claim that this wave of incendiarism is caused by the methods of doing business as now carried on by stock fire insurance companies. Insurance is credited with being the cause of 85 per cent. of the fires, either directly or indirectly. Directly by over-insurance, which leads to incendiarism or the wilful neglect of precaution against the dangers of fire. Indirectly by general neglect in regard to ordinary precautions against the dangers of fire.

"The method of doing business as carried on by the fire insurance companies tends to keep these conditions in force. At present anyone who has the money can obtain a policy of fire insurance on their property at any value they may desire to place on same, for in 90 per cent. of the cases where property is insured, the company makes no examination as to the real value of the property, depending upon being able to show fraud after the fire, in case the property is overinsured. The question of moral character does not enter into the matter of being an insurance agent, but simply the ability of securing insurance to be placed with the companies. The strong competition for business among agents is the principal factor in keeping fire traps and dangerous buildings insured, as the agents, who are solely dependent upon their commissions for their living, take any and all risks that they can get, and the companies, to secure their business, must take the bad with the good.

"An example of this was the case of the property in San Francisco known as 'The Cuneo Flats,' This property was always known as a dangerous fire trap, and when it did take fire, two men lost their lives in the fire. But

fire insurance was easily obtainable on this property by combining the application for insurance on other property highly desired.

"While fire insurance companies continue giving insurance on property without examination, and allowing commissions to anyone who can secure applications for insurance as now carried on, the conditions as here stated will continue to exist."

Independent Merchant Must Learn From Chains.

St. Cloud, Minn., June 16—I have read with considerable interest your drastic denunciation of the chain store in your last issue of the Tradesman entitled "Slow But Sure Starvation." Unfortunately, everything you state is absolutely true, but there is a reason for it all.

This letter is not written as a defense of the chain store nor as a denunciation of the independent merchant, but simply to state a few predominating facts which have to be considered.

I am not connected with any chain store organization in any way, shape or form, although I am familiar with their way of doing business, their system and tactics. I also know the methods of the independent merchant and when compared they fail to harmonize.

I have had the opportunity of calling on merchants from the Atlantic to the Pacific and what do I find in this supposed advanced day of business principles? Nothing but the old time back woods methods still in practice in the majority of cases. The chain store has put the merchandising business on a scientific plane. Are many of the independent merchants trying to profit by their knowledge and experience? The jobbing houses all over the country are doing all in their power to assist and render service to their merchants in order that they can meet chain store competition but, unfortunately, they are meeting with very little response and consequently are causing a business depression for both the jobber and the independent merchant, but in the meantime the chain store and mail order houses are advancing by leaps and bounds.

The independent merchant has not yet learned the meaning of the word volume as an asset in his business. He does not know how to cash in by rendering a service to his customers. He does not know what constitutes a reasonable margin on his merchandise. Store arrangement and merchandise display are of no consequence to him. The classifying of his store as a business principle is foreign to him. In other words, the modern methods of merchandising he knows nothing about and apparently shows no inclination to learn. At the same time he is cussing the other fellow, wringing his hands and wondering why he is not getting his share of the business.

The American public to-day demands service and style, quantity and a little quality for the money and a change of atmosphere of the store.

The independent merchant of to-day has every advantage over the chain store if he only could realize it. His mind is set on that one big bug-a-boo, buying power. If he only had the buying power of the chain store his troubles would be over. All bosh. If he would employ a little psychology and elbow grease many chain stores would go hungry for business. When the independent merchants employ the modern methods of merchandising then, and not until then, can they hope to meet the present day competition.

I am touching only on a few of the high spots in this subject. If you can think up a plan to hammer some brains into a few of the shopkeepers and make merchants out of them you will make a barrel of money.

R. D. Shepherd.

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

WILLIAM N. SENF, SECRETARY-TREASURER

Don't Say Bread

— Say

HOLSUM



Frank T. Hulswit.

MEN OF MARK.

Frank Theodore Hulswit, the Meteoric Millionaire.

During the forty-six years I have edited the Tradesman I have written no less than 5,000 biographical sketches, but none of them have brought me more genuine pleasure than the subject I have selected for this week's addition to my galaxy of noted men and women. My reason for this preference is that I am in love with my subject. I like his frankness and manliness. I admire his commanding genius as a genuine captain of industry. I glory in his achievements and commend the pure and simple life he has led in the presence of great temptations and opportunities to deviate from the straight and narrow path which alone leads to true greatness.

The paternal great grandfather of Frank T. Hulswit was one of the most famous Dutch painters of the eighteenth century. His name was John Hulswit and he figures largely in a book entitled the History of Dutch Artists, which I have read (by proxy) in the original Dutch tongue. Many of his paintings are preserved in the National Art Gallery of Holland in the Hague, where they are regarded with all the veneration which Holland bestows on her great masters of the brush.

Mr. Hulswit's grandfather, who was also named John Hulswit, was a painter of some note, but died quite young and left no pictures which approached his father's canvases in merit and originality.

Mr. Hulswit's father was born in Amsterdam Sept. 30, 1836. He was carefully educated in the schools of his native city and served the regulation term of years in the army of the Netherlands. He rose to the rank of captain. On the completion of his term of service he came to America, locating in Grand Rapids in 1871. His first employment was in the grocery store of Mike Caulfield on Canal street. His next engagement was in the book store of D. J. Doornink, located in a little store where P. Steketee & Sons retail store now occupies so commanding a frontage. In a few years he engaged in the book and stationery business on his own account just North of the Daane & Witters grocery store, handling both Dutch and American books, calendars and school supplies. For many years he was agent for the American Bible Society. He joined the Second Dutch Reformed church on coming to Grand Rapids and remained a member until his death. He was deacon of the church for many years. He married Johanna U. Louis, who was also a native of Holland, although her birthplace was near the Belgian line. Four sons were born to this couple—Frank T. (Sept. 10, 1875), John A., who is Treasurer of the Grand Rapids Gas Light Co., William H., who conducts a stock brokerage business in Chicago, and C. Fred, who was killed in an automobile accident near Seattle about five years ago. All of these boys attended the public schools of Grand Rapids.

Frank T. Hulswit completed the eleventh grade in school and appren-

ticed himself to learn the trade of watch making and repairing in Vandermeulen's jewelry store, which occupied one side of his father's book store. He soon abandoned the idea of pursuing the occupation of jeweler and took up the work of sub clerk in the local postoffice. A year later found him in the employ of the Michigan Trust Co. as office boy. He was soon promoted to the teller's cage. A year later found him on the road, selling bonds for McDonald, McCoy & Co., of Chicago. A year or so later he became connected with the promotion house of Ed. M. Deane & Co. Here he formed the acquaintance of Ralph Child and in 1904 they engaged in the stock and bond business on their own account under the style of Child, Hulswit & Co. The business grew so rapidly that they soon merged the co-partnership into a stock company, taking in as stockholders Richard Schadelee, Claude Hamilton, Howard Thornton and E. A. Stowe. The capital stock, which was originally \$50,000, was increased from time to time until it amounted to \$250,000. The first property purchased by the company was the Cheboygan Gas Co. This was followed by the Cadillac Gas Co., La Porte (Ind.) Gas Co., Mattoon (Ill.) Gas Co., Ft. Dodge and Muscatine Gas and Electric Cos. and the Chattanooga Gas Co. In July, 1910, the business was merged into the United Light & Railways Co., followed from time to time by the purchase of other gas, electric light and street railway properties to the number of thirty-four. Some years ago the name of the company was changed to United Light & Power Co., with assets which now aggregate \$510,068,778.

March 10, 1926, Mr. Hulswit resigned from the Presidency because of pressure brought to bear on him by men whom he had regarded as friends up to that time and he was forced to liquidate his obligations to such an extent that he suffered the loss of practically his entire fortune, which was estimated at \$8,000,000. Instead of committing suicide or going insane, as most men would have done under such circumstances, he came home for a few days, consulted with his life-long friends, fortified himself with temporary loans to the amount of several hundred thousand dollars and started back to New York to again build up a future and a standing among the leading financial men of the Nation. Although this was less than forty months ago he has already accomplished both ambitions, making a record which has been exceeded by but one man in America—E. H. Harriman. Before the fiasco he had launched a new holding company under the name of the American States Securities Corporation. He devoted his energies to this organization day and night and has made it one of the strongest undertakings of its kind in the country. Less than a year ago he changed the name of the organization to the American Commonwealth Power Corporation, which has assets of \$122,251,111.46. During the past week he announced that his company would go on a cash dividend basis July 15 and a stock dividend basis Oct. 15. Mr. Hulswit is

President of the company and chairman of the board of the American Gas & Power Co. and the American Commonwealth Power Co.

Mr. Hulswit was married June 20, 1900, to Miss Cornelia Marie Hoebeke, of Grand Rapids. They have had two children—Charles Louis, 27, and Robert Marinus, 24. The former graduated from the electrical department of the University of Michigan and is now located at Bangor, Me., superintending the erection of a new gas plant for a subsidiary of the American Commonwealth Power Co. Robert graduated from the Grand Rapids high school in 1924 and holds a responsible position in the transfer office of the corporation in this city. He resides with the family in their beautiful home at the corner of Crescent street and Union avenue.

Mr. Hulswit is a member of the National Guard of Michigan; the Metropolitan Club of New York; the Union League Club of Chicago; the Union League of Cleveland; the Westchester-Biltmore Country Club, Rye, N. Y.; the Peninsular Club of Grand Rapids; the Highlands Country Club, Grand Rapids; the Congressional Country Club, Washington, D. C.; the Rotary Club of Grand Rapids; the Central Reformed church of Grand Rapids.

A few years ago Mr. Hulswit joined a Grand Rapids friend in presenting Hope College (Holland) with \$60,000 to establish and maintain a Chair of Theology at that institution.

Like most successful men Mr. Hulswit has a hobby. In his case the spirit and artistic ability of his great grandfather has reappeared after a period of more than a hundred years. His home in Grand Rapids and his offices in Grand Rapids and New York are crammed full of beautiful oil paintings, illustrating the best examples of Dutch and Flemish masters. New York art authorities tell me that there is no higher authority on the work of the great masters who made Holland famous than Mr. Hulswit. I shall not be at all surprised to see him create a museum of Dutch art in Grand Rapids, enrich it with the best specimens of the old masters it is possible to procure and endow it so generously that it will be unique among the foremost art galleries of America. He could do this any time now, because the financial wise men of the East estimate his accumulation at \$15,000,000 and insist that at the rate he is now going he will easily double this figure during the next five years.

To me the most remarkable feature which commends Frank Hulswit is the simplicity of his every day life. There is nothing of the spectacular about him. Notwithstanding the fact that his associates are mostly millionaires who live in lordly style and spend money prodigally, Mr. Hulswit lives the simple life, whether he is in New York or in his home in Grand Rapids, deriving his greatest enjoyment from close contact with his family and friends. I am told that he never permits an evening to pass without writing to his family when he is away from home.

One quality which I am glad to record to his credit is his absolute

fairness in all business transactions, his refusal to avail himself of any technicality which will work a hardship to the man at the other end of the transaction and his invariable practice to make good on every promise, either express or implied. In this I speak from personal experience as well as common knowledge. In the fall of 1910 I was taken to the hospital with typhoid fever. I remained there four months, when I was carried to Bermuda to recover my strength. I was away from home seven months. In the meantime Mr. Hulswit had made an exchange proposition to his stockholders in the United Light and Railways Co. which was greatly to their advantage. Of course, there had to be a time limit on the transaction. When I returned from Bermuda the limit had expired, but Mr. Hulswit scorned legal limitations in a case like that and promptly placed me on the same basis I would have been if I had complied with the time conditions of the original proposition.

Mr. Hulswit owns a dominant interest in the United Motor Truck & Equipment Co. I met him on the street one day some years ago and he remarked: "Do you want to do United Truck and yourself a good turn? If so, pick up the 500 shares in the hands of Thurman at \$8 per share. The stock is owned by a former employe of ours and is a matter of much embarrassment to me. I will consider myself personally responsible for your holding and make good to you any loss you sustain by coming to my assistance. I promptly acted on his suggestion, because I knew that when he got around to it he would see to it that his promise was made good. I refrained from calling his attention to the matter during the period of his embarrassment, but now that he has succeeded in wooing from ten to fifteen million dollars from the Goddess of Speculation, I know that on the occasion of his next visit to Grand Rapids he will call at my office and hand me his check for \$8,000 with as little ado as I would make in renewing a note at the bank. That is Frank Hulswit's way of doing things. A man who can lose eight million dollars and never whimper would never hesitate a moment to make good on a little loss like eight thousand dollars. He has never failed a friend in the past and he is now too old to reverse the policy of a lifetime. Much of his success is due, in my opinion, to the fact that he has never proved untrue to any business obligation he voluntarily assumed; that he has always kept his word good; that he has never betrayed either friend or foe, so that his standing among public utility leaders of the country is away above par. I am told that no one can borrow more money of the banks in New York City, in proportion to his financial rating, than Mr. Hulswit.

From his youth Mr. Hulswit has been an energetic worker and very early developed mental qualities that made his emergence into the front ranks of those who do things, inevitable. He has achieved a systematic success in his chosen line of business

(Continued on page 31)

DRY GOODS

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

Manager Hammond Covers Central and Eastern Michigan.

Lansing, June 24—Our visit to Ionia revealed changes down on the business street. Allen Brothers have leased their store to the J. C. Penney Co., and will soon retire from business. Arthur Stone, of the Fashion store, reports business good and is satisfied with Ionia as a business location.

Had a good visit with A. L. Stevenson, of the Stevenson store. They have a fine corner and a well kept store. Went up the hill and visited our old friend, Fred Cutler. He has a lovely home overlooking the valley and greeted us pleasantly, although he is none too optimistic regarding his health and his prospects for the future. Mrs. Cutler reports that Mr. Cutler's health has been better this spring than for the last two or three years. I think Mr. and Mrs. Cutler would appreciate calls from other merchant friends.

The Quality store, formerly managed by Mr. Cutler, has now as its manager H. L. Wever. The owners of this store were fortunate in securing a man of Mr. Wever's quality. He is a student in business affairs and much interested in the research work in Mr. Schmalz's department at the University of Michigan.

For some time we have been aware of a first-class store located at Sheridan—the J. G. Cutler Co. Calls made a few years ago at that place found them busy and not in the mood to consider membership. Recently they have established another store in Stanton. I am now pleased that both the Sheridan and Stanton stores are members of the Association. We congratulate Stanton on securing a new store and we are sure that the membership of the Michigan Retail Dry Goods Association extends a cordial welcome to merchants such as they.

Greenville has a number of wide-awake merchants and they are standing together as independent merchants under the name and style of Home Owned Stores. T. M. Sawyer, of Lansing, addressed the meeting in his usual instructive and interesting way. There were about forty members present. Much of the credit of this organization belongs to C. L. Clark, of Clark's dry goods store, and Harry I. Lee, of the Style Shop, who have been members of the Michigan Retail Dry Goods Association for some time.

We strolled through the store of Uhlman & Heidelberg at Edmore. The salesladies were busy. Mr. Heidelberg, who conducts his store in Big Rapids, was not present. His Edmore store looks good to us and we will drop over and see the Big Rapids store some day soon.

A recent visit to the Hilsinger store, in Elwell, was mentioned in a previous news letter. Last week we called on Mr. Hilsinger at his home in St. Louis. His health is none too good, but he had a cheery manner and is hopeful of recovering. He has worked hard and has been successful as a merchant in a small town. We hope his health improves. The Brooks department store, in St. Louis, has been closed and is vacant.

In the Mt. Pleasant oil district there is some real enthusiasm and several wells have been sunk in Chippewa township, Isabella township and over the line in Midland county and some of the wells are flowing profitably. The Mt. Pleasant hotels were full of ruddy faced men who are thinking in terms of millions. We hope the district develops and that some of these comparatively worthless agricultural areas

will become centers of business activity.

We learned that the Hagen store, in Mt. Pleasant, has been leased to the J. C. Penney Co., making it necessary for Barnard-Bishop to move within the next two years. E. L. Conrick, in the old Marshall & Graham corner, reports a profitable business.

We called upon N. D. Gover, who as a business man is a comparatively new comer in Mt. Pleasant, although he has lived in that region for years. Mr. Gover conducts a grocery store and a farm and is developing a first-class department store. He has a very agreeable personality; was too busy to give the time we required to settle the matter of membership, but promised favorable consideration a little later. Mr. Gover is a real factor in business circles, so far as that locality is concerned.

The Glen Oren store, at Shepherd, shows much improvement since our last visit. He is optimistic and seems satisfied with the business prospects.

We arrived in Clare just at the right time. The business men's organization had promoted what is called Fire Prevention Day. Through the courtesy of Mr. Davy, of the Davy department store, and Mr. Bicknell, of the Bicknell department store, we received an invitation to attend the evening meeting. About a dozen representatives of fire insurance companies were present and a very practical and instructive address was given by one of the insurance men.

The day had been spent in a thorough inspection of the property of the city, including basements and attics and a visit to high school with addresses to the high school pupils. A fire alarm had been turned in, requiring an exhibition stunt on the part of the local fire department. This was one of the best, worthwhile meetings I have attended in a long while. The business men's organization of every town would do well to promote such an enterprise. We understand that the expense of this visit of the insurance men was nothing.

The Hotel Doherty furnishes a first-class place to entertain such guests. This is one of the good small town hotels in Michigan, and last but not least the two stores—Davy's and Bicknell's—are among the very best small town stores in this part of the country.

A visit to Midland reveals that the business men have been severely jarred by the local bank failure. One of our members was a heavy depositor and will suffer a serious loss. Both the Thompson and the Beckwith stores there are doing a good business. Our former member, Glenn E. Hile, of the Knepp store, at Midland, is now a silent partner in the Freeman store at Durand.

Bay City was all agog over the expected arrival of a fleet of airplanes. The day was dark and foggy and only one of several dozen airplanes arrived. We are glad no casualties resulted. Incidentally, I might state that during the most of the week June 10 to 14, I wore my summer hat with my overcoat. We hope summer has come.

H. G. Wendland, of Bay City, greeted us with this remark: "I don't come to the store very early." Judging from the activity around his desk and in the vicinity of his office, we believe he makes up for lost time. The Wendland store is a real place and everything goes like clockwork. We anticipate that profits are coming in the same old way.

The Walther Department store suffered a severe fire this winter and Mr. Walther with his son, J. W. Walther, Jr., are very busy bringing about a complete re-organization. Had a good visit with the father and son and believe that better times are ahead for them.

Morris M. Hanan, in his little West
 (Continued on page 30)

RETAILERS CAN FIGHT THE CHAIN STORES BY UNDERSELLING THEM

HERE'S A SOLUTION TO YOUR PROBLEMS

Merchants Clearing House

176 EAST JEFFERSON AVENUE

COR. RANDOLPH

DETROIT,

MICHIGAN

ANNOUNCE THE OPENING OF A

JOB DEPARTMENT

IN CONNECTION WITH OUR

WHOLESALE AUCTION BUSINESS

JOBS OF MENS, WOMENS AND CHILDRENS WEAR, SHOES AND GENERAL MERCHANDISE

ALWAYS ON HAND AT LESS THAN MAKERS COST!

COME IN AND SEE US

H. J. GILLIS

Auctioneer

L. LEVINSOHN

Buyer and Liquidator

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

We Must Train Grocers To the Business.

The canning of cranberries, making them into sauce in advance and otherwise processing them, results in stabilization of an entire industry far beyond what commonly follows similar departures.

For cranberries, like the maize we call corn, is an American product. Like corn, foreigners do not know how to prepare cranberries. Corn meal rotted in Ireland during the famine of about 1840 because those to whom America had sent it knew not how to cook it. But cranberries have this advantage over corn: that foreigners like them without any preliminary education or "getting used to" them, as they have to get acquainted with corn.

Further, cranberries are not injured by preparation, for all cranberries are cooked by everybody before they are eaten—none being consumed in the raw or fresh state. Thus a product hitherto used during a brief season, whereof a big crop often entailed waste and prices below the profit line, is now turned into a year-round staple and no danger longer exists that the Cape Cod growers will ever produce too many cranberries.

Last season 35,000 barrels were canned. Those were disposed of without trouble, both at home and abroad; but foreign reception was so immediate and complete that 100,000 barrels will be canned this season. Here, then, is another great American product and industry put into a nice position, sitting pretty on top of the world.

This week I have talked with two prominent chain officials. Both are Irishmen, both trained as grocers in Ireland; both can make a package in the old way, which is a lost art in America. Comment by each is interesting.

"You are absolutely right," said one, "when you insist that the individual grocer who knows his business has a walk-away. We know in our business that the man himself is everything in any store. I can take you to one of our units. It is on a corner. Its location is central and prominent. It is fully stocked. Run by one of our men its sales were \$1,600 to \$1,700 per week. That man is shifted for some reason and another put in his place. Sales decline from the day he arrives until they are down to \$900. Why?"

"There is the same store, the same stock, the same widely-heralded 'buying power.' Every physical advantage remains, yet sales drop to such a level that we have to revamp that store. Why? The man—that's the answer. And I tell you that if the individual grocer will forget the chain store and its supposed advantages, quit worrying about what the chain pays for goods, disregard chain prices and devote himself to the interior of his own

store he has nothing to fear from anybody. Just let him copy some things: the order, cleanliness, prominent and fetching displays of the chain and to those things add the strength of his own pleasing personality, and he will be too busy to worry about any outside conditions."

Said the other: "We get our best clerks from Ireland or Scotland, if you will. They are trained for several years in the old-fashioned way. They know how to make packages and they do make them, each with a firm loop which the customer can slip over her finger to carry it. Where do you see such service in any single store here or in any other store here?"

"And you are right about our troubles with our managers. I was in one of our stores a few weeks ago. A woman bought five loaves of bread and she rushed to catch her train. It was raining slightly and the streets were muddy. She had not got across the street when her bread was scattered on the ground.

"I went to her and said: 'aMadam, you have plenty of time to catch that train and you cannot use this bread. Come back and let me fix you up.' I gave her five more loaves and tied them as I was taught to tie packages in Ireland. I sent away a satisfied customer. But will she get satisfaction next time she goes to that same store of ours? Probably not. That is one of our greatest problems of to-day?"

History repeats itself. Fifty years ago when the Findlay store came back from the panic of 1873 we rebuilt it considerably on the basis of good packaging. Grocers had gone to cheap paper and twine, which is not cheap but about the most costly thing grocers can buy. No packages held until the farmer got them home and few reached homes via the delivery wagon intact. We paid seven and eight cents per pound for red express manila paper and four ply twine when neighbors were paying two and 2½ cents for straw paper, using two ply twine. Our packages needed but one thickness of paper and a single tie and they got to their destination in such shape that customers made favorable comment to each other and thus provided us free advertising. The cycle is complete again. Let us have another era of good packaging of groceries and steal a real march on the chains.

The London folks are not waiting for the "Gov'm't" to license grocers. Instead, their own institute is progressing steadily. Last season they graduated seventy-nine. This year the number was 110, and so far this year 165 entries have been received. Those boys and girls—for there are many women among them—are London's grocers of the future. A new generation is being trained in America. But the London grocers and manufacturers have banded together and put in their money to train and certify their own graduates. And believe me, those graduates know the grocer's business thoroughly.

From every angle we find the call for individualism—of the right kind. The Grocer's Magazine for May says that "so large a proportion of the peo-

(Continued on page 31)

LIPTON'S TEA



GOLD MEDAL QUALITY

Always asked for by discriminating buyers who want the finest!
 Be sure you have it in stock.

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

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

NEW AND USED STORE FIXTURES

Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

Agency for Remington Cash Register Co.

Call 67143 or write

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

"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.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint.
Secretary—E. J. La Rose, Detroit.
Treasurer—Pius Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

She Buys Rump and Makes Them Like It.

Last week I was in Seattle and my sister asked me to get some steak for dinner. She had four in her family and I had four in mine. Steak for eight! I went to a meat market in the shopping district of the University grounds and spotted a very clean looking market. The man back of the counter was more than usually clean with neatly combed hair and rosy cheeks. I marveled how a man doing such indoor work could have such a glorious complexion! In the market everything was spotlessly clean.

I am accustomed to buying in a small town and, not wishing to expose my ignorance as to how much steak I could buy for the amount I felt I could conscientiously spend for the meat, I asked him how much steak was a pound.

"Forty cents and up, Madam," he answered very courteously.

"You mean rump steak is forty cents a pound?" I asked incredulously.

"Yes, forty cents for the round and shoulder and up to sixty for the better cuts."

"But how can that be when the market report says that top steers are 10 cents, sows 5 to 7 and bulls 6 to 8?" I insisted. "It's a long ways from that price to 40 cents for the cheapest cuts!"

"Madam, I'm paying 28 cents to-day for my meat uncut. In order to pay my rent, my running expenses, I have to sell as I do and you'll find all the other markets in the same position. We do not set the price—it is set for us by the packers."

Other women came in to buy meat and soon the helper had more than he could do but the rosy checked one did not pay any attention to them, as he explained the intricacies of the market business to me.

Finally I bought two pounds of the cheapest steak which I am certain was not top steer or even bull, but plain cow and I don't mean young cow either!

My sister looked at the steak and her nose went up.

"Co, who's going to eat that leather?" she asked me as she put the potatoes to boil.

"We are and you'll eat your share and don't forget it!" I answered kind of snippy, not liking the way her nose sort of rolled into the air.

I cut the steak up into 16 pieces as nearly equal in size as possible. Then I took some flour and began pounding. I pounded three large cups of flour into that steak and by the time it was ready for the pan the pieces were almost once again the size when I began my operations. Then I carefully browned all the meat and putting it back into the pan I added two cups of water and placed it in the oven.

The steak was delicious, fit for any hungry god or man. Sister ate her

two pieces and I saw her sneak part of the baby's helping saying, "Too much meat isn't good for children."

Did you ever try it that way? And the next time you go to the market ask the proprietor why meat is so high. He does not know any more than you and I do but I think if enough of us ask, we'll find out a thing or two after a while and realize why it is that our dollars have such a small purchasing value.

Cobie Di Lespinasse.

New Iceless Car Expected To Revolutionize Shipping.

Meat packers, fruit growers and many other producers are testing a new iceless refrigerator car which represents an entirely new principle. In place of ice and salt this kind of car obtains and maintains any temperature of cold desired by the simple setting of a thermostat. Large tanks contain a sand-like substance, silica gel, which is porous and pulls the sulphur dioxide refrigerant into itself for five hours at a time. Then small gas jets under the tanks drive out the moisture. The cycle is repeated constantly during the trip. For fish the temperature averages 12 degrees below freezing. One of these cars, starting from Cape Cod, Mass., arrived at the Haley-Neeley Co. plant in Sioux Falls, North Dakota, with upward of twelve tons of Whiting. The car is revolutionizing the shipping of perishable commodities.

Chain Meat Markets Scarce in Germany.

Chain stores in Germany, according to Douglas Miller, assistant American commercial attache at Berlin, handle shoes, cigars, confectionery, coffee, dairy products, soap, beer, spirits and many other commodities. No mention is made of their handling meat.

The German chains are limited in two ways. They are limited to particular cities or sections of the country and they are limited to particular commodities. There are many chain stores handling coffee or dairy products but few handling a complete line of food products. Most of the German chains are owned by manufacturers.

Try This.

Perhaps during July, when sales are flourishing all around, you might want to advertise "A dollar for your old shoes! We'll allow you that for your old shoes on the purchase of any pair in the store at \$5 or more during July." It's a clever stunt to use occasionally, and you'll be surprised how many shoes it will sell. In effect it's giving a dollar reduction on any pair of shoes over \$5—but what kind of reductions will you have to offer in August.

As a pleasant surprise try giving every youngster who comes in with his parents and gets new shoes, an order on some nearby druggist for an ice cream cone.

As long as men had to spring from monkeys—it is unfortunate that the first one was not a long distance jumper.

Silence is intelligence at ease.

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

RECOMMEND

QUAKER Evaporated Milk

It Always Makes Good

WORDEN GROCER COMPANY

Wholesalers for Sixty Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

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.

These New Homes Represent Prospective Customers.

In June the hardware dealer gives some time and thought to catering to the wedding gift trade. It is well worth remembering, however, that this gift trade represents but the smallest part of the business possibilities arising from June weddings. In the old time happy-ending novels the author wrote "Finis" at the altar; but there, for the hardware dealer, the possibilities are just beginning.

To obtain a share of the purchases made by the bride and groom in outfitting their home, and by their friends in the shape of gifts, is, of course, good business. But a matter of even greater importance is to make permanent customers of these new home-builders.

Some, of course, of the newly-weds will make their homes in other communities. But some will remain in your town; and some of your young men will bring brides from other communities. It is worth while at the time, to get the names and prospective addresses of these young couples who will reside in the same town with you.

The average newly-weds start off, as they think, well equipped for house-keeping. But even the first day they are apt to discover that the love nest needs kitchen and other utensils of which they had not dreamed. Practical experience of housekeeping discloses new needs and new methods of meeting them; and for many a day Mr. Newlywed will receive instructions from Mrs. Newlywed to bring home this or that necessary article.

But even where there are no immediate needs, there is the far-reaching future to consider. Old equipment wears out and has to be replaced. New inventions and devices are demanded. The wideawake hardware dealer realizes these possibilities; realizes that they are too important to be neglected and realizes that to take advantage of them he must get on buying and selling terms with the newlyweds as soon as possible.

It is of course impossible for any one hardware dealer to secure every newly married couple in the community as permanent, or even as occasional, customers. But it is worth while to try; and the more persistent and intelligent and tactful the hardware dealer's efforts, the larger the proportion of permanent customers he will secure in this way.

It is, of course, not enough to start the young people buying from you. It is usually more difficult and important to keep them buying from you. The first essential in order to hold their business is service. If you are not equipped to hold the trade of these people, it is hardly worth while to go after it in the first place.

Quite often an aggressive new dealer, by wide-awake go-getting methods, will attract a host of new customers to his store. A price special or an advertising stunt may get them into the store. The excellent start leads the

dealer to imagine his fortune is made. Yet these people fail to come again; or, after coming once or twice, they drift elsewhere.

The ability to get new customers is not enough; the ability to hold them is also important. And the only way to hold them is to convince them that they get better goods, better service and better values in your store than anywhere else. This can't be done by argument, by reasoning, by words; it has to be done by the sort of service that satisfies the customer and makes him, when he wants something else in your line, go to your store in preference to any other.

If you have made preparations for the June gift trade, you probably have a carefully compiled list of local newly-weds. The card index system is the best method of keeping such a list; in the long run it is the cheapest and easiest to operate. As the young folks are married, transfer their cards to another section of the card index labeled "New Homes." Eliminate those newly weds who take up their residence outside the community; and add those newly weds who come to your town from other places.

You'll never get them all, doubtless. But get as many names and addresses as you can. Get the names spelled right, and the street numbers correct.

With your list thus compiled and revised, begin your campaign. What is the logical first step? A letter of congratulation, perhaps. Or a personal call for the same purpose.

A nicely typewritten, individual, personally signed letter is desirable. Don't make it very long. Extend your congratulations; and, if you think it advisable, point out that should Mrs. Newlywed discover the needs of any articles of hardware necessary to complete the furnishing of her home, these will be delivered at once on receipt of a telephone message. Stress your anxiety and your ability to give real service.

With this congratulatory letter, enclose a printed booklet or mimeographed list of articles required in the home. If this list is subdivided and departmentized, so much the better. Such a list will, in nine cases out of ten, remind the new housewife of necessary articles she may have overlooked in furnishing the home. The selling power of the list will be enhanced if prices are quoted; though with newly married couples, the price argument is not a vital one, as a rule.

Similar lists should be posted in the store for reference.

Toward the latter part of June, the dealer may find it advantageous to set apart a day or two, or even a week, for a special sale for newlyweds. Sections of the store might be fitted up, as far as possible, to represent rooms in the home; the aim being to show model rooms, fully equipped. Stress this idea of complete equipment as an essential to efficient house-keeping.

The store windows should of course be specially dressed for this special sale week. Your newspaper advertising should deal with the same topic. It is often a good stunt to send out invitation cards, in regulation form, not merely to newlyweds, and to pros-

BROWN & SEHLER COMPANY

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

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting Goods and Fishing Tackle

Special Reservation Service — "Wire Collect"



In Detroit—the Detroit-Leland Hotel

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

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

DETROIT-LELAND HOTEL

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

Direction Bowman Management

WM. J. CHITTENDEN, Jr., Managing Director

pective brides, but to a selected list of housewives; for interest in occasions of this kind lasts with women beyond the early married stage.

Throughout stress the idea of getting the new home properly equipped. Every bride fervently believes she will not repeat the mistakes her mother made. She is going to run her home more smoothly and successfully than her parents did. You can help her to achieve a measure of success by teaching her the necessity of proper equipment for the efficient handling of her household tasks.

Try, in connection with this June Bride's Week, to make a thoroughly comprehensive showing of everything required for the modern home. Don't disdain the small article and don't feel that the big one is out of place. Everything from a tin pan and a rolling pin to kitchen range and a washing machine should be shown. Make it a sort of exhibition on a comprehensive scale of all the things the new home may need. And feature this as an opportunity for newly-married couples to fill in the gaps in their household equipment. Special prices are not, as a rule, necessary, though combination prices can sometimes be offered on some lines. Rather, the exhibition feature should be strongly emphasized; the fact that this is a change for newlyweds to see the latest ideas in household equipment.

In preparation for this event, and for catering to newly married couples, talk the matter over with your salespeople, coach them as to the best methods of handling the trade, and get their own ideas on the subject. Develop team work and co-ordination of effort in catering to this new trade, and in giving real service to customers.

Many dealers have found a personal canvass worth while. One gossipy old dealer delighted to call on newly married couples just after they got settled. The call was largely social, no particular effort was made to sell goods, but the old chap would say, "Now, if you want anything, just telephone, and we'll send it up. Or if anything needs fixing—if the range doesn't work or the washing machine goes wrong—we'll send a man up right away to attend to it." Then, when the rather abashed bride protested that she had brought the machine from her home town, "That doesn't matter in the least. You're rather a stranger here, and I'm only to glad to help you, and it won't cost you a cent."

Naturally, things did go wrong, occasionally, as they will with inexperienced housekeepers. A telephone call, down came the old chap himself, tactfully showed where the housekeeper had made her mistake—and first thing the newlyweds knew, they were doing all their buying in the hardware line from that particular store.

It isn't every dealer would want to canvass along those lines. Each dealer should adopt the methods that suit him best. But a personal canvass—even a straight canvass for business—will often produce excellent results. Particularly if the newlyweds are newcomers, strange to the community, and eager for a friendly word.

Your first approach should be fol-

lowed up with monthly letters, circulars or other advertising material to your prospect list. Continue your campaign for, say, a year. This will constitute a very fair try-out of the possibilities of developing permanent customers in this way.

Two things are worth remembering. First, newly-married couples are quite likely to break away from the business connections of their parents and buy in stores where their parents never go. Youth is prone to experiment in this way. So the fact that the parents bought from you for twenty years is no assurance that the children will; you've got to sell the latter all over again. Conversely, newlyweds are more easily attracted to your store than are people who for years have been buying elsewhere.

The other thing to remember is that while June is the month of brides, marriages take place all the year round and your system of listing new homes and catering to their business should operate every month of the year. You can make the strongest appeal to them toward the end of June; but your follow-up system should function continuously.

Victor Lauriston.

Recession in Some Lines.

Just when the expected ebb will come in industry and general business is still not clear. Evidences of this slackening are disclosed here and there, but the key lines stay very active. Thus, the rate of operations in the steel industry remains near its peak, though some decline in automobile specifications is mentioned. Building construction dropped about 13½ per cent. last month under the level of a year ago, and yet the business on structural steel has reached new heights. The assumption is possible that the new needs of industry, which presses for greater efficiency, are reflected in the larger plant building program and also in the installation of more modern machinery, a demand which also keeps the machine tool business at peak.

Due to the backward weather this year, the activity in industry may prove more prolonged than usual and carry at a good rate further into the Summer. There is danger, however, that this late demand may be misconstrued and regarded not as late but as new business. A small rise is shown in the latest report on public warehouse stocks and, while comparative figures with last year are lacking, a more cautious manufacturing program appears advisable.

From the low level of a few weeks ago the wholesale commodity index has moved up. The Annalist figures are now 144.6, as against the low of 142.7. The rise has been the quickest since the long decline which set in last September.

It is not the action that wears down health—it's the friction.

Lack of sleep and worry do not contribute to cheerfulness.

Get the personal habit of being cheerful.

Get real sales facts into the approach.

A Business Man's Philosophy.
Sometimes it is nice to lie in bed and listen to the birds singing in the trees. At other times it is nice to walk into one's factory, in the middle of the afternoon, and listen to the machines singing the song of production and profit.

The noise in the factory is soothing. It means there will be money to meet salaries and rent. Quiet to a manufacturer is like a rough sea to a mariner.

William Feather.

Man's goal in life is not to arrive, but to travel.

WATER COOLING EQUIPMENT
For Office, Factory, Institution
Grand Rapids Water Cooler Co.
Grand Rapids, Mich.

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

Sand Lime Brick
Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer
Brick is Everlasting
GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

I. Van Westenbrugge
Grand Rapids - Muskegon
(SERVICE DISTRIBUTOR)
Nucoa
KRAFT CHEESE
All varieties, bulk and package cheese
"Best Foods"
Salad Dressings
Fanning's
Bread and Butter Pickles
Alpha Butter
TEN BRUIN'S HORSE RADISH and
MUSTARD
OTHER SPECIALTIES

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

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



DUTCH TEA RUSK
THE TOAST SUPREME
Look for the Dutch Boy on the package
MADE BY
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No more putting up ice
A small down payment puts this equipment in for you
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HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, June 22—The annual convention of the National Greeters, held at Detroit last week, is said to have been more largely attended and more fruitful of results than any ever held previously. The attendance, somewhere in the neighborhood of 1,000, was a surprise to everyone.

President Corpening, in his annual report, imparted the information that during the past year he had visited thirty charters of the organization, that in every instance he found them prospering. There are now nearly 10,000 members of the organization in good standing. During the past year \$10,000 had been added to the fund supporting the Greeters' Home, at Denver.

Director of Publicity, A. C. Fuller, in addressing the convention stated that his job was to try and sell the Greeters to the general public and he reported that the Greeters during the past year had received more national newspaper publicity than ever before.

There were entertainments galore in addition to the various business sessions which were all fraught with much interest.

It may be said with certainty that the American Greeter has finally come into his own. He is, without doubt, the real intermediary between the hotel operator and the patronizing public. His organization, instructive and benevolent in a way, is not made up of the ordinary type of individuals who would use their influence to "shake down" their employers, but on the contrary their fundamental achievements are for successful hotel operation, with attendant satisfaction on the part of patrons.

Hotel owners, as well as clerks, have taken an interest in the building of the organization, and there is no class or distinction in the organization.

Royal Oak, Northern suburb of Detroit, is soon to have a half-million dollar hotel, according to the real estate organization which is promoting and financing same. If it is really going to be a hotel it will fall far short of being profitable; if an apartment house there might be some hope of its pulling out, but the chances are that it will prove a candidate for the museum of derelicts headed by the Tuller list.

The Muskegon Hotel, on Western avenue opposite the Union station, Muskegon, has been leased by Mr. and Mrs. Harlan Davies for five years. The building, partially destroyed by fire early in 1928, has been rebuilt at a cost of about \$100,000. The hotel was formerly conducted by George W. Woodcock, now manager of the Muskegon Country Club. The building is owned by Otto Loescher.

J. Tupper Townsend, who relinquished the management of the Whitcomb Hotel, at St. Joseph, last August and who left for Florida, driving through with his automobile, has returned to the North after devoting five months to sun baths and a daily dip in the ocean. He has entirely recovered his health, and is spending a few weeks at the Hotel Atlantic, Chicago, pending his association with some other hotel undertaking. Unless he closes a deal soon he will take a cottage for the summer in the resort region of Michigan. Because Mr. Townsend is one of the most capable hotel operators in the country he will not remain idle very long, now that his health is completely restored.

The Park Hotel, at Sault Ste. Marie, conducted by the late James R. Hayes for many years, and now a part of the Hotel Ojibwa organization, is being renovated and redecorated and a new

veranda extending across the entire front of the building is included in the physical changes in the property. Meals are not served at the Park, it being used as an overflow reserve for the newer hotel.

The governor of California has just signed a bill passed by the last legislature making it a felony to check against a bank account that has no balance to protect such check, and also accepting as evidence the statement of the bank that there were not sufficient funds for such purpose. Heretofore it has been required that the cashier or some other official of the bank be on hand to testify at the trial. Now the simple bank statement to that effect is accepted. Michigan needs exactly such a law as this. The present one is so crude that most victims would prefer to suffer their loss in silence rather than attempt to prosecute.

Mrs. Eliza Van Keuren, who has conducted the Hotel Livingstone, at Howell, for many years, has retired from active labor in the hotel field but will continue to reside in Howell. She was a deserving woman, had many very good ideas about hotel operation and was a much interested member of the Michigan Hotel Association.

Earnest McLean, for many years general manager of the Park American Hotel, Kalamazoo, has acquired by lease and the outright purchase of the furnishings, the recently completed Eastgate Hotel, at Indianapolis, Indiana. This hotel has 100 thoroughly modern rooms, all of which are said to be very beautifully furnished, with practically a bath in every room, is centrally located and has started out with a fine patronage. Mr. McLean and his estimable wife, well-known in Michigan hotel circles, are just naturally bound to make a success of their new venture, and a host of friends will wish for their unqualified success in the new field.

The Hotel Pantlind cafeteria is being vastly improved and there are many changes undergoing there, which will add to its conveniences and consequently its popularity. This institution was one of the first of its type to be established in Michigan, has ever been popular and consequently a financial success.

Reminding me that the recent California legislature had before it for consideration an act to provide for longer beds in public lodging houses. It has not passed, but it brought to my mind the fact that quite a number of years ago Fred Pantlind, on the occasion of a birthday anniversary, presented his particular friend, Edward R. Swett, of the Occidental Hotel, Muskegon, with an eight-foot bed, completely equipped, including bedding, which acquaintances of the last named individual will readily understand was quite acceptable. When the later addition to the Pantlind was constructed quite a number of rooms were provided for extra long bed requirements, showing that the California legislature had valid reason for at least suggesting the feasibility or necessity for such an innovation out here.

Among those to whom the world must at times seem askew are the tall men. Doors, ceilings, the placing of chandeliers, the length of beds and the height of mirrors and other furnishings, all emphasize the fact that the general provisions for creature comforts, only contemplate the individual of medium height. More hotels should install them. Fortunately their occupancy need not be confined to the tall man, hence there is no hardship imposed in the arrangement.

But a law which the Californians did pass and which has just run the gauntlet of the governor's consideration is

"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

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

CASH FOR CASH REGISTERS What have You? H. HARRIS

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

"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

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

EDWART 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

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

one which compels the hotel and restaurant men, who profit by the tipping system, to notify the public, by the posting of prominent placards announcing that fact. No longer may the owner of such an establishment break 50-50 with his employes without the long suffering public being cognizant of that status of affairs.

The decision of the courts placing the Tuller Hotel properties in Detroit in the hands of a receiver, it is hoped will not interfere with the operation of the chief property, the Hotel Tuller, which under the capable management of Ward C. James has been operated most successfully. No announcement has been made by the receiver as to just what his action will be in this particular, but one who is familiar with the situation will readily understand that this unit of the Tuller properties will be much more of an asset, as it is now conducted, than to dispose of it at a sacrifice as will naturally be the result if the latter course is adopted. The former owner's difficulties arose from unfortunate investments in Florida real estate, and the erection of three residential hotels in Detroit whose failure was a foregone conclusion from their incipency.

Several Michigan hotel men are "nosing," not "nose diving," into the aviation field, among them being Ward B. James, of Hotel Tuller, and Harold Sage, Hotel Wolverine, Detroit, who have been respectively elected vice-president and secretary-treasurer of the recently organized Mack-Craft Airplane Corporation, of that city. Mr. Sage has been an enthusiast over aviation for several years, and judging from the past reputation of these two young men as "go-getters" as hoteliers, there will be something doing in the air, and it will not be torrid.

Sherman S. Sears, who has been connected with Hotel Belcrest, Detroit, has joined the executive forces of Hotel Downey, Lansing, conducted by F. C. Martindale.

Richard H. Wren, clerk at Hotel Pantlind, has resigned that position to take a course in hotel management at Cornell University. He has been succeeded by Richard Edeson.

Roland A. Cook, clerk at New Mertens Hotel, Grand Rapids, and secretary-treasurer of Western Michigan Greeter Charter, is motoring through the South with his bride and will visit his old home in Georgia before he returns.

James E. Brown, of Hotel Mayflower, Washington, D. C., will manage the Grand Hotel, Mackinac Island, this season.

Henry Nelson, manager of Hotel Chippewa, accompanied by his charming better half, has been visiting in Detroit, presumably for the purpose of getting "pointers" on hotel operation. If there is one thing Henry doesn't need it is a course in hotel operation. He is the one individual who can tell them all how to do it, and that's no dream. But the trip will do the folks a world of good, for they certainly have been constantly on the job since they took over the Chippewa five years ago.

Uncle Louie Winternitz, left this week for Chicago, en route for Charlevoix, where he will spend the summer. Frank S. Verbeck.

Fashion has decreed a special inning for the woman who has nothing to wear.

Initiative is doing what should be done without being told.

Honesty is the safest policy.

UNADULTERATED TRAITOR.

(Continued from page 1)

you have done it ignorantly in the past but you must now either cease the practice, or do it deliberately.

As a merchant, remember that you must practice what you preach, and you must practice it before you preach it. Otherwise, it is so embarrassing. There are plenty of proofs for the public that the common people of America must remain patrons of the independent merchant if they would evade economic servitude; but, before those proofs can be made to "stick", you merchants must clean up your own doorsteps. If you are an independent merchant, do one of two things—either be a 100 per cent. patron of independents as a consumer, yourself or get out of business as an independent. That is your only choice. To do otherwise brands you as a hypocrite. Think it over. W. H. Caslow.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 25—Now that the vacation days are over for some of us, we should be able to get back on the job again. June seems to be the ideal weather for vacations and weddings up in this Northern climate, where we can read the papers without checking up on how many of our population have passed away with the heat. We surely are proud of our summers, with our cool breezes from the lakes and beaches along the river, which we share with the many tourists. Our tourist camp is filling up again. Among the first to register was a family who have spent from two to three weeks here each year for the past eight years. They travel about for seven months each year and informed us that in all of their travels they consider the Soo the best place to visit, having the best camp site and other advantages, sights with beautiful side trips, both here and also on the Canadian side of the river. They are Soo boosters and the kind of tourists we like to meet.

The new cheese factory at Dafter was opened for business June 13 by Art Mallien, the proprietor. Dafter is situated in one of the best dairy sections in Cloverland and should be an ideal place for a cheese factory.

We are to have another great 4th of July celebration again this year. The Chamber of Commerce are featuring the celebration and have picked a number of live committees to put it over big. The merchants are preparing many elaborate floats for the parade. Fort Brady, with its garrison and bugle corps, Navy officers and men and the coast guard will comprise the military section of the parade. The fire works, which are to be the most elaborate in many years, will take place at Brady pier in the evening. Special rates will be given by the railroads. With good weather a record breaking crowd is expected.

The city entertained the registers of deeds at their fifteenth annual convention last week. The banquet took place at the country club on Thursday evening. A. E. Sharp, our city attorney delivered the principal address. After being welcomed by our mayor, E. T. Crisp, they all expressed their appreciation of the good time given them.

About sixty insurance men from all parts of the Upper Peninsula were the guests of the Soo Underwriters Association Saturday, June 22. After a brief business meeting in the marine lounge, following luncheon at the Hotel Ojibway, there was a boat ride and a trip to Soo, Ont. The purpose of the meeting was to consider the recent

changes in underwriting policies, recent changes in insurance laws and to develop a fraternal spirit.

Jake Schopp, the well-known merchant from DeTour, was a business visitor here last week.

The Grand Hotel, at Mackinac Island, will open on Wednesday, June 26, under the personal management of Mr. Brown, formerly of the Mayflower Hotel, Washington, and the French Lick Springs Hotel, French Lick, Ind.

M. A. Fair, the well-known meat merchant at St. Ignace, is taking an extensive auto trip. He was accompanied by his wife and expects to be away several weeks.

The work on the Park Hotel is now completed and with the new balcony presents a very favorable appearance. It will be used as an annex to the Ojibway Hotel and arrangements are being made to serve meals there as well during the tourist season. The Ojibway does not expect to be able to accommodate all the tourists during the rush in July and August, so the Park will be able to care for many more. It will be run on the American plan, if requested.

John Grego will open a new barber shop next week at 802 Ashmun street. Mr. Grego has just returned from Chicago, where he purchased all up-to-date equipment. The location is one of the best in the city.

The New Murray Hill Hotel, which was leased by the Roberts Co. last fall, has opened for the season with W. H. Casey, of the Roberts Co., as manager, succeeding Arthur Marriott, the former manager. Mr. Marriott has decided to take an extended vacation this

summer, spending his time at his summer home on Sugar Island.

There are a thousand ways to spend money and only one way to make it. W. G. Tapert.

Recent Business Changes in Indiana.

Fort Wayne—The Brownie Pure Food Shop has been opened at 1236 Wells street.

Greensburg—Raymond H. Martin and Dennis Kirkpatrick have taken over the meat market of John Menzie on East Main street.

Indianapolis—The Standard Grocery Stores Co., opened another branch market at 20th and College avenues.

Kokomo—Buehler Brothers will move their meat market from 122 East Walnut street to larger quarters at 217 North Main street.

Oaktown—The grocery and meat market of Levi A. Chestnut was damaged by fire to the amount of \$5,000.

Postum Co. Acquires Diamond Crystal Salt.

The Postum Company, Inc., announces acquisition of the Diamond Crystal Salt Co., of St. Clair. The Diamond Crystal Salt Co. has \$1,300,000 common stock outstanding and capital stock of \$1,500,000, \$1,000,000 outstanding. Terms of the sale were not announced.

Reading maketh a full pay envelope.

**60,000 Policy Holders
Assets Over \$1,000,000
Over \$6,000,000 Paid
in Claims Since Organization**

**THERE IS
AN AGENT
IN EVERY
CITY IN
MICHIGAN**

**INQUIRE AT
ANY GARAGE
OR LOOK IN
TELEPHONE BOOK
FOR INFORMATION**

*Look for the local agent in
your community or write to*

WM. E. ROBB
SECRETARY OF THE
**Citizens' Mutual Automobile
Insurance Company**
HOWELL, MICH.

SUMMER TIME NEEDS

- Coye Awnings
- Garden Umbrellas
- Beach Umbrellas
- Folding Porch Chairs
- Camp Equipment
- Boat Supplies



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

Write for folders and prices

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.

Historic Characters To Greet Pharmacists.

Those in attendance at the seventy-seventh annual convention of the American Pharmaceutical Association, will be held in Rapid City, South Dakota, August 26-31, will have opportunities, not only to attend one of the finest convention programs ever planned, and to visit one of America's most beautiful natural parks, but also to meet face to face, to grasp the hand and to greet the few remaining characters whose activities in the tumultuous days of '75 and '76 have chiseled their names deep upon the pages of legend and history. But a few remain; many have gone beyond—some violently, in keeping with the time in which they lived; others have quietly slipped away after having seen law, order and progressiveness come to replace the hectic border days which marked the gold rush in the Hills.

Rapid City was the gateway, and Deadwood the roaring metropolis of those gala days. Then Deadwood Gulch was lined with placer mines, its streams glinting gold in the light of the sun. Here wealth was gouged from the earth, to be squandered at night in the mushroom town below. Here came Bummer Dan from the gold fields of Montana, where he had made and lost a fortune, to meet death in a bullet wound intended for another. Likewise came "Wild Bill" picturesque, daring, whose only home was some wide-open border town, which he sought to tame in his role of self-styled peace officer. No man ever beat Wild Bill on the draw, but fate overtook him at his favorite card table, and he died from a cowardly shot in the back.

Here, too, came Calamity Jane, the most famous, and most notorious of the border women. Calamity, whose rambling trail led through most of the wild border towns, took a fancy to Deadwood, returning time and again. At once the personification of demoniac and angelic natures of humanity, it was her boast that she could "carry her likker like a man," and she could whip out a six-gun or a volley of vitriolic language that left no room for maybes. With no less equanimity she would grub-stake a down-and-outer, or nurse a houseful of miners stricken with a scourge of smallpox, never thinking of personal danger.

In direct antithesis was Preacher Smith, pioneer of his cloth in the Hills. Respected and a friend of all. He was ambushed by Indians while trudging on his way to an outlying post.

Living to-day are three of the Hill's

veterans—Deadwood Dick, Poker Alice and Chief No-Flesh.

Deadwood Dick, whose heroic exploits, real and fictional have raised the hair of many a small boy, from the pages of a forbidden volume, still lives in his log cabin among the pines. Deadwood Dick made his first journey from St. Paul to Deadwood behind a team of oxen, traversing the broad expanse of prairie in something like four weeks. A few months ago he covered the same journey in an aeroplane in as many hours, then continued on to Washington, to greet President Coolidge. Many are the thrilling experiences that he can relate from his days as driver of the Deadwood stagecoach.

Poker Alice derived her cognomen from the favorite game of her day. From a secluded Southern home and education in a girl's academy, she drifted into the gold fields after the death of her first husband, making her living from the game which gave her her name. She says she won \$6,000 on her best night's run. With a true "poker face" behind the long black cigar which is a paramount part of her physiognomy, no one could tell whether she held the ace of spades or the deuce of clubs. She now resides in her rambling shack on the bank of a small stream, having as a companion an ancient cat, which is called "Calamity Jane" after her former friend and benefactor.

Chief No-Flesh, a wrinkled old veteran of the stately Sioux race, who reluctantly and bitterly gave up their beloved Hills to the ever-crowding whites; for all his 88 years, persists in living in his tepee near Hangman's Hill, in Rapid City. From the rumble of his deep gutturals comes a truly different version of the most tragic fight in which American forces ever engaged. The old leather-faced aborigine is the last survivor of those who participated in the battle of the Little Big Horn, where General Custer's valiant force was swept from the earth by a horde of painted, whooping savages.

Briefly, No-Flesh sums up the Indian wars which resulted over the possession of the Black Hills in this manner:

"If a strange race of men started to settle in the Black Hills now, taking over the gold mines and farm land which would be comparable to the game in the Indian times, there would be plenty war." Not exactly his own words, but their sentiment.

That he looked down a rifle barrel in many of these battles, the old chief doesn't mind telling. But try to get him to tell who shot Custer! There is still a superstitious belief among the Indians that if Custer's slayer is ever found, he or she will pay for the death of the general whom the Indians looked upon as almost immortal.

The influx of the white man's civilization has brought many things, but here in the Black hills one finds nature's marvelous beauties almost unchanged from the day when white men first laid eyes upon the sacred hunting preserve of the Sioux and Crow. Here are the mazes of sculptured granite whose magical shapes have been designated since the earliest days as needles, organ pipes, cathedral spires and cas-

telled rocks; here rises Harney Peak, 7242 feet above the level of the distant sea, dwarfing the giants of the Adirondacks and the Black Mountains to the East, and looking up only to the majestic Rockies to the West. Its lofty storm-swept surface was in ages gone by thousands of feet beneath the sea. Now it rises, giving one an unobstructed panoramic view of exquisite beauty in every direction, the impressive forest, and granite prominences rolling away in broken descending, undulations, giving way to the broad prairies, and to Bad Lands of the East. Here are craggy heights, precipitous canyons, beautiful streams and mystic caverns all in all furnishing the most profoundly desirable yet least known of the Nation's pleasure playgrounds.

And it is here, in the midst of this unduplicated natural treasury of splendor, that the American Pharmaceutical Association will meet, the last week in August. Here are facilities equal to those of any modern city, or quiet outdoor camps among the pines, at the choice of the delegates. Here South Dakota will entertain, and one of her own citizens will preside in the president's chair. Here is the ideal place for an outing—the Black Hills, via Rapid City—in August.

Nebraska High Court Nullifies Aspirin Law.

The Nebraska Supreme Court has held unconstitutional a law passed in 1927 which restricts to registered pharmacists the sale of all articles contained in the United States Pharmacopoeia or National Formulary on the ground that it is an unwarranted exercise of public power and hence not justified.

The court says that this power may be exercised to protect the public safety, health and welfare, but that the Legislature may not, under the guise of police regulations, arbitrarily invade personal rights or private property.

Any law, it says, that restricts to registered pharmacists the sale of such articles as salt, soda, distilled water, corn starch, flavoring extracts and other useful and harmless articles, does not tend to promote the public health or welfare, but tends to place in the hands of a limited class a monopoly

of the sale of such articles. Such an act is beyond the police power and invalid.

The matter came before the court in a prosecution by a State department of a grocer for selling aspirin. The court said that while the bill had the laudable purpose of seeking to protect the public from dangerous and poisonous drugs, it went too far, and that while it would like to have sustained the act in part, the Legislature and not the courts had alone the power to distinguish between the various articles handled.

Get-Together Meeting of Fifteen Travelers.

Fifteen Old Time Traveling Men (consisting of the standing committee of the Old Time Traveling Men's Association) and their wives met at the Riverview Inn, Lowell, for a chicken dinner Sunday June 23. They had a most enjoyable time. Following are the names of those who attended the party, accompanied by their wives:

Geo. E. Abbott.
 Wm. L. Berner.
 Leo A. Caro.
 Newton L. Coons.
 D. A. Drummond.
 Samuel R. Evans.
 H. W. Garrett.
 Walter S. Lawton.
 G. N. McPhee.
 Geo. W. McKay.
 F. L. Palmer.
 W. M. Tenhopen.
 John A. Verhage.
 Richard Warner, Jr.
 D. N. White.

A short business meeting was held and some matters discussed pertaining to the next annual reunion of Old Timers.

One of the prime reasons for this very happy get-together party was the joint celebration of the birthdays of Geo. McKay and Leo A. Caro.

Sport Trophy Styles Changing.

Two things stand out in the business being done this season in sterling silver golf trophies. The first is the higher prices which are being paid for these articles. The second is the change in their character. The average sterling trophy given to winners

Putnam's

NORTHLAND CHERRIES

10 LB.
 DISPLAY
 BASKETS



MADE BY

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

of country club golf and tennis tournaments now runs in value from \$100 to \$150, and one of the biggest sterling smiths in the trade has just booked a special \$1,000 order for a golf tournament prize. The loving-cup type of trophy is still awarded by many clubs around the country, but some of the more modern ones are giving such utilitarian prizes as sterling meat dishes, flower holders, serving and cocktail trays, etc. Orders for golf trophies are particularly numerous at the moment.

New Handkerchief Styles.

Chiffon handkerchiefs in very large sizes continue to hold favor for evening and are being made in designs copied from old wood blocks. The designs are of the fine lacey type so much associated with French architecture, the borders being more or less distinct and the centers having all-over patterns.

Sports handkerchiefs in men's sizes and also in the smaller sizes are appearing in designs that formerly were confined to sports scarfs. The designs show active participants in sports of almost all types in center and border themes. When the centers are decorated the borders are more simple, and vice versa.

For Summer's Showers.

A raincoat for packing into a small suit case is made of crepe de chine and looks at a glance like any afternoon coat. The collar fits high in back and ends with a full scarf that is worn thrown over the right shoulder. The sleeves are not too full and are finished with a puffed cuff that has a snugly fitting wrist band. Although the general cut favors straight, slender lines, the bottom part is made of a circular or flaring flounce, which is highly flatterring. A narrow belt carries out the new waistline. This coat is lined in

a contrasting color and may be had in navy blue, black, dark green and brown.

The way you are facing has everything to do with your destination.

Among other advantages, Caesar's wife was above reproach.

Did you ever know a fat man who was out of work?

Opportunity is a matter of capacity.

Fenton Davis & Boyle

Investment Bankers

Detroit
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Chicago

We recommend the purchase of

Michigan Steel Corporation
common stock.

Listed on the New York and Detroit stock exchanges.

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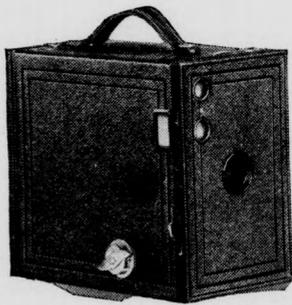


WHOLESALE DRUG PRICE CURRENT

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

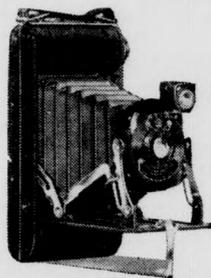
<p>Acids</p> <p>Boric (Powd.) 9 @ 20 Boric (Xtal) 9 @ 20 Carbolic 38 @ 44 Citric 53 @ 70 Muriatic 3 1/2 @ 8 Nitric 9 @ 15 Oxalic 15 @ 25 Sulphuric 3 1/2 @ 8 Tartaric 52 @ 60</p> <p>Ammonia</p> <p>Water, 26 deg. 07 @ 18 Water, 18 deg. 06 @ 15 Water, 14 deg. 5 1/2 @ 13 Carbonate 20 @ 25 Chloride (Gran.) 09 @ 20</p> <p>Balsams</p> <p>Copaiba 1 00 @ 25 Fir (Canada) 2 75 @ 3 00 Fir (Oregon) 65 @ 1 00 Peru 3 00 @ 3 25 Tolu 2 00 @ 2 25</p> <p>Barks</p> <p>Cassia (ordinary) 25 @ 30 Cassia (Saigon) 50 @ 60 Sassafras (pw. 60c) @ 50 Soap Cut (powd.) 20 @ 30 35c</p> <p>Berries</p> <p>Cubeb @ 90 Fish @ 25 Juniper 11 @ 20 Prickly Ash @ 75</p> <p>Extracts</p> <p>Licorice 60 @ 65 Licorice, powd. 60 @ 70</p> <p>Flowers</p> <p>Arnica 1 50 @ 1 60 Chamomile (Ged.) @ 50 Chamomile Rom. @ 75</p> <p>Gums</p> <p>Acacia, 1st 50 @ 55 Acacia, 2nd 45 @ 50 Acacia, Sorts 20 @ 25 Acacia, Powdered 35 @ 40 Aloes (Barb Pow) 25 @ 35 Aloes (Cape Pow) 25 @ 35 Aloes (Soc. Pow.) 75 @ 80 Asafoetida 50 @ 60 Pow. 90 @ 1 00 Camphor 90 @ 95 Gualac @ 60 Gualac, pow'd @ 70 Kino @ 1 25 Kino, powdered @ 1 20 Myrrh @ 1 15 Myrrh, powdered @ 1 25 Opium, powd. 19 65 @ 19 92 Opium, gran. 19 65 @ 19 92 Shellac 65 @ 80 Shellac 75 @ 90 Tragacanth, pow. @ 1 75 Tragacanth 2 00 @ 2 35 Turpentine @ 30</p> <p>Insecticides</p> <p>Arsenic 08 @ 20 Blue Vitriol, bbl. @ 08 Blue Vitriol, less 09 1/4 @ 17 Bordea, Mix Dry 12 @ 26 Hellebore, White powdered 15 @ 25 Insect Powder 47 1/2 @ 60 Lead Arsenate Po. 13 1/2 @ 30 Lime and Sulphur Dry 08 @ 22 Paris Green 24 @ 42</p> <p>Leaves</p> <p>Buchu @ 1 05 Buchu, powdered @ 1 10 Sage, Bulk 25 @ 30 Sage, 1/4 loose @ 40 Sage, powdered @ 35 Senna, Alex. 50 @ 75 Senna, Tinn. pow. 30 @ 35 Uva Ursi 20 @ 25</p> <p>Oils</p> <p>Almonds, Bitter, true 7 50 @ 7 75 Almonds, Bitter, artificial 3 00 @ 3 25 Almonds, Sweet, true 1 50 @ 1 80 Almonds, Sweet, imitation 1 00 @ 1 25 Amber, crude 1 00 @ 1 25 Amber, rectified 1 50 @ 1 75 Anise 1 25 @ 1 50 Bergamot 8 00 @ 8 25 Cajeput 2 00 @ 2 25 Cassia 4 00 @ 4 25 Castor 1 55 @ 1 80 Cedar Leaf 2 00 @ 2 25 Citronella 75 @ 1 00 Cloves 4 00 @ 4 25 Cocunut 27 1/4 @ 35 Cod Liver 1 50 @ 2 00 Croton 2 00 @ 2 25</p>	<p>Cotton Seed 1 35 @ 1 50 Cubeb 5 00 @ 5 25 Eigeron 4 00 @ 4 25 Eucalyptus 1 25 @ 1 50 Hemlock, pure 2 00 @ 2 25 Juniper Berries 4 50 @ 4 75 Juniper Wood 1 50 @ 1 75 Lard, extra 1 55 @ 1 65 Lard, No. 1 1 25 @ 1 40 Lavender Flow 6 00 @ 6 25 Lavender Gar'n 1 25 @ 1 50 Lemon 6 00 @ 6 25 Linseed, raw, bbl. @ 86 Linseed, boiled, bbl. @ 89 Linseed, bld less 96 @ 1 09 Linseed, raw, less 93 @ 1 06 Mustard, arifil. oz. @ 35 Neatsfoot 1 25 @ 1 35 Olive, pure 4 00 @ 5 00 Olive, Malaga, yellow 3 00 @ 3 50 Olive, Malaga, green 2 85 @ 3 25 Orange, Sweet 10 00 @ 10 25 Origanum, pure @ 2 50 Origanum, com'l 1 00 @ 1 20 Pennyroyal 3 00 @ 3 25 Peppermint 5 50 @ 5 70 Rose, pure 13 50 @ 14 00 Rosemary Flows 1 25 @ 1 50 Sandelwood, E. I. 10 50 @ 10 75 Sassafras, true 1 75 @ 2 00 Sassafras, arti'l 75 @ 1 00 Spearmlnt 7 00 @ 7 25 Sperm 1 50 @ 1 75 Tany 7 00 @ 7 25 Tar USP 65 @ 75 Turpentine, bbl. @ 58 1/4 Turpentine, less 66 @ 79 Wintergreen, leaf 6 00 @ 6 25 Wintergreen, sweet birch 3 00 @ 3 25 Wintergreen, art 75 @ 1 00 Worm Seed 3 50 @ 3 75 Wormwood 20 00 @ 20 25</p> <p>Potassium</p> <p>Bicarbonate 35 @ 40 Bichromate 15 @ 25 Bromide 69 @ 85 Bromide 54 @ 71 Chlorate, gran'd. 23 @ 30 Chlorate, powd. @ 25 Or Xtal 16 @ 25 Cyanide 30 @ 90 Iodide 4 36 @ 4 60 Permanganate 22 1/4 @ 35 Prussiate, yellow 35 @ 45 Prussiate, red @ 70 Sulphate 35 @ 40</p> <p>Roots</p> <p>Alkanet 30 @ 35 Blood, powdered 40 @ 45 Calamus 35 @ 35 Elecampane, pvd. 25 @ 30 Gentian, powd. 20 @ 30 Ginger, African, powdered 30 @ 35 Ginger, Jamaica. 60 @ 65 Ginger, Jamaica, powdered 45 @ 60 Goldenseal, pow. 7 50 @ 8 00 Ipecac, powd. 4 50 @ 5 00 Licorice 35 @ 40 Licorice, powd. 20 @ 30 Orris, powdered 45 @ 50 Poke, powdered 35 @ 40 Rhubarb, powd. @ 1 00 Rosinwood, powd. @ 50 Sarsaparilla, Hond. ground @ 1 10 Sarsaparilla, Mexic. @ 60 Squills 35 @ 40 Squills, powdered 70 @ 80 Turmeric, powd. 20 @ 25 Valerian, powd. @ 1 00</p> <p>Seeds</p> <p>Anise @ 35 Anise, powdered 35 @ 40 Bird, Is 13 @ 17 Canary 10 @ 16 Caraway, Po. 30 25 @ 30 Cardamon 2 50 @ 3 00 Coriander pow. 40 30 @ 25 Dill 15 @ 20 Fennel 35 @ 50 Flax 7 @ 15 Flax, ground 7 @ 15 Foenugreek, pvd. 15 @ 25 Hemp 8 @ 15 Lobelia, powd. @ 1 60 Mustard, yellow 17 @ 25 Mustard, black 20 @ 25 Poppy 15 @ 30 Quince 1 00 @ 1 25 Sabadilla 45 @ 50 Sunflower 12 @ 18 Worm, American 30 @ 40 Worm, Levant 6 50 @ 7 00</p> <p>Tinctures</p> <p>Aconite @ 1 80 Aloes @ 1 56 Arnica @ 1 50 Acafoetida @ 2 28</p>	<p>Belladonna @ 1 44 Benzoin @ 2 28 Benzoin Comp'd. @ 2 40 Buchu @ 2 16 Cantharides @ 2 52 Capsicum @ 2 28 Catechu @ 1 44 Cinchona @ 2 16 Colchicum @ 1 80 Cubeb @ 2 76 Digitalis @ 2 04 Gentian @ 1 35 Gualac @ 2 28 Gualac, Ammon. @ 2 04 Iodine @ 1 25 Iodine, Colorless @ 1 50 Iron, Clo @ 1 56 Kino @ 1 44 Myrrh @ 2 52 Nux Vomica @ 1 80 Opium @ 5 40 Opium, Camp. @ 1 44 Opium, Deodor'd @ 5 40 Rhubarb @ 1 92</p> <p>Paints</p> <p>Lead, red dry 13 1/2 @ 14 1/4 Lead, white dry 13 1/2 @ 14 1/4 Lead, white oil 13 1/2 @ 14 1/4 Ochre, yellow bbl. @ 2 1/2 Ochre, yellow less 3 @ 6 Red Venet'n Am. 3 1/2 @ 7 Red Venet'n Eng. 4 @ 8 Putty 5 @ 8 Whiting, bbl @ 4 1/2 Whiting @ 5 1/2 @ 10 L. H. P. Prep. 2 55 @ 2 70 Rogers Prep. 2 55 @ 2 70</p> <p>Miscellaneous</p> <p>Acetanalid 57 @ 75 Alum 06 @ 12 Alum, powd and ground 09 @ 15 Bismuth, Subnitrate 2 25 @ 2 52 Borax xtal or powdered 05 @ 13 Cantharides, po. 1 50 @ 2 00 Calomel 2 72 @ 2 82 Capsicum, pow'd 62 @ 75 Carmine 7 50 @ 8 00 Cassia Buds 30 @ 35 Cloves 40 @ 56 Jalk Prepared 14 @ 16 Chloroform 53 @ 68 Chloral Hydrate 1 20 @ 1 50 Cocaine 12 85 @ 13 50 Cocoa Butter 60 @ 90 Corks, list, less 30-10 to 40-10 Copperas 03 @ 10 Copperas, Powd. 4 @ 10 Corrosive Sublim 2 25 @ 2 30 Cream Tartar 35 @ 45 Cuttie bone 40 @ 50 Dextrine 6 @ 15 Dover's Powder 4 00 @ 4 50 Emery, All Nos. 10 @ 15 Emery, Powdered @ 15 Epsom Salts, bbls. @ 03 1/4 Epsom Salts, less 3 1/2 @ 10 Ergot, powdered @ 4 00 Flake, White 15 @ 20 Formaldehyde, lb. 13 1/2 @ 35 Gelatine 80 @ 90 Glassware, less 55% Glassware, full case 60% Glauber Salts, bbl. @ 02 1/2 Glauber Salts less 04 @ 10 Glue, Brown 20 @ 30 Glue, Brown Grd 16 @ 22 Glue, White 27 1/2 @ 35 Glue, white grd. 25 @ 35 Glycerine 20 @ 40 Hops 75 @ 95 Iodine 6 45 @ 7 00 Iodoform 8 00 @ 8 30 Lead Acetate 20 @ 30 Iace @ 1 50 Iace, powdered @ 1 60 Menthol 8 00 @ 9 00 Morphine 12 83 @ 13 98 Nux Vomica @ 30 Nux Vomica, pow. 15 @ 25 Pepper, black, pow 57 @ 70 Pepper, White, pw. 75 @ 85 Pitch, Burgudry 20 @ 25 Quassia 12 @ 15 Quinine, 5 oz. cans @ 59 Rochelle Salts 28 @ 40 Sacharine 2 60 @ 2 75 Salt Peter 11 @ 22 Seidlitz Mixture 30 @ 40 Soap, green 15 @ 30 Soap mott cast @ 25 Soap, white Castile, case @ 15 00 Soap, white Castile less, per bar @ 1 60 Soda Ash 3 @ 10 Soda Bicarbonate 3 1/2 @ 10 Soda, Sal 02 1/2 @ 08 Spirits Camphor @ 1 20 Sulphur, roll 3 1/2 @ 10 Sulphur, Subl. @ 4 1/2 @ 10 Tamarinds 20 @ 25 Tartar Emetic 70 @ 75 Turpentine, Ven. 50 @ 75 Vanilla Ex. pure 1 50 @ 2 00 Vanilla Ex. pure 2 25 @ 2 50 Zinc Sulphate 04 @ 11</p>
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Kodaks and Kodak Supplies



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Hazeltine & Perkins Drug Co.

Grand Rapids Michigan Manistee

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

Lard
Canned Beef, No. 1

AMMONIA

Quaker, 24-12 oz. case 2 50
Quaker, 12-32 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep 19 lbc case 2 25



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 31 20
Calumet, 4 oz., doz. ----- 95
Calumet, 8 oz., doz. 1 85
Calumet, 16 oz., doz. 3 25
Calumet, 5 lb., doz. 12 10
Calumet, 10 lb., doz. 18 60
Rumford, 10c, per doz. ----- 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50

K. C. Brand

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

BLUING

JENNINGS

The Original

Condensed

2 oz., 4 dz. cs. 3 00
1 oz., 3 dz. cs. 3 75

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White Hand P. Beans 11 00
Col. Lima Beans ----- 17 00
Black Eye Beans ----- 16 00
Split Peas, Yellow ----- 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

DECLINED

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,
bag ----- 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s ----- 1 70
Wheatena, 18s ----- 3 70

BROOMS

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

BRUSHES

Solid Back, 8 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25
Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14.4
Paraffine, 12s ----- 14.4
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 4f
Apple Sauce, No. 10 7 5f
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 4 50
Cherries, No. 10 ----- 13 00
Peaches, No. 10 Pie 7 20
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. ----- 2 90
Peaches, 10, Cal. ----- 10 20
Pineapple, 1 sil. ----- 1 45
Pineapple, 2 sil. ----- 2 65
P'apple, 2 br. sil. ----- 2 35
P'apple, 2 br. sil. ----- 2 40
P'apple, 2 1/2, sil. ----- 3 20
Pineapple, 2 cru. ----- 2 65
Pears, No. 2 ----- 12 00
Pears, No. 2 ----- 3 70
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 3 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 50
Clam Bouillon, 7 oz. 3 50
Chicken Haddie, No. 1 3 75
Fish Flakes small ----- 1 25
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 3 00
Shrimp, 1, wet ----- 3 25
Sard's, 1/4 Oil, Key ----- 6 10
Sard's, 1/4 Oil, Key ----- 5 75
Sardines, 1/4 Oil, K'less 5 25
Salmon, Red Alaska 3 25
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, Im. 1/4 ea. 10@25
Sardines, Im., 1/2, ea. ----- 25
Sardines, Cal. ----- 1 35@2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4s, Curtis, doz. 3 20
Tuna, 1/2 Blue Fin ----- 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua., sil 1 65
Beef, 3 1/2 oz. Qua. sil. 2 15
Beef, 5 oz., Am Sliced 2 50
Beef, No. 1, B'nut, sil. 4 90
Beefsteak & Onions, s 7 0
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/4s ----- 3 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby 52
Potted Meat, 1/4 Qua. 90
Potted Ham, Gen. 1/4 1 45
Vienna Saus., 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 65@2 25
W. Beans, 10 ----- 8 00
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 3 00
L. Beans, 2 gr. 1 35@2 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 20@2 35
Corn, No. 10 ----- 3 00@10 75
Hominy, No. 3 ----- 1 10
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Mushrooms, Hotels ----- 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. ----- 1 35
Peas, No. 3, Sift, ----- 1 85
June ----- 1 85
Peas, No. 2, Ex. Sift. ----- 3 25
E. J. ----- 3 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60@1 75
Pumpkin, No. 10 5 00@5 50
Pimentos, 1/4, each 13@14
Pimentos, 1/2, each ----- 37
Sw't Potatoes, No. 2 1/2 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 55@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 35@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. ----- 3 30
Snider, 8 oz. ----- 2 30
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 25

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 30
Sniders, 8 oz. ----- 2 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
Bechnut Wintergreen ----- 65
Bechnut Peppermint ----- 65
Bechnut Spearmint ----- 65
Doublemint ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrgileys ----- 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
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
Bons ----- 18 00
7 oz. Rose Tin Bon ----- 9 00
Bons ----- 9 00
12 oz. Creme De Cara-
que ----- 13 20
12 oz. Rosaces ----- 10 50
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

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

CLOTHES LINE.

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

COFFEE ROASTED

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

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

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

CIGARS

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

Worden Grocer Co. Brands
Airedale ----- 35 00
Havana Sweets ----- 35 00
50@60, 25 lb. boxes ----- 37 50
Hemeter Champion ----- 25 00
Canadian Club ----- 25 00
Robe Emmett ----- 75 00
Tom Moore Monarch ----- 75 00
Webster Cadillac ----- 75 00
Webster Astor Foil ----- 75 00
Webster Knickerbocker ----- 95 00
Webster Albany Foil ----- 95 00
Bering Apollo ----- 95 00
Bering Palmitas ----- 118 00
Bering Diplomatic ----- 115 00
Bering Delicose ----- 120 00
Bering Favorita ----- 125 00
Bering Albas ----- 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 60
Milk Chocolate A A 1 75
Nibble Sticks ----- 1 75
Chocolate Nut Rolls ----- 1 35
Magnolia Choc ----- 1 25
Bon Ton Choc ----- 1 50

Gum Drops Pails

Anise ----- 16
Champion Gums ----- 18
Challenge Gums ----- 14
Superior, Boxes ----- 23

Lozenges Pails

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

Hard Goods Pails

Lemon Drops ----- 18
O. F. Horehound dps. ----- 15
Anise Squares ----- 13
Peanut Squares ----- 17
Horehound Tablets ----- 18

Cough Drops

Putnam's ----- 1 25
Smith Bros. ----- 1 50

Package Goods

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

Specialties

Pineapple Fudge ----- 19
Italian Bon Bons ----- 17
Banquet Cream Mints ----- 25
Silver King M. Mallovs 1 15
Handy Packages, 12-10c 80

COUPON BOOKS

50 Economic grade 3 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 43

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice ----- 23
Evaporated, Fancy ----- 29
Evaporated, Slabs ----- 18

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Pearl

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

Raisins

Seeded, bulk ----- 09
Thompson's s'dies blk 07 1/2
15 oz. ----- 08 1/2
Seeded, 15 oz. ----- 10

California Prunes

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

Hominy

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

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods

Elbow, 20 lb. ----- 07
Egg Noodle, 10 lbs. ----- 14

Pearl Barley

Chester ----- 4 25
1000 ----- 7 00
Barley Grits ----- 5 00

Sage

East India ----- 10

Tapioca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS

JENNINGS'

PURE

FLAVORING
EXTRACT
Vanilla and
Lemon
Same Price
1 oz. ----- 1 25
1 1/2 oz. ----- 1 80
2 1/2 oz. ----- 3 00
3 1/2 oz. ----- 4 20
2 oz. ----- 2 75
4 oz. ----- 5 00
8 oz. ----- 9 00
16 oz. ----- 15 00



3 1/2 oz. Amersealed

At It 5

GELATINE

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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE
Van Westbrugge 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 Tin, 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	50
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

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

MINCE MEAT

None Such, 4 doz.	6 47
Quaker, 3 doz. case	8 50
Libby, Kegs, wet, lb.	22

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	3 25
Quart Jars, Plain, doz.	6 00
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs, each	8 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., 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 do. in case	
15 lb. pails	
25 lb. pails	

PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "P"	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 30	
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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'f, 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	15
Loin, med.	24
Butts	22
Shoulders	18
Spareribs	14
Neck bones	06
Trimmings	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	13
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/2

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@28
Hams, Cert., Skinned 16-18 lb.	@28
Ham, dried beef	
Knuckles	@46
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@42
Minc'd 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.	3 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 40
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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

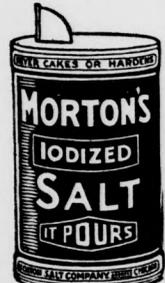
2 in. 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 90
Bixby, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

Blacknc, 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 30
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SALT

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



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

BORAX

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

SOAP

Am. Family, 100 box	6 80
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, 12 1/2	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Triby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

SYRUP

Corn	
Blue Karo, No. 1 1/2	2 77
Blue Karo, No. 5, 1 dz.	3 91
Blue Karo, No. 10	3 71
Red Karo, No. 1 1/2	3 05
Red Karo, No. 5, 1 dz.	4 29
Red Karo, No. 10	4 01

IMIT. MAPLE FLAVOR

Orange, No. 1 1/2, 2 dz.	3 50
Orange, No. 5, 1 doz.	4 99

MAPLE AND CANE

Kanuck, per gal.	1 50
Kanuck, 5 gal. can	6 50

MAPLE

Michigan, per gal.	2 75
Welchs, per gal.	3 25

COOKING OIL

Mazola	
Pints, 2 doz.	6 75
Quarts, 1 doz.	6 25
Half Gallons, 1 doz.	11 75
Gallons, 1/2 doz.	11 30

TABLE SAUCES

Lea & Perrin, large	6 00
Lea & Perrin, small	3 35
Pepper	1 60
Royal Mint	2 40
Tobasco, 2 oz.	4 25
Sho You, 9 oz., doz.	2 25
A-1, large	4 75
A-1 small	3 15
Caper, 2 oz.	3 30

WASHING POWDERS

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

COOKING OIL

Mazola	
Pints, 2 doz.	6 75
Quarts, 1 doz.	6 25
Half Gallons, 1 doz.	11 75
Gallons, 1/2 doz.	11 30

TABLE SAUCES

Lea & Perrin, large	6 00
Lea & Perrin, small	3 35
Pepper	1 60
Royal Mint	2 40
Tobasco, 2 oz.	4 25
Sho You, 9 oz., doz.	2 25
A-1, large	4 75
A-1 small	3 15
Caper, 2 oz.	3 30

80 CAN CASES, \$4.80 PER CASE

WASHING POWDERS

Bon Ami Pd, 18s, box	1 90
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Spotless Cleanser, 48, 20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00

TEA

Japan	
Medium	35@35
Choice	37@35
Fancy	52@61
No. 1 Nibbs	54
1 lb. pkg. Sifting	14
Ceylon	
Choice	40
Fancy	47
English Breakfast	
Congou, Medium	28
Congou, Choice	35@36

Manager Hammond Covers Central and Eastern Michigan.

(Continued from page 18)

Side Bay City store, was rejoicing over the graduation of his only daughter. His little store is filled with merchandise; he reports a good bank balance, has recently purchased a Line-O-Scribe machine and says he would have come to the convention but had too much business to attend to in the store.

One of the rare privileges which comes to the manager of the Michigan Retail Dry Goods Association is an opportunity to call at an office like that of M. W. Tanner, of Saginaw. We caught Mr. Tanner just in time before he departed for his summer home near Traverse City. We were told that he has passed his 80th birthday. We wish that he might live and enjoy a hundred years more, as men like him are none too numerous. A rehearsal of his early experiences as a merchant, his comments on the conditions at the present time and a knowledge of the splendid life he has lived make a visit to this place of more than ordinary interest.

We called at the Shrine Temple to pay our respects to Hugo G. Wesener. The caretaker said Mr. Wesener would not be down until 12 o'clock. It was too late for our purposes. Hugo, please get on the job a little earlier in the forenoon. I was told that he is enjoying his retirement. He deserves it.

At the Barie store we made a call. Isaac P. Jsmes, president of the company, was up on the AuSable river, fishing. Our loss in this respect was made up, as it gave us an occasion to be graciously received by Barie Hannaford, one of the young men of the company. The Barie store as well as the Tanner store looked unusually well.

In the little office in the farther corner of the second floor is the place to learn things about merchandising conditions. Mr. Weichmann knows Saginaw and the mercantile business. Mr. Weichmann tells plain truths in a straightforward way. When the interview is over, we have learned something and feel thankful for the privilege of seeing the situation as seen by a clear-headed merchant. At his side we usually find Mrs. Weichmann, a business woman of ability. A recently acquired son-in-law is learning the business, beginning in the basement. He is under a good tutor.

Our director, Sam Seitner, always gives us a cordial welcome. His time is ours when we are there and long before the interview is over several other Seitners appear. They are loyal and interested in each other and teamwork prevails. Sam seems to be the king bee. We met Brother Adolph and Brother Morris. The whole family were planning a motor trip to Flint that evening for a family reunion dinner with the Flint Seitners. We are glad to have this family active in our organization.

Two members of the Ferris family—natives of Syria—conduct a store in Saginaw. The other Ferris stores are located in Owosso and Flint. These men are keen, alert and successful. We recommend to ready-to-wear members of our Association that they visit the Ferris store in Saginaw. This is one of the neatest and most up-to-date places I have visited. If we can only get them away from their customers long enough they will become members of the Michigan Retail Dry Goods Association. The stores at Flint and Owosso already belong.

This is intended for the perusal of the ready-to-wear members of our organization. Sobel Brothers, in Saginaw, are successful merchants. They have a system of inventory records and stock control that it would be worth a trip to Saginaw to examine. Through the courtesy of A. Sobel, we were permitted to examine their records. The brief space we have here is entirely

too inadequate to properly describe. Get into your touring car and call upon Sobels.

Max Weinberg is now in full possession and managing the Hirshberg's store, in Saginaw. He will soon chisel out "Hirsh" and insert "Wein" in the floor of his store entrance. He also has a store in Bay City. He sold his Bad Axe store to a man who still retains his membership in our organization.

Had a good visit in the store of L. H. Myers, in Saginaw, the other day, but found Mr. Myers suffering with difficulty with his eyes. Has been unable to do much reading for several months. We advised him to consult with our friend, W. H. Bicknell, of Clare, who had similar affliction a few years ago. Mr. Myers has good help in the person of L. H. Cleveland. L. H. says he is related to Grover, but votes the Republican ticket. The store looks prosperous.

Saginaw, W. S. had three dry goods stores—now it has only two. Philip Ittner has had a long and successful career as a merchant and is now retiring from business. Fortunately for Saginaw, Mr. Ittner is a member of the board of education and will now have time to give more freely of his service to his city. We wish for him many comfortable years as a retired merchant. His son will go into business in Detroit.

Always happy to recall a fine, genial man, J. W. Ippel, whom it was our pleasure to know. He passed away a few years ago and the store on the corner is now conducted by his three sons, Eugene, Arthur and Julius, Jr. The store looks better than ever. The boys seem to be pulling together well.

Ensminger, in the old Phillip stand, is going forward successfully. His father is a faithful helper about the store and his brother is the proprietor of the Fair store, also located in Saginaw. Ensminger got his training under J. C. Toeller at Battle Creek.

It was Saturday and we were anxious to get home but took time to call on Cowman Brothers, at Chesaning, and take luncheon with D. M. Christian, of Owosso, in one of the finest store tea rooms in the State. The Jackson store has moved out of Chesaning, leaving the field to the Cowman store. We saw signs of progress there. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Dress "Elegance" For all.

The new Fall dress lines demonstrate one thing beyond all others. This is the return of "elegance and femininity" in the new models, the masculine note so popular in recent seasons being entirely eliminated. This has largely developed it was added, because of the strong fashion support given transparent and panne velvets, which are ideally suited to an elegant mode. At the same time the trend will create much stronger favor for the feminine types of trimmings and accessories, particularly laces.

Velvet Situation Very Strong.

All reports indicate that an exceedingly strong market situation is developing in Fall velvets. Producers are new heavily sold up and dress manufacturers are already finding marked difficulty in covering needs beyond their initial commitments. A shortage developed in velvets last Fall, but this year the indications are that the pinch of short supply will be felt somewhat earlier. Buyers say that a large percentage of the early business they are placing is in transparent and panne velvet dresses.

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low

For Instance:

for 65¢

or less, between 4:30 a. m. and 7:00 p. m.

You can call the following points and talk for THREE MINUTES for the rates shown. Rates to other points are proportionately low.

From	Day Station-to-Station Rate
GRAND RAPIDS to:	
BERRIEN SPRINGS, MICH.	\$.60
ALBION, MICH.	.55
DURAND, MICH.	.65
JACKSON, MICH.	.65
LUDINGTON, MICH.	.60
NILES, MICH.	.65
OWOSSO, MICH.	.60
STURGIS, MICH.	.65

The rates quoted are Station-to-Station Day rates, effective 4:30 a. m. to 7:00 p. m.

Evening Station-to-Station rates are effective 7:00 p. m. to 8:30 p. m., and Night Station-to-Station rates, 8:30 p. m. to 4:30 a. m.

To obtain Out-of-Town telephone numbers, call "Information."



BIGGEST JULY 4 CELEBRATION IN WESTERN MICHIGAN AT RAMONA PARK (Reed's Lake, Grand Rapids)

Oldtime Celebration! Morn to Midnight!

Gorgeous Fireworks Display! Double Balloon and Parachute Race! Airplane Races! Airplane Parade! Thrilling Night Flying in Illuminated Airships! Oldtime Contests, Prizes for Winners! Big Picnic! Ample Parking Space.

LOOK! SPECIAL CASH PRIZES! LOOK!

1—For Longest Distance Driven!

2—For Biggest Family in Attendance!

3—For Oldest Auto, Any Make!

Report to W. E. Livingston, Park Manager, as Soon as You Arrive at Park.

DANCING in RAMONA GARDENS—Heinie's Orchestra.

RAMONA THEATER—Keith Vaudeville.

MEN OF MARK.

(Continued from page 17)

which has carried him to the head of one of the largest of the public service holding organizations in the country.

The things he does for others really reap by far the greater harvest and must be known in some degree in order to understand his real value as a man and as a citizen. He is constantly going to the aid of his fellow men. His hand constantly goes into his pocket for those who are in need of assistance to tide them over rough places. He is always ready to give expert and saving counsel to others in the world of business and finance who need advice to steer them right and save them from shipwreck. Nobody will ever know how many prosperous enterprises owe their very existence to a word in season uttered by Frank Hulswit. Men who are worthy of aid never go to him without getting it. There is nothing calculating about this helpfulness which is so freely distributed. It is the product of heart and conscience. Mr. Hulswit is devout in spiritual matters. He believes in and practices the religion of his fathers. He has also a genuine love for his fellow men. He is a charming associate, a genuine friend, a man of broad sympathies and an American of the highest type.

E. A. Stowe.

We Must Train Grocers To the Business.

(Continued from page 20)

ple of Seattle and Spokane want credit and delivery that chains do only 6 per cent. of the business of Seattle and between 7 and 8 per cent. of the business in Spokane." That is true of every city wherein grocers know their business well and attend to it steadily and intelligently, as those of Seattle and Spokane do.

A Massachusetts grocer, speaking at the last convention which I attended on the subject: "Are open displays of merchandise important?" said among other things:

"You can display all the goods you want to, but another thing you want to display is yourself. And you want to do that in just the right manner. I have been in many stores where the grocer or butcher was smoking a cigarette, a cigar or even a pipe and perhaps cutting meat with a pipe in his mouth; in others the owner was chewing tobacco. I want to emphasize that tobacco in any form in the hands of proprietor or clerks is entirely out of place in a grocery store, where your manner, your personal cleanliness, your character are just as much important features as your goods in trade. A man who will not leave out such things will lose out in business. I very strongly believe that personal appearance and cleanliness of person are absolutely essential."

Old stuff, Well, walk about the land as I do and you will see one reason why chains win out and why we are apt to feel that a new generation of grocers must come to revamp the individual grocer's calling.

Paul Findlay.

Loyalty cannot be compelled—it is impelled.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 12—We have to-day received the schedules, reference and adjudication in the matter of David E. Nims, Bankrupt No. 3817. 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 salesman. The schedule shows assets of \$675 of which \$650 is claimed as exempt, with liabilities of \$10,097.90. 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.

June 12. We have to-day received the schedules, reference and adjudication in the matter of Frank B. Wilcox, Bankrupt No. 3818. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hopkins, and his occupation is that of a farmer. The schedule shows assets of \$3,125 of which \$500 is claimed as exempt, with liabilities of \$9,219.90. 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 Frank E. Brunais, Bankrupt No. 3776, the trustee has filed his return showing that there are no assets in the estate, over and above exemptions, mortgages, taxes, etc., and the case has been closed and returned to the district court as a case without assets.

In the matter of Muskegon Scrap Material Co., Bankrupt No. 3343, the final meeting of creditors has been called for June 28. The trustee's final report and account will be approved at such meeting. There will be a final dividend paid to creditors of this estate.

In the matter of Kant Fall Mfg. Co., Bankrupt No. 3546. The final meeting of creditors has been called for June 28. The trustee's final report and account will be approved at such meeting. There will be a first and final dividend paid to creditors of this estate.

In the matter of Leopold Shindorf, Bankrupt No. 3595. The final meeting of creditors has been called for June 28. The trustee's final report and account will be approved at such meeting. There will be a first and final dividend paid to creditors of this estate.

June 13. We have to-day received the schedules, reference and adjudication in the matter of Samuel Vitale, Bankrupt No. 3819. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Charlotte, and his occupation is that of a shoemaker. The schedule shows assets of \$326 of which \$300 is claimed as exempt, with liabilities of \$7,571.14. The first meeting will be called and note of same made herein.

In the matter of Grand Rapids Vitreous Products Co., Bankrupt No. 3459, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held May 24. There were no appearances, except that of Francis L. Williams, attorney for the trustee, Wicks, Fuller & Starr, attorneys for the bankrupt, and Corwin, Norcross & Cook and Walter J. Jones, attorneys for the creditors. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, and for the payment of a supplemental first dividend of 10 per cent. and a final dividend of 33.3 per cent. All preferred claims have heretofore been paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

June 13. On this day was held the first meeting of creditors in the matter of Clara Fellows, Bankrupt No. 3785. The bankrupt was present in person and represented by attorney Dorr Kuizema. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The bankrupt was ordered to pay the filing fee, upon receipt of which the case will be closed and returned to the district court, as a case without assets.

June 13. We have to-day received the schedules in the matter of Harry Davey and Bernard Klooster, as copartners trading as Davey & Klooster, Bankrupt No. 3773. This is an involuntary case. The schedule shows assets of \$1,406 with liabilities of \$2,801.34. The first meeting of creditors will be called promptly, note of same will be made herein. The list of creditors of said bankrupt is as follows:

American Lithograph & Printing Co., Des Moines, Iowa	10.00
Argo Milling Co., Charlevoix	10.00
Armour & Co., Chicago	99.07
Blodgett Beckley Co., Toledo	24.00
Bon Ton Baking Co., Petoskey	10.00
Booth Fisheries Co., Charlevoix	10.00
Carroll Dunham Smith Pharmacal Co., New York	12.00
Century Pen Co., Whitewater, Wis.	31.15
Herald Examiner, Chicago	3.20
Detroit Bakery, Traverse City	65.80
Detroit News, Detroit	10.00
Ellsworth Co-operative Ass'n., Ellsworth	20.00

Ellsworth Tradesman, Ellsworth	40.50
Foley & Co., Chicago	16.50
M. Guiffie & Co., Traverse City	108.11
Hankey Milling Co., Petoskey	23.89
Hazeltine & Perkins Drug Co., G.R.	289.97
Dr. Hess & Clark, Ashland, Ohio	10.00
Holsum Bakery, Grand Rapids	50.48
Hopkins Camera Shop, Trav. City	16.60
Dr. LeGear Medicine Co., St. Louis	6.00
mandeville & King Co., Rochester, N. Y.	5.40
Manitowoc Seed Co., Manitowoc, Wis.	10.00
Mich. Public Service Co., Elk Rap.	30.47
Mills Paper Co., Grand Rapids	15.38
National Biscuit Co., Grand Rapids	38.30
National Grocer Co., Grand Rapids	139.47
Northern Creamery Co., Trav. City	20.30
Petoskey Grocery Co., Petoskey	912.55
Plough Chemical Co., Memphis	72.00
Proctor & Gamble, Detroit	10.00
Red Star Yeast Co., Milwaukee	2.00
Sargent Gerke Co., Indianapolis	40.45
Sheaffer Pen Co., Ft. Madison	24.98
Standard Oil Co., Grand Rapids	3.20
Straub Candy Co., Traverse City	59.76
Swift & Co., Chicago	45.50
Trav. City Tele. Co., Ellsworth	15.00
VandenBerg Cigar Co., Grand R.	17.50
H. Van Eenennaam & Bros., Zeeland	7.50
Thos. F. Webb Co., Chicago	43.60
Worden Grocer Co., Grand Rapids	268.83
X Cigar Co., Grand Rapids	1.85

June 13. On this day was held the first meeting of creditors in the matter of Geert Kiel, Bankrupt No. 3767. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Walter E. Ihling, Bankrupt No. 3800. The bankrupt was present in person and represented by attorney Henry M. Kimball. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors of Herman L. Tries-tram, formerly doing business under the firm name and style of Kalamazoo Vulcanizing Co., Bankrupt No. 3794. The bankrupt was present in person and represented by attorney Fred G. Stanley. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of William H. Tausend, Bankrupt No. 3684, the trustee has filed his return showing that there are no assets in said estate and the case has been closed and returned to the district court as a case without assets.

In the matter of Eliza Larsen, Bankrupt No. 3714, the bankrupt's trustee has filed his return showing that there are no assets in the estate, over and above exemptions, and an order has been made closing the estate as a no-asset case and the same has been closed and returned to the district court.

June 14. We have to-day received the schedules in the matter of B. I. Banta, Bankrupt No. 3792. This is an involuntary case. The schedule shows assets of \$11,941.57 of which \$500 is claimed as exempt, with liabilities of \$18,294.99. The first meeting will be called promptly and note of same made herein.

June 14. On this day was held the first meeting of creditors in the matter of Bernard J. McGee, Bankrupt No. 3545. The bankrupt was not present in person, but represented by attorneys Dunham & Cholette. No creditors were present or represented. The trustee was not present. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no dividends for creditors. 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.

June 15. We have to-day received the schedules, reference and adjudication in the matter of William J. Hooper, Bankrupt No. 3831. 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 \$100 of which the full amount is claimed as exempt, with liabilities of \$4,771.07. 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.

June 15. We have to-day received the schedules, reference and adjudication in the matter of Lewis F. Striker, Bankrupt No. 3822. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$100 of which the full amount is claimed as exempt, with liabilities of \$1,591.08. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of

which will be made herein.

In the matter of George H. Budde, Bankrupt No. 3629, the bankrupt has paid his filing fee in harmony with the referee's order and the case has been closed and returned to the district court, as a case without assets.

In the matter of Harry Davey and Bernard Klooster, Bankrupt No. 3773. The first meeting of creditors has been called for July 2.

In the matter of Claude R. Beebe, Bankrupt No. 3814. The funds have been received and the first meeting of creditors has been called for July 2.

In the matter of Samuel Vitale, Bankrupt No. 3819. The funds have been received and the first meeting of creditors has been called for July 2.

In the matter of Barend Barendse, Bankrupt No. 3693. The funds have been received and the first meeting of creditors has been called for July 2.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Double store, general line merchandise for country and city trade; dwelling above grocery; 151 ft. frontage on Huron River Drive. 33 years established business. Poor health is reason for going out of business. Price very reasonable. R. E. Krause, New Boston, Mich. 107

AUCTION—TRUST MORTGAGE SALE MEN'S FURNISHING STOCK OF A. W. BLACKMAN, QUINCY, MICHIGAN, FRIDAY, JUNE 28, 2 P. M. CENTRAL STANDARD TIME. H. W. Dancer, Trustee. 108

FOR SALE — Thriving grocery store, with some dry goods, doing \$35,000 business yearly. Stock will inventory about \$3,000. Located on Broadway, best business street. Otto Vanderlay, Muskegon Heights, Mich. 109

For Sale—Hardware, implements, furniture, sheet metal shop, under one building. Only business of its kind in town of 1800 population in best section of Illinois. Clean stock and a good, paying business. Stock and fixtures will invoice about \$15,000. Or will reduce to buyer's needs. Exceptionally good lease. C. A. Miller, Washington, Ill. 110

FOR SALE—Well located and well-paying grocery and bakery on main street, on U. S. 12 highway, in Sturgis, Michigan. Reason for selling, other business. Address Louis Loetz, Sturgis, Mich. 111

COFFEE SHOP FOR SALE — In a hustling college town and new oil well district. We roast and blend all coffee, peanuts and peanut butter; also confectionery. All new fixtures. Will teach roasting and blending to buyer. Other business interests reason for selling. Lamb's Coffee Shop, 203 So. Main St., Mt. Pleasant, Mich. 104

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

For Sale — Solid oak tables, desks, chairs and other office equipment. Used only a few months in office of a local broker. Cheap for cash. On display at our office. Tradesman Company.

CASH FOR MERCHANDISE

Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc. N. D. GOVER, Mt. Pleasant, Mich.

I OFFER CASH!

For Retail Stores—Stocks—Leases—all or Part. Telegraph—Write—Telephone

L. LEVINSOHN

Saginaw, Mich.

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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.

George P. Morris is acting as temporary general manager of the Odin Cigar Co., 2567 W. Grand boulevard, succeeding R. O. Brandenburg, president and general manager, whose tragic death in an automobile accident was recorded on May 25. According to Mr. Morris definite action in the selection of a successor to Mr. Brandenburg will be made at the next meeting of the board of directors this month. Mr. Morris is part owner of the local chain of Morris-Travis drug stores and is vice-president and a director of the Odin Cigar Co.

R. E. Ripley has opened a third drug store at 3099 Humboldt avenue.

The Reid-Reisterer Drug Co. has taken over the Alex Reid pharmacies at 16548 Woodward avenue and 19102 Woodward avenue.

At the annual meeting of Travelers Protective Association, held at Book-Cadillac Hotel last week, Clyde E. Brown was elected national president. Twelve hundred delegates, representing 135,000 members, were in attendance. Others elected are E. W. Wright, Kansas City, Mo., first vice-president; H. L. Scarborough, Sumter, S. C., second; H. W. Cliff, Corinth, Miss., third; John Martin, Newark, N. J., fourth; N. S. Eckard, Martinsburg, Va., fifth, and T. S. Logan, St. Louis, Mo., secretary-treasurer. New directors are H. A. Albrecht, R. J. Anderson, J. A. Conlon and J. S. Driscoll, all of St. Louis; Sam L. Harbison, Knoxville, Tenn.; W. S. Murchison, Raleigh, N. C.; William E. Wellman, Baltimore; L. B. Carlton, Houston; A. L. Woodruff, Atlanta, and Earl V. Austin, Lincoln, Neb. President Brown has been connected with the Travelers' Protective Association twenty years, serving as National director, state president and state secretary, and last year chairman of the membership committee for Michigan.

Fred Kerr and Clyde Kell of the McConnell-Kerr Co., 350 Jefferson avenue, East, attended the New England Manufacturing Co.'s lace curtain opening and display in Boston this month and later visited other large manufacturing plants in the East before returning home. The McConnell-Kerr Co., Michigan representatives for A. S. Hermann, Inc., linen importers, opened the new lace curtain department last year and, according to Mr. Kerr, the business has exceeded all expectations from the start.

Russell E. Rosebrough has been appointed Southern Michigan special floor covering representative for A. Krolik & Co., with headquarters in Lansing.

Nearly 3,000 are expected to attend the annual excursion of the Mack avenue Business Men's Club to Tashmoo Park, Thursday, June 27, Edmund Kuhlman, president of the organization, believes. "A great many of the Mack avenue stores will be closed," P. F. Van Parys, general chairman of the excursion committee, said, "and we expect to have the largest crowd in our history. Scores of awards will be made to the winners of events on our varied field day program."

J. M. Beale, who for a number of years has been in Paris as a member of the American club, and also of the board of directors of the Chamber of Commerce there, has succeeded M. G. Murphy as general agent for the United States lines in charge of Michigan. Murphy is now general agent in charge of the Canadian territory East of Winnipeg.

According to H. J. Gilles, auctioneer and general manager of the Merchants Clearing House, Jefferson and Randolph, one of the largest stocks of the season received by the firm for auction disposal goes on sale Thursday. The goods include general dry goods, men's furnishing goods and shoes.

Funeral services for Edward S. Davis, president of the Davis Tool & Engineering Co., who died Sunday at his residence, 6525 Lincoln avenue, will be held Wednesday at Fort Memorial Church. Mr. Davis was 48 years old. Besides his wife, Mrs. Katherine Davis, Mr. Davis is survived by his mother, Mrs. Mary Davis; five brothers, Robert, William, Simon, Charles and Clarence, and two sisters, Mrs. Elizabeth Wilson and Mrs. Margaret Krouse. He was a member of the Masons of Providence, R. I., the Knights Templars and the Shrine. He was also a member of the Highland Country Club.

Joseph J. Berghoff, identified with the printing trade in Detroit for many years, has established a new printing business in the Kerr building, 642 Beaubien street.

John Enrion, 5021 Hillsboro avenue, is the new resident representative for Heger's Products, St. Paul, Minn.

Hynes & Murphy, owners of a chain of drug stores in Detroit, have acquired the Romeyn Pharmacy in Royal Oak.

E. H. Stein, for twelve years assistant manager of the Postal Telegraph Co., has been made manager to succeed M. C. Halladay, who has been transferred to Grand Rapids. Mr. Stein has rounded out a quarter of a century with the Postal Co.

E. J. Gibb and J. A. Rowan have purchased the Buick franchise and interests of the Royal Oak Buick Sales, in Royal Oak, a suburb of this city. The new firm will be conducted under the name of Gibb-Rowan Buick, Inc., with Mr. Rowan as president and general manager and Mr. Gibb as secretary and treasurer. Mr. Gibb is a former secretary and treasurer of the Rickenbacker Motor Co. and since that time has been interested in real estate. Mr. Rowan started in the automobile business in 1914 with Studebaker. For fifteen years he has been engaged in the merchandising of motor cars in Detroit. He has resigned his position of service manager at the Woodward branch of the Packard Motor Car Co., where he has been for the past year. Prior to that, he was sales manager at the Detroit branch of the Reo Motor Car Co.

Baker's jewelry store opened at 1117 Griswold street on Saturday.

At a meeting of the board of directors of the Detroit Board of Commerce, held last Tuesday, George M. Welch, vice-president of the Michigan

Bell Telephone Co., was elected president. Mr. Welch has been on the directorate for a number of years and during the past year held the post of first vice-president. Other officers elected were: Clarence A. Guilford, treasurer of Crowley Milner Company, first vice-president; A. C. Marshall, vice-president of the Detroit Edison Co., second vice-president; William Brown, head of the Carey Company, third vice-president. Robert O. Lord, president of the Guardian Trust Company was re-elected treasurer of the board and Harvey Campbell was re-elected vice-president and secretary. Colonel Walter C. Cole, executive vice-president of the Metropolitan Trust Co., and F. J. Armstrong, traffic director of the United States Radiator Co., were appointed to the board to fill vacancies caused by the election of A. C. Marshall and William Brown to the board of officers. In addition to the officers elected last Tuesday the directorate will begin the fiscal year with the following membership: Roger M. Andrews, publisher of the Detroit Times; F. J. Armstrong, traffic director of the United Radiator Corp.; Clinton F. Berry, vice-president of the Union Trust Co.; F. E. Bogart, president of Farrand, Williams & Clark; Frank P. Book, of the Book Estate; Col. Walter C. Cole, executive vice-president of the Metropolitan Trust Co.; C. W. Dickerson, vice-president of the Timken-Detroit Axle Co.; Louis J. Flint, executive vice-president of the Citizens' Committee of Detroit; John H. Hart, vice-president of the First National Bank; H. William Klare, vice-president and general manager of Hotels Statler, Inc.; Joseph T. LaMeasure, of LaMeasure Brothers Laundry and Dry Cleaning Co.; Wm. B. Mayo, chief engineer of the Ford Motor Co.; Frank J. Martin of Burnham, Stoepel & Co.; Paxton Mendelsohn, capitalist; Louis G. Palmer, head of the Louis G. Palmer Co., realtors; Herbert D. Robinson, president of Russeks; Mason P. Rumney, vice-president of the Detroit Steel Products Co., and S. Wells Utley, vice-president and general manager of the Detroit Steel Castings Co.

Asmus Brothers, 523 Congress street East, have been appointed exclusive Detroit distributor for the Tru Lax Products Co., Newark, N. J.

F. F. Frankie has purchased and taken possession of the hardware stock formerly owned by Steve Fodor at 8901 Keller avenue.

F. W. Lines, Jr., for the past several years one of the account executives for Walker & Co., outdoor advertising firm of Detroit, has been appointed sales manager of this organization. Walker & Co. have recently acquired control of the Bellows-Claude Neon Corporation, also of Detroit, and the interests of these two companies have been merged.

Harvey Campbell, vice-president of the Detroit Board of Commerce, addressed the Purchasing Agents Association of Detroit at their regular monthly meeting, last week on "The Value of Advertising to the Purchasing Agent to the Advertiser." Frank T. Swain, president of the Purchasing Agents Association of Philadelphia, and purchas-

ing agent for the Lehigh Coal and Navigation Co., reversed English on the subject and spoke on "The Value of Advertising to the Purchasing Agent."

Stuart C. Lockman for several years secretary of the Detroit Produce Association, has been appointed general manager of the Detroit Union Produce Terminal, the \$5,000,000 facility for assembly, sale and distribution of fruits and vegetables at Fort and Green streets. The Terminal opens for business Monday, July 1. With Frank N. Isbey, president of the Detroit Union Produce Terminal Co. Lockman has been actively connected with the construction of the new plant. Prior to his affiliation with the Detroit Produce Association, Mr. Lockman was a commission merchant.

Announcement has been made of the partnership of Crouse & Co., dealers in stocks and bonds. The partnership consists of Charles B. Crouse and Harry W. Kerr as general partners, together with Stevens Woodruff and John Owen, III, as special partners. Mr. Crouse has been in the investment banking business in Detroit for a great many years, formerly with the bond department of the Detroit Trust Company, later vice-president of the Bank of Detroit, in charge of the bond department and more recently with Livingstone, Crouse & Co. He is a former president of the Bond Men's Club, and has been actively identified with the affairs of the Investment Banker's Association. Mr. Kerr has been connected with the Detroit & Security Trust Co. for a number of years, recently resigning his position as trust officer of that institution. The company plans to transact a general investment business in bonds and stocks.

While the demand for automobiles continues, it is not quite so heavy as it was a month ago. This, of course, has had some effect on production at the numerous motor car manufacturing plants, although output has not been curtailed to any great extent. It is not believed there is any definite turn in the market at the present time or that there will be in the next two or three weeks.

In fact, definite turns in the automotive business have failed to materialize during the present year. That there should be a seasonal decline in the retail sales is to be expected, but this decline usually comes gradually and manufacturers and goods dealers are well prepared for it.

It is readily admitted that the used car business throughout the country is not all that it should be. Sales of new cars in the lower-priced field would clearly indicate this. Used car stocks at practically every key point in the country are not considered excessive, however, because most of the dealers have been trading wisely. They have learned the lesson of long trading in former years.

James M. Golding.

Make every prospective buyer glad that he met you.
studying.

Men do not differ in kind—they differ in degree.

AMERICAN COMMONWEALTHS POWER CORPORATION

Annual Report

Behind your investment in securities of a public utility company, stand the tangible assets of plant, buildings, equipment, transmission, and distribution systems to give adequate and efficient gas and electric service for domestic and industrial purposes.

Further value is given by the character of the management, combined with executive initiative and vision, which has made gas and electric service in the United States superior to that of any other country in the world.

Service in areas diversified as to population, agriculture and industry makes for stability of earnings—thus assuring a regular and constant return on such investments.

Subsidiary companies of American Commonwealths Power Corporation render service to a population estimated at 1,837,000 in 15 states. These subsidiary companies—earnings—population and areas served—and the Corporation's investment in stocks of other public utility companies are discussed in the Annual Report.

Interesting information about the Corporation may be had by reading this report, which will be mailed on request.



Address Secretary

American Commonwealths Power Corporation

**Grand Rapids National Bank Bldg.
Grand Rapids**

**120 Broadway
New York**

THE INDUSTRIAL BANK

AND

THE INDUSTRIAL COMPANY

GRAND RAPIDS, MICHIGAN

Combined Capital and Surplus
\$1,600,000

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Charles A. Phelps Vice President

Rudolph M. Bremer Treasurer

We are pleased to announce
the association with our organizations of

R. DON MATHESON

IVOR C. BRADBURY

ROBERT F. AMES

As officials in charge of our Security Departments.

WALTER J. WADE

THOMAS R. HOOD

KENT J. OWENS

W. G. MADDEN

C. M. HURD

C. A. PHELPS

A. J. PLUMB